



Ray Edwards Show, Episode 312

The One With Amy Porterfield

Ray Edward: Ray Edwards Show, episode 312. The one with Amy Porterfield.

[music]

Speaker 2: It's the Ray Edwards Show. This is the Podcast for prosperity with purpose.

[music]

Ray: Army has rebuilt her website. I don't know if you've been to it lately but it is super fancy now. On her website, she says she teaches business owners, educators, and entrepreneurs, the action steps for building a highly engaged email list, creating online training courses, and using online marketing strategies to sell with ease. That's a pretty fair summary of what she does. She's got the list builders lab, she's got courses that convert, and webinars that convert.

Speaker 3: Right.

Ray: All good courses, we own all of them. We've learned a lot of stuff from Amy. She is one of my favorite people. Just as a friend. Tremendous lady and we're going to have fun talking to her about copyright and her journeying with writing copy.

[music]

Speaker 2: Does anyone want to live a life that is long, prosperous, spiritual foundation?

[music]

Ray: Peace as a weapon. [laughs] I feel very Klingon. Which reminds-- speaking of Klingon, have you watched any episodes of *Discovery* yet?

Speaker 3: No, I've not.

Ray: Okay, I'm going to give you my quick read in spiritual foundations on-

Speaker 3: All right.

Ray: *Star Trek: Discovery*. I watched the first episode and I was very disappointed.

Speaker 3: Right. I remember.

Ray: I felt like it was empty. It was all special effects, there was no good writing.

Speaker 3: Right.

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Ray: Then I watched two more episodes and I realized, I only saw the first fourth of a story.

Speaker 3: Right. Because it's going to be like 10 episodes long or something? 13 episodes?

Ray: Yes.

Speaker 3: It's one, big, long story.

Ray: Yes. Now, I'm four episodes in and it's really good.

Speaker 3: Cool. I'm glad to hear it. I'm a *Star Trek* guy. I haven't seen any of it. We'll be comparing it to the *Oval*. The *Oval* is a lot of fun, and we've talked about this. They really hit the nail on the head with capturing the *Star Trek* feel but they captured a certain era of *Star Trek*.

Ray: Yes, a very early, like next generation.

Speaker 3: Yes, like early, Nextgen. It's like if you took the first four seasons of *Nextgen* and the *Original* series, and then updated it with new special effects and new writing strategies and cameras. That's what the *Oval* is. It's a lot of fun and it feels very much like *Star Trek*, but the era of *Star Trek* I liked the most was the-- *TNG* always has a great place in my heart. It was the tail end of the *Deep Space Nine* in the *Enterprise* era.

Now, people are going to be like, "Enterprise?" But yes. Season three and season four of *Enterprise*, really kicked into gear. The first two seasons were terrible but the last two seasons were great. One of the things they did is they started spanning stories over multiple episodes. *Deep Space Nine* did the same thing and once they both did that, man, the show got way better.

Ray: I was very disappointed. I felt they canceled *Enterprise* just when it was getting its momentum.

Speaker 3: Yes. If you judged it based just off season one and two, yes, it should have been canceled. By season-- midway through season three and all the way through season four, it's like, "That's a good show."

Ray: *Discovery*, they have already announced, they've renewed it for a second season.

Speaker 3: Cool.

Ray: The whole move of putting it on CBS-

Speaker 3: Go or whatever.

Ray: -whatever, making it the only way you can get it, that was just dumb.

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Speaker 3: Yes.

Ray: Big, dumb companies, what are you going to do?

Speaker 3: Yes.

Ray: Okay, I have no idea how to do what I'm about to do. I'm just going to take a hard right turn-

Speaker 3: [laughs] Okay.

Ray: -the tires are squealing, you're being thrown to the side, but we don't flip over. I want to read you a little Passage or Scripture you probably have heard even if you haven't darkened the door of a church ever in your life. "Yea, though I walk through the valley of the shadow of death, I will fear no evil, for thou art with me." 23rd Psalm. I started out by saying, "Peace is a weapon." This I actually read on Os Hillman's site. He has a site called TGIF. Today God Is First. From this bit of a devotional quote, it was part of it. He says, "In battles of the workplace, your peace is actually a weapon. The workplace creates many opportunities to rob us of our peace."

