



Ray Edwards Show, Episode 311

The One With Marie Forleo

Ray Edwards: *Ray Edwards Show*, episode 311. The one with Marie Forleo.

Announcement: It's the Ray Edwards show. This is the podcast for prosperity with purpose. Let's change your world and watch your business grow. Welcome to the *Ray Edwards Show*.

Ray Edwards: I just like saying her name.

Sean Edwards: The one with.

Ray Edwards: The one with Marie Forleo. Marie Forleo, born and raised in Jersey. Started her business with nothing more than a passion, a laptop, and a dream. Now it's her world. You just live in it.

She's really done something remarkable. I remember seeing her at one of Jeff Walker's live events when she was just getting started. I think, if I remember correctly, I think the program she was doing at that time her first big launch was for something called rich happy and hot. Oh, and I thought, "Oh, come on. That's never going to fly", and of course now she's created like a digital-Empire. She's on the upper show, it flew.

Sean Edwards: Right. It flew.

Ray Edwards: Kathleen's question, will it fly? Yes, this one did. We're going to talk with Marie Forleo. She has built a socially conscious digital empire that touches millions of people, and she makes millions of dollars. She lives in New York City and lives a glamorous lifestyle and makes her own TV show online. Her YouTube channel is not like every other YouTube channel. It's really like a TV show. You should check it out. Although I'm always a little self-conscious about watching it like everyone in the coffee shop. Why would you watch it there, with that lady dancing? You have to see this show to understand.

Announcement: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray Edwards: Spiritual Foundations. Recently I did a podcast about the truth about Parkinson's. I've got lots of responses from it. It's been a real blessing because I think it's really helped a lot of people. It's also been it gotten to the point its kind of annoying. I get tired of people asking me about it. I'm just being real. It's like oh, I still don't want to talk about this anymore. But I understand why people want to talk about it because we run into these challenges in life and we don't know how to deal with them.



I think there's an opportunity that we can use our circumstances, whether good or bad, to advance to move forward the gospel. Before you roll your eyes, "Oh, talk about the Gospel, evangelism." The word gospel means good news. So if you've got good news -- If you got the best news ever in the history of the earth and there's people who haven't heard it, shouldn't you tell them? It seems like it would be a good thing to share.

In Philippians 1:12, it says, "Now, I want you to know brothers that what has happened to me has really served to advance the gospel." That's Paul writing. And then he goes on to talk about -- Well, let's get in this little bit. Paul was a businessman. He was a tent maker. As far as I can tell, this was not like something that he did just because it was an easy way to make money. It required skill, and he did it because he didn't want to rely on the church for his income. Pause for a moment. Let's see, he didn't want to rely on the church for his income but he was the apostle Paul. He basically planted Christianity at its point of origin. One step removed. I mean, Jesus has something to do with it. I'm being cheeky, I know. Don't write me emails about that statement, okay ? Just chill out.

But he was a business person. He earned his own income. He took it seriously. He had an overall ministry objective for his business, and that meant that sometimes he was thrown in prison, he was persecuted, he was beaten. I think he was actually raised from the dead a couple of times because there was a couple of times where he was stoned or beaten and they said they had left him for dead and yet he got up and recovered and was on his way within a day or two.

I think if you just read the stories objectively and ask yourself, "Well, how did that play out?" If you got beaten to the point of unconsciousness, it's not like it is on TV where Captain Karate chop somebody and they pass out and they get up an hour later they're fine. No, you have like a concussion brain damage or something. But Paul got up and went on about his business. Just something to consider maybe why that happened and how it happened.

But these things that happened to him for a lot of people would have stopped him. If you put it in the modern world, if you're a business person and you're also a follower of Jesus and you say, "Well, I'm going to use my business as a way to advance the gospel." Which doesn't mean to be preachy with people necessarily, it just means to show people what it's like to live honorably, to live consistent with the truth that you claim.

