



RAY EDWARDS

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

The Top 10 Questions About Copywriting (Bonus) Episode 187

Sean: Yes, welcome to the Ray Edwards Show, I am Sean Edwards.

Ray: Yes you are, you are your own man. A full grown man.

Sean: I am, a full grown man. We have a good show for you today.

Ray: It's all about copywriting, the top 10 questions. These are the 10 questions we hear the most and it occurred to us as we were discussing what to make the show about this week that these questions that come up we take them so for granted that we forget they're new for the people who ask them. So that's what we'll be talking about today.

Sean: We're so in the world of copywriting and marketing we don't even think about it and they're very important to people.

Ray: So that will be the focus of our show.

Spiritual Foundations

Ray: This whole business of focusing on increasing our skill at communication for the purpose of persuasion, which is what copywriting is all about has had me thinking lately about what the role of God is in selling in business and marketing? There are a couple different schools of thought. There's the more traditional, shall I say, puritan ethic that says you should work hard to get rewarded, you reap what you sow.

Sean: God helps those who help themselves.

Ray: Yes, that is in the book of Hezekiah. For those thumbing through your Bible feverishly right now, there is no book of Hezekiah, and God helps those who help themselves is not in the Bible it's in Benjamin Franklin's Poor Richard's Almanac.

So there's that idea of a work ethic, which in itself is an interesting term and then on the other end of the spectrum there are Christians who believe that God just pours out his favor on us, He makes business flow to us and we don't have to do anything. It's like there's a stack of books on one side, if you can imagine me standing on a platform right now, on my left that says you have to work hard and you reap what you sow. On the other side is a stack of books that say, just let the grace of God flow upon you and you'll become rich without doing anything.

I would love to tell you that one side or the other is completely wrong, they've completely missed the message but the truth is, as is often the case, it's a little more complicated

than that. I would point to a couple different stories in the Bible to illustrate what I'm talking about.

First of all there's the story of Ruth in the book of Ruth in the Old Testament and if you don't remember the story I'll give it to you very quickly it's a very short story. It's a love story, a story of redemption. Ruth is the daughter-in-law of a woman named Naomi and they come back to their homeland because Naomi's husband has died, Ruth has no husband and she is working in the field of a relative. Now, because of the way the culture worked at that time that's what she would be doing. She was gleaning, picking up the remnants of what was left after the harvest. That was a way of being charitable in those days, it was acceptable to do that and it was honorable to do that.

Well, Boaz, who was the relative who could possibly redeem Ruth. In other words, he could marry her if he wished to as the kinsman redeemer. Ruth went to the field and for 12 hours out of the day gleaned or picked up what was left over after harvesters came through, but Boaz looked at her and said hmm, that's an interesting looking young lady. Tell you what guys, make sure you drop extra leavings for her to pick up so she can glean extra and have plenty to eat. I want you to treat her with favor.

Now, most biblical scholars agree that the story of the kinsman redeemer in the book of Ruth is a picture, a type of the story of Christ redeeming the world. So if you think of it in that way what you quickly come to see is that as the kinsman redeemer, Boaz, favored Ruth. In other words, he dropped the riches, the wealth into her lap but that would not have happened had she not been in the field gleaning to begin with.

Sean: Or to continue, if he had just dropped them there and she wasn't gleaning then she wouldn't have picked up the bounty.

Ray: Correct. So you might say okay Ray that's Old Testament, show me that in the New Covenant. There's a little story that Jesus tells about the talents and we aren't talking about a skill or a knack at being good at something we're talking about money. He tells a story and makes it clear that the story is about himself and his children, his servants on the earth.

The story is that the Master comes and gives a certain amount of money to each of three different servants. One gets a lot, one gets a little less and one gets a tiny amount and when He comes back He rewards them based on how they managed or stewarded the talents they were given. The one who did nothing, who just protected what he had been freely given because it was dropped on him by favor. He did nothing he just hid it away. He didn't even put it in a bank to get interest. The Master said, you're a wicked and lazy person, I'm going to take what little you have left and give it to the guy who had the most to begin with.

