



RAY EDWARDS

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

Three Reasons Why You Must Master Copywriting

Hey, this is Jeff Walker, author of the book *Launch* and creator of The Product Launch Formula, and you're listening to the Ray Edwards Show.

Welcome to episode 141 as we come closer to the end of 2014. In this day and age, some people think that copywriting, the art and science of writing sales copy is dead and gone, killed by social media, Web 2.0, Web 3.0 and whatever else has come along. The truth is the writing of powerful copy to sell your products, services and ideas is alive and well, and more important than ever to you and your business. You must master this skill.

I will share in this episode three powerful reasons why it's important that you master copywriting.

Tip of the Week

For the longest time I had simply stopped taking handwritten notes. First, I found it tedious and that I seldom referred to them ever again. I don't know if you've had the experience of going to a conference or seminar and taking lots of notes that end up on a shelf somewhere and you never look at them again. Plus, I was so worried about catching every little detail when I was taking notes, like I had to write down everything that was important that the speaker said, that just taking the notes was a stressful experience and I actually ended up missing important parts of the speech or presentation because I was so focused on making sure I got all the notes.

Then I discovered something called **sketch notes**, which was like a vindication for me. I've always been a doodler when I took notes, which would get me strange looks from people and sometimes it got me called out, especially in school, because the implication if you're doodling or drawing is that you're not paying attention, but I was. I'm a visual person and I didn't realize that what I was doing was actually a valid way and perhaps the best way to take notes.

Sketch noting is a term that was coined by a designer named, Mike Rodey, and you may not have heard of him but he's the guy who did the cool illustrations in the book *Rework*, written by Jason Freed of 37 Signals, the people who make Base Camp. If you saw that book and illustrations, Mike made those illustrations and he came up with the term sketch noting, which is about taking notes traditionally, except it's being more relaxed and only catching the big ideas not every detail while simultaneously sketching, drawing little pictures using symbols and illustrations.

You don't have to be an artist to do this, but it is about sketching, drawing and making notes more visual. It's more fun than traditional note taking and in fact, I'm at a place now where I look forward to taking notes as opposed to dreading it. I highly recommend you try this if you don't have luck with note taking and it's boring to you. Try this, because a benefit of this is that I think you internalize the material better than any other method of learning, because you're listening and writing it down, which creates recall.

When you add the visual element of making doodles or symbols and adding visual representations of what's being talked about, I believe it makes it more indelibly stamped on your mind. Get the book, *Sketch Notes*. There's a link in the show notes, so if you go to RayEdwards.com/141 you can check out the website. He's the leader of Sketch Notes movement. You can even watch a video demo of how it works. If you think you can't draw don't let that stop you from checking it out, because it's not about how skillful you are.

Spiritual Foundations

I was talking with a friend of mine recently, who was worried about an outcome of a certain negotiation that was taking place in their business. The last thing you want to hear from someone when you're in that place of being anxious is stop worrying about it, don't let yourself get anxious. That doesn't feel like great advice when it's coming from other people, but Jesus, in the book of Matthew 6:34 says *'Do not worry about tomorrow for tomorrow will worry about its own things. Sufficient for the day is its own trouble.'*

In other words, He's saying don't worry about tomorrow you have enough trouble today, let's deal with that. If that doesn't feel reassuring to you then let me expand on this idea a little bit, because I think you'll see there's a key to being released from anxiety and worry about the future in what Jesus is saying in this chapter of Matthew. It harkens back to the Old Testament when the Israelites were in the desert and God provided food for them each morning, manna from Heaven. They found it every morning and God commanded them to collect only enough for the day. If they took more than they needed or if they kept any, the next day what they tried to keep was filled with worms and smelled bad.

The manna in the Old Testament is a metaphorical picture, which I believe was real, that stood for a sign of the coming of God's grace in the form of Jesus. He was showing us that He gives us enough favor for each day so there's no point in trying to save it up for tomorrow. That's okay, because there will always be a new fresh supply of favor every single day. Worrying about what you will do tomorrow, being afraid and anxious ruins today and doesn't help tomorrow in the least.

Instead, rest in the fact that God is trustworthy and He keeps his word and He said about what we're going to eat, drink or wear, your Father in Heaven knows that you need these things and He'll give them to you. Just first focus on the Kingdom of God and his righteousness and all these other things that you worry about will be given to you.

What does that mean? We're supposed to seek the Kingdom of God and his righteousness. The questions then that come to mind are this.

What is the Kingdom of God?
What is his righteousness?
How can I live up to that?

Jesus explained all of this when He said wherever He went, *tell the people that the Kingdom has come near to them this day*. Jesus is the Kingdom. He brought the Kingdom, the King's domain. He made the entire earth his domain, that's the Kingdom. You live in the Kingdom. If you're a follower of Jesus you're part of the Kingdom, a citizen of the Kingdom already.

