



RAY EDWARDS



CERTIFIED DIRECT RESPONSE

COPYWRITER

Program

★ BROCHURE ★



About the Copywriting Academy.

Ray Edwards is the founder of the Copywriting Academy, the foremost training of direct response copywriting in the world. Learning has always been the highest priority for Ray, who identifies himself as a lifetime learner and lifetime reader. He's an advocate of the saying that a "person who *won't* read is no better off than a person who *can't* read." Ray grew up in a rural community and moved around quite a bit as his family was extremely mobile in his younger years. His favorite hangout was always the public library and still is—with Barnes & Noble taking a close second place.

Ray reads three to four books per week, a lifetime practice. When Ray decided to open a school of copywriting, he knew exactly what he wanted to do. He wanted to create the Harvard of copywriting schools. He wanted a small classroom size so he could engage with students who cared about the art and craft of copywriting and who would take the time for an amazing education in one of the world's best, most profitable professions. As the Academy has grown in size and renown, Ray has made it important to stay true to his goal of creating an "Ivy League" level copywriting school.

Think about it this way. Tuition for a year at a school like Harvard or Yale is close to \$100,000. By the time you have an undergraduate degree at one of those schools, you will have paid over \$400,000 for an education. At that point, you enter the workforce with absolutely zero guarantees of any work, any paycheck, any income at all. In fact, many people have degrees from these institutions and work at retail stores or fast-food restaurants.

When you are finished at the Ray Edwards Copywriting Academy and complete your official Certification, you will have, in essence, a double Certification as both a copywriter and a marketing consultant. You will also learn to build a business—how to apply the art of copy and marketing to your own business so you can immediately produce income upon graduation. In many cases, our graduates are producing income even before graduation.

The copywriting industry is one of the fastest-growing industries in the world today. It was only a few years ago you had to explain what a copywriter was. Now, there's a demand for copywriters that cannot seem to be met. Everywhere we turn, people are asking, where are the good copywriters? Ray's dream is to create the school that teaches copywriters how to write the best copy, provide profitable marketing materials for their clients, and even build a business, if they want, as a true entrepreneur.

This year, the goal is to build a small army of remarkable students who are committed to not only learning at the highest level of copywriting but also investing in their growth. Investing to create the best version of themselves and their businesses, and a career of serving people to the maximum. If this sounds like something that you want to be part of, you may have found the right school for you.



Ray, on the Certification Program.



“Copywriting Certifications are a dime a dozen. I know of one you can get for \$7 and be certified as a copywriter. I know you can go to huge seminars, never show your writing to anybody, sit for three days, pay the fee, and at the end of it, get a certificate that says you are a copywriter.

I also know you can go to schools or learn from teachers who have never written copy for a real client or had their copy tested in the field to see if it actually works. There are endless ways to get something called a “Copywriting Certification,” but I don’t want anything to do with that sort of diploma-mill.

I want to create a true Certification Program—high-end, preeminent, and the best education and coaching in the copywriting industry. I want it to require effort to pass. I want it to mean something. I want it to be real. And that is exactly what we’ve created here. If that resonates with you—welcome home.”



Our Writing and Communication Model.

All the tools we created for the Copywriting Academy and Certification Program support ethical persuasion and writing. This means that we focus on finding ways to convince people to do things that are in their own best interest and we do it using a framework called the P.A.S.T.O.R. Framework. The P.A.S.T.O.R. Framework is proprietary. Ray invented it. It is an acronym and he chose the word pastor because of its original meaning—to shepherd. What does a shepherd do? The shepherd watches over the sheep, protects them, and makes sure they have food and water and keeps them safe from predators.

The Good Shepherd even laid down His life for the sheep.

If one takes that “heart” position for one’s customers and clients—that you are their shepherd—your copy will never be manipulative. You will not need to resort to cheap tricks. It will always be written with the best interest of the reader at heart, and that is the most effective marketing possible.