Because the guy who had the most to begin with is the guy who worked the hardest to bring reward based on what he had been given. So again, we see that yes God pours out his favor on those who put in effort, but they are putting in some effort, they are showing up. They're doing something and so while our ultimate prosperity is not dependent on just our hard work, if we aren't doing anything at all, if we don't even show up in the field to pick up the favor that God's leaving for us, than how are we going to receive it? We aren't.

So when it comes to marketing and business, you shouldn't be a workaholic or pat yourself on the back and be overly puffed up with pride and say look what a fantastic

person I am, I did this all on my own, realize that God's favor is being poured out on you because you're cooperating with him and working with him in an endeavor and He blesses you by dropping blessings on you so you can pick them up and benefit from them.

Tip of the Week

Ray: Here's my tip of the week, we're going to be talking about copywriting today, the top 10 questions we hear about copywriting, what it is and so forth, so my tip is, we have some free resources that are supremely valuable and you don't have to pay for them. Now technically you do have to pay for them there is a cost, you have to provide us with your email address. When you do that we will send you access to these free training videos plus a couple of valuable gifts.

Sean: Three email templates to send your email marketing into overdrive, that you can model your emails from and the 100 headlines templates/cheat sheet.

Ray: You can use these for subject lines for emails to get people to open and read your emails. If you're on my email list you may get emails and think, the subject line is so intriguing I have to open the email. We tabulated the ones that got opened the most and we made this list of 100 that you are free to borrow. We're giving you permission, whereas others use them without permission, so we might as well give you permission so you can be honorable about it.

You can get those templates, plus the series of training videos, a mini course on copywriting and you can get all of that by going to Academy.RayEdwards.com.

Feature Presentation

Sean: Here we are we've arrived.

Ray: It was a long journey.

Sean: Long journey.

Ray: Across the room, approximately seven steps.

Sean: Across the room. Correct.

Ray: From the teapot to the microphone.

Sean: Yes, that is true.

Ray: That's a silly story we just told. Today's episode is entitled The Top 10 Questions About Copywriting. We get lots of questions and I realized that I take for granted that people understand what we're talking about when we speak of copywriting and that I've answered the same questions so many times over the course of my career I feel like everyone must have heard them by now.

Then I put my ego in check and thought no, probably everybody hasn't heard them. So today we're going to answer the most basic questions, the most frequently asked questions we get about copywriting. Sean has them, so fire away.

Sean: This is actually, do you want to be a millionaire copywriter? If you get these next 10 questions right, dad.

Ray: Who wants to be a millionaire copywriter?

Sean: Then you will be a millionaire copywriter.

Ray: Oh the pressure is on.

Sean: It's on, if you can get all these right. First question...

What is copy and why is it important?

Ray: This is funny because the question that I get a lot is, what is copywriting and I actually don't get a question, when people ask me what I do and I say I'm a copywriter, they will often respond like this. Oh, you know what, I wrote a book can you help me get that copyrighted? No, it's not that kind of copyrighting. In reference to copyrighting, you're securing the rights to your intellectual property and here's the good news if that's what you want to know about.

Sean: If that's what you want to know about and you've been listening to this to this podcast for a while, I'm sorry it's taken us this long to answer your question.

Ray: I really apologize for it, but the moment you write something it's already protected by the copyright laws, that's it. That's all you have to do. You can register and pay the government money to officially have a document that says it's protected by copyright but it's already protected.

Copywriting in the context in which we're speaking is writing the words that persuade people to your point of view or sell your products and services.

So if you watched the television show Mad Men, which is a terrible show. It's dark and depressing, and shows the not so flattering side of people, but a lot of people were fascinated by it, but I do get to use that as an analogy now when people say what do you do? I say did you ever watch the show Mad Men? Yes. You know they had the copywriters that created the ads that sold the products? Yes. I do that kind of work only without all the bad behavior.