A lot of people who are able to say that in the sunshiny times when things get stormy and rough, they get frustrated and quit, or when we get disease or diagnosis, we go through periods where maybe we're tempted to just say, "I don't even know what the point of this is, it just seems pointless." Yet if we stop and consider not that God sent these bad things upon us, but can they be used to advance the kingdom, to bring more of the God reality to the world around us, to transcend the circumstances and transmute them or transform them into something that is in our favor to our advantage, can we do that? I think the answer is absolutely yes, and Paul serves a



good example of that. Something worth doing is, whatever you're facing, whether it's maybe you're joyous, you've got a new child or grandchilids -- What are grandchilids?

Sean Edwards: I don't know.

Ray Edwards: But you've got some of those and you're happy about it. [laughs] Maybe you're going through hard times right now. Whatever the circumstances are that you're facing, how are they being used or how can you use them to advance the good news to bring more of the kingdom reality into the world around you right now? If you can't figure it out, ask God to give you insight into that. Because it says somewhere else in the book that if you ask Him for wisdom, He'll give it to and He won't refuse you.

Announcement: Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray Edwards: Tip of the week. It's time for me to convince you to spend money on an app. I'm playing no favorites this week. This app is available for both IOS users and Android people. It's called PORTRA. There are a lot of apps out there that will put your photos through an art filter, and they'll either have that ghazi faded out, vignette kind of effect like Instagram as popularized, or there are some of them claim to make your pictures look like sketches or paintings, but I've never seen anything that does as a good job as PORTRA. I'll put a couple of examples of some photos of the pugs that I've turned into paintings, virtual paintings. They really look like paintings.

Sean Edwards: Yes, they look good.

Ray Edwards: It's just cool. I have a little secret tip for you. If you use a high-resolution photo to do this, you could take that resulting artwork and send it off to fractureme.com. These are the people who print your photos on glass, and they are apparently amazing. I haven't seen them but I'm -- I think I can say this now because by the time anybody hears this, they will be getting one of these, they won't know. Plus, I want to send these to family members who never listen to my podcast anyway, not present company excluded.

I want to send these as gifts. What I'm saying is, you could use PORTRA to make a very unique photo into something that looks like a work of art, and then have it printed on glass and it would be a very cool gift. Check it out, there's a link in the show notes to both the IOS and the Android version of the app. I think you're going to like it.

Announcement: Now, our feature presentation.

Ray Edwards: Okay. We talked a little bit about Marie Forleo. Already you probably have heard of her, you probably don't need me to introduce you to her, but she has an award-winning show called Marie TV, which when it first started up, I thought, "Oh, come on. Really?" And then, she's like Oprah on the Internet. She's got a Ray-Edwards-Show-Transcript-311



world-class online training program called B-school. She has a book that's in 16 languages, and audience in 195 countries.

Marie helps people dream big and back it up with meaningful action to get results, and she's also an extraordinary copier. Because as you'll discover in this interview, she writes her own copy. She's brought somebody on board just as we were doing this interview, but up until very recently, she wrote every word of copy that you ever saw come out of her business, which I think it's just amazing. So, let's get into it.

Ray Edwards: Check one, two. [pause] Alright, I am super excited. I've said that about a hundred times during this summit. But this is one of the interviews I'm most excited about. I'm just going to tell a little story on myself before we start talking with Marie. I met Marie a few years ago at an event put together by Stu McClarin and I was just telling Marie before we started the interview, I was kind of intimidated by you. Because you were in New York City and I'm this boy from Kentucky, I'm a boy. That's how I felt, I felt like a boy in Kentucky with all these fancy people. And it was a super fun experience and it was a great expansion of my thinking when I went to that event. But, you were so gracious and so kind and since then, I mean you were already successful, but you've skyrocketed with Marie T.V. which I watch faithfully, and your interview with Tony Robbins, off the charts fantastic.

Marie Forleo: Thank you.

Ray: You're the founder of B School, you are a philanthropist, you're an entrepreneur. And I love that you say this about your work; that you exist, your company exists, your work exists to help people become the person you most want to be. What a pure, simple, but powerful mission.