What about his righteousness? Does that mean we have to strive to be perfect and only if we're perfect and keep all the commandments that then God will provide for us? No! In fact, we couldn't keep all the commandments, that's why Jesus had to come make the sacrifice that He did and through his sacrifice He has made us righteous. So through Jesus we have the Kingdom and his

righteousness. So rest in the new grace that God has given you for today and remember in the Kingdom it's always today.

Feature Presentation

Let's define what we mean by copywriting. This is the writing of a persuasive passage of words designed to get people to buy into your product, service or ideas. To get them to believe what you're saying and take action based on that belief. Before we get to the three reasons let me say this, copywriting is not dead. This is something I encounter pretty frequently where people say, in the age of video and social media there's no need for copywriting, nobody reads that copy.

Yes they do. Sales copy in various forms still does the majority of selling everywhere, not just on the Internet, but especially on the Internet. It is distributed in different channels, but certainly isn't dead. It used to be the long scrolling sales page was the only way that direct response sales copy was delivered and then people started using email for the same purposes. They actually sent sales letters in the emails and as that began to lose its effectiveness after being abused and over used, we had to become more creative and we learned to distribute our sales copy in different formats and smaller chunks across different pages with lots of nice graphical elements.

All those graphics, pictures, video and audio, tweets and status updates, they're all copy. They may look different since they're being distributed through a different channel, but they're still copy. Jeff Walker, my good friend and author of the New York Times bestselling book *Launch* coined a phrase for his approach to launching a product on the Internet. Instead of using a long form sales letter he used what he calls '**the sideways sales letter**', where he delivered the pieces of sales copy and distributed them by video over the course of 10 days or so, after people became introduced to the website or product. It's a sequential delivery of messaging.

So copywriting, far from being dead, is still very much alive and is much more sophisticated now than it once was, but here are three reasons why you must master it.

1. Human psychology does not change

The reason copywriting ever worked in the beginning was because it was based on the human psychological mechanism that causes people to make decisions. Usually that mechanism works like this... we're scanning our environment for possible dangers and friendly people. Friendly people we move towards, dangers we move away from. Human psychology dictates that we're constantly searching to move into pleasure and away from pain, so sales copy recognizes those psychological principles.

It then introduces a story to the mind of the reader that explains, this is the psychological state of pain you're in now and through this story you can see how our product, service or idea can help you transition and transform from a state of pain to the state of pleasure. That's why copy works. Storytelling is wired into our DNA. It's powerful and influences us. From the beginning of time and recorded history, we've conveyed all our greatest knowledge through the telling of stories.

Even Einstein, when communicating the theory of relativity on a large mass scale used mathematics, but one of the common explanations he gave for the math was he imagined a story in his mind. Storytelling has power. The greatest teacher to ever walk the earth, Jesus Christ, did most of his teaching through storytelling because He knew how human beings were wired because He made them.

2. Sales copy may look different but it still works the same

You have to understand that your copy is distributed across many places and in many mediums now. It's delivered on the web as audio, text, tweets, status updates, web pages, blog posts, articles and videos. Recorded phone messages, what your receptionist says when they answer the phone, what your business card says or your stationery says, it's all copy. It may look different or wear a different suit of clothes, but it still works the same way and once you understand the basic principles behind writing good sales copy, then you can write copy for any medium that it might be required in.

This is important to understand and believe and once you get it, it will change the way you think about many facets of your business.

3. Sales copy allows you to create money generating assets out of thin air

You can take an idea, turn it into a special report, eBook, audio or video training; short or long or a series, but just an idea that you snatch from thin air that serves people, helps people and makes a difference in their lives, and you can describe it through a story you tell using the principles and power and psychology of good copywriting, and you can turn that idea that came from thin air into a money generating asset.

Think of every sales message you write as an asset that can continue to bring you money as long as you continue to deploy it in front of people.

Now, those aren't the only reason to master copy, but they are three really good ones.

What to Do Now

The question for this week's episode is... How will you apply the power of copywriting in your business in the New Year or even before that?

Think about this and share your comments at RayEdwards.com/141.

Next week our episode topic will be Ask Me Anything... we'll take your questions and answer them, which is what the show will be dedicated to. Be sure to come to the website, scroll to the bottom and click where it says send a message to Ray Edwards and put your question in the queue so we can get you in the show.

Until then may God continue to bless you and do more for you than you can ask or even possibly imagine!

Transcripts of these podcasts are available by clicking the link in the show notes. Transcripts are provided by our friends at SuccessTranscripts.com, a great solution if you need your podcast, sermon, speech or other audio/video transcribed.