He goes on to list things cash flow, relationships, conflicts with employees, deadlines, all these things that create stress and disturb our peace. He points out that when Jesus confronted the devil, He did not confront Satan with his emotions or with fear. He knew that the devil, the adversary, you can think of it as maybe chaos or disorder or just evil in the world. He knew that that force was a liar. Jesus just refused to be influenced by the lie. His peace overwhelmed the adversary, his authority shattered the lie and sent the forces of darkness scurrying away to the corners to hide.

Pretty cool insight. I really enjoy a lot of stuff that Os Hillman writes, so check out his site at marketplaceleaders.org. If you want more.

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

Ray: My tip of the week is so practical.

Sean: Is it?

Ray: Tip of the week is so hot right now. I'm going to recommend you get some WHOOSH!. WHOOSH!. I went to the apple store recently and a visit for a simple replacement part, resulted in me buying a 12.9 inch iPad pro. One of the things I asked the guy there, because you actually had asked me. We got some screen cleaning stuff from apple a year or two ago, and we were out. I asked him if they had that stuff and he said, "We don't sell that anymore." I said, "Okay." I almost left that room and I said, "What do you guys use to clean your screens?" Because I figured,



if anybody knows how to do it right, it's the Apple store people who are cleaning dozens of these things everyday.

He said, "We just use WHOOSH!" I, of course, said, "What's WHOOSH!?" He told me, it's this stuff that's safe for the special coding, it's on the iPhone and iPad. They use it to clean all their screens. It comes with a nice orange microfiber cloth that won't scratch your screen. Just be careful, there are cloths out there that they say they're microfiber, and I guess they are, but they will scratch your screen if you use the wrong cloth.

WHOOSH! is available through Amazon, through Target, I think you can get it at CVS. It's really cool and not only does it not interfere with the touch surface coding of your device, it is also-- builds up a resistance to fingerprints. Get it and keep your screen clean because when it's all smudging and your fingerprints are all over, it looks nasty.

Ray: All right, everybody. I'm super excited. As excited as I've been. You've heard me say that every interview I've done before. But this one, takes the cake, because this lady is one of the most interesting women on the internet, on the planet, I think. Think about this, she started out her career as a kind of a biker chick, working for Harley Davidson. Then, she ended up working with Tony Robbins, you may have heard of him. He's got a huge company, huge organization worldwide. Just had a documentary film release that took the internet by storm. There's a photo on Amy's website of her with Tony Robbins, and Tom Selleck. It doesn't get cooler than that.

Then, you would think she's got this huge successful job. She's running large scale promotions for Tony Robbins, and events. You think that she would be set for life, and then she quit. You quit, Amy.

Amy: [laughs]

Ray: What was going through your mind?

Amy: Looking back, it still makes me nervous like. "Woah, that was a big thing." I really loved what I was doing there. Quitting Tony Robbins was one of the biggest decisions that I made in my business. It wasn't easy by any means, but I wanted to be my own boss. I wanted to call the shots, and allow myself to be more creative in a way that they were my decisions, and my ideas. I just ended work for a guy, Tony Robbins, that taught people how to be entrepreneurs. There was no way around it. One way or another, I was going to be an entrepreneur.



Ray: Yes, that's a risky run if you're somebody like Tony, teaching people how to be entrepreneurs because, what do you expect is going to happen if your people are listening to you?

Amy: Very true. I'm sure he's not surprised when this kind of thing happens.

Ray: What was your motivation other than the attraction of being an entrepreneur? Did you have a specific thought process that you were going through that really kind of motivated you, or spurred you on to make the move?

Amy: It was more personal reasons for me. I had just gotten married, and when I worked for the Robbins Organization, I traveled the world all the time. I was on a plane more often than not. Not being around my new husband, and wanting to kind of ground myself a little bit more, it was a big piece of that. At the same time, I knew that I wanted to be a teacher of some kind. I wanted to teach some content, in my mind it was social media, or online marketing, but I wanted to be that expert, that teacher, and I wanted to have a voice. For working with Tony Robbins, literally and figuratively, he is a big guy. You are behind the curtain the whole time.