Marie: Thank you. It's such a joy to be here with you today and I know we're going to dive in and talk about copy when we get there but that is one of my favorite topics in the whole wide world because I think words are so powerful and as business owners and creatives and writers, they're what we need to get our message out and to get people to take action or to think about something in a new way or to perhaps even change their lives. I'm really honored to be here, thank you for inviting me.

Ray: Well, you're quite welcome and this is going to be so much fun. I've thought of you as a great copywriter from the first days I was aware of you. Because the way you communicate with your audience, I just feel the connection that you have with the people who are drawn to you. I am of the belief that all of our communication is copy because we're always persuading people in some way or other. And I don't



mean that in a Machiavellian way I just mean, if you're with the person that you love you're persuading them to watch a movie or to have something for dinner or to engage in whatever activities you want to have fun engaging in. Can you talk a little bit about how you became aware of the need for copy of intentional persuasion in your business?

Marie: When I first started my coaching business, I was the ripe old age of 23, which sounds ridiculous to my mind right now. I don't know how I had the confidence to go out there and do this because I hadn't quite lived nearly a lot of life yet but I was bold and I trusted my instincts. In my coach training school, they taught us about email marketing and it was back, this is like 1999-2000 and that was one of the ways in which you were to share your expertise and offer people ideas and this was back when email was still relatively novel.

When I started trying to create content for myself I'd recognize like wow, all of this is words and I'm having a little trouble trying to sound professional. I bumbled around quite a bit Ray and as I continued to study entrepreneurship and try to understand what marketing was especially in this very new digital world, I understood very quickly that copyrighting what a skill that absolutely vital if I wanted to have any kind of success positively influencing other peoples lives. It was absolutely vital if I was going ever get any clients, it was absolutely vital if I ever wanted to write a book, which was always a dream of mine.

That's when I started to really pay attention to copywriting, to start practicing, to start doing anything that I could to hone my skills and start gaining what I like to call; copy consciousness. You start looking at headlines, you start recognizing that even junk mail that comes in, what gets you to open it up? Standing on the grocery line getting some food and you see all the magazines and what headlines make you pick up that little magazine and read it. I just started to develop and awareness of how important copy was and as my business very, very slowly started to grow, I realized the power of words. I would write a story and let folks know that I had some openings in my coaching practice and then I would book clients and get money and then when I started to develop

group coaching programs those same words, allowed me communicate with folks I've never met before, had them trust me, have them understand my intentions were to serve them and then they happily signed up for whatever I was offering. I started



to really understand the power of copy and have just tried to continue to learn and always practiced to get better ever since.

Ray: I love that phrase that you used 'copy consciousness'. I'm going to incorporate that into my vocabulary. Because I see it everywhere, all the places that you've mentioned. And then I tell people it's copy the way your phone is answered at your business. That's copy because it's painting a picture is giving people a framework about how to think about you and your company. Yet so many people I think overlook the fact that it's all copy. You're well known for your videos. Let me just ask you, Marie, do you just still make stuff up in those videos just talking to the camera off the top of your head?

Marie: No. If you go back to my very first videos which are all up, we haven't taken anything down.

Ray: Really?

Marie: Absolutely. I want everything up there because I want people to see the progression. Because back in 2010 or 2011, I actually did, it was all just right off the top of my head. And then when I started watching them back, I would actually get angry with myself because someone would ask a question and I would answer off the cuff and when I'd watch it back I was like, "Oh, there was a quote I could've shared. That would've really made a difference there." There were three other things that I forgot to say because I was so excited in the moment and the way that my mind works, I have a weird quirky sense of humor, where sometimes I get images of how things relate, that the only way for me to make them come to life is to make them come to life in a skit or with graphics or with a wig or with a music video or something like that.

