

How to Write Copy That Sells Episode #214

Yes, welcome to the Ray Edwards Show. You may or may not be aware that the title of today's show is also the title of my soon to be published new book. I believe that writing persuasive sales copy is among the most important skills you can learn in business. That's one reason why I wrote the book and why I believe you should read it.

On today's episode we're going to do something a little different. I'm going to read a portion of the book to you, as I'm working on the audio book these days and I've been doing some read throughs. I'm going to read some of the book to you this week, probably next week as well. Soon I'll have an opportunity for you to get a physical copy of the book for free. Keep listening. Be sure to download the podcasts and listen to each episode so you don't miss an opportunity to get a copy of the book.

Spiritual Foundations

Before we get to a reading from *How to Write Copy That Sells*, I want to share with you a story about many years ago when I first came to work in Spokane, Washington in the radio business. I worked for a man named, Steve Cody, Vice President and General Manager of the radio group I came to work for. One of the very first things I noticed about him was an interesting phenomena and that was, unlike most other vice president and general managers I had ever known, he was right in the trenches with all his employees.

When I went to the stations first concert that was held, guess who was the first person was to show up and help set up chairs and put up banners and the tent for the remote broadcast? It was Steve and throughout the years that we worked together, I always knew that Steve would set the bar for serving, for working, there was nothing he asked anyone else to do that he wasn't willing to do himself and this made a huge impression on me.

It's not a coincidence that Steve, a leader who was a servant, reminds me a lot of another servant leader, Jesus. Whether you're a follower of Jesus or not, I think you can certainly learn from His example. He sacrificed His life freely in the service of others. He said in Matthew 20:28 that He came to serve. Even though He was the Son of God and more powerful than any other leader that ever had been or would be.

In John 13, Jesus shows a very practical lesson of what it means to lead other people by serving. He washes the feet of His followers which, in those days, was actually the responsibility of the maid, the house servant or slave. When we look at this passage in John 13:1-17 we see certain things.

- First, Jesus' motivation for doing this was love. You can read the passage for yourself. He loved them.
- Second, Jesus was not confused about who the leader was. He knew He was the leader and they knew that He was the master. Verse :14
- Third, Jesus did not hesitate to become a servant when it was called for. Verses 5-12

He didn't come to be the foot washer that was not His purpose on earth, but He was ready to do it if that's what was needed to be done.

- Fourth, Jesus was setting an example for the rest of us.

These things are similar to what my boss and now friend, Steve Cody, demonstrated in all the years that I worked with him. He was voluntarily a servant. He knew there was a bigger mission than just his job description, mine or anybody else's. There was a mission as a company that we were out to achieve, so he volunteered. No job was too small for him and it was no doubt that he was the leader of our business. Steve never said, but he served because he loved the people that he worked with, he respected and cared for them. He was teaching us how to behave.

So, as we think through how to lead effectively we have a great model, whether you're a Christian or not, in servant leadership through this episode from the life of Jesus. Follow the model. These are powerful lessons.

Feature Presentation

How to write copy that sells...

This is an excerpt from my new book which will be published soon by Morgan James Publishing and we'll have an opportunity for you to get a free copy soon, so be sure to listen to the podcast. If you aren't subscribed to my email newsletter, go to RayEdwards.com and sign up.

When it comes to marketing there's one important element many business owners are missing. This single element is the key to more sales, more profits and more of the success all entrepreneurs pursue. This is the one marketing tool that has created more multi-million dollar empires from scratch than any other. It's the single strategy that most people and companies ignore, thinking it is merely a small compartmentalized function of the business, when in fact it is the heart of the enterprise.

*This is the one skill that can most quickly leverage an idea into income and turn passion into profits. This alchemical business ingredient is **copywriting**.*

What is copywriting?

It was a harsh winter in New York City. The year was 1904. The wind howled outside and rattled the windows of the tiny bar on the street-level floor of one of Manhattan's iconic skyscrapers. A young man in a rumpled suit sat by himself at a corner table, smoking a cigarette and drinking from a mug of cold coffee. John E Kennedy was a neatly dressed man and his eyes were alert. He did not drink alcohol, he was in the bar for a different purpose.

He kept glancing at the door as if he were waiting for someone. He was. Over a half hour earlier, Kennedy, an unknown copywriter had scribbled a note and sent it upstairs into the corporate offices of the glittering tower above. He had sent the note to Albert Lasker, one of the most powerful men in the advertising world, at that time. The note said, I can

tell you what advertising is. I know that you don't know. It was brash, a bold move and a total bluff.

Kennedy was betting the note might intrigue Lasker. Kennedy thought he had come up with a unique angle on how to define advertising, an angle he had never heard from anyone before. He smiled and tapped his cigarette on the ashtray next to his coffee mug. The note really amounted to the most daring bit of copy he had ever written. It was short. It was simple. It was copy about copywriting.