That's what copywriting is and why it's so important is really simple, we live in an over communicated world. The estimates are that we are bombarded, every one of us every day in Western culture, by anywhere from 3000 to 5000 commercial messages a day. You might think that's unrealistic but think about the emails, banners on websites that you see, the ads you see on Twitter and Facebook and the bus benches, bus boards, billboards, newspaper ads, magazines, signs in the urinal and ladies probably have experienced this but quite often when the men go to the restroom they're faced with an ad. It's very bizarre.

Sean: Yes.

Ray: So you need to be able to write copy, put together the right words in the right order in the right sequence to capture the attention of your perspective buyer, the people you're going to help with your product or service and then tell the story of your product or service in a persuasive way so that they buy from you, ultimately so you make money and have an income and don't go broke.

Sean: Correct. Okay you got that answer right.

Ray: Okay good. Only 9 more to go.

Sean: Remember, you have three life lines.

Why is copy so long and does anyone actually read it?

Ray: Let me answer the second part of the question first. Yes, people actually do read it. Who reads it is the person who's interested in the product that you're selling. Like, long copy for golf products is pretty common. On the Internet you may see copy for a DVD set that teaches you how to hit the ball longer, straighter and onto the green. Improve your short game and you'll see like 10 pages of copy about this product they're selling. Who reads that? Bad golfers, because they want to be better golfers. So, for people who are interested they do read it.

Another example is, I always tell people there's no such thing as copy that's too long there's only copy that's too boring. So the answer to the question about how to keep your copy from being too long is to not be boring. If you want an illustration of that, J.K. Rowling wrote a series of books called Harry Potter and the readers of that series loved it so much that when each book came out, people would read the book, some of which were very long and I know people who would finish the last page of the book they just read and they would return to page one and start reading it again, because they wanted the story to continue.

When she finished the series many people were sad because they knew there would be no more Harry Potter books. In fact, there's still people out there wishing, hoping and praying that she'll write another Harry Potter book. That series of book, depending on the edition you buy, is over 4000 pages long and the fans of the book think it's not long enough.

So no copy is too long copy is just boring and to answer the first part of the question, the reason it's so long is because when I'm selling my product or service to you face to face, I'm looking at you and reading your facial expression, your body language, we're having an interchange of communication. You're asking me questions which I'm answering, and therefore we can bypass a lot of information and get right to the core of what's important to you about making a purchasing decision.

But, if I'm selling something over the Internet I don't have the opportunity to dialogue with you, so I have to answer every possible question you might have and explain every possible benefit that might be meaningful to you and that just takes longer when you're writing it out. That's why it's so long.

Sean: Perfect.

Why does copy seem so hypey and manipulative?

Ray: Well, the first answer is, only bad copy seems hypey and manipulative. The second answer is that copy may seem hypey to you if you're not in the market for the product that's being sold. But if you are interested in the product that's being sold it probably doesn't seem hypey and manipulative to you, because you are keenly interested in this topic, this product, this solution to your problem. Therefore, it seems less hypey and more interesting to you.

But, there is a tendency to seem over hyped in our copy and the reason is, most people when they set out to write a piece of sales copy model copy they've seen before and copy they've seen before often is written based on old school direct mail copy, which was hypey and manipulative. So a lot of people see those long scrolling sales letters on the Internet, the ones that look like someone wrote on them with a red marker with things circled, stars and highlights which, if you think about it doesn't make any sense. How do you draw on a web page?

Sean: With pixels.

Ray: Of course. But those are holdovers again from direct mail. If you've ever gotten direct mail that's marked like that, the reason they do that is it feels like a human has touched the paper, which I think is somewhat manipulative. It's fooling you and you don't like it.

Sean: Don't like it.

Ray: So the reason people think that's how to write copy is because that's what they've seen and especially among copywriters and in the online marketing world, there's a whole industry called Internet Marketing. I'm doing air quotes. This is not to be confused with just marketing on the Internet, which is what we are proponents of. Internet Marketing is where Internet Marketing teachers teach other Internet Marketing teachers how to teach other people how to Internet Market.

Sean: If it was one organization I'm pretty sure it'd be shut down as a pyramid scheme.

Ray: Right. So within that community there's a belief that's perpetuated that ugly sales pages are what sell and they have to look a certain way, they have to be over hypey and they have to be marked up with red marker and yellow highlighter. That's what all those guys do because they think that's what works and in their market it does work because they've been taught that that's good copy.