When you're answering things off the cuff, which I do love to do because I love to do live Q & A especially in person, but I wanted to try something else. I wanted to start to craft these really complete comprehensive answers that would not only give people some real wisdom that they could use, but that were also entertaining. You can't do that. [laughs] You can't craft the kind of sketches that we craft. You can't have costumes and have things zoom in and have timing or have comedic humor in the way that I wanted to have it unless you sit down and write some copy, which is



your script. For me, it was also another really wonderful opportunity to hone my writing skills and to hone some comedy skills and to just do things in a new way that I hadn't seen anyone do before. But, yes, that is all copy.

Ray: It's powerfully done and I believe that you're serving people at a higher level when you have the -- you take the time and you invest in crafting an intentional answer that serves them better than just off the top of your head.

Marie: Thank you so much for that. Sometimes I can beat myself up because if I'm doing coaching calls, let's say for Peace Cooler another program or I'm just out at an event, I really do love that live back and forth. But, we do take a lot of time to really think through someone's perspective. I'll often do research on them, we'll look back at our other episodes that if there was a similar question that was asked, we want to answer it in a new way. I really want to thank you for that feedback because we put a tremendous amount of time and energy into crafting them so we're not wasting people's time. We're giving them value and so that it's entertaining.

Ray: Well there is a lot of work that goes into looking spontaneous and brilliant.

Marie: [laughs]

Ray: You are brilliant. I don't mean to detract from that at all but I really respect the amount of craftsmanship that you put into those videos and everything that you do really. Your website is beautiful. Let's talk about that for a moment. So much in the past, copywriting teachers of the bygone era, would talk about well copy needs to be ugly and I always thought that was an excuse to not pay for designers. I believe that we're seeing that proven now when we have work like the work that you do. How important is design to the way your copy is received do you think?

Marie: This is a really interesting question because I feel like there are several different facets to it. One of the challenges that we bump up against in our company, is design versus copy. Because words are the most important thing to me but I also want things to feel good and to look good. I think one of the mistakes we've certainly made this and I'm always trying to dial it back, is things can get over-designed and you can actually lose attention on the words. I think it's this fine line that you constantly have to just balance and also use the tools that are at our disposal right that when I first started back in the early '90s, maybe they were there or they



probably weren't there or they were just so expensive and so kind of esoteric that no one knew about them, but we can test now. We can try a design that is

perhaps a little more on the simple side where you make sure the copy is just crystal clear and vague. And then you can test with something that perhaps is a little more sophisticated from the design side, but you do risk lose some of the messaging.

We're having fun these days because we finally have the tools and the team to be able to play. Now, I will tell you, I always lean on the side of wanting things to be a little more simple, to make sure that the copy is really clear and that the messaging comes across. On my team again, I think that's what makes for a good creative outcome is if you have people battling. We do battle all the time.

Ray: It's good to have that give and take. I think that's how you arrive at the sweet spot. But even if something is simple, I've seen some of the designs that you've used there are very simple, very clean, very minimalist and yet there's an aesthetic there that gives you the feeling of quality.

Marie: Yes. That's a really good distinction and nuance. That's what we strive for. I remember when -- again I was first coming up and learning about online marketing and going to conferences and trying to figure out this new world of digital business. For me, the internet was so amazing because, in my early 20s I was able to use it to mask my age because I was so insecure. I was so insecure so I was constantly striving to be as professional as possible, to make up for the fact that I didn't feel qualified enough.

Having things feel good, having things feel as though as if you're coming some place that you can trust by the nature of the quality of the photographs or just the fact that there's a color palette, that's pleasing and things make sense. It's always being important to us, honestly, not that I think this is necessarily a gender issue, but as a woman I found that I wanted my educational experience to feel a little more-- how do I say it? Just warm and inviting. Some of the things that I was exposed to early on, it felt just like no one had put any design attention on it and it almost distracted me from my learning experience. I wanted to do something a little different.

Ray: Yes, I think it's the difference between coming into a room and a home that is stark and bare and not very inviting and coming into a room that's -- some thoughts has been given to the aesthetics, so you feel that warm feeling of, "Oh I feel at home here, I feel at ease." I think that's really important and you do it very well.



Marie: Thank you.

