



RAY EDWARDS

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

Why Copywriting is the Most Valuable Skill in Any Business Episode 184

Sean: Welcome to the Ray Edwards Show. This is Sean Edwards, son of Ray Edwards. How often do you think I have to keep saying that?

Ray: I think probably this could be the last time, unless you just feel particularly moved to say it in the future.

Sean: On today's shows we'll be talking about why copywriting is the most valuable skill in any business.

Ray: You mean like getting a copyright for your book?

Sean: Yeah, exactly.

Ray: Copyright 2015 by Ray Edwards?

Sean: Yeah and copywriting everything else.

Ray: Yeah.

Sean: Super important.

Ray: We'll tell you why.

Sean: Then we'll be talking about the number one barrier to hearing God's voice. That should be fun. We'll go over an indispensable tool for your motions in writing?

Ray: Motions, like arm motions?

Sean: It's a new technology where it's like a video in the page.

Ray: I thought you could write something and it would cause people to move.

Sean: That too.

Ray: Or it's the Harry Potter thing.

Sean: You're right, something that causes people to move.

Ray: I see. It moves people.

Sean: It moves people. Then we'll hear a success story from a student and Regency member, Marshall Bone.

Ray: I'm excited about that, it's going to be a good episode. I think we have a good show in store for you today so stay with us.

Spiritual Foundations

Ray: Thank you big voice, John Williard.

Sean: Johnny is what I like to call him.

Ray: That may be the first time I've ever said his name on the show.

Sean: I call him Johnny.

Ray: Johnny?

Sean: Johnny Bill.

Ray: Is he related to Billy Crickers?

Sean: Definitely.

Ray: So the number one barrier to hearing God's voice, I'm not sure how we segue out of that kind of silliness into this kind of topic, but here we are.

First, it was not that long ago that I thought it was weird for anybody to say that they heard from God. In fact I'll tell you, I know exactly where I was. I was at a conference and I say I knew where I was but I can't remember what city it was in. I was at a conference for a mastermind group I was in and there were about 40 some of us and there was a lady, oddly enough, whose name is Rhea. I didn't know her all that well, I mean, I knew her but we hadn't had a lot of deep conversations.

She walks up to me in the hallway and she said, God was talking to me about you just today, would you like to know what He had to say? I thought no, I want to get away from you as quickly as possible.

Sean: You crazy person.

Ray: Hearing God talk to you. No, you can talk to you but...

Sean: You need pills.

Ray: Exactly. Not that I'm against pills. I had thoughts similar to those and finally my curiosity got the better of me because I thought if God has been talking about me it would probably be good to know what He said.

At the next break I said okay, first of all tell me how this happens that you talk to God and He talks to you? She said well, every day she goes down to the creek where she lives in Alabama and sits in a rocking chair, gets out her journal and she listens until she hears something from God and she writes it down. At the time this was a bizarre thought for me. I thought this was strange and was outside the norm of my experience. Since then

I've become a lot stranger than that, so that does not freak me out. I'm the one who freaks other people out now.

But, I realize and recognize that many people, the very idea that God is still speaking is a new strange and perhaps confrontational idea. They feel that God dictated the Bible to those ancient scribes long ago and then He stopped speaking, and that's not the way it works, at least in my world view. And you are entitled to your incorrect opinion but that's my world view.

Sean: If the Bible says anything it's that God likes to talk a lot.

Ray: That's true.

Sean: People who like to talk a lot don't just stop talking.

Ray: No, it's not in their nature to stop talking. So He still talks. So there's a story that relates to this hearing from God thing so let me take another stop back. I've really organized my thoughts on this very carefully, as you can tell.

If we can hear from God and if God is still speaking, how do we hear him and why is it that so many of us have trouble with the very concept and then if we try, if we sit down in a room by ourselves and say okay God, what do you have to say? Why is it we seem to hear nothing? There's a story that I think relates to this. It's about a seeker of truth, who went climbing up to the mountain top to meet with the wise sage, who was legendary. The seeker reaches the mountain top and the sage is sitting there in a cave all sage-like with his legs crossed, like a Jedi.

