



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

Seven Reasons Why You Should Write a Book

Ever since Chris Brogan talked a few weeks ago about podcast intros being too long, now I worry that mine is too long. What do you think? Do I need to shorten it up? Is there too much at the beginning of the podcast? Send me some feedback. Put it on the comments at RayEdwards.com/139 where you'll also find the notes for this episode and all that we'll be talking about.

Now, you've probably heard this so much that you tune it out when you hear it. You've heard it from me quite a bit, that writing and publishing a book is a good thing. It's good for your business and lots of reasons, but do you know exactly why it is a good thing to do? In today's episode I'm going to give you seven good reasons why you should write a book, even if you think you're not a writer. Plus, I'll give you the solution to being stressed out. There is a solution and I should know, because I've practiced both sides of it.

Tip of the Week

I don't think I've ever shared this before and I don't know why, because I use this all the time. It's called My Speed and it's a plugin for your browser, whether it's Chrome, Firefox or Safari, it'll work and it even works with Internet Explorer I believe.

My Speed speeds up video in order to save you time. I watch so much video for instructional courses, home study courses and things like that and as you know if you aren't careful that can consume lots of your time. If you're taking one of my courses then you know there can be many hours of video. This tool allows you to speed the video up, up to five times faster and the video will stay perfectly clear. It works with flash and html 5 videos online and the copy on their site claims there's no audio distortion or chipmunking and I don't agree with that I think there is a little bit, but it's not too bad. It doesn't take the voices and totally squeak them up, but you have to take some data out to make it go faster.

Most stuff I can watch at 2.5 speed, unless the person on video is a fast talker, like some of Rich Schefren's videos I can't watch at 2.5, I have to slow it to 1.5 because I think he talks at two times speed in real life. He crams in lots of information it's good.

Many times when I'm watching video training courses where there are 10-12 and even 18 hours of video, I found this invaluable because I had that much video to watch and could watch them in half the time or better. It works for lectures, seminars and training, listening to speeches, watching TED talks. It even works on Google voice messages.

The other side that doesn't get talked about too much is that you can also use My Speed to slow down video and that comes in handy if you're taking notes, you can slow it down as much as three times slower than the original and if it's a foreign language and you aren't fluent and need time to

catch up or maybe it's complex material or if you're watching dance steps, learning guitar chords, etc. than this can come in handy and be very helpful.

The best news is you can try it out for free. You'll find a link in the show notes by simply going to RayEdwards.com/139 and click on my affiliate link. I've purchased and upgraded many times. It's well worth it and is one of the best software investments I've ever made. It's by Enounce – My Speed Video Accelerator. It gets two thumbs up.

Spiritual Foundations

Recently, I was really stressed. I had piled a lot of obligations on my plate and this is a recurring theme. I wonder if you went back to listen to all my podcast episodes how many times you would hear this and realize hey Ray, there's a pattern going on here. I've taken steps to interrupt the pattern by employing the help of my family and friends. The pattern for me is being a people pleaser and trying to do stuff that makes others happy with me, so my tendency is to say yes to everything, that's my go-to response, but I've changed that consciously where my go-to response now is to say no to everything.

It's still hard for me, but when I finally drew the line in the sand on this after reading a book called *'When Pleasing Others Is Hurting You'*. I started saying no, but I still had a residual amount of obligations that I had said yes to that I couldn't honorably step out of. In my mind I had to honor those promises and they all piled up at once. That's how it works right, it's like everybody for some reason can pick up the vibration in the air where they all get the message to call Ray today about that thing he said he would do for you.

It didn't seem like much to any of them, but when you add them up it was too much and I was totally stressed and worn out. I felt backed into a corner and I was reading in the message Bible, where normally I read the English Standard version. I love the rhythm and cadence of the new King James, which is my favorite just for the poetry. I grew up with the King James translation of the Bible, but for modernized translations, my favorite is the new King James. I feel like the best translation for accuracy is the English Standard version, but I love to read the message translation by Eugene Peterson.

Now keep in mind the message is beautiful and has soaring moments in it and then it has moments where it goes totally off the rails from the original text. Don't build any doctrines from the Message Bible that's all I'm trying to say. A lot of people are probably thinking I'm nuts right now, so let's move on.

In the Message, Matthew 11:28-30 is Jesus talking and saying, *are you tired, worn out, burned out on religion? Come to me. Get away with me and you'll recover your life. I'll show you how to take a real rest. Walk with me and work with me, watch how I do it. Learn the unforced rhythms of grace, I won't lay anything heavy or ill-fitting on you. Keep company with me and you'll learn to live freely and lightly.*

I love that. Learn the unforced rhythms of grace. Isn't that beautiful? Following Jesus, I think some people think it's hard, like you have to work hard at following Jesus and be Christ-like. If I have to be Christ-like I'm sunk and done, I can't do that. The good news is that following Jesus isn't heavy, difficult or hard. Anybody or anything, including your own overloaded schedule, like what was happening for me, that makes you tired, worn out. At any point where you start feeling like everything depends on you and everyone is dependent on you, that if you stop shouldering the burden of the world that it's all going to fall apart, you've been suckered.