The P.A.S.T.O.R. Framework is available freely online, and Ray teaches about it often in seminars and on his podcast but using it for clients is a whole different ball game. In the Certification Program, you will learn methods and techniques that others simply do not know. You will learn to use P.A.S.T.O.R. Framework to work with clients in a very advanced way—and this will make you successful as a copywriter. If you’re only looking from the outside and trying to “reverse engineer” this, you’re only seeing the tip of the iceberg. Like the Titanic, you’re bound to sink. Join us in the Coaching Program and learn the inner workings, and how to effectively use the P.A.S.T.O.R. Framework for clients and for yourself.

Plus, active Certified Direct Response Copywriters (CDRCs) are granted a license to actually use the P.A.S.T.O.R. Framework, and Ray’s other tools in the program, in their own client work (some restrictions apply).



Your Certification Training Experience.

Your Certification training experience lasts an entire year, beginning with six months of intensive training. You will learn the tools for writing copy and marketing. You will apply them to your own business and to the work you do for clients. Then you're given feedback by your coaches.

The goal is mastery. Mastery is not a destination. It's a process. Just "knowing things" is not enough to get the trick done when it comes to writing copy for clients. An intellectual understanding of copywriting—knowing a few buzzwords or knowing some headlines—simply won't do. You must be able to think on your feet to write original copy. You must be able to write to persuade and know the principles behind persuasion itself.

Master Copywriting Coach Instructor Ray Edwards will teach you using the tools he's created to change his own life, his own business, the lives of his clients, and thousands upon thousands of their clients. Ray teaches the tools that he uses in his own copywriting practice and marketing. There is no filler. There is no fluff. There is nothing else like this anywhere in the world.

Everything you learn, you can immediately apply to your own business and to the businesses of your clients. Ray teaches by video, and demonstrates the tools, often using volunteers in real-life copywriting examples. Ray's training sessions are available in both audio and video formats, and our advice is to watch them several times to embed the knowledge in your neurobiology.

Most of the training will take place in the form of Ray's comprehensive and widely praised copywriting program, the Copywriting Academy 2.0. This will be supplemented by monthly new training as Ray goes deeper into each subject covered in the Academy.

Once you've learned from Ray, you get to practice with assignments and eventually with real clients. You will see the effectiveness of Ray's copywriting model and the tools he provides. During your training, you'll join your instructors in actual copywriting assignments where you will write copy, get feedback from the instructor, and revise according to feedback until you are given the thumbs up. Until you've shown your instructor that you know how to write copy at the level required to be a Certified Direct Response Copywriter for our Academy.

By the end of the first six months of the program, you'll have a degree of knowledge, confidence, and skill that no other training provides. All of your training is online. All your materials are downloadable. Everything that we teach, we teach through zoom conferencing or prerecorded videos. All you need is a good internet connection, and the free downloadable app from zoom.us to participate.

The only in-person event that is required is the 3-Day "Final Copywriting Challenge" (and in rare cases, we even make exceptions for this, though you will still have to do the work).

This program was created for very busy people because only busy people seem to get things done. You can complete the entire program flexibly within your own unique schedule, as long as you can make it to the live required calls weekly. We recommend allotting for about 4 hours a week to complete your requirements. Although you're welcome to spend more time if you want, because there's plenty to study and apply in the real world.



Your 12-Month Curriculum

This is the 12 months as laid out in The Copywriting Academy Coaching Program.

► Month 1 - Email

- ★ Subject Lines, Broadcasts, Sequences, Autoresponders
- ★ Books to Study:
 - 📖 "How to Write Copy That Sells" by Ray Edwards
 - 📖 "How to Win Friends and Influence People" by Dale Carnegie
- ★ Assignment:
 - ★ Write a 4-part email launch sequence

► Month 2 - Social Media

- ★ Facebook Ads, Instagram posts, Twitter posts, LinkedIn Ads
- ★ Books to Study:
 - 📖 "The War of Art" by Stephen Pressfield
 - 📖 "Never Lose a Customer Again" by Joey Coleman
- ★ Assignment:
 - ★ Write a Facebook Ad, Instagram Post, and 5 Tweets

► Month 3 - Education-Based Content

- ★ Articles, Blog Posts, Lead Magnets, Podcasts
- ★ Book to Study:
 - 📖 "My Life In Advertising & Scientific Advertising" by Claude Hopkins
- Assignment:
 - ★ Write a Blog Post with a Call To Action (500 words)