Sean: Definitely like a Jedi.

Ray: Looking very wise and the seeker says I've come to hear the truth. Tell me the ultimate truth. The sage says, would you like some tea? The seeker says sure. So the wise man starts to pour a cup of tea for the seeker and he pours until the tea begins to run over the sides of the cup. The seeker just watches because he realizes he's about to be made to feel foolish. He doesn't know exactly what's going to happen but he knows this is not going to end with him looking like the hero of the story.

Finally, as he continues to pour the tea and it spills over the sides of the cup, the wise sage says, your mind is like the cup. It is so full there's no room for anything else to be put in it. I think that is descriptive of the number one reason we can't hear from God. How do I know? Because I was in the position of the seeker.

Recently I was on a road trip and my wife was sleeping while I was driving and I was trying to get my iPhone to play music through the new Apple music service, which I love. It's a great service, unless you don't have Internet connectivity and then it stops playing music.

Sean: Like in the middle of the desert?

Ray: Yes, exactly where I was. So there was no music and I didn't want to fiddle with my iPhone trying to find something that was already on it, because that's how people run into trucks, trees and things and die. Not my plan for the day, so I turned off the speakers and decided okay, I'm just going to ride in silence, which I'm not accustomed to doing. So I

thought this was a good time for me to talk with God. Then I started to feel uncomfortable and I felt as though God said to me, not out loud of course like a voice that would wake my wife up and say who was that?! It wasn't like that.

Sean: Although that would be pretty cool.

Ray: That would be awesome, I would be all for that. I felt it in my mind that I heard God say, have you noticed how you always have to have background noise going, podcasts, music, audio books, have you noticed that? Did you ever wonder if you'd be able to hear me more if you turned all that noise off? Oh.

Sean: Your mind is the like the cup.

Ray: My mind was like the cup, only I was filling it with podcasts instead of with tea.

Sean: There is no spoon.

Ray: There is only your mind. So I began hearing and I hear from God, I think, on a more regular basis than I used to but this was a meaningful trip for me, because I spent the next two and a half to three hours just having a dialogue with God and hearing from him. For me, the moral of the story is, the trouble that we have is not one of hearing God's voice. The trouble we have is listening to too many other voices. We need to give silence, so that we can hear what God is saying.

I know it sounds simple, like it's too easy, but try it. You might discover it's as easy as it should be.

Tip of the Week

Ray: It's tip of the week time. The part of the show where we give you a tip that makes your life easier, helps you do something cheaper, better and faster. For writers we can rebuild the show and make it faster, tighter and full of less silly mistakes. I have a tool for writers this week that I'm kind of enamored with. It's called ***The Emotion Thesaurus***. It's written by Angela Ackerman and according to the Amazon sales page it says, one of the biggest problem areas for writers is conveying a characters emotions to the reader in a unique and compelling way.

This book comes to the rescue by highlighting 75 emotions and listing the possible body language cues, thoughts and visceral responses for each. I like visceral responses.

Sean: Visceral.

Ray: Using its easy to navigate list format, readers can draw inspiration from character cues that range in intensity to match any emotional moment. The Emotion Thesaurus also tackles common emotion related writing problems and provides methods to overcome them. This writing tool encourages writers to show not tell emotion and is a creative brainstorming resource for any fiction project. I would say not only fiction but non-fiction as well.

For instance, I decided to demonstrate the usefulness of this book would be to use it in this actual podcast. So I was going to just say this is amazing, it's an amazing book but I

decided that I would use the Emotion Thesaurus to describe how amazing the book is and not just tell you but show you through words. So I opened the pages of the Emotion Thesaurus with a widening of the eyes and a slack mouth I sucked in a quick breath and leaned in closer to the page. Eyebrows raised, I reached out and touched the page. This book, this book, what will I write? Oh my gosh, what will I write? I gave a slow disbelieving shake of the head, this book is amazing.

Sean: That's amazing.

Ray: That might be a little over the top, but...

Sean: It definitely communicates.