Something in me just thought, I need to get in front of it. It wasn't really ego, like I want to be a big shot. It was, I have something to say. I'm not exactly sure what that is yet, but I want to get it out there to the world. Which kind of played so well into what we're talking about today, copy. That really was the reason.

Ray: It's an age that we live in now that I think everybody has something to say, something to share. As our mutual friend, Michael Hyatt defined it so well, we have the ability to construct our own platform now. We don't have to wait for somebody to give us permission. We can just step up, and if our message begins to resonate with people, then we can make an impact. I believe everybody can.

Amy: It's so true. There was actually something that happened to me, if you want me to share that, that kind of made a big switch for me in the whole process.

Ray: Yes.

Amy: Okay. What happened was, I was working on a project called the *New Money Masters*. This is inside the Robbins Organization. Tony was starting to meet with big internet online marketers. People like Frank Kern, Even Pagan, and Jeff Walker. Names that so many of us know so well as the big shots when it comes to doing

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online marketing write. He would bring them into the office, and I was like a fly on the wall. Literally, this is very humbling. I was taking notes in the meeting, and I started to listen to what they do in their business, and their lifestyle, and what they create, what their days look like because they were sharing this with Tony. That's when everything changed, because I thought, "Holy cow, there's a different life out there that I knew nothing about, but I have to go find out more."

In that moment, there were these guys, and they were all men which is interesting. There's these guys, talking about this lifestyle that I wanted deeply. That was the moment where something changed, like I want it so bad. And then, with that, I started to pursue it. Over the next year, I worked early in the morning, or late at night, on like a side gig. Like, "What could I do in my business if I were to create a business?" Around that time, I remembered the story that Tony told from stage and he talks about, if you want something really, really bad, you've got to storm the island and burn the boats. When I heard that, it was so scary inside. What? Burn the boats? Basically, he was saying, "You've got to burn those boats so you can never ever go back." In that moment, I thought, "I'm going to do that. I'm going to storm the island and burn the boats." Burning the boats for me meant, I knew I would never go back to a J O B. I'd never go back to a job where I had a boss. In that moment that decision was made and it took some time to get there, but that story about burning the boats really made an impact to me.

Ray: That story resonated with me as well. Unfortunately, not unfortunately, since we have different personalities and my wife is a keep the boat safe kind of person.

Amy: [laughs]

Ray: We had to work that out and she's a source of inspiration and wisdom for me and--

Amy: I think it's great when you're in a marriage that one wants to burn the boats, one wants to keep things safe and you find that middle ground. I see nothing wrong with that.

Ray: Yes. The key, of course, is you need to talk to one another and make sure you do find the middle ground.



Amy: Yes. Definitely.

Ray: Don't come home and say, "By the way honey, I burned the boats today".

Amy: No. I am pretty sure she would not be happy with that.

Ray: Not the way to do it. Okay. When you were working on the *New Money Masters* program, that's when you and I actually became acquainted, because I remember-- I don't know how you remembered this story, but I was in a workshop in Phoenix, Arizona. I had forgotten to turn my phone off, and it was a small group workshop and my phone started ringing and everybody gave me the look. Like, "Oh, you're that guy."

Amy: Right.

Ray: I reached down to turn my phone off and I looked at it and it said, "Robbins Research International" I almost came out of my skin, I was like, "What?"

Amy: [laughs]

Ray: I dashed out of the room and I'm standing out in the Arizona sun, like a 110 degrees and it was you on the other end of the line and I ended up doing a little bit of work for the Robin's Organization for writing copy.

Amy: That's very humble for the record. First of all, I did know that that's how the call went down, but just for the sake, because I know the story well, it wasn't a little bit of work, you wrote the most masterful sales letter that we used for a long time and converted incredibly well. It was the sales letter, that was the one that we put the dollar bill on. Right?

Ray: Yes. That was the one.

Amy: Yes. We literally stapled a crisp dollar bill to these sales letters and we used them at the live events and they worked like gain-busters. That's how fun our story started that we got to work together on that capacity.

Ray: That was really a neat time but when I went back into the seminar room everybody was looking at me, they're like, "Is everything okay?" I'm like, "You have no idea".

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Amy: [laughs]

Ray: Everything is great.

Amy: Everything is great.

Ray: I'm not going to be able to pay attention to anything else you say, but everything is great.