► Month 4 - Web Copy

- ★ Landing Pages, Home Pages, About Pages, Contact Pages
- ★ Book to Study:
 - 📖 "The Miracle Equation" by Hal Elrod
- ★ Assignment:
 - ★ Write an About Page

► Month 5 - Fascination Bullets

- ★ The most underused, yet most powerful persuasion weapon in your copywriting arsenal
- ★ Book to Study:
 - 📖 "On Writing Well" by William Zinsser
- ★ Assignment:
 - ★ Write a bullet for each of the 21 types in Ray's book, Chapter 5

► Month 6 - Short Sales Page

- ★ Services, Advertorials, eComm Sales Pages
- ★ Book to Study:
 - 📖 "Positioning" by Al Reis & Jack Trout
- ★ Assignment:
 - ★ Write a Short Sales Page



► Month 7 - Webinars

- ★ The powerful format of sales webinars as one option for launching a new product or service
- ★ Book to Study:
 - 📖 *"Influence" by Dr. Robert Cialdini*
- ★ Assignment:
 - ★ Write a Webinar

► Month 8 - Launches

- ★ The formulas and practices for various PLF launches
- ★ Book to Study:
 - 📖 *"Confessions of an Advertising Man" by David Ogilvy*
- ★ Assignment:
 - ★ Write a full Launch Plan

► Month 9 - Full Sales Letters (Part 1)

- ★ How to conduct research for a long-form sales letter
- ★ Book to Study:
 - 📖 *"Turning Pro" by Stephen Pressfield*
- ★ Assignment:
 - ★ Write a research report

► Month 10 - Full Sales Letters (Part 2)

- ★ How to use your research and put it together into a long-form sales letter
- ★ Book to Study:
 - 📖 *"On Writing" by Stephen King*
- ★ Assignment:
 - ★ Write a long-form sales letter

► Month 11 - Video Sales Letters (VSLs)

- ★ How to turn your full-sales letter into a VSL
- ★ Book to Study:
 - 📖 *"The 22 Immutable Laws of Marketing" by Al Reis & Jack Trout*
- ★ Assignment:
 - ★ Write a VSL Script

► Month 12 - Books

- ★ The ultimate long-form persuasion tool
- ★ Book to Study:
 - 📖 *"Breakthrough Advertising" by Eugene Schwartz*
- ★ Assignment:
 - ★ Write a book proposal



Upon satisfactory completion of each month's assignment, you will receive a Proficiency Badge to share on your social media profiles, your website, and any other promotional materials as recognition of your competency in this type of copywriting.



Mindset Curriculum.

As part of your copywriting training and Certification, you'll also be trained in a very vital area of focus: mindset. Why do we cover mindset in a copywriting program? Because Ray has discovered that only 20% of success as a copywriter and marketing consultant is due to technical knowledge and skill. 80% of success seems to come from mindset. Attitude, limiting beliefs, negative thinking, and poor control of emotions stop many people before they get off the ground.

In the mindset curriculum, you'll learn:

- ★ How to stop sabotaging yourself.
- ★ The source of your emotions, and how to control them
- ★ How to understand your mind and your thinking
- ★ How to influence yourself to take the action you want to take
- ★ How to stop doing the things you don't want to do
- ★ How to end procrastination forever
- ★ How to become more focused and productive
- ★ ...and how to become a more emotionally balanced person.

This makes you a winner not only as a copywriter and businessperson, but also as a human being. It benefits not only your business, but also your life.

Don't overlook the importance of the mindset training. It's vital in making you not just a good copywriter, but a great one.

It's vital for client relationships as well. Plus, when you understand how your own mind works, you understand how the minds of your clients work, and you understand how the minds of the people you're writing copy for work. *This is important.*

This training will include topics such as:

- ★ the six human needs
- ★ the role of neurotransmitters in controlling our behavior
- ★ how to manage your obsessions and urges
- ★ using your prefrontal cortex instead of having it use you
- ★ intermittent fasting
- ★ life and bio-hacks that make you smarter, better, faster, and well rested
- ★ getting self-control and discipline
- ★ understanding the effects on your body of certain substances
- ★ weight control
- ★ mood altering substances you wish to stop consuming.

And much more, all based on a model Ray calls "Reality-Based Coaching"



Certification.