So when they see it they respond to it. Only in that weird little reality distortion bubble does that actually work. So the message to you is if you're going to write copy for your own products and services or you're going to have someone write the copy for you, don't do that.

Sean: Right. Excellent. You kind of touched on the next question, but more fully answer it.

Does copy have to be ugly?

Ray: Well, you know what my answer is because I sort of answered part of it already. No, it doesn't have to be ugly and in fact, it should not be ugly. In fact, I'll tell you one company that uses quite a bit of sales letter copy, although it's done so beautifully that you don't

realize that's what it is. That is a company called Apple. If you go to Apple, the most valuable company in the world.

Sean: Correct.

Ray: And you look at their page for any of their products like the MacBook Pro or their iPhone or Apple watch, which I just got one. If you scroll down the page that describes the product you'll notice something. It's a long scrolling page. It has a lot of word on it, as well as a lot of white space. You might say that has less words than a long copy sales letter. They've delivered a lot of the copy in a way that I call distributed copy. They distribute it in their event speeches, in their ads, in publicity they put out through normal PR channels, so a lot of the copy you don't realize you've read or heard before you get to the sales page.

Then the copy that's on an Apple page for a product may only be three sentences to a paragraph, but they have obsessed over those three sentences very carefully.

Sean: To go back to the last question, if you're not into technology or you're not an Apple fan, those pages will seem really hypey.

Ray: Yes and they'll seem too long and too much detail. But if you're like me or...

Sean: Me.

Ray: ... then you will scour every word.

Sean: I do, I read every word.

Ray: Watch every video, compare every detail of the product.

Sean: It doesn't seem hypey.

Ray: No, it's interesting. So no, don't make ugly sales pages. Ugly sales pages, let's beautify the Internet.

Sean: That should be a thing.

Ray: We could make it a thing.

Sean: Like a PSA, a movement, let's beautify the Internet.

Does long copy always win?

Ray: This is a good question. I had this discussion with Michael Hyatt once as well as a number of other people, because the traditional answer for long copy copywriters is, yes long copy always wins. But that's an opinion. What really tells the story is when you let people vote with their wallet. The truth is, long copy does not always win sometimes shorter copy wins. Apple uses long sales pages, but shorter copy and that wins for them.

There's a lot of reasons you, as an entrepreneur or a business or service provider, probably don't have the global reach and recognition that Apple has, so you need a little more copy to explain who you are, where you're coming from and how you can help.

Sean: You can't just throw up a web page that says something like, Siri give me a hint and then have thousands of people want to come to your event and watch your videos and stuff like that.

Ray: Right. If you go back to the early days of Apple, some of their more successful ads you'll notice more words. So long copy does not always win and the way to know is to test it. The answer I would like to have stick in your mind is, long copy usually does win whether you like it or not. I run into this all the time. I used to do writing for clients, which I don't do much anymore. Nowadays I do more teaching, like this training we're giving away for free which you can get by going to Academy.RayEdwards.com and you put in your email address and we'll send you a link to all the free videos and templated headlines/subject lines for your emails and all the free stuff.

I do more training these days, but when I used to write for clients a lot I heard continuously I hate this kind of copy, I would never read this. I had to continuously say, you're not your market. Then the answer was always some variation of, but I know my market, I am my market, I love this stuff. No, you are selling a product to your market that makes you weird. You're an alien you are not your market. You need to write for the person to whom you're writing not for yourself or for your buddies at the country club, who say how can you run ads like that that looks like junk mail? You can let them say that and laugh all the way to your debt-free bank account.

Sean: Next...

Isn't it true that product launches and video sales messages have killed "the sales letter"?

Ray: I'm happy to report that the stories of the demise of copywriting and the death of the sales letter has been greatly exaggerated. My good friend, Jeff Walker, created a product called The Product Launch Formula and for most people who do product launches, including us, we use a lot of video and people often say this same thing to me... didn't that kill the copywriting thing, now you're doing videos? No. Do you think that we just stand in front of the camera and make stuff up? We write a script which is called copy.