Ray: And it's a lot better than saying this book is amazing.

Sean: It's a maze balls...

Ray: I don't know what that means and I don't think I want to know, so we'll move on now.

Feature Presentation

Sean: Here we are about why copywriting is the most valuable skill in any business.

Ray: I thought about this after I wrote this title and I realized it might not be the most valuable skill in neurosurgery or in airline piloting.

Sean: Okay.

Ray: There are some exceptions I can find pretty quickly to this.

Sean: But all of these businesses could benefit...

Ray: From?

Sean: ... copywriting.

Ray: Yes. And I think for most of the businesses that we address, I don't know that a lot of neurosurgeons are listening to this show for copywriting tips.

Sean: For business advice?

Ray: But they might be.

Sean: And this will help.

Ray: They could be great brain surgeons but terrible business people, which is usually the case.

Sean: Yeah, right.

Ray: So, copywriting is an incredibly valuable skill. It's an amazing skill for business people. In fact, if you read good copy you may experience a widening of the eyes, a slack mouth. You may suck in a quick breath and lean in closer to the page... your heart may start pounding in your chest.

Sean: You may want to go buy an iPhone.

Ray: Yeah, I already do, see how well it works. Why is copywriting the most valuable skill for your business? It's because it is the engine of creating a purchase-rich environment. Creating a state of mind for people where they feel open to the idea of purchasing your product or services. In fact, I have five reasons that I think for most businesses, copywriting is the most valuable skills. So, excluding neurosurgery and airplane piloting, and a few other examples you could probably come up with.

Five reasons copywriting is the most valuable business skill

1. It costs nothing but returns can be huge.

So you're running an ad on Facebook, let's say. You're spending money on the ad.

Sean: Yes.

Ray: And nobody is buying anything because of the ad.

Sean: Never been there.

Ray: Never?

Sean: Never, never experienced that.

Ray: Maybe just a few people aren't buying. Well, you can do one thing that could turn all that around. Can you guess what that is?

Sean: No, tell me.

Ray: You really can't guess?

Sean: No, tell me.

Ray: I want to give you some of the glory here.

Sean: Change the words?

Ray: Yes! You could just change the copy and suddenly you're selling stuff.

Sean: People are clicking like crazy.

Ray: So you didn't increase your ad budget or change the infrastructure of your company. You didn't change your manufacturing process. You didn't hire a new staff. You simply wrote new copy. It cost you nothing but the time it took to write it and the returns can be enormous.

2. It can generate instant cash infusions.

Let's say for instance, that you discover that you need extra money to meet payroll for the month or that you want to buy a new asset for your business like a boat.

Sean: Yeah, that's a very good asset that most people need in your business.

Ray: Yeah, you need a boat. Let's think about it. You need to court clients, make them feel special and important and the best way to do that is to take them out...

Sean: On a boat.

Ray: ... on a boat.

Sean: Especially if you're a neurosurgeon or an airline pilot.

Ray: Exactly. So you've said to yourself, I need a boat, what shall I do? I believe I shall write some copy designed to create the revenue that will cause me to then have a boat. It's not the secret but it's close. I mean, you do the thinking part about the thing you want.

Sean: Right.

Ray: You visualize it. Then you write some sales copy and send it out to people so that they buy things and give you money so you can go buy the boat. It's a simple example, but maybe something more down to earth. Maybe you just look at your numbers and realize you're behind projections this month. You realize I'm 20% behind where I wanted to be for this month or I'm behind on my revenue goal for the year, how will I catch up? You can create a promotional idea, write the copy and send that out to your email list or your physical mailing list and that new copy, that new promotion creates cash that would not have come into your business otherwise.

Have we ever experienced this in our business?

Sean: Absolutely.

Ray: Yes we have. We speak from experience.

3. Copy builds stabilized income streams.

Imagine with me, if you will, that you have a product. Let's say it's a product about how to write a book quickly.

Sean: Right.

Ray: Rapidly even.

Sean: Yeah.

Ray: Perhaps this product could be called...

Sean: Or maybe you came up with a method to do so.