Amy: Your name came into the play because Frank Kern said, "I know this really good copy writer and you guys should be working with him." Tony's like, "Call him up." That was so cool. I feel like it's such a small world sometimes.

Ray: It really is and Frank is prince of the guy. I love that guy.

Amy: Yes.

Ray: You left the Tony Robbins Organization. You started your own thing, and as Tony would put it, you became totally successful. Right?

Amy: [laughs] Not so much. Here's what happened. It got a little bit messy for a while. I left my big corporate job, went out on my own, and my goal was to create online training programs for entrepreneurs in terms of online marketing, but I didn't have an online training program yet and I really didn't have the knowledge just yet. I decided to take some consulting clients. I did social media consulting, I knew social media well, working with the Robbins group. I did social media consulting for about eight different clients. The problem was, all of a sudden instead of having one big boss, literally Tony, I had eight little mini bosses, bossing me around at every hour of the day, telling me what to do and I realized, "I do not want a consulting business." It just was not for me. The scary thing is I felt like, "I just created a business that I absolutely hate." That was a scary time. That was my first year, second year in business. I wasn't necessarily loving what I was creating.

Ray: What a feeling. I actually went through something similar with copywriting clients.

Amy: Yes.

Ray: I know how that feels. What was the uh-huh moment, the light bulb moment that let you know, "Okay, there's a way out of this"?

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Amy: I decided to start masterminding and getting with a group of entrepreneurial women and it was headed up by one of your presenters, someone you've been interviewing, Marie Forleo. Marie Forleo did a mastermind and I was part of it. It was the very first one she'd ever done and through that, they basically got me to say, "Okay. I don't want to do the service base business. I don't want to be a consultant. I really want to create these online training programs. Long story short, I eventually made the pivot to creating my first online course and doing webinars to promote it. I fell in love with webinars. I love everything about doing webinars. I started to create more online courses and sell them through webinars. But one of the things, looking back on how my business has gone and basically taken shape, I have always written my own copy up until the best point. Recently, I started working with a copywriter, but up until about a year ago, I'd always worked on my own copy and always struggled with it. I was promoting something at the time, and I was laying in bed, and it was early in the morning. 4:30 in the morning. I started to think, something's not right with my messaging for this promo. It's just not going right. Something came to me like, "Talk to them as though you were talking to a friend and point out, you know what they're thinking, Amy. Point it out." The point was, I knew they were thinking my program was too expensive, but I was too scared to bring that up because I didn't want to talk about the fact that my program was a thousand dollars at the time, not that expensive.

I dash out of bed, I remember this like it was yesterday, and I sat at my computer, and I think the first line of the email was, "It's 4:30 in the morning, I had to get out of bed to write this e-mail. It's a Saturday and my husband thinks I'm crazy." That was all the truth because my husband was like, "What are you doing?" But I had to write the email and I said, "Let's talk about money, and the fact that this is an expensive program, and all the thoughts that are going through your head." Anyway, I wrote this email from the heart. The interesting thing is it only took me about 20 minutes, where most things take me hours to write. This one just poured out of me. I sent it out and it was the highest converting e-mail I had ever written. In that moment I realized, "Okay. If you just start speaking from your heart and start talking about the things you know they want to talk about, your audience wants to talk about this stuff with you, it's going to make a difference." That's when everything started to change for me.



Ray: It's so funny. I talked to so many copywriters, and especially in doing these interviews with some real titans of the field. A lot of us tend to be very left-brained, very analytical. Some of us want to make really complex structures about, "How do I demographically and psychographically connect to people so that I'm speaking their language?" You just hit the nail on the head. You speak from the heart. You speak to them like a human being and the connection is made. The details don't have to be exactly on point. It's that feeling of, "Oh, she gets me. She knows where I'm coming from." It's such a powerful lesson.

Amy: I think that some of the best copywriting comes out of when you feel a little bit nervous to be that vulnerable. Or just a little bit nervous like, "Oh, am I pushing the envelope just a little much?" Or shining a light on something I'm not totally comfortable with. I feel like those are the home runs. Just like in everything, transparency is a buzz word, I know, but it really does come back to that.