So the typical approach for a product launch, a sequence of videos is four videos so if you think about those written out as a script that's a long sales letter, delivered, distributed over time in pieces. So no, video has only increased the need for copywriters. It's only increased the need for copy, there's more copy to be written and guess what? It has to be better copy than it ever has been before. So far from killing copy, it has made it more important, more expensive and more vital that you get it right, because if you get it wrong you could have bad results. Bad results meaning no sales, you're broke, you have to go back to work or something.

Sean: And it's a lot cheaper to screw up sales copy on a web page and fix it than screw up copy on a video.

Ray: And then have to go back and reshoot the video.

Sean: So the copy has to be better.

Ray: Yes. And I would add this, I've worked on a lot of seven figure launches, meaning a million dollars or more. I've helped sell over a hundred million dollars worth of products and services online. The sad part of the story is I didn't get to keep most of that money it went to other people. I learned my lesson, I'm selling my own products now like I hope you are. A lesson I have learned through working with many successful launches is you need both. You need the video sales presentation and the long copy sales letter. Do you know why? Some people hate watching videos they want to read it or print it out. I know people who have bought products from us, our company and from our clients who printed out the sales letter. We had a live seminar not long ago and someone had printed the sales letter for the seminar and brought it and they were asking, when are you going to get to this part? They circled things on the sales letter, so it's very important that you have both.

Sean: Perfect.

Does long copy work in _____ industry?

No, I don't mean the industry of blank, I mean insert your own industry?

Ray: What is the blank industry?

Sean: The blank industry well you know, it's open for interpretation.

Ray: I'm drawing a blank. This is a question where another way of wording it is, my business is different.

Sean: Right, like will this work for my business?

Ray: The answer is yes. I have yet to find a business that copywriting will not benefit. That doesn't mean that every business needs a long copy 25 page sales letter. If you're selling an ink pen you probably don't need that, although if it's a special enough pen you might. But regardless of how long the copy needs to be or the different tone of voice it needs to be in. Sometimes the people who approach me with a question like this are people like attorneys or physicians and they'll say I don't think that'll work in my business.

It will, but you have to word and language the copy in terminology and in the vernacular that is appropriate to the audience to whom you're writing. I've written copy for physicians, copy that was from a physician to other physicians about how to run a successful medical practice. Trust me, I used different words when I wrote that copy than I would if I was writing copy for a home business opportunity. You just use different language. I call it venue appropriate language. That is how you handle that.

Sean: Yes, and it doesn't change the fact that just because you used different vernacular you're still speaking copy. It's all the same principle.

Ray: Yes, it's all copy. It's all persuasion. It's been said that copywriting is merely persuasion in print and these days the print is on the screen, whether it's the tablet or laptop screen or the phone screen or it's a video or audio, it's still copy. So yes it will work in your business. I have yet again, to discover any business it will not work for.

We have one client who runs a dairy farm. They use direct response style copy for most of his promotions and does extraordinarily well. We have another client who is an inventor and who teaches school kids how to invent.

Sean: Right.

Ray: How to do science. I have a client who's a veterinary doctor who had a clinic where he treated animals and he decided to write a book and create a course on how to treat your animals yourself using natural remedies. I remember saying to him in the beginning, Andrew, isn't this going to put you out of business? He said that's the idea.

Sean: We also have people in the academy who are artists, either they make art themselves or they sell art lessons.

Ray: We have people who have spiritual practices that they teach. It works for any industry, because in any industry where you're asking people to either buy a product or service or buy into an idea, you're selling and you need to know how to do that effectively.

Sean: Correct.

How much does it cost to hire a good copywriter?

Ray: Well, a lot. There's another variation of an answer to this question which is, you can either have it good, fast or cheap, any one or two but not all three. So you can have it good and fast but it won't be cheap. You can have it fast and cheap but it won't be good. You get the idea. Hiring a good copywriter, one that has a track record, one that has experience that has shown they can sell products and services and will work with you over time to tweak your copy, because copy isn't a one-time event. You don't just write a sales letter, post it and you're done, you have to tweak it and improve its performance and test it. It needs to evolve over time.