Ray: You've trained many thousands of men and women in B-school to start their own online businesses, do you experience the push back from people who -- they love the idea of business and creating a service or a product that helps people, but then when it comes to selling they take a step back and they're like, "Whoa, I don't want to be that person."

Marie: Completely. That honestly is why I started B-school because my earlier programs were more personal development oriented and I would meet people, I was bartender, I did fitness classes, I would teach hip hop. I would meet people all over and they would know about my online business as well and they would say, "Gosh, how are you doing this? How are you able to have this -- you're earning a good living, you seem like a relatively happy and normal person, how is all this happening?"

And I was like, "I really love sales and marketing and that's the key to any kind of business whether it's selling out dance workshops, whether you're selling candles or T-shirts or televisions or a consultant service. It's all about the sales and marketing".

The message I heard over and over again was that, people didn't want to sell a market. They felt like it was slimy or dishonest or somehow just had this very strong negative connotation about it. And I was, "No, no wait. Business can be amazing. Sales and marketing does not have to feel pushy or slimy or like used car salesmen. You can be absolutely generous, you can be compassionate." One of the things we teach in B-school is that the best of you comes out when you're practicing what I like to call modern marketing. Not the worst of you. It's not the greedy side, it's not taking. It's all about giving value first, it's all about listening to someone and understanding who they are and what they're struggling with and what dreaming of and being able to communicate with them in such a way that you let them know, "Hey, I understand you, I got you and I have something over here that might be great for you, come check it out." Not with pressure, not with fear tactics but being really honest and straightforward and caring. That's why we [laughs] started B-school, but to answer your question, yes, people, even when they get in, we'll get to module six which is all about marketing, and I've had many, many conversations with, "But I don't want to do this, this feels manipulative, isn't this--" and I'm like, "It's not". So much of what we talk about in B-school and so much of what I strive to achieve with books is really getting them to understand that business can really be a force for



good you're in charge. Sales and marketing can be one of the best things that you can do for the people who you're meant to serve and there's a way to do it that is in complete alignment with your values, with your integrity and from a place of total generosity and service even if any of your prospects never become customers, they can walk away feeling like you're just the best thing since sliced bread.

Ray: I love that. I love how you said that you have to give value in your marketing and it has to be part of the marketing so they're getting something even if they don't buy from you. The way we like to say it is we say that marketing should be something you do for people not something you do to them.

Marie: Bam! I love it. That's a tweet-able and a half.

Ray: What led you to create -- you have a copywriting course which is called the *Copy Cure*. That in itself is like a perfect title for course about copywriting. Here's how I know when somebody has written something that I think is really good, when I say, "Dang it. I wish they come up with that."

Marie: [laughs] That all the time too, I so feel you Ray. There are sometimes and you see something and you're like, "Oh my goodness." The *Copy Cure*, yes. Basically we've had tens of thousands of grads in B-school at this point and it's a very robust program.

We're taking people from the beginning of profit clarity, talking about websites, talking about communication plans, talking about your offerings and we do talk about marketing and copywriting, but what I found after five, six years, I'm like, "Goodness," where a lot of people are falling off is they have a great product or service. But when I look at their landing pages, when I look at their emails, when I look at their websites, when I look at how they're communicating about, it's just completely falling flat. And again even though we cover copywriting in B-school like you know this Ray, copywriting is an enormous skill set that can be its own like gosh, you just never can stop learning about it. We decided to create something that went a lot deeper and that was just on that topic and because we do have a weird sense of humor and its co-created with my dear friend who's also a brilliant writer Lora Belle Gray, she and I. She comes on like I'll draft up all my Marie TV episodes and I'll



write them out. And Lora comes in and we create funnies together and she has a sick sense of humor like I do so we have a good time.

But I said we should do this together because we'll have a ton of fun and we just this medical theme came out and we did this brain dump of all the different ways like sick copy and terrible copy. [laughs] it's just it kills your business, it's deadly for it.