At the Copywriting Academy, Certification is something you *earn*. It is not just a formality. It's not something you just pay for and by virtue of payment alone get a certificate.

It's something you have to *earn* after paying attention in class, practicing the tools and applying them, writing real copy for real clients in an effective way. In other words, *it means something*.

Ray feels very strongly that it is an honor and privilege to teach people how to write copy and be better marketers. He feels that it's a moral obligation to teach people how to market in an ethical way that does not manipulate or control people without their knowledge or will.

He is only willing to certify Copywriters who are doing the work that he teaches, agree to his ethical standards, and who are conducting business from a place of service and love. Ray also wants to make sure that our Copywriters are ready to take on the massive responsibility of writing copy for clients and representing the Ray Edwards name. As well as those who wish to become entrepreneurs and build their own agencies or businesses. It's with these things in mind that Ray has created the Certification process and requirements below.

First, every student will take a monthly assessment, and will write copy and turn it in for critique every month. These assignments are clearly explained and are NOT "busy work". They cover the basic concepts that are taught in the Copywriting Academy course, and in the monthly deep dive trainings. You will receive feedback from a coach, and you will be required to turn in your assignments for critique. Not only that, you'll be required to revise your work and send it back in for final assessment. You must pass each month's assessment in order to qualify for Certification.

Second, you will practice with real clients and submit copy for real assignments. You will need to *earn* your way into this position by proving your ability to write copy. But you'll submit copy for actual clients for real world marketing before you become Certified. Once your copy has been used in the real world, you'll get feedback on how it performed. This is something no other school we know of requires nor even provides. We do, because we believe in it that strongly.

Third, you'll create a video of yourself teaching the P.A.S.T.O.R. Framework or some other key part of Ray's model, as if you're teaching it to clients. The best way to prove your proficiency at knowing something is by teaching it. This is why we require you to make a video like this. It will be graded by a coach and it will be seen by Ray himself, so you need to make it good. It's part of your Certification process.



The Lifetime Benefits of Certification.

As an active CDRC (Certified Direct Response Copywriter) we bring you incredible benefits. We provide you with ongoing content and opportunities. Our hope is that you will use it and take full advantage of it. Remember that to do so, you must remain “Active.” You get the following:

1. **Certified alumni member’s area.** This is a member’s area for our certified copywriters, where we share regular updates and recordings. We keep everything current. You get access once you’re Certified. You must remain Active to keep access.
2. **Monthly calls.** These are wide-ranging discussions about copy and marketing, what’s working and what’s not in today’s market. Do your best to attend each call live. Put them on your calendar. Be there, pay attention, take notes, and keep your copywriting skills up to date.
3. **The Copywriting Academy Coaching Program.** You receive a monthly membership to the Copywriting Academy Coaching Program, a \$297 per month value, when you enroll in our Certification. Your free membership continues until one year after your Certification program begins. So, the sooner you sign up, the better. Make sure you schedule all the calls and do all the workbooks and assignments cover to cover. People have built businesses and careers to six and seven figures with this program alone. Make sure you don’t overlook this benefit or its value. Most likely you will wish to continue in the program after your year is up, but that is up to you.
4. **Workshops with Ray.** This is your opportunity to get in-person teaching and training with Ray Edwards and his team in Spokane, Washington, (and sometimes other locations) at his international headquarters. Be there. That’s the bottom line. Ray traditionally charges \$5,000 per ticket for workshops, but Active Certification Alumni are able to attend for a nominal fee that simply covers our expenses (usually \$197 or less).

Active CDRC Status Requirements.

We intend for the Active Alumni CDRC group to be a small army of remarkable people who are deeply engaged in what we do. These are entrepreneurs or employees who are actively writing copy and engaged in online marketing. We want our copywriters to be voracious learning machines, motivated entrepreneurs, and generous humans. This is not a place for dabblers but a place for doers.

Now, we understand the reality. The truth is not all Copywriters will be “all in.” The number of people who will remain Active as Alumni is going to be small and that is okay. We have created some qualifications to make sure that nobody is simply “passenger.” We also understand that life happens, and you may have circumstances that require your absence for a while. Just communicate with us. We’re flexible.