The front door of the bar swung open and Kennedy looked up. When he saw the young man, the messenger he had paid to carry the note to Lasker's office, Kennedy smiled. It had worked. He flicked his cigarette into the coffee that had grown cold as he waited, shrugged on his coat and put on his hat. He was about to meet with the world's most influential ad man, Albert Lasker. That meeting would change advertising forever.

Kennedy had no idea that Lasker had been searching for a satisfactory answer to this very question for seven years. Lasker's curiosity was sparked by the mysterious note from a total stranger, so he met with Kennedy. In that historic meeting, Kennedy gave him a three word definition of advertising; Salesmanship in Print. It seems obvious now, not so much in 1904.

It was a keen insight from the brilliant young John E. Kennedy. This meeting changed Kennedy's future. Within four years he was making well over six figures as Lasker's chief copywriter, at a time when that salary placed him squarely in the top 1% of all income earners in the world. Along with Kennedy's future, the nature of advertising was also forever changed. Even today, in the Internet age, our marketing and selling processes are still informed by Kennedy's insight.

Advertising and by extension, copywriting which is the writing of ads, is simply salesmanship in print. In our case today, print can be extended to include not just paper and ink, but also web pages, videos, podcasts, social media updates and more.

It is my proposal to you that copywriting is, in fact, the most pivotal and essential business skill you can learn. The world's most valuable skill. There is virtually no other skill that can make you as much money as

copywriting. Nearly all Internet millionaires know this secret. More than their product, more than their traffic generation techniques, more than their email campaigns, and more than who their joint venture partners might be, it's their copywriting that has made them rich.

The wealth secret of nearly all businesses and especially Internet based businesses is the secret of great copywriting. This book will teach you how to use that secret for yourself.

I have seen the power and effectiveness of this skill first hand. For over 30 years I've written sales and marketing copy for hundreds of clients, including banks, real estate brokers, hair transplant surgeons, auto dealers, insurance agents, radio stations, hot tub dealers, pet stores, furniture stores, TV stations and high tech firms. I've had the privilege of writing copy and conducting marketing campaigns for Fortune 500 companies, for the largest broadcast companies in the world and for the top names in leadership in business.

All my knowledge of the fundamentals of copywriting can be found in this book. Every piece of the puzzle I have used to make a high six figure personal income is right here. At the end of this book you will know all my best copywriting secrets. Each chapter will cover a different aspect of copywriting and how to use those skills for your online or offline business.

The wealth of knowledge that you are holding in your hands could easily cost you tens of thousands of dollars if you tried to obtain it on your own. It represents an investment on my part of an estimated \$250k, that's what I have personally spent on my own education in this area, that and decades of my life.

One of the main reasons I wrote this book is to save you that time, trouble and expense. In other words, to save you the 30 years and \$250k. This book will give you the power to increase top lines sales of any business, while simultaneously decreasing advertising cost. The result is increased bottom line profits.

If you truly want to start your own business or create a second income stream, one of the first things I recommend you learn is the basic skill of powerful copywriting. Now, this isn't some get rich quick scheme. This is a serious business skill that can provide you with a comfortable six figure annual income for the rest of your life. You can run your business

from anywhere. You can dream up promotions and campaigns, write the copy and put the plan into profit all in the same day. And yes, you can retire from your present job and use your copywriting skills to build your own marketing empire, working wherever and whenever you want.

Or, you can keep struggling along like most Internet marketers and small business owners. That road leads to nowhere. You don't need to learn the new shiny object of the week system. You don't need the latest, greatest website. You just need a skill that is valued and that has the power to give you leverage. The skill I recommend starting with is the ability to write persuasive copy.

Warning: the information supplied in this book is extremely powerful. It gives you the ability to literally manipulate people's thinking and actions. The ability to write good copy is one of the most powerful psychological tools of persuasion known to man. If you purchase this book, I hope you'll make the commitment to use these powerful persuasion tools, only for the ultimate good of your customers. Never use these techniques to manipulate or control people to act against their own best interest.

I hope that's enough to intrigue you. It's a really good book. I'll share some of the copywriting advice from the book next week, on the Monday episode of the Ray Edwards Show. You can find the show notes for this episode, including a transcript by going to RayEdwards.com/214.

Coming up Wednesday, in a couple days, we'll have our deep dive interview with Paul B. Evans. That episode is called 'Success Is Not an Accident'. You are going to love it.

Meanwhile, if you received value from this show, please consider subscribing using the Apple podcast app and if you're feeling extra generous, give us a rating and writing a quick review in iTunes. Writing a review is a good way to get mentioned on the show. Be sure to put your name in there so I can give credit to the right person. That would be awesome. It let's others know about the show and keeps us higher in the rankings on iTunes, which is how we get new listeners and helps get this message of prosperity with purpose out to the world.

That's it for another episode and yes, for those of you who are wondering, Sean will be back. He's been under the weather and we recorded these

episodes in advance where he wasn't able to record with me, but he'll be back on the show.

Until next time, may God continue to bless you and may He keep on doing for you more than you can ask or even possibly imagine. Until we meet again, peace to your house.

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