Ray: It's like you said. You didn't want to bring up the fact that your program was quote "expensive." Like they don't know. Like they aren't thinking that already. I think it's beautiful that you recognize that and you're able to talk about it and just move on. It all has to come from a place of, would you agree, you've got to have a firm belief in what you're offering to people.

Amy: I'm so glad you brought that up. I literally just was recording a podcast episode and I was talking about selling on a webinar. One of the major points I pointed out was, if you don't believe in what you're creating, and you don't know in your heart, in your gut that it's going to get results. People will hear it in your voice on a webinar when you start to sell. That awkward pause when you go from content to selling on a webinar. The energy drops and it's obvious. You're going to lose your audience. Same thing with copywriting. If it's not fully congruent. If you know they have to have this because it's going to get them the transformation they've been looking for, that can pour out of you. But there's been many times in my early days of writing copy, selling programs that I didn't necessarily know if they were going to work just as well as I had hoped they would. You can definitely see that in my copy. There's got to be that firm belief that, "This is what you need."

Ray: I want to come back to that point in just a moment, but I have to geek out with you for just a couple of seconds, and tell you that I got your webinars that convert program.



Amy: I love that!

Ray: I stopped counting when we hit over \$2,000 selling from the first webinar.

Amy: Stop it!

Ray: I'm serious. I don't know exactly. I should've found out the exact number before I got on this interview with you, but it's been huge for us. That's a multi-media form. A very immediate, live, multi-media form of sales messaging, of copywriting, if you will. Would you agree with that?

Amy: 100%. There's so many aspects about what I know and what works well with copywriting that plays into my webinar. Then, really plays into the follow-up sequence in my e-mails that follow our webinars, 100%.

Ray: Which you do those follow up sequences so extraordinarily well. How did you pick up the thread of those and learn to build those the way that you do, that they're so effective?

Amy: It took some time for sure. When I finally realized with those follow up emails after our webinars, people already know about the content, the opportunity in the webinar. They already know about the program I'm selling. Now, it's time to really drill down on the feelings that they feel, about why they're maybe not perfect for the program, and maybe they're not ready for it, the price, just getting into all of the objections. I hate to keep coming back to this, but I really get down to the feelings of things. I'm a super sensitive girl. I feel everything, and I stopped fighting that probably just two years ago, and said, "I'm going to make that part of my copy. I'm going to tell them when I'm feeling insecure, or not confident about something, or scared." That comes out in all my emails following a webinar.

When you're going to embark on something new and big, you're scared. It's normal. That's a huge piece of my follow-up sequence.

Ray: Again, it's making that human connection-- people can feel it. I don't know what the magic is that happens, quite honestly.

Amy: Yes, [crosstalk] did.



Ray: You're writing to thousands, maybe if you're just getting started, maybe it's hundreds of people. Eventually, if you follow, like your program Amy, for webinars that convert, or creating courses, you will have thousands of people that are reading your emails. Yet, there's a magic that can make it feel as though, you're writing to a single person. I don't know if this happens to you, but I don't try to make people think this, but I get emails everyday that say, "I can't believe you sent me that email." As if I wrote it just to them.

Amy: Isn't that the best thing ever when you get those emails? When somebody tells me, "Amy, you know exactly what I'm thinking, and feeling." I could just come on down, I'm so excited. Yes, that's what I live for.

Ray: How important is would you say, copywriting to your business after you've made the sale. You've already collected the money, they've got the product. Is copywriting still important in the process for you?

Amy: So important. A huge piece of my copywriting in terms of my business, is what I call the new member on boarding sequence. We spend just as much time writing the communication for a new customer, as we do to acquire that customer. For instance, for my webinars course, there's 10 emails that are going to go out over a course of, let's say, two months, where we are guiding our students to get to the finish line. Because, if you sell online courses, one of the biggest challenges is that people don't finish your course. We spend a lot of time on making it fun, and entertaining, and inspiring, that whole follow-up sequence.

What's so cool about that, is I've seen a dramatic decline in refunds, and a dramatic increase in the testimonials we get, because we're getting people to the finish line. It definitely doesn't stop just when they buy.

Ray: Again, this is the case where I laugh sometimes because people will say to me, "Well, I don't want to send them a bunch of emails after they've spent a lot of money with me, because I don't want to remind them."