Everybody in this group is playing the game for real. We understand that copywriters and consultants often need to take a break, a season of rest, and there are no worries about that. You can always come back to Active Status at any point until the end of time, as long as you’re a Certified Copywriter in good standing with us. (Certification status can be taken away. For instance, if you violate our ethical codes, or misrepresent our services, or represent Ray Edwards in some way that is damaging to his reputation. This is solely at our discretion.)



Active status requirements.

To “qualify active”, you must attend at least 6 of the 12 monthly CDRC Alumni calls, pass an annual exam that covers current teachings from Ray’s podcast, attend certified alumni calls and other trainings, and complete *one* of the three options as follows:

Option One, be active in your own copywriting practice, making a minimum of \$12,000 per year. This requirement is applied after you have fully completed your first year as a student of the Copywriting Academy Coaching Program. This includes being active on your own website, creating new content, at least on a monthly basis.

Option Two, be employed using your copywriting and marketing skills for at least 20 hours per week. Either by us or someone else.

Option Three, be a volunteer copywriter or copywriter coach offering services for free. Volunteer hours need to be a total of 10 hours per week or more within any organization, including your own.

Certification in the Copywriting Industry

We want to make it clear to all potential students that there is no regulatory or governing Certification or accreditation in the copywriting industry. In other words, there’s no government body or other neutral authority that ratifies accrediting this industry. There are, however, a number of private companies that attempt to regulate copywriting with a standard for *their* group of writers. Copywriters in those schools agree to *their* guidelines and/or pay the required fees.

We strongly recommend that *all* copywriters understand and choose the *kind* of **education** they want to receive, and the type of **copywriting training** they want, and do so over any mere “certificate”.

Because there is no governing body and no requirement to be certified, anyone can call themselves a copywriter. We wanted to create a Certification that *means something* so we created our own—because we couldn’t find one we could get behind. We did not and will not apply for Accreditation through any other organization claiming authority over this industry because there is none. And because our methodologies are quite different from everyone else’s. So is our philosophy and our ethics.

Copywriters trained at the Copywriting Academy are trained to help their clients sell more products and services, not at the *expense* of their clients, but to the *benefit* of their clients and customers. Our Copywriters understand how to deal with clients as a shepherd instead of as a manipulator or “predator.” This results in a more humane and ultimately more profitable business.

Clients will ultimately hire you because you’re good at what you do, provide results, and do so in a way that can let them sleep at night. Find the best school for you that’ll serve you in getting to *that* level.



Copywriting Certification Tracks

As a Certified Direct Response Copywriter in training, you will select one of the two tracks to focus on during your first 6 of the 12-month program. You will receive all the same information, access to live coaching calls, and other materials from both tracks. But we will ask that you select a track so we can help you focus on what you most desire to get out of this program.

Each month there will be 4 coaching calls with my two master coaches, Dr. Douglas Pew and Rusty Ryal. You should make it a high priority to attend ALL calls. But, the focus of these calls will be on a rotating schedule. Calls 1 and 3 will focus on Track #1 and calls 2 and 4 will focus on Track #2.

Track #1 - "Deep Craft Track" led by Dr. Douglas Pew

This track will help you gain a deeper knowledge of and ability to write blockbuster copy. If you want to focus on the craft of copy rather than building your copywriting practice, this track is for you. Likewise, if you are a business owner or are employed and want to improve your copywriting skills for your current position, this is the track for you.

We will dive deeper into the nitty-gritty of the bones of great copywriting following the monthly schedule of copywriting topics.

Track #2 - "Entrepreneur Track" led by Rusty Ryal

This track will help you build your own profitable copywriting practice. If you want to focus on getting clients and building your copywriting business, this track is for you.

We will work to help you take all the necessary steps to set up your business, putting a client generating machine in place, and developing your unique brand in the marketplace.

How the Program Works.

The training is 100% delivered to you wherever you are, through the internet. The only thing you need is a good solid internet connection and a computer, tablet or phone.

Ray teaches all classes by video, along with your other calls and trainings provided by coaches and coach instructors. These classes with your coach instructors are where you apply all the concepts and tools you learn in your class taught by Ray, and where you'll meet your assignments, requirements, and assessments for Certification.



