



RAY EDWARDS

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

The ODESSA Secret to Writing 10 Times Faster and Better Episode 164

Summer has broken out across the inland Northwest to the USA. I'm looking at my studio window at bright, sunny skies, crystal-clear blue, what pilots would call a day of severe clear. I'm so glad you decided to join us today for this episode of the Ray Edwards Show I've got some good stuff in store for you.

Hey! You want to know the secret to writing well? Write a lot. Want to know the secret to writing a lot? Write fast. Not only does writing fast help you write better, it also allows you to make more money, if your income is dependent upon your writing and whose income isn't dependent upon their writing.

If you believe that yours is not, you don't understand how writing functions in today's marketing and business world. You literally write your own paycheck these days. So in today's episode, I will share with you the ODESSA Secret to writing 10 times faster and, at the same time, writing better. Oh, yes, it's possible. We're going to show you how on today's show.

Tip of the Week

Today is the day that we begin release the three videos that we're giving away called Magic Words that Make You Rich. Tip of the hat to copywriter, Ted Nicholas. What's this video about? It's about how your writing makes you money and how you can use certain words to make more money than other words. It's about copywriting, the art of turning words into wealth.

You can watch the first video for free, just click the link you'll find in the show notes and go to RayEdwards.com/164 for episode 164 and you'll be able to get that first video. Here's the thing, these videos will only be available for a limited time. We're going to close this down fairly quickly, so you want to get them while they're available.

Spiritual Foundations

That's what we're in the business of doing— helping you prosper with purpose. I have a question about your spiritual beliefs. Do you believe that God is all powerful? Do you believe that Jesus Christ has saved you and made you his own? Do you believe his promises to heal you, prosper you, bless you, take care of you, comfort you? Do you really?

What I find is, a lot of times, we often act as though we don't really believe what we say we believe is really real. I don't say this to bring any guilt or condemnation on you. Please, you know enough about me by now, if this is not the first episode you've ever listened to, to know that I just don't play the condemnation game. I do, however, want to recommend to you the benefits of really believing what we say we believe.

I find that many believers, many followers of Christ, seem to have a lot of ifs, ands and buts when it comes to what they believe God can and/or will do for them. Yes, I believe God can heal me, if He wants to or if He's willing to. Yes, I believe God will restore my family and can restore my family and I believe it will take a lot of work on our part to make it happen and I believe it will take a lot of luck and I believe it will take everybody's cooperation. Yes, I believe the gifts of the Holy Spirit are for today, but only for a few people and only in extraordinary circumstances.

Now, these beliefs all sound reasonable and they have proponents in the church. When I say 'the church' I mean the whole Body of Christ in the world, all the different flavors of it, Catholic, Anglican, Protestant, Pentecostal, Baptist, Baptical, Methodist, home church, non-denominational, inter-denominational, you name it. There's just one church, one Body of Christ on the earth. Who's right, by the way? Jesus is right.

So these beliefs sound reasonable, many people in the church promote these beliefs, they carry, I believe, an inherent flaw, though, and that is they're not Biblical. Let's explore this. Let's start with the 'ifs'. We're talking about ifs, ands and buts, so number one, the 'ifs'.

1. God can IF He wants to or IF He's able.

In the Book of Exodus, God gave us one of his names. "I am the Lord, who heals you." That's his name; it's one of his names. He cannot be contrary to himself, to his very nature. He is the one who heals you. When Jesus was asked if he was willing to heal, when the person came to him and said "If you're willing", he said Jesus immediately responded "I am willing."

When another father came to him to get his child healed, he said "If you're able" and Jesus, in my imagination, laughed. It doesn't actually say He laughed, but the way He responded I believe He laughed. He said "All things are possible for the one who believes." In other words, "I am able."

He never refused anybody who came to him and asked for healing and He was always successful, so there is no 'if' when it comes to Jesus Christ.

2. When it comes to God AND something else to intervene in our lives, there is no 'and'.

God's Grace, his unmerited favor, is sufficient. We don't need to add anything to it. We don't have to have God AND something else to make it work. Our part is simply to receive.

Now, this could come in a lot of forms. I'm not saying if you're sick you don't take medicine, I believe sometimes that's how God heals you. That's the mechanism He uses to heal you, just like He used a mud pie to heal the eyes of the blind man. Did He have to use a mud pie? I don't think so. I think He could do it however He wanted to, but He did it that way.

So taking a pill and taking a mud pie, in my mind, are not very different. That could be the vehicle that He uses, but we don't need God AND something else. He doesn't need help. He may use different vehicles, but we don't need him and something else.

So we've covered the ifs, we've covered the ands, what about the buts?

3. When it comes to God and the buts, there are no 'gotcha' clauses.

See, this takes the form of I believe God will do it, BUT first I have to do this or that, BUT first I have to get my life straightened out, BUT first I have to go confess that sin, BUT first I have to read the Bible more, BUT first I have to go to church more often. NO!

Scripture says Jesus Christ is the same yesterday, today and tomorrow and He said “Come to me, all you who are weary and heavy-laden; I’ll give you rest. Anybody is welcome to come.” He said these signs would follow those who believe, we would lay our hands on the sick and they WILL recover. There’s no but.