You start feeling beaten down by manmade religious rules, that didn't come from Jesus, because that's not what He said out of his own lips. He says walk with me, work with me and watch how I do it. I won't lay anything heavy or ill-fitting on you. Keep company with me and you'll learn to live freely and lightly. All that stress and overload, stop trying to be perfect you can't do it. God doesn't require us to be Christ-like, but He invites us into Christ's life. And, I might add that God is good, He will never cause us to be sick, worried or stressed out. He's good and always stands ready to heal, soothe and to bring peace.

A good place to start with this is by looking for the goodness of God that's already in your life. Look for it and recognize it. Even as I record this right now I'm not physically feeling fantastic, but I can tell you I can look out the window of my office and say look how good God is. Look at the beautiful trees and their colors, the way the clouds move slowly across the sky. Look at this beautiful office I get to work in, the amazing technology I'm blessed with in order to reach so many people, the inbox full of loving emails from people who have been touched by something I've said or wrote.

How God sends me those messages in just the moments when I'm most discouraged and need to hear something like that from somebody, to let me know that what I'm doing has meaning for people. Look how blessed I am with my family. Say these things to yourself, I'm not bragging about my own situation I'm giving you examples of how to talk to yourself and recognize, God you let me wake up today with two eyes to see, two ears to hear and lips to speak, and I can walk and talk and hear. If you can't do some of those things that's okay because there are some things I can't do and that's true for everyone because we all carry some kind of burden.

But, we're overwhelmingly blessed in other ways. Look for the goodness of God that's already in your life and experience the gratitude that flows from that. Flood yourself with gratitude and watch what will happen through the evidence of his goodness increase in your life.

Feature Presentation

Seven reasons why you should write a book. You've heard me and others say that you need to write a book, but why? Why do you need to write a book, especially if you don't feel like you're a writer or you've never had a desire to write a book. Is there still a good reason to write one? You bet there is. I'm going to give you seven right now and these aren't the only reasons for writing and publishing a book, but they are seven really great reasons.

1. Books help people

You don't know who is out there who's in need of the thing you can help them with, the message you carry or solution you may have to their problem. You might say to yourself, but Ray there are already a million books on this topic or subject in whatever the subject of your book might be. Whether it's to lose weight, how to make more money, save money, save time or be productive or have better relationships or write better.

Whatever it is you have to offer to the world, maybe it's simply sharing your story of an experience of how you've been through a struggle with cancer or some other life-threatening disease and you've overcome that. Maybe you've learned how to walk through the grief of losing a loved one, you have something that's worth sharing with the world and there are people in this world who will only respond to, and be helped by, your particular voice, advice or story. You have got the message that they need and if you don't give that message to them, what have you robbed them of?

Have you ever been helped by a book?

I've read books that in moments of deep despair, have lifted me from that pit and set my feet back on solid ground. I've read books that taught me how to do things that I was never taught in school or in my family. Books have expanded my horizons and taught me about foreign lands, people and such vast riches and not all of those books have been grandiose works of literature, some have been quite simple how-to books that really changed my life.

Seth Godin wrote a little book of less than 100 pages called 'The Big Red Fez; How to Make Any Website Better'. It had a huge impact on my life and career. It wasn't a grand work of literature, but it was very powerful.

2. Writing a book clarifies your own best ideas

You have to have experienced this in order to really understand the power of it. There's nothing like writing a book to help you get your thoughts in order and get them clear and test them against reason to make sure they stand up to examination. Writing a book does that for you and if you write a book on any subject, even something you know extremely well and when you finish the book you don't know the subject better, in a more orderly and solid fashion. If you haven't shored up the weak points in your knowledge about that topic then you haven't done the work of writing that book.

A book will definitely clarify and test and solidify your thinking and ideas on the subject in which you're writing and if you want to learn something deeper, if you want to increase your knowledge about something, one of the best ways to do it is to write about it. It's been said many times that the best way to learn a subject is to teach it.

3. A book helps you get clients

This is not the primary reason, but it is a reason and if you're a service provider especially... I mean, as a copywriter I can't tell you because I literally don't know how many clients I've gotten as a result of my book *Writing Riches*, but a lot. That book has made me a lot of money. It's significant and very little of that which came from royalties on the book, that part has been small, but the number of clients and consulting engagements as well as speaking opportunities that have led to revenue large amounts of money because I had that book.