Ray: ... so it would be the Rapid

Sean: Writing

Ray: Method.

Sean: Right. Correct. Yeah.

Ray: Let's say you created a product that teaches that method and then you wrote some copy that sells that product and the copy might take the form of a sales letter or emails or even the form of a webinar.

Sean: A webinar.

Ray: It's like a seminar, only it's on the web. Now, once that copy is in place and it's available for people to access on a regular basis, perhaps you even run ads. Which, by the way, you have to have copy in order to run the ads.

Sean: Correct.

Ray: Because here's what happens, people see the ad on Facebook. They click the ad. They see that there's a webinar and they sign up for the webinar. Then they watch the webinar and some of them choose to buy the course.

Sean: Correct.

Ray: That makes you money, even if you're asleep.

Sean: Yes, even if you're asleep.

Ray: Because it's automatic. I know it's a cliché to say make money while you sleep, but it happens. You really can do it. You can go to bed with a certain amount of money in your bank account and then wake up the next morning and realize there's been more money deposited into your bank account while you were asleep.

Sean: Right.

Ray: It's a neat feeling.

Sean: It's a neat little toy.

Ray: It's nice to have, you should get one.

4. Write once, profit indefinitely.

I think we just covered that didn't we?

Sean: Kind of, yeah.

Ray: It doesn't just apply to webinar, it can apply to sales pages, autoresponder sequence... I hear a question. What's that in the back of the room? You say what's an autoresponder sequence?

Sean: They asked that question fast.

Ray: They did. It's technology. I love technology. So an autoresponder sequence is a series of emails, that once you for instance, sign up for an email newsletter or you enter your email into a form on a website, you might get a pre-timed automatic sequence of emails sent out to you over weeks, months and even years. As these emails come out and into your inbox on your email program, iPhone, iPad or even your Android.

Sean: Even your Android.

Ray: You get that message and that stream of messages can be literally hundreds of emails long. I wouldn't send them all at once.

Sean: No.

Ray: But you might send one every other day or every three or four days, or once a week, but it could go on for quite a long period of time and be making sales for you far into the future. Copy that you wrote a year ago could be making a sale for you today because they finally get that email in the sequence. If you can begin to see the magic of how that works, you can see that you can have these indefinite streams of income and you wrote the copy a long time ago.

Maybe you don't even remember writing the copy anymore and you get an order and you wonder where it came from. You track the link back and you realize it was from an email you sent out two years ago. It's a cool feeling.

5. Copy provides strategic positioning

This is a little more complex, but every bit of copy that you write and send out to the world, either enhances or detracts from the level of strategic positioning you have in the mind of your readers. They either think more or less of you, than a certain domain, based on the copy you send out. The idea is to always be ladder up. In other words, climbing the ladder in the realm of position in your marketplace and you do this by sending valuable content with specific strategic objectives in mind.

Perhaps you want to send one email or send one piece of copy, write a blog post or do a podcast to establish your authority or your credibility or your expertise in a certain subject matter. Or, you want to convince them of a certain idea. For instance, you might be doing a podcast with the intention of convincing your listeners of the importance of copywriting to their business.

Sean: That's a crazy idea.

Ray: Think that would work?

Sean: I don't know. Maybe you should try it.

Ray: One of these days we will. So that's reason number five why copywriting is the most valuable skill in any business. Let's recap.

Sean: Yes, recap. Instant replay, NFL, ESPN, not affiliated with the NFL or ESPN.

1. It costs nothing but returns can be huge.
2. It can generate instant cash infusions.
3. Copy builds stabilized income streams.
4. Write once, profit indefinitely.
5. Copy provides strategic positioning

Ray: Those are some very good reasons why copywriting is the most valuable skill in any business. It really is the fuel that can drive a business. I believe that your business should be copy-centric in its marketing. It allows you to spend less money on advertising and marketing and spend more of your time and energy getting sales and making profits. That is really important to your business.

Sean: Yes.

Business Success Story.

Sean: All right here we are, it's time for another online business success story. This week one of our students and member of the Regency mastermind, Marshall Bone.