Scripture says we are the righteousness of God and that our faith has been counted to us as righteousness. We’re not waiting to clean up our sin; Jesus has already done that once and for all. We all have the same Holy Spirit, the same Father God, the same elder brother Jesus Christ.

God causes all things, all things, to work together for the good of those who love him and who are called according to his purposes. That’s you. That’s me. No ifs, no ands and no buts.

Feature Presentation

I promised I would teach you the ODESSA Method for writing 10 times faster and writing better in the process. Stephen King says the two things you have to do in order to write well are read a lot and write a lot. The key for most writers is less about the reading, I think most of us have that down, but writing a lot tends to be difficult for many writers.

One way to write a lot is to write faster. How would you like to write 10 times faster and write better in the process? You can do it! You simply follow the steps of what I call the ODESSA Method to speed up your writing and improve its quality at the same time.

If you’re wondering, “Where did you learn about the ODESSA Method, Ray, where does it come from?” Well, I made it up, so it comes from me. It was actually a moment of inspiration, which means inspire, to breathe in, so I believe it was a God-breathed inspiration. I say it comes from me, but it’s more accurate to say it comes through me. It seems like a pretty good idea, which is a clue for me it probably is. So the ODESSA Method...

- **O Stands for Outline**

Yes, outline what you’re going to write. Think about what you’re going to write before you start writing it. Think about what the point is that you’re trying to make, the objective, the thesis of what you’re trying to say in whatever you’re writing. Whether it’s a blog post, a podcast, an article, a sales letter, an email, you have a point that you’re trying to make, one singular point that you’re trying to make, “*One singular sensation, something that you want to say, dud-ala-dud-ala-da*”.

So think about what your point is. Make an outline. Write out the outline. Jot it down on a 3 x 5 card, type it up on your computer in Scrivener, on a legal pad, whatever works for you. Make an outline, once you know what you’re going to say. I’m presuming you don’t have to look anything up, you probably already know the facts. If you don’t know the facts, look them out and put them in the outline.

- **D Stands for Dictate**

Don’t type it, dictate it. Unless you’re like a super fast 300-word-a-minute typist, dictate. Most of us are going to be able to speak much faster than we can type. The average person in the the US of A, or in the English-speaking world, speaks at about 125 words per minute. You probably can’t type that fast, certainly not for a sustained period of time, so take your outline and talk you way through it.

I'll give a hint, that's exactly what I'm doing right now for this podcast. This podcast will be transcribed, typed up by a human being later, but it's only going to take me about 30 minutes or less to record this entire podcast and I'm speaking at about 125 words per minutes, which comes out to a little over 7,000 words in an hour. For the duration of this podcast, it will result in about 3,000 words, something like that, 3,000(ish). You're not going to be able to type that fast.

To teach you the ODESSA Method, I'm using as the outline the words: outline, dictate, 'O' for Outline, 'D' for Dictate.

- **'E' Stand for Edit**

And the rest of the letters of the acronym for ODESSA, the 'E' stands for Edit, as I've already revealed. What do I mean by edit? Once you get your transcript back you want to edit it. You read it. You'll notice that maybe you used some superfluous words, perhaps you repeated yourself, perhaps you stumbled, perhaps your transcriptionist typed out every 'um', every 'ah' and every verbal misstep you took. Well, you're going to edit those things so that it doesn't read like a transcript. This will take you a few minutes for a short piece. So you edit it carefully and the next step in the ODESSA Method is—

- **"S" Stands for Share**

You share it with one to three trusted readers and these people you've given a very specific assignment to. You want these trusted readers to look for anything they find confusing, unbelievable or just difficult to understand and you want them to point that out to you. You also want them to catch any mistakes, misspellings, any grammatical errors that might jump out at them.

Don't make it overly complicated, just have them read it. Usually, what I like to do is just ask them to proofread this. Just read this for me and point out anything you find confusing, anything you don't believe or anything that is a mistake. Just give it the onceover and let me know if you find any of that stuff. This is why we ask one to three people to do it because one person won't catch all the errors.

You wait for them to cycle your material back to you. It's best, probably, to give them a deadline. "Hey, could you get this to me by this afternoon, by tomorrow morning?" Once you get their changes back you review the changes that are suggested by your one to three trusted readers, you make the changes you feel are appropriate and you discard the ones you feel are not. That leads to the second 'S' of the word ODESSA.

- **S #2 Stands for Speak**

This means you speak out exactly what you've written. You speak out the words of your transcribed document. You read it out loud. This is the single best proofreading and editing tool you will ever find that you can use on your own material. I use it every time I write copy, every time I write a book now. I didn't in the beginning, but I do now and you must read it out loud. My suggestion is to read it out loud and record it while you're reading it, as if you're performing it for an audience, as if someone is actually going to listen to the recording and not have the document to refer back to.

Why do I recommend you do this? It will force you to slow down and read deliberately what you've written. If you just rush through and kind of mumble it, that's what many people will do. When I say read it out loud, they'll start reading it and they'll just kind of mumble their way

through it fast, skip over a few words and then... That won't work because it allows you to skip over the errors.