Maybe you don't want more clients. Maybe you're trying to build a business, that's good. That's fantastic and I encourage it, but if you want clients as a service provider or professional, there are few ways I know that are as powerful as having written a book. Just recently I got a phone call from someone who had read my book. I actually suspect he had bought the book and read the introduction as opposed to the whole book, but he called me to say I'd like to hire you to write copy for me. I had to gently inform him that I don't do that anymore.

4. Being a published author gives you authority in your field

How is that word (authority) spelled, think about it? The first part is author and that's not an accident. Being a published author gives you authority and authority can help you bypass the whole need to sell your product, service or company to anybody and when I say sell it I mean pitch them on it, persuade them to twist their arm into buying from you. When you're the authority people naturally gravitate to you and if they've read your book and become persuaded by your ideas and philosophy of doing business or whatever it is you're writing about.

Then you make an offer some product, service or workshop or seminar or training that you have, those people are then more inclined to simply do business with you as a way of endorsing your ideas, saying yes to what you teach and it becomes more a process of you inviting them into your training or products and services and them accepting the invitation, which feels a lot different than salesy, kind of pushy greasy stuff. Does it feel different?

5. It's easier to get speaking engagements when you have a book

If you want to be a professional speaker I feel as though the bar has been raised. You have to have, to write a book and there are speakers out there who don't have one and will tell me I'm wrong because they make a living without one. However, if you look at most of the more successful speakers they have a book and that opens many doors. There are many meeting planners who would hire you to speak at a meeting as the keynote who won't hire you if you don't have a book, because they don't take you seriously.

Certainly, while it's not required it makes it easier to get speaking engagements if you have a book. Not to mention the fact that you have several speeches you can draw out of that book.

6. Your book can be the hub of an entire business

It can be the business. I love to use Tony Robbins as an example of this and he has a new book out about money. If you don't have *Money, Master the Game*, you need to get it to read. He has another book called *Awaken the Giant Within* and that book you can buy for \$11/\$12 and you can read it or you can go to his weekend three-day event for \$2500-\$3000 and become immersed in the experience. It's much the same information as what's in the book but the experience is different because the book is information transfer and the event is immersive experience.

I think I paid \$2500 for the three-day weekend to walk on fire. Why? Because I didn't just want to read about it I actually wanted to do it. I wanted to have that change in my life, be in his sphere of influence, his physical presence and to experience going through those events, not just the walking on the hot coals, but being part of the crowd, listening to his teaching, doing the exercises and things he has you do during that three-day workshop that are transformative. The same is true for you, where you can turn your book into a three-day weekend event or a one-day seminar.

My friend, Dennis McIntee, who has a one-day seminar that he does for a certain professional group and he has a book that he should have completed by now. You can build an entire business around your book. You can take that material and turn it into a workshop or seminar, speech, online training program, home study course or repurpose the material in different modalities that appeal to different groups of people. It also allows you to have elasticity in how you price the transfer of that knowledge. You can charge more for a three-day workshop than for a 175 page book, information the same, experience totally different.

7. A book is the business card nobody throws away

I recently heard my friend, Carey Oberbrunner, talk about people who say their book is a business card and he was kind of disparaging about that remark. He went on to explain was he's talking about the kinds of books where people throw together some sloppy transcription of an interview that's not edited or set in any kind of order and there's no planning or outline and it's a book but when you open it its amateurish and embarrassing to the person.

What the business card is then saying is I have a lousy business don't do business with me, and I totally agree with Carey about that. I do believe that a well written book is a business card that

nobody throws away and Carey makes the point that a book doesn't have to be just a business card it can be a business, so I'm in total agreement with that.

So giving away your book is a great way to introduce somebody to your business. Carey tells the story in his material and I've had this same experience of carrying a few books with me to seminars and workshops and meeting people, realizing it may be someone you could give your book to. Maybe we have a conversation that leads to them asking what I do which then leads to further discussion and I give them a copy of the book. Trust me, that's different than the stack of business cards they have crammed in their pocket that will end up in the trash before the day is over.

Now, those are seven good reasons to write a book. We also have a training called 'The Rapid Writing Method' that we provide if you're interested in writing a book. You can check it out at RapidWritingMethod.com. We have a way to get it done in 30 days or less, not only written but published as well.

What to Do Now

The question for this week's episode is... Have you written a book?

Feel free to plug your book on the website by going to RayEdwards.com/139, scroll down to the comments, tell us about your book experience and if you haven't written one, what's holding you back.

Next week our episode topic will be The Master Skill of Business Success; What is the Master Skill

Until then may God continue to bless you and teach you the unforced rhythms of grace.

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