To be honest that the original version of the *Copy Cure* we once did it as a live segment. I used to do a conference years ago and in New York City and I had more common present and we had so much fun during this presentation together. We're like, "What if we built that out?" Like, "What if we took each component that we did in one hour but we just went really deep and taught people how to do every bit of copywriting that we feel could really transform their business?" And that's what we did.

Ray: Now let me back up and zoom out a little bit. I want to come back and talk about the *Copy Cure* in a moment but a lot of people, what I find, they want to do is they want to turn this part of their business over to somebody else. They say, "Well, I believe that marketing can be good and I believe that it's something we have to do," which the way they language it reveals what's really going on inside them it's something that you have to do. Can I just hire somebody to do this? Did you hire copywriters in the beginning or ever or who writes the copying in your company? That's what I love to hear.

Marie: It's the truth. I mean I will tell you Ray, people are shocked when they're like, "Wait, you're still writing all your own copy?" I'm like I'm not super proud of that fact but it is the truth. Like part of me is very proud of it because all the words that come out of our business, are mine of course I have people help me edit because I'm a horrible speller and I'm sure mistakes go through time and time again. And I have people take second and third looks at things so that you know -- you know this as a writer, you just can't be it all yourself and you put it out there. It's useful especially for the amount of content we crank out to have a second set of eyes to make sure it's edited properly. We're just now starting to try and find some people to help [laughs] just so I'm not writing everything but I will tell you it's been really, really difficult. Part of it is because I have such a unique voice and people kind of can feel me. If someone else that you would feel it really instantly, but I do encourage people to write their own copy even if you do get help or even if someone lays down a few drafts like you have to go in and tweak things so it's yours. Obviously, if you're a Ray-Edwards-Show-Transcript-311



personal brand, that goes for sure. But if you have a company and you're selling products and you're not the face of your business, you should just try it because you'll empower yourself with so much control. You can write an offer in a minute. If you want to do a special sale on social media, you'll have so much more freedom in your business and I really do believe copywriting is one of those skills. Anyone can learn how to do it and you can write your own financial ticket. When you know how to write good copy, you have an ability to create revenue and income in your business like no other skill set.

Ray: Now the late great Gary Halbert who I believe had this great skill for being able to write like a common person, like the common man or common woman. And I think the reason he was able to do that is because those were his roots where he came from. And he was the person I believe who originally said you're just one great sales letter away from financial freedom. I think it's so true and the fact that you write all your own copy explains to me a big reason why all of your brand is so congruent. It feels very much a part of a whole instead of like compartmentalized. I love that you do that and other entrepreneurs might be unhappy to hear me say this but I think that's the best thing you can do is write your own copy because it comes right from here, you can feel it.

Marie: Yes, it does and I don't know -- there's not that many other people. I have a lot of friends in the industry. And it's like most of the folks who there is a lot of congruence with their brand and there's a lot of connection with their audience and they also have robust profitable businesses. They are doing the vast majority of their own copy.

Ray: Yes, absolutely. And I know a few people who have teams that do a lot of the writing for them now but those are people who've worked with those individuals for decades and they've really internalized their language and their thinking and they're almost like in sync with one another at a subconscious level.

Marie: I think you're absolutely right. It does take time, it takes practice and I think it's worth it if you can develop those relationships. We certainly have members of our team that can support me -- you know what I mean? If I'm like, "Hey," guys can someone lay down a couple of bullet points like to get this started then I'll come in and ra-ra-ra-ra, do my thing. But it does, it takes time and I think people have high expectations. I think someone can just come in and get the voice that's like -- that is years.



Ray: Yes, absolutely. So now I can tell you from the bottom of my heart you are a fantastic copywriter.

Marie: Oh, thank you. Thank you very much. Thank you.

Ray: But the proof of the pudding is as they say under the crust and you've had a great deal of success selling your programs and your coaching and -- so that's the real test. I mean, I will often tell people they'll say, "Well, I don't know why my copy is not working. I showed it to different copywriters and coaches and they all said it was good." And I will say -- "Well, but none of them took out their credit card, did they? And ask you to buy what you're selling?" That's the real test. And of course you have to do that in a way that's congruent with your values and you certainly are able to do that and you've been able to do that very well.