So a good copywriter, let's say you find a beginner who's on the fast track, a rising star but they know they're good and have a little bit of a track record so you can have confidence in their skill. They're going to cost you, for a typical sales letter, let's say you're selling a product that sells for a couple hundred dollars. It's going to cost you anywhere from \$10k to \$20k to get that sales letter written, a good one. You can get a mediocre one for \$500 on eLance and you might as well take your \$500 and light it on fire, because that's how much good copy you're going to get.

So \$10k to \$20k for a good one and if you're super lucky you might find a beginner before anybody knows they're any good and get them for \$5k to \$7k. If you want a really good copywriter, I'm not the most expensive copywriter in the world. I believe I'm the most expensive copywriting teacher in the world when I'm teaching people personally, face to face, one on one. But, if you want me to write copy, I don't do this very often, just sometimes if the project is interesting and the people are cool and I like working with them and it could be fun and they agree to my crazy terms. It's \$150k up front and then a percentage of the sales that are generated by the copy.

That's not the most expensive rate out there, but that's the strata you're getting into if you're hiring someone who's really good and are professional at what they do. When I say I don't take all comers, there are people who come with that amount of money and we turn them away. We just turned someone down recently for a variety of reasons. We

love them they're wonderful people, but they had \$150k check on the table for us and we had to say no we can't do that right now. I'm not telling you that to boast or brag or impress you, but to impress upon you that hiring a good professional copywriter who is going to get you results is not cheap.

If it is cheap run away, because you're about to waste your money.

Sean: Can anyone learn to write copy and should they?

Ray: This is a complex answer, so I'll try to condense it and make it short. Can anyone write a book? If you can write the answer is yes, you do it a page at a time and I believe that you can be taught to write. The larger question is this. Is writing something that anybody can learn to do well or is it just an in-born talent? It's like playing the piano. I think any competent person, unless there's a neurology or physiological problem with their body, can learn to play the piano. Does that mean anybody can learn to be Beethoven or Mozart? No, because those people had some kind of anointing on them that made them extraordinary geniuses.

So not anybody can be an extraordinary genius copywriter. I wish I could, but I'm very good through practice and I get paid very well to do it. So I believe anybody can learn to write copy persuasively, because there is a structure, a formula you can follow and if you follow the formula and write reasonably well... here's how to test to see if you can write copy or learn to write... can you write a Facebook post? Can you write an email to someone? If you can do those two things then you have what it takes to learn how to write copy.

Now, the next question is, should you because it is a specific skill and a lot of people would say I'm not a good writer, I was never good at writing in school so I don't know if it's really for me. First of all, I think you should learn to write copy if you're a business owner or entrepreneur or professional, who offers services. You should learn to write your own copy, especially before you hire a copywriter from the outside or before you hire a copywriter to be on staff. The reason is that's the only way you will ever know if you're getting good copy is if you understand how it works.

The good news is you don't have to be a great writer. In fact, it's probably better if you didn't do well in English composition class, because a lot of what we would teach you in the Copywriting Academy, for instance, would make your English teacher go crazy. What, you're writing in sentence fragments, you have short paragraphs, you don't have a central theme, this is a mess you have to fix all this.

Sean: Wrong punctuation.

Ray: All that stuff out the window when you're writing copy. It doesn't mean that we purposely write with poor punctuation, spelling or sentence structure, but we write conversationally because that's what communicates persuasively to people. So if you're not a great writer then celebrate, if you are a great writer and you're good in English Lit and Composition, you'll have to unlearn some of that to be good as a copywriter.

Sean: Yep. Final question.

Ray: Final question, number 10.

Sean: This is for a million dollars.

Ray: For one million dollars.

Sean: Of Monopoly money.

What are the biggest mistakes people make in copy?

Ray: The single biggest mistake is writing from your own viewpoint instead of writing from the viewpoint of the customer who's going to buy your product or service.