Amy: No. Okay, I say, "Oh no", but I've probably been there in the early days like, "Okay, don't bother them." Now that they paid the money, let's not bother them. But, when you start to believe in your products more, and you ultimately care about them getting the results more than anything, and this take some time. When you're new,



you don't have that confidence, but you eventually get to the point that you really care what happens after the sale.

Ray: Now, you wrote all your own copy for so long, and I know that you're very particular about how business is done in your company. How tough was it to start turning the copy over to a copywriter, and how did that happen?

Amy: So tough. What happened was, I was getting ready to launch, and I was really behind in getting the course done. I knew the stress of getting the course done was going to dramatically affect the messaging. I definitely am a creative type where I got to sit down and feel good about writing, the messaging, and all that stress was going to cloud what I wanted to say. I was working with a business coach, Todd Herman, and he said, "Let's see if we can find a copywriter." I thought, "Oh no." No one can say it like I say it.

I think this is a limited belief many of us have, but I also think that everybody in business should be able to write their own copy before they get a copywriter. That's really important to me. I find pride in the fact that I can speak to my audience in a way that really resonates with them. Because I had honed that skill to a certain extent, I thought, "Okay, let's just see what happens." Todd got me in touch with a guy named Rhy, Rhy Shorts, and I fell in love with him. I just really loved his personality and his style more than anything, and I thought, "Oh, let's give this a shot". We work really closely together, he is probably so sick of my videos where it's my audio and then I'm looking at his text giving them tons of feedback, but I have to be involved in it. I could never just let it go to somebody else.

Ray: Right. Because if you did that, you would be totally outsourcing your voice and I feel like that's probably a mistake?

Amy: I really do. If I were to give anybody advice about their business, I always say, "You have to become a student of copywriting." I say that to all my students and I often say, "You got to check out Ray Edwards." Just for the record, you are always at the top of my list. Then, I always say before you ever hire a copywriter, learn the skill yourself. Hiring a copywriter is really pricey so to have this, I just know if one day Rhy is like, "I don't want to work with you, Amy." I could pick it up and dive back in and that's important to me. I think every one of us as an entrepreneur needs this skill.



Ray: I agree. I want to be clear that I think it's good to hire, especially if you are scaling your business up. It's good to hire a writer or writers to start picking up that task for you. I don't mean that you shouldn't do that, but you shouldn't just turn them loose and let them write without you being involved, having input, changing phrasing and making sure that it's running through your filter before it goes out to the public. First they learn your voice, then they produce your voice, then you polish it and make it truly coming from you.

Amy: Yes. Totally agree, 100%.

Ray: Would you say there are subtle ways that we haven't talked about that copywriting comes into your business?

Amy: Subtle ways that it comes in. Let me think for a second. I think that it makes its way probably into everything that I do and now that I've been doing more live videos. Facebook live, insta stories, really, really important and popular right now and they are working. But I think that I am still very mindful about, let's say, the headline that I put in a Facebook live or how I talk about it before people get on there live with me. Everything I do, I'm very mindful of, who my audience is, who I'm talking to, what they need right now and what kind of message that's going to resonate with them. In everything I do, I feel like it's all copywriting sometimes. Do you ever feel like that?

Ray: Yes, I absolutely do. Good job fielding a question I did not really prep you for. That was what I was hoping you would say because for me it's become so engrained that I tend to think and speak in copy and my wife will even sometimes look at me across the dinner table and say, "Oh, good headline".

Amy: I love your wife.

Ray: Yes, I do too.

Amy: You just reminded me of something. I was on a plane coming back from Italy, I just got back from a big Italy trip with my husband and there was a movie called, oh gosh, I hope I don't get it wrong, it's Nora Ephron, *Everything Is Copy*, I think that's the title of it. I should have checked before I jumped on here. It was so good. Basically, she wrote *When Harry met Sally* and so many other great movies and her mum, when she was growing up, her mum was a screen writer and her mum would tell her, everything is copy. When bad things happened in her life, when she was rejected or when something great happened, or she was struggling, everything is

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copy. What we do Ray, I feel like, everything is copy, because we could always find a way to incorporate it into how we talk to our audience.

Ray: True. I've got to find that movie now and see it.