Marie: Thank you.

Ray: What would you describe as -- this is kind of a broad question, so forgive me. But what would you describe as maybe the one or two biggest problems you see or diseases you see afflicting people's copy?

Marie: 100%. Easy. Because even though we have men and women in my particular audience, I see a lot more of women's copy. And a big mistake we all have to watch out for -- and I'm sure some men can watch out for this one too, is everything is kind of broad and ambiguous and a little bit flowery. Like language about, "We're going to transform this and we're going to step into our power," and it's like, "We're going to find live in our truth." And I'm like, what does that mean? Like how can we get that specific and concrete? We have this test in the *Copy Cure*, we call it the Steven Spielberg test where your copy should be so specific and clear and really paint a picture that if you handed it to Steven Spielberg he would know how to make that scene come to life if it was a movie. Like an actor would be able to pick it up and know exactly what that is. You step into your power and actor if you gave them that as a script they'd be like, "What the heck does that mean?"

But if it's like I'm going to stand on top of the stage with my shoulders back and talk about my life story. All of a sudden, an actor could actually do that and that might be an example if someone's stepping into their power, I don't know. But there's a lot more concrete detail that just live your truth or something like that. I think one of the



things we all have to watch out for is just having our copy be too broad, too ambiguous and if you are a lady, I'm sorry you're having it be too flowery.

Ray: I think I see that and I also see with men and it could go either way. Obviously, there's radiance of these phenomena. But with men , I find that it tends to be ambiguous. They tend to be more in their head, it's very intellectual, very conceptual and maybe not as flowery. Sometimes it is, but it comes down to the same thing. If you can't really visualize it as you -- I love the Steven Spielberg test idea. If you can't see it specifically, then it really has no meaning to people.

Marie: I think you hit on something else. And it could if copy comes from the head where it's very analytical and you're getting someone thinking a lot. But you haven't dropped down and connected with them emotionally from their heart, they're not going to take out their wallet and buy. We know this right, we know this as business people. People don't buy with their heads, they buy with their hearts. It's always an emotional decision no matter what we say yes to or what we say no to, it's all about emotion. I think you actually wonderfully articulated perhaps what that flip side might be -- if we're going to play with feminine and masculine energies.

But that is another kind of L spot that we all have to watch out for is is our copy just too from the head? There's no emotion, it's all logic-based and it's like, "Okay, great. You made a great intellectual case but I don't care. There's nothing about this that makes me want to take out my wallet right now and give you money to feel something. To get to the other side of this issue or to reach my aspiration or whatever it is that you're saying."

Ray: Yes. Now you mentioned a word earlier that I want to come back to. You said this is not manipulation. Do you draw a distinction between being manipulative and being persuasive?

Marie: That's a great question. I don't spend that much time thinking about it. The way that I often think about selling and about inspiring people into action, one of my values is always to make sure that I'm helping someone go in the direction that they most want to go that just feels really good. And then just from a simple offer crafting perspective. I believe this is true. All of my offerings come with a money back guarantee. The way that I always feel good about making a very strong pitch is I also



say, "Hey, look. If for some reason you get into this thing and it's not for you, then get your money back."

"I don't want your money." You know what I mean? "I am here to absolutely serve you and you give this a try and here are the parameters. But there's no risk for you because we really do want you to win. We're on your side ultimately." I know it's not a direct answer to your question but that's kind of the stance that I come from when I'm writing copies.

So I never feel or even worry that I am being manipulative versus persuasive. We always check ourselves and ask, what's the intention behind this bit of copy? Whether it is a social media post, whether I am writing the subject line to an email, if we're crafting copy from TV. What is the ultimate intention? And I think if you keep your customer's goals in mind, you keep their interest, their heart, their fears and frustrations, their dreams and desires. When you have their best interests at heart you don't have to worry at all about being manipulative because you're just there to be of service.

Ray: I just realized that I asked a very broad, ambiguous question and you gave me a very clear concrete answer. So, thank you.