You get the Copywriting Academy upfront.

This is Ray's premier, preeminent course in copywriting. It covers all the bases. It is extensive, and you do not have to finish it all at once, but you do get it upfront. We don't "drip" it out. You don't have to wait. *You get the whole course immediately.* We suggest going through it a minimum of three times to master the material and revisiting it thereafter. The course is continually updated when new techniques and new research requires updating.

Each month, you will be given a schedule of classes and assignments.

Your coaches and instructors will give you clear instructions and answer any questions you might still have.

Your first week will be a welcome call. Before class officially begins, just make sure everything is working and you know how to use zoom, et cetera.

Ray's classes will always be available.

You are required to watch Ray's classes before your application class with your coaches. Class begins January 2, 2020. Within one week of the class **end** date, you're required to have all your work complete in order to Certify. You'll receive your official Certification prior to the beginning of your Deep Craft or Entrepreneurial Track, whichever you choose, for advanced training.

It's extremely important that your instructors and coaches get a chance to read your copy and give you feedback so you can be officially reviewed and Certified by the end of the training. If you do not comply, you won't be Certified. Make sure you show up for the calls and communicate with your coaches. We are here for you during your entire training and beyond. Please feel free to reach out if you have any questions or if you want to talk to someone about the training on the phone. The best way to contact us is through support@rayedwards.com.

Tuition.

We hope you view your tuition as an investment in yourself, not as an expense. When you enroll in a university, as we pointed out before, the cost can be a quarter of a million dollars or more by the time you finish with no guarantee of any job, any income, or any result whatsoever. Why is that? It's because the university cannot guarantee your actions and your ability to be disciplined and apply what you're taught.

It's our intention that you earn your investment back many times over and that this Certification will provide you with a business or career that has the potential to make you a lot more money than you ever invested for many years to come. Of course, the work is up to you, not to us. We are not responsible for your success. You are. We have seen students who earn triple their money back in a short time or more, but it is completely up to you.

Most people go to college and pay many multiples of the tuition for the Copywriting Academy Certification



Program. What do they hope to get from this college education? They hope they get some kind of skill set that will get them an office job that pays a good salary so they can work for 30 years and retire. But that dream is over.

Being an entrepreneur, specifically being a copywriter is, we believe, the best business opportunity in the world. It's up to you to make the most of it.

The tuition for Ray Edwards' Certified Direct Response Copywriting and Lifetime Alumni benefits is \$3,000 USD per month, for six months with payments made every 30 days beginning upon enrollment.

If you wish to make full payment upfront, please contact us at support@rayedwards.com and we will offer consideration for full payment.

Admissions Requirements.

Before you enroll, please make sure you fit the following criteria and can agree with the following ethical code.

Ray Edwards' International Certified Copywriters and Copywriters-in-training agree to adhere to the following code of conduct when conducting business and providing copywriting services. The lists of commitments are a promise made by REI Certified Direct Response Copywriters to themselves, Ray Edwards and the clients they serve.

As an REI Certified Direct Response Copywriter, I promise to always demonstrate the following core values to the best of my ability.

1. **Professionalism:** I am reliable, keep my word, and never compromise my values.
2. **Transparency:** I seek collaborative interactions without hidden agendas.
3. **Integrity:** I strive to always do the right thing by adhering to sound moral principles.
4. **Ethics:** I recognize the difference between right and wrong and apply honesty and fairness to all relationships.
5. **Respect:** I value the contributions of everyone and treat others with dignity and courtesy.
6. **Quality:** I am committed to providing the best work product with results that surpass expectations.
7. **Timeliness:** I meet deadlines and provide consistent updates about my progress.
8. **Confidentiality:** I keep my word as a trusted resource that maintains confidence and privacy.
9. **Sincerity:** I convey genuine interest and straightforward honesty.
10. **Responsibility:** I am reliable and follow through on commitments.
11. **Humility:** I realize I don't have all the answers and do not act arrogantly.
12. **Kindness:** I seek opportunities for random acts of kindness and ways to make others look good.

Upon successful enrollment you'll get confirmation through email. If you have any questions about anything, we're always available to serve you. Simply email support@rayedwards.com and we'll answer in a jiffy.



