

How to Multiply Sales and Profits of Any Business Episode #218

Sean: Here we are, another day, another podcast.

Ray: Yes, another day another podcast, that's something that can only be said in this day and age.

Sean: Welcome to the Ray Edwards Show, I'm Sean Edwards.

Ray: Yes you are. It's so good to have you back.

Sean: Yes.

Ray: You were missed.

Sean: It's good not to have a chronically sore throat.

Ray: I'm sure it is.

Sean: All right. So today, we're going to be asking are you special or are you just like everyone else?

Ray: You're so special.

Sean: Everyone gets a trophy. We're also going to be talking about one of our most powerful productivity secrets revealed.

Ray: This is fun, I'm enjoying this.

Sean: And our feature segment will be about, how to multiply sales and profits of any business.

Ray: Job well done.

Spiritual Foundations

Ray: Is there something special about you? I heard an interesting debate just yesterday and that was two people discussing whether you should tell your kids they're smart, they're talented or whether you should tell them they worked hard. The argument was, if you tell them that they are smart or that they're talented they have some special gift or something, that when they fail they will feel like it's an irreversible failure, because their gift wasn't good enough and the only way they got things done was their gift.

So it's better to tell them that they worked hard. That was the premise of this debate. It was actually two people agreeing with one another, so it wasn't really a debate.

Sean: That's just a conversation.

Ray: They're tearing up another person's opinion. Something about this bugged me and the more I thought about it the more I realized that there's truth to both of those sides of the argument, but for believers there's a deeper bedrock truth and that is that you are special. Everybody is special.

I Peter 2:9 says, "You are a chosen generation, a royal priesthood, a Holy nation. His own special people that you may proclaim the praises of Him who called you out of darkness into His marvelous light."

Without getting all theological on you, let's accept that that means you're special. It's because Jesus is within you and you are special and you can and should expect success in everything. Now, success may look different than you expect it to, but in all areas of your life you are subject to God's unmerited favor. That means you should expect good success in physical areas, mental, financial, relational and yes, even professional to include money.

It means that you will stand out above the rest of the crowd. You will succeed no matter where you are. I can sense the arguments forming on your lips right now, what if something bad happens to me? Bad things happen to good people, Ray, what about that? I believe I bought into all this stuff you say about getting God's favor and then something bad happened to me, so you were wrong.

I'm not wrong. Think about Joseph in the Old Testament. Joseph succeeded and it was stated numerous times that he succeeded because "the Lord was with him". That happened even when he was in prison. It actually says and when Joseph was in prison he succeeded in everything that he did. So, what this does not mean is that you won't experience adverse circumstances. It does mean that you can and should expect to succeed wherever you are, even if you're in prison.

Why? Because the Lord was with him. And is the Lord with you? You've got a huge advantage over Joseph. The Lord was with him, but because we live in the New Covenant, the Lord is within you. He's not just with you He's inside you, so you should expect good success in every area of your life. You should expect that you're going to get special treatment because you are special.

Now, let the emails contradicting me begin.

Tip of the Week

Sean: So dad, what's your most powerful productivity secret?

Ray: Get stuff done. My most powerful productivity secret is something I've talked about a lot and I think people probably have a tendency to disregard it as, well, that sounds good that's a good idea but give me the real stuff.

Here's the real stuff... it's called **block time**...

Sean: That's the thing where you hang out with all the people on the block?

Ray: Yeah. No, that's not what I'm talking about. You know what the most important things are you need to get done, like if you're a writer, what's the most important thing you need to do?

Sean: Play crazy cupcakes.

Ray: No. That is not the most important.

Sean: Maybe that's why I'm not writing very much.

Ray: Because you're playing crazy cupcakes.

Sean: Is that my problem?

Ray: It probably is.

Sean: I'm doing it wrong.

Ray: So you know the thing you're supposed to do, if you're a writer, is write. If you're an artist it is to create your art. If you are a business person it is to work on your business. Here's the secret...

You block out a specific amount of time to do the most crucial activities that will get you to the goal you want to reach and you let nothing else stand in your way. The magic power of block time is that it's a specific period of time. I recommend that you not go over 40 minutes, but I actually recommend that you go about 30.

Now, I get these numbers from a book called *The Power of Full Engagement*. They actually tracked the rhythm of how the human brain and nervous system works and in general, we're in a peak productivity state for about 40-45 minutes and then we hit a trough on the graph, where our attention and energy drops off and we need to break from what we're doing, do something else and then come back to the task at hand.

So I recommend going for 30-40 minutes writing, for instance, and then take a break for 15 minutes and then come back to your task and do your next block of productivity. There is a word for this that many people have adopted called **Pomodoro Technique** (Pomodoro meaning tomato) so it comes from this little tomato timer, which is a kitchen timer and whoever came up with the technique actually used a tomato timer to set the block time for his work period.

You can get an app called Pomodoro Pro, and there are others that will let you set different work segments for different activities, but I like this one specifically because it's setup to do what I just talked about. You set up to time your work period, your break period and then you return to work. Your goal is to get as many Pomodoro's into your day as you can.