Marie: All good.

Ray: Well done. What's another problem that you see with copy that you see in the marketplace as people trying to sell their products or services?

Marie: Sure. This one is another one that I've been seeing a lot lately. A copy is more about you or your business or your product or your service rather than about the customer. And writing copy that's more about you and who you are and why you're great versus talking directly to your customer's goals or his dreams or his fears. I think it's really important when you're writing copy to just check and ask yourself. Remember, every human being somewhere in their subconscious is thinking, "What's in this for me?" If you keep the focus of your copy most of the time -- of course, they're going to at some point who are you and why should I trust you? You have to turn that spotlight on ourselves just for a minute or two. But I think another big mistake is having the copy be too focused on you as the business owner and not enough on your customer.



Ray: I love what Nancy Doherty[sp] says about this. She says that if you're thinking of your speech or your presentation or your copy as a movie, you have to remember that you are not Luke Skywalker. You are Yoda. I think we tend to forget that. It's a valid point that you brought up that you have to talk about yourself a little bit but you have to do it in a way that's meaningful to the person that you're telling the story to. The story is really about them. It's really about the customer.

Marie: Yes. Those are the two, honestly, that I see the most. I think, maybe if there were a third place that we can all watch out for, is using 20 words when 10 will do. It's just over-describing or having filler words that you don't really need to have that kind of bulks up a page or confuses a message when you can just get right to it. We call it -- sorry for this, it's the name of one of the tests that we have. We created this course well before the presidential election. We call it The Donald Trump test because-

Ray: [laughs]

Marie: - you need to say to those extra words, you're fired. Again, we're not getting political, but it is a really great metaphor to think if you've got this really long sentence and you're describing something in 20 words, how many of those words could you define to get it down to be as tight and right as possible?

Ray: I love that. I love the name. How could you have known? How could you have guessed that Donald Trump would be this close to being president?

Marie: [laughs] I had no idea.

Ray: None of us could have guessed that.

Marie: None of us.

Ray: I'll leave it at that. Okay. Tell me a little bit about where people can find your work. Where can they find Marie TV and where can they find the *Copy Cure*?

Marie: Sure. We have a fantastic library. Almost 300 episodes at this point over at marieforleo.com. M-A-R-I-E-F-O-R-L-E-O.com and if you go to the Marie TV library page, there's a little menu item for it. There's even a fun oracle that appear like, "I don't know what episode to watch." It'll choose one for you. It'll be perfect for you. If



you want some really funny and entertaining writing tips, go to thecopycure.com. We have quite a brilliant -- I'm actually really proud of the email sequence that we've created for people. You know Ray, we started this email sequence way before the course was ever created and we just wanted to start teaching people some of our writing tips while we were crafting the course. We get the most incredible emails back because there are kind of saucy tips, but they're actually really good. And can transform--[crosstalk]

Ray: They are.

Marie: And they're all for free. You can go check out some good copy tips over there.

Ray: That's fantastic. Marie, thank you so much. This has been fantastic.

Marie: Oh, thank you Ray. It's a joy.

Ray: That's Marie Forleo. She's so amazing.

Sean Edwards: All right. Well, if you found this episode helpful, please leave a review in iTunes, or just subscribe to the podcast in the Apple podcast directory. If you'd like the show notes and the transcript, please go to rayedwards.com/311.

Ray Edwards: 311.

Sean Edwards: They'll be there waiting for you.

Ray Edwards: 311.

Sean Edwards: It's 311. All right, any final thoughts or quotes?

Ray Edwards: Yes. This comes from the category of things Einstein actually did say, because he's often quoted saying things he didn't.

Sean Edwards: Right.

Ray Edwards: He did say this one, "Creativity is intelligence having fun." I like.

Sean Edwards: Yes.



Ray Edwards: Until next time, may you have long life and may you prosper.

[music]

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Each week, we bring you a message of prosperity with Purpose and Freedom. Remembering that true freedom is available to all, through Jesus Christ.

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