Ray: Marshall, welcome to the show.

Marshall: Thanks Ray, I'm stoked to be here.

Ray: It's so good to be talking to you, because your story is one I've wanted to share with more people for quite some time now and I don't know why we haven't gotten around to doing this yet, but were here now.

Marshall: And that's the important thing.

Ray: It is, because if we weren't here now where would we be?

Marshall: Some sort of parallel universe and I don't even want to go there at this point.

Ray: Give a paragraph or two about who Marshall Bone is and what you do.

Marshall: Marshall Bone has been in flux for what feels like all of my life. At heart I'm an encourager. I'm someone who wants to express the love of God through my words, which are really his words and speak into people's lives and into their businesses so that they're able to go out and fulfill the destinies that they have. I know that seems cliché and maybe like a grand vision, but without a grand vision what are we? We're just catfish at the bottom of the lake of life, satisfied with anything that drops to the bottom.

Ray: Catfish at the bottom of the lake of life... see, it begins to flow. Translate that into, on a day to day basis how that shows up for you.

Marshall: It shows up in a couple of different ways. Professionally, in what I do as a direct response copywriter and a communication strategist, I do that with my clients. In I

Corinthians 13:1 it says *if I speak in the languages of humans and angels, but if I don't have love I'm a clanging gong.*

I see that so much in the copy that I see. People are trying to be smart with their copy or savvy or hey, look how cool I am, but there's no love in that copy, there's no music behind the words. So what I try to do professionally is take the grand vision that a business has and then translate that into the language of their target market, put the music behind the words, if you will. That allows the right people to beat a path to your door and buy your stuff.

On a personal level, I like to go out every day, and this is something my son and I do, we go out and say hi to people randomly and just try to bless them, encourage them, speak words of life into them. You know, I live in southern California and nobody talks to anybody here, so we are weird from the outset just going out and trying to sow good things into people's lives and we've seen some really cool things happen through that.

Ray: You said you're a direct response copywriter and I know this, but how did you get started doing that? Where did you come from? Give us a little bit of your journey, because this part of the show is about letting people see how they might make a transition in their own lives, so I'm interested to know how you made your transition into having your own business.

Marshall: Being a direct response copywriter to me is just being an encourager. I know there are a lot of different formulas and potions and lotions that people use to write copy and I believe in that, but I believe for me, copywriting is about putting your heart on the page and letting people see that. It's about being vulnerable as a business and I think that's when success really happens.

Even as a kid I loved being an encourager. I loved being able to use my words to bless people, but I stuffed that because at the time I didn't see how I could make a living doing that, so I went down the corporate road. I wrote as a kid, as a young adult I didn't poems, short stories and things like that because I loved to do it, it was a great creative outlet for me.

The corporate grind, I worked for the largest telecommunications company in the world for 15 years and that will grind you down to a nub if that's not what you're called to do and it was absolutely not what I was called to do. After 15 years I was given the opportunity to walk away and I didn't walk I ran right into the fire. I wasn't ready to go. I didn't really have a plan in place I just saw some light at the end of the tunnel and I ran towards it. It was a struggle. We had initially set aside money for a year, we had a year's worth of savings and I blew through that in eight months and it became a very difficult experience going out on my own.

I had made the commitment that I wasn't going to live a life that was compromised anymore. I saw the effect it had on my family and I wasn't going to do it anymore. I didn't do it the smartest way, but I did it in the way that made sense to me.

Ray: I want to investigate that a little bit, because I know a lot of people get into that point in the process where they've made the leap and then they begin to see the boat is leaking and they can't figure out a way to plug the leak. You endured through that

and stuck with it. You're one of the most persistent people I know. So I'm curious, what kept you going in those times when it was really tough?

Marshall: I think for part of it, it was sheer determination not to fail. There was a time, we were homeless for two and a half years. In 2008, I made a series of really bad decisions that I'd love to blame on the economy, but...

Ray: Wait a minute... you said we, who's we?

Marshall: We is myself, my wife and my son.