When you read it deliberately, as if you're performing it and you want to make it sound like your words for the first time as you're reading it, you will automatically discover any errors in your writing. You will also discover not only egregious errors like mistakes of grammar, spelling or sentence construction, but you'll also discover the parts that are clumsily written because you'll stumble over them. Trust me, if you stumble over it while you're reading it out loud, your reader will stumble over it while they're reading it silently to themselves.

I do recommend you print the material out, read it out loud, have a red pen in hand and mark the places where you know you need to make changes. Even know what the changes are. Take a moment, pause, write down the changes that need to be made, then back up a sentence or two and start reading out loud again until you've finished the entire document, article, script, whatever it is you're reading.

- **A Stands for Apply**

That means apply all the corrections you discovered when you spoke it out loud in the previous step. You go through carefully and fix all the mistakes, tweak all the sentences and change all the clumsily-phrased paragraphs to make them flow smoothly.

This is not included in the acronym, but one final test is I will read it out loud one more time. This is presuming it's something that I'm going to publish it somewhere. I'll read it out loud one more time and if I can read it smoothly out loud one more time then I know I'm finished. Now, if you want to be an uber perfectionist, at this point you can hand it off to an editor once more.

That may seem like overkill, but this your professional work that you're putting out to the public here, so it doesn't hurt to do the last out loud read and to hand it off to another reader one more time so they can edit it and find any more mistakes that you may make, all right?

If you'll follow this ODESSA Method, you'll find that you've written something 10 times faster than you would have normally. Even with all the reviewing and editing steps it will be faster and, on top of that, it will be better. It will be better writing. You'll have a higher output of writing, which makes you a better writer by default because you're just writing more. The more you write, the better you write, the better you write, the better you feel, so have some writing at every meal.

So there's the ODESSA Method. O-D-E-S-S-A, Outline, Dictate, Edit, Share, Speak and Apply. Outline the document that you're going to write, dictate it verbally and have it transcribed, edit the transcription, then share the edited transcription with other people so they can find the mistakes that you missed, then make those corrections, then speak it out loud.

Read it deliberately and carefully, as if you're performing it, make note of the mistakes and the stumbling blocks that you find as you're reading it out loud, then apply the edits you just noted when you were reading it out loud. If you want to really do a bang-up job, then hand it to an editor one more time and have one more editor take a look at it before you publish it. That's how you write 10 times faster and you write better in the process.

Now, here's my question to you. Will you try the ODESSA Method and report back here with your results? I hope you will. In fact, I'm going to do my best to entice you to report back here by asking you to include a link to what you wrote. You can put it on my blog, you can spam my blog with your links, just come to RayEdwards.com/ and you put the episode number in.

This episode is 164, so RayEdwards.com/164 and leave a link to what you wrote in the comments. It would help if you just left a little explanation about what you wrote, as well. What it is, what it's for, what the intention was and any insights you had while you were using the ODESSA Method. Will you do that? Will you? I hope you will.

Now, the ODESSA Method is just one of the many things we teach inside the Copywriting Course that we have available right now. I've been asked for a long time to make this Copywriting Course available and we're finally doing it, we're finally making it available to you. Actually, I should talk about this with the Copywriting Course music, can we do that? There we go.

So this Copywriting Course will help you write the words that sell your products, services and ideas and to write persuasively. I've had the privilege of being paid lots of money by some pretty well known people to write their marketing copy and campaigns and I know something about how to write to persuade. That's why people like Tony Robbins, Jack Canfield, Mark Victor Hansen, Jeff Walker, Frank Kern, many others, other well known folks, some not so well known folks, but some very wealth folks, have had me write for them.

I'm teaching you the very same techniques I use to write for my clients. You can use this to write your sales copy to sell your products or services. You can use it to write better blog posts, better social media posts, better email marketing campaigns. The ODESSA Method is one part of what's in the program. You can get a bigger sample of what's in the program by coming to this blog post and clicking the link to watch the free videos we're offering.

Just come to RayEdwards.com/164 for this episode, if the program is still open. It's only open for a limited time, but if it's still open you can click that link, watch the video and get registered for the class, which I highly recommend you do. I think it will be to your great benefit. Even if you're not going to register, you can get the free stuff. Why would you pass up free stuff? I don't know. There's no good reason that I know of.

What to Do Now

So that's it, that's your action steps. Watch the Copywriting video and get the free stuff at RayEdwards.com/164. Leave a post in the comments about where you used the ODESSA Method, what results you had and even post a link to whatever you wrote, we'd love to see that.

Until the next time, I pray that God continues to bless you and that He does more for you than you can ask or possibly even imagine because that is the way He operates.

Oh, by the way, subscribe the show in iTunes and give us a rating and a review. That helps more people find out about it and helps spread the message. It benefits them, it benefits you and it benefits us. You can also subscribe in Stitcher, if you prefer Stitcher. I would appreciate it and I thank you from the bottom of my heart either way you choose to subscribe.

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