Amy: I think you will like it.

Ray: The screen writers, I can't believe I didn't even know about that.

Amy: Yes, definitely.

Ray: You are one of the best copywriters that I know. That's one of the reasons--

Amy: I think I'm going to cry that you say that because you are such a mentor of mine. Thank you for that.

Ray: You're welcome. You have this authentic voice that really connects with your audience and it's what so many people strive for and have a hard time with. I believe you have kind of a knack for it. I think it comes from your heart level connection with people and I really appreciate that about you. That's why you are on this series.

Amy: Thank you so much. I am honored.

Ray: What are you excited about in your business right now that you would like people to know about?

Amy: I'm most excited about my webinar program. We are re-launching it again and we also promoted via auto webinars and all that good stuff. But I am most excited about my webinar program, because I think it's a really amazing way to get your message out there, show up as the expert, be the leader in your niche and teach something really amazing and then seamlessly move into selling. I think so many entrepreneurs get a little, I use the word wanky, get a little wanky when they are moving in to sell their programs, products and services. I feel like webinars allow you to do that seamlessly. We are promoting my webinar program now and we will probably promote it down the road as well. That's what I'm most excited about.

Ray: You didn't ask me to do this, but I'm going to give an endorsement for this because I was pretty good at webinars before I went through your program--

Amy: Yes, you were.



Ray: But I really started knocking it out of the park. We did the whole three video series thing on our last two launches and it's great. I love the product launch formula approach. We'll keep on doing it. But I have to share with you, and this is not going to surprise you, our biggest conversions, our most sales, by far, came from the webinars that we did.

Amy: I love. It's music to my ears. I love to hear that. I'm not surprised you're hitting it out of the park with your webinars. They were already really, really amazingly designed and well done. Thanks for putting your trust in me for that.

Ray: Absolutely. You're a very systematic thinker. You're kind of unusual. You're very creative on one hand, and then you're also very analytical and very organized on the other hand. That is not a combination I see very often.

Amy: I had myself say I'm the creative type when you were interviewing me and I thought, "What? I never think I'm the creative type." But as I started talking about copy I thought, "Maybe I do have a little bit of that in me." Typically I'd say I was more the organized, systematic kind of girl.

Ray: Yes. I think you have both in abundance. **Amy:** Thank you.

Ray: Where do people come to find out what's happening with Amy and especially about your webinar program?

Amy: If you go to amyporterfield.com, you could find out the latest webinar and all the free content and all that good stuff. Thanks for asking.

Ray: Very clever.

Amy: [laughs]

Ray: amyporterfield.com. All right. I could talk with you for hours and hours but I know neither of us actually have time to do that because we have other-- we have life. We have business [crosstalk].

Amy: Yes.

Ray: I would like to ask you, what is one of your favorite, all time, business or life quotes that you kind of live by?



Amy: It's very simple, but speaks very loudly to me. It's by Buckminster Fuller and it's, "The minute you choose to do what you really want to do, it's a different kind of life." That is perfect in terms of me making the huge transition and finally doing what I absolutely love.

Ray: Can I just say, I had no idea, now I'm over the moon about you, because you quoted Bucky Fuller. Oh my Gosh.

Amy: [laughs] It's such a funny name that he has. [laughs]

Ray: Yes. I love that guy's work and I love that quote. Thank you so much, Amy.

Amy: Thank you.

[music]

Speaker 2: I told you she's amazing, Amy Porterfield is pretty awesome. All right, look now and she'll be helpful. Please leave a review with your name and your websites and items for the podcast and please subscribe in the apple podcast directory. If you'd like show notes and transcript, go to radars.com/312 and they'll be waiting there for you. Got any final quotes or notes?

Ray: Yes. People don't buy what you do, they buy why you do it. Simon Sinek. That's S-I-N-E-K, not C-Y-N-I-C. Until next time, long life and prosperity to you my friend. Keep your feet on the ground and your ankles right above them. Toodles.

Speaker 4: Thank you for listening to the Ray Edwards show.

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Speaker 2: It's we, we bring you a message of prosperity with purpose and freedom.

Speaker 5: Remembering that true freedom is available to all, through Jesus Christ.

[music]

[00:08:59] [END OF AUDIO]