Block out the time to do the things that are most important and let nothing else interfere. So if you're going to write and you're going to set your Pomodoro for 30 minutes, then turn off your instant messenger, the ringer on your phone, put a sign on your door that says don't bother me I'm being creative. Do whatever you have to do to ensure there's no distractions. Don't have anything on your desk. Don't have your computer hooked up to the Internet. Whatever it takes for you to get your attention focused.

Sean: Blindfold yourself, tie your hands behind your back and lock yourself in a dark room.

Ray: And then something amazing will happen, just wait until it does.

Feature Presentation

Sean: Let's get started.

Ray: How to multiply sales and profits of any business. Usually, in the business world, the thought is that if we're going to try to multiply our sales and profits we're probably going to have to do something expensive and risky. Maybe start a new initiative, set up a new department, do a new marketing campaign that costs lots of money. The truth is there is a leverage point in your business that costs you nothing that can make all the difference in your sales and profits.

Think of it this way. Let's say you're doing advertising right now, you run Facebooks ads possibly. Maybe you're spending \$100 and for every \$100 you spend on Facebook you make \$5 back. First of all, bad ratio. What can you do to fix that problem? The answer, by the way, isn't to buy more ads but to increase the effectiveness of your ad, change your copy because that's the one change you can make that doesn't cost you any more money.

What if you could take that same ad and go from making \$5 for every \$100 that you spend, to making \$105, and the only thing that changes is your ad copy or the market that you put the ad copy in front of? So you have your message, which is your copy and you

have your market, which is your audience and then you have the match between the two. If you get all three things right you get more money back than you put into your advertising machine.

So, you can literally change your copy and change your audience and increase your sales and profits without spending more money. In fact, it's possible to spend even less money and make more sales and profits when you get the copy and messaging correct, for the market that you're appealing to. This coincidentally is the topic of my new book.

Sean: What!?

Ray: I know. This is credible and will sell a lot of book, this episode.

Sean: It will.

Ray: Thank goodness the title of the book is not, how to have a great voice. The book is called How to Write Copy That Sells and that's something I'm good at whether I have a front in my throat or not. I'm going to read a passage to you now from the book, and my hidden agenda is that you'll be so blown away that you will go buy the book. You can get it for free; I'll explain let's read.

Chapter 10: The Secrets of Product Launch Copy

Oh yeah, one more thing, Steve Jobs. On launch day ever year, just before he unveiled the one thing everyone really wanted to hear about, OS10, iPod, iPod video, iPhone, iPad, etc. The quote starting off this chapter is one of my favorite examples of a product launch. It's from the late Steve Jobs of Apple. On launch day every year at the big Apple announcement, Steve made his keynote presentation about the company, then he announced the exciting new product last. At the end of his annual public presentation, when he had apparently finished and was preparing to end his talk, he always said, oh, and one more thing... it may have been OS10 or it might be the iPod, iPod video or iPhone, but Steve became known for uttering those words every year, just before unveiling the one thing everybody really came to hear about.

What is a product launch? When you have a sale or promotion for your product you make a special effort to sell it and you do so by telling stories about it. Those three particular activities... launches, promotions and story selling... are inextricably intertwined in my mind. I don't think you can separate the three. Any time you do a promotion you're doing a miniature launch. The first thing you need to do is decide what kind of launch or product roll out you're going to do.

- Will it be a full launch, one that's going to last over a period of several weeks from beginning to end?*
- Are you going to do a compressed launch, which might be a process of launching your product over a week to 10 days?*
- Or, are you going to do a mini launch, which could be more like a promotion that takes place over one to three days?*

When we talk about the timeframe these launches need, it's important to keep in mind that a product launch consists of a sequence of marketing events that form a story. There's something very powerful at work here and that is the need for the human mind to close open loops.

The incomplete loop in your mind draws and magnetizes your attention so when you have a sequence of marketing events, for instance, a sequence of emails, pieces of sales copy, blog posts, PDF reports, videos and audios, there is a need in the human psyche to complete the sequence and finish the story.

Your next step is to map out your launch. Plan it on a calendar. Even if you're just doing a promotion not a full launch, think of it like a launch and at the very least map out the beginning, middle and end on the calendar. That will give you a framework to plan your promotion and make it more effective. If you're marketing on the Internet you're always doing a product launch, the only question is, are you doing it well or doing it poorly; consciously or unconsciously?

Your copy, your website and videos, each of these elements is telling a story. Whether you're consciously directing that story and deciding how you want it to affect your readers or viewers is up to you. If you let it happen unconsciously you may not be happy with the results. If you consciously direct the story and think about the strategy behind it. If you make the tactics fit the strategy and then you can improve your results in almost every case.

*For a full treatment of product launches, I recommend the book *Launch*, by Jeff Walker. The book is a fun and comprehensive read about the subject. Jeff pioneered the concept of the online product launch and teaches the full process in an online learning program called *Product Launch Formula*.*

*Meanwhile, here's a beginner's guide to product launches. Product launches use psychological triggers. Product launches work because they employ all the psychological triggers of influence. This subject was examined in detail by Dr. Robert Cialdini in his book *Influence*. Influence is the result of University peer reviewed studies demonstrating the factors that influence people's behavior. Employing these psychological triggers is what makes the product launch process so powerful.*

The triggers Dr. Cialdini are:

Reciprocity – we feel if someone gives us something we need to give them something in return. Thus, if you give your prospects valuable free videos or information, they will be more inclined to buy from you.