Ray: Your son and you were homeless for two and a half years?

Marshall: Yes. You want to do wonders for your marriage, don't do that.

Ray: You're not homeless now. Can you tell a little bit of that story about how you got there and how you got out?

Marshall: Absolutely. In 2008, I made a series of some really bad decisions. Trying to keep up with the Jones' and because we had gotten ourselves into a ton of debt and we couldn't bale the water out fast enough that was coming into the boat, we wound up losing our home. We had nothing in savings, so we were homeless for two and a half years.

The story behind the story is that I was still gainfully employed the entire time, but we had so much short-term high interest debt that we couldn't put the numbers together. Then for two and a half years we bounced between anybody that would take us in. Sometimes it was friends or family, sometimes it was total strangers from our church that would take us in and we would camp out in their spare bedrooms. It was not fun.

It doesn't do much for your self-image when you're supposed to be this pinnacle of success and yet you can't even keep a roof over your families head. Just the sheer grit of not wanting to fail, because my son and my wife were watching me every single day to see how I'm going to handle it and I was really inspired by their reaction to it. They could have gone negative on it and I'm not saying they were totally positive all the time, but they were inspiring to me. They would encourage me to keep going, even when I really didn't want to.

There were times I was ready to give up, but they pushed me. The biggest part that got me out was really understanding who I was in Jesus, how God saw me and He didn't see me as a homeless guy. He didn't see me as a failure. He saw me as a son and everything that came with that. Jesus became my blueprint as He is, so am I in this world. The more I surrounded myself with that the more I became that and the more I became that the better decisions I made, the more things went right until eventually we were able to come out of that and now we're completely free of it.

It was both a horrible process and one of the most life changing processes that I've ever been through.

Ray: I appreciate you sharing it, because I know for a lot of us that would be a hard story to share, because we love to present our Photoshop life to other people, but the

behind the scenes moments are the ones we learn from and that others can learn from. Thank you for being so generous in sharing that story.

Marshall: No worries.

Ray: I'm glad it had a happy ending.

Marshall: Yeah, me too.

Ray: Talk to me about the process of becoming a direct response copywriter. I know what my journey was, but tell me a little about yours and how you got drawn into it and how you made the decision and switch clicks and said ah, this is what I want to do.

Marshall: You were a big part of that story. We were at a homeschool convention and we got connected with a wonderful woman, who is a mutual friend of yours and mind. She introduced me to you through your courses. I bought one of your courses and I saw you present at her conference and I was absolutely mesmerized by the way you intertwined your faith and business.

I remember talking to my wife and saying, that's what I want to do. I want to do what he's doing. You were amazing the way you were so authentic and genuine with people and one of the things I always tell my clients is that authenticity will always have an audience and the authenticity that you had guaranteed that audience. Those people were eating out of your hand, as was I. It wasn't that you were trying to be bigger than life, you could actually see God working through you and just the love that poured off of you into those people.

I wanted to do that, so I studied your courses. I've gone to your conferences and I wanted to be mini Ray.

Ray: You may be the only human being who's ever said that. What you've become really is a total Marshall and that's what I've enjoyed seeing the process of as you've grown into this career of yours. Because you are not mini Ray, you are your own man and you have a great gift for bringing the authentic story out of the people that you work with as clients.

What's been one of the most fun client experiences that you've had?

Marshall: There are a couple things that really stand out. One is a non-profit that we worked with. It's not an area I spend a lot of time in, but this particular non-profit touched my heart and they were having a tough time making ends meet. We wrote a fundraising letter for them and it did really well. Not only did it provide them with enough money to take care of the Wounded Warriors and others, but it actually allowed them to increase the types of services they were offering and that was enormously gratifying to me.

On the other side, because like you I am a compassionate capitalist, one of my favorite clients is a consultant who consults medical practices. They were helping clients launch their flagship products and we were able to introduce them to the world of direct response copy and allow them to increase their conversion rate on their flagship products from 10% to 75%. Certainly that's not the norm, but it was

enormously gratifying to see the words I had written make such an impact on their business.

