



Seven Keys to More Effective Copywriting; The Art of Writing Words That Sell Episode #227

Sean: That's pretty good.

Ray: I haven't even tasted it. I forgot I had coffee.

Sean: It's a little papery. But that's to be expected on a cup because I don't usually drink my coffee in cups. I usually --

Ray: It's a very Zen thing. It's an air cup.

Sean: Yes, it's an -- I just love to take the coffee into the air with my mind.

Ray: And that works for you well?

Sean: Yes.

Ray: What happens if you break your concentration? What happens if you take your eyes off the coffee?

Sean: Well, the most Zen people that doesn't affect them but those people still growing in their zenness. It can get messy.

Ray: Can you define Zen?

Sean: Zen is your level of spiritual enlightenment and strengths that you can then use to feel better about yourself when you compare yourself to other.

Ray: That ought to be good for a few bad reviews.

Sean: Are we recording?

Ray: Yes we are.

Sean: [laughs]

Ray: I have to find out what episode number this is. Ready to show episode 227. Seven reasons why you must master copywriting and Zen.

Mike Stelzer: This is Mike Stelzer from Social Media Examiner and you're listening to the Ray Edwards Show.

John: The Ray Edwards Show. Live your destiny by design. Start, run and grow your own internet based business and create the life of your dreams. You can do it. This is the Ray Edwards Show. Let's change the world and watch your business grow. Welcome to the Ray Edwards Show.

Ray: I like the way he says, you can do it.

Sean: You can do it.

Ray: Except I don't sound like him.

Sean: No one does.

Ray: No, only John sounds like John.

Sean: Only John.

Ray: It's John [unintelligible 00:02:01]. Look him up. He's awesome. Well welcome to the show.

Sean: I've had an espresso and a cup of coffee.

Ray: I've had two cups of coffee and I'm about to have a third cup of coffee.

Sean: So this should be a very –

Ray: I worked about 18 hours yesterday. I slept four hours last night.

Sean: Four? Four whole hours?

Ray: Consecutive hours.

Sean: Excellent.

Ray: One right after the other. We're in the middle of a product launch.

Sean: Well if you're listening – depending on when you're listening to this.

Ray: If you're listening why we're doing it, that would be amazing.

Sean: If you listen to it two weeks, which will be about a week about it releases.

Ray: As if we hadn't confused everybody enough.

Sean: Yes [laughs]

Ray: I'm confused so I don't know how anybody else can understand. We're recording this on April the 6th and it will air on April the 11th.

Sean: Yes.

Ray: And that will be the day that our product launch – the doors actually open for Copywriting Academy.

Sean: So it can't open today unless you're listening to this after the 11th.

Ray: Got it? Are you with us? Are you with us?

Sean: Are you alive?

Ray: I'm not a cylon.

Sean: Well were cylons alive or not?

Ray: Well they didn't even know they were cylons. I think they were shocked to find out they weren't alive. That's true. You can tell the coffee and the sleeplessness have had its effect. So the title of today's show is a blatant tie in to our product launch. We're opening the Copywriting Academy which is a university style approach to walking you through the practicalities of writing your sales copy that sells more of your stuff. If you want to be part of that, then go to writecopythatsells.com. Registration closes Friday. But beyond that, I just wanted to get that out of the way upfront because I knew somebody -- if I didn't talk about it – somebody listening would think, well they're just doing this to promote their thing that you're selling. They're not going to give any value. Just a big infomercial. Wrong.

Sean: Well for one thing this podcast isn't going to be 70% testimonials.

Ray: That's correct. It would have to be that if it were an infomercial. You would know that if you were a student of ours. But really, I've been thinking about copywriting and how important it is in your business. And not only in business but in life. And there's a couple of threads that I'm going to try and pull together here. And hopefully I will be able to, as they say in our circles, land this plane. But the first thread is I was at a retreat with a few friends of mine in Tennessee. There was Michael Hyatt, there was Don Miller and Jeff Walker among others, Chad Cannon. Everybody that was there was fantastic. I don't know if everyone is comfortable with me letting people know where they were because they may have been on a secret mission. But Jeff Walker said something a couple of times that really struck me. I've heard him say it before. We were talking about various aspects of business and maybe challenges or things that we were trying to accomplish and Jeff would say casually, "Well that's just a copy problem. Ray you should know that." By which he meant, if you changed the way you word the problem or you word the answer to the problem, the problem goes away. It's just a copy problem. If I say for instance, just in life, just in general, you always have a negative reaction when I bring that subject up. That is a problem. It's creating a problem in the relationship. It's creating a problem between you and the other person. But if I say instead, "You know sometimes when I bring this subject up, I feel like I maybe bring it up in the wrong way or the wrong tone of voice because it seems like you don't react positively to it and I'm wondering is there something I could do differently?" Well I've talked about the same circumstance but I've worded it differently. I've changed the copy and that totally changes the response the other person has. Commentary?

Sean: Correct.

Ray: I know you don't