Commitment and consistency – people will take great pains to make their actions match their words or previous commitments, even small ones like signing up for your email newsletter.

Liking – we tend to buy from people we feel an emotional connection to; people we like. This is why personality marketing is so powerful.

Authority – people are hardwired to obey authority or even the mere appearance of authority. This is why credibility, celebrity endorsements and symbols of authority, white lab coats, police uniforms and the clerics collar, evoke such strong emotional responses from us.

Social Proof – this is connected to the principle of liking. We look to others to see how they are responding, searching for clues as to how we should respond. Have you won awards or been featured in big media? Show it off.

Scarcity – this is perhaps the most familiar aspect of launches.

Urgency – people are more motivated by feeling they're about to miss out on something than they are by the thought of that same something might benefit them. In other words, tell people they can't have it and they want it even more. Time limited prices, restricted quantities and qualification requirements all work to create a feeling of scarcity and prompt people to buy.

Product launches do not, as has been suggested, make the sales letter irrelevant. In fact, more copy is required for a launch than for normal sales processes. A launch distributes the sales letter over several forms of media and over a longer period of time, but the fact is the entire launch is copy. There's a lot of copy required when doing a product launch, which leads to... launch copy begins long before the sales letter.

In fact, the sales letter, even though it might be sizable, some recent launches have used 50 page sales letters, maybe only represent 10-20% of the actual copy used in the product launch. This includes blog posts, surveys, emails and articles; copy that's written to recruit partners, copy that your partners can send to their list to help you launch your product.

There is an entire sequence of emails both before and after the launch. The actual sales letter itself and follow email. Launch copy is not irrelevant. To the contrary, launch copy is crucial and is part of the sequence. All the psychological factors implemented in the various discreet copy elements, put the potential buyers into a more receptive frame of mind. When

they finally see the sales letter they're more likely to be influenced to buy.

In fact, they may have already made their decision to buy and are just looking for a buy now button to push. Product launches are first a story. The most effective way to set the launch up for success is to do so by making it into a story. A story might be as simple as, I had a problem and I figured out a way to solve it. Now I would like to share with you how I solved the problem.

If you do nothing but write a bunch of blatant hard hammering sales messages, you're not going to have much of a launch, because people need a story to engage them emotionally. Know the arc of your story.

We will spend more time on how you develop your story later. For the purposes of this discussion just remember that your product launch is a story and there must be an arc to your story at its simplest level. A story has a beginning, middle and an end. Your launch needs to have the same thing, a feeling of resolution at the end. In that moment of resolution at the end of your launch you also want to leave people wanting more. That is why they buy.

Sean: That was powerful.

Ray: It's a good book.

Sean: Yeah.

Ray: I think people should get a copy of this book.

Sean: Totally.

Ray: The good news is that right now you can get a copy for \$0. The book is free. We ask though that if we send you a free book. We will mail you a copy of the book, but ask in return that you help us with the shipping and handling which is \$7. I know some of us are skeptical and when we hear something like that we think they're making all their money on the shipping, that's a rip off. We are not making money on the shipping.

We lose money on every book we offer this way, so your natural next question as an aware, intelligent consumer would be, then why would you give it away for free, that seems too good to be true? Here's the reason why. We believe that when you read the book and put the information to work and make money with it, you'll want to come back to us to examine the possibility of taking some of our online courses, trainings or coming to some of our workshops and we will ultimately be able to help you more with your business and we will profit.

Therefore, we're making an investment in you up front by sending you this book at a cost to us. So, to get your free book go to WCTSBook.com. That stands for Write Copy That Sells.

Sean: Got it.

Ray: Well, this has been a silly episode.

Sean: Yes it has. You can find the show notes for this episode, including a transcript; I wouldn't want to do the transcripts for this.

Ray: Don't say that. Janette disregard what you just heard.

Sean: Go to RayEdwards.com/218.

Ray: It's SuccessTranscripts.com, they do great transcripts, even when you do a crazy weird show like this one.

Sean: If you received value from this show, please consider subscribing using the Apple podcast app. If you're feeling extra generous, give us a rating and writing a quick review in iTunes.

I'm going to read a quick review, from Pro Fan: He says, in a time of angles, tricks and marketing magic, Ray teaches how you can build your business and sell without compromising your values. The principles he shares apply to life and business. He's one of the good guys doing great work.

Ray: Thank you Pro Fan.

Sean: Always appreciated.

Ray: Remember, when you write your review if you put your actual name or the name of your business, we will mention that too.

Sean: Any parting thoughts?

Ray: Yes. Just as we heard when I was reading from the book, don't get the vehicle confused with the destination.

With that, until we meet again, I pray that God will continue to bless you and do more for you than you can ask or even possibly imagine. Peace to your house.

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