Ray: That is a cool story. So where do you see your business going now? You've been through the, I think I want to start a business phase. You've been through the, oh my stars we're homeless and then you started the business. Then it's success and you're cooking along right now, growing like crazy and bringing on new clients. You're beginning to pick up momentum. Where do you see the business going in the next year or two?

Marshall: I think what we're going to wind up doing is moving into more product creation. That's an area that I haven't spent a lot of time in and I think that's something I really want to do, because there's only so much that I can do, only so many clients I can work with and if I want to be able to scale what I do I need to be able to reach a larger audience. I think product creation is going to be a good way to do that.

Also, I'm going to be moving into podcasting and some speaking. So there are a lot of different areas I'm looking at going into, but I want to make sure I respect the process and do it in a way that honors God and then honors my gifting as well.

Ray: I'm sure you'll do that based on what I know about you. Podcasting, that's a great decision because you have a great voice for it.

Marshall: Thanks, I appreciate that.

Ray: If someone wants to get in touch with you I know you have some availabilities on your copywriting schedule if people need marketing copy or consultation. How do they get in touch with you to talk about that?

Marshall: First, thank you for that opportunity. They can find me at MarshallBone.com. When you go there, I have a framework that I use called the wisdom framework and you can get a free copy of that and it'll walk you through how to upgrade your business and personal communications so you can let your message be heard. More importantly, let your message be understood.

My blog is there as well, so you can get my musings on copywriting, marketing and life, like how marketing is like hugging a goose and if something I said resonated with you, you can always click the hire me button and we'll see if it makes sense for us to work together.

Ray: That's splendid. Marshall, thank you so much for being a guest on the show.

Marshall: Ray it has been my pleasure. I love me some Ray Edwards.

What to Do Next

Sean: Gotta love Mr. Bone.

Ray: Yes.

Sean: And his awesomeness.

Ray: He is awesome.

Sean: Yes. Totally love him. Each week we plan to feature an entrepreneur who has made the jump into having their own business. We'll talk to people of all levels of success, from those just getting started to those who are achieving extraordinary things already. If you know someone we should interview, please let us know by sending in an email to support@rayedwards.com.

Ray: And say howdy to Tami when you write those emails in.

Sean: Yes.

Ray: Hey, coming up next week we are releasing a whole new series of videos entitled How to Write Copy that Sells Without Being Salesy. That sounds cool.

Sean: Totally.

Ray: Be looking for those, plus next week's podcast includes an interview with Michael Port. The Book Yourself Solid Michael Port. He used to be on Sex and the City, that's the guy we're talking about.

Sean: Awesome!

Ray: And we'll also talk about the 5 profit producing truths copywriters know and you don't.

Sean: You want to know. You can find the show notes for this episode, including a transcript by going to RayEdwards.com/184. If you received value from this show, please consider subscribing, giving us a rating and writing a quick review in iTunes. The reason is that helps make our show more visible to people like you, people who might benefit from what we have to share, so we'd appreciate your help.

Any parting thought, padre?

Ray: I have a quote that I love from author, novelist Patrick Rothfus who says, *"Words are pale shadows of forgotten names. As names have power, words have power. Words can light fires in the minds of men. Words can ring tears from the hardest hearts."* That is the power of words.

Until next week, may God bless you and continue to do more for you than you can ask or think or even possibly imagine. That would be cool.

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Sean: You can find the downloadable version of this show, as well as the show notes, a word for word transcript, and the links to any resources we mentioned, by going to RayEdwards.com/#.

We would love to ask a big favor. Could you subscribe to this podcast in iTunes, and also give us a rating in the iTunes store? Because when you do that, it gives us more visibility in the store, and more people who need to hear these messages will see them can be exposed to them. We deeply appreciate it.

Dad, any final thoughts?

Ray:

So I encourage you to fill your mind and heart with the truth, and you can escape the bondage from these or any other lies that you may have bought into.

Until the next time I urge you to think true good and pure and empowering thoughts, and I pray that God will do more for you than you could possibly ask, think or imagine.

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