Almost every business owner I've ever spoken with about this will laugh, nod and say that's right, I've seen some terrible ads. Of course, none of mine are like that I know my customers. I write what's important to them and inside I'm thinking, no you don't, because you're not your customers. Most business owners don't take the time to understand and find out what is on the mind of their customers, what is the thing that frustrates their customer the most, what is the thing their customer wishes for the most.

In the Copywriting Academy we talk about finding out their fears, frustrations, anxieties and aspirations. If you can nail down what those are and truly get them, understand them and not just make them up and say I think their fear is this, than you can write copy that's very persuasive, even if you break the rules of copywriting and you're not a good writer, but you understand those things about your customer.

Robert Collier, who is one of the great copywriters of the last century wrote a book called *The Robert Collier Letter Book* and in that book he said something like, *to write persuasively you must join the conversation that's already taking place in the mind of the reader*. So that's what happens when you're reading something from someone and you say, it's like this guy was reading my mind. Nobody's ever expressed it like that before, but that's exactly how I feel about this. That's a connection with your audience.

So the next natural question since we only had 10 questions, I'll include question 11 which is to say, **how do you do that?**

Well, this is the scary part. You have to talk to your customers, actually talk to them either on the phone or in person. And here's the really hard part, you have to listen to what they say.

Sean: And not try to correct them.

Ray: Exactly. You have to listen to what they say.

Sean: Oh no you're wrong about what you want.

Ray: Here's what you should want, let me explain it to you.

Sean: That's a whole other mistake people make in copy, but we won't go into that.

Ray: Right. We did open up that can of worms so real quickly, you might sell them what they want but you need to give them what they need, which is tricky. We go into that in-depth in the Copywriting Academy.

The biggest mistake people make is writing from the viewpoint of their company or themselves and not from the viewpoint of their customer. So if you're writing stuff like, we've been in business in this community for 20 years, we're trustworthy and loyal. We have the greatest customer service in the world. (Yawn) That's what people are doing, they're tuning you out.

Sean: Yeah they don't care they've stopped listening.

Ray: But copy that say, you know how every time you eat you get that burning sensation in the pit of your stomach and then it kind of comes up in the back of your mouth a little bit and it feels like your throats on fire and you wonder if you're having a heart attack or if you're going to barf?

When you write like that it's visceral and people go yes, I know that feeling I wish I could get rid of it. Well we have a product that will help you. It's called Acid Reflux and we have a product that takes care of that naturally so you don't feel that feeling anymore.

That's writing from the viewpoint of the customer. So get to know your customers and write from their viewpoint, write about what's important to them.

Sean: Congratulations, you have won one million Monopoly dollars.

Ray: Wow! I feel so cool, I don't know where I'm going to spend it all.

Sean: We got the lights and confetti going.

Ray: I'm headed to the Apple Store. I'm going to upgrade everything. I have a million dollars guys let's go to work.

Sean: Don't pay attention to the fact that it's Monopoly money.

Ray: Don't look at the money too closely. Okay, so those are the 10 most frequently asked questions about copywriting and it's copywriting week here at the podcast, so we have free copywriting instruction.

Sean: That's a thing, copywriting week. It's like Shark week.

Ray: We just made it a thing. So we have free copywriting instruction with videos we're giving away, a mini course that's also free, along with some email subject line and headline templates. And email templates you can use to send to your...

Sean: You can start using those right away, as soon as you enter your email address you get access to everything.

Ray: You can make money with them with our blessing. Where do you get those, Sean?

Sean: You can go to Academy.RayEdwards.com.

Ray: Beautiful.

What to Do Next

Sean: Thank you for tuning in today. If you received value from this show.

Ray: We would love it if you would subscribe.

Sean: Yes, if you haven't already.

Ray: It would help us if you use the Apple podcast app to subscribe.

Sean: Then go around to all of your friend's iPhones and just subscribe for them.

Ray: Yes do that and let us know how many people you manage to do that for. It's a service to humanity that you're performing.

Sean: Yes it is.

Ray: Get your free copywriting stuff while it lasts. Go to Academy.RayEdwards.com and until next week, may God continue to bless you and do more for you than you can ask or even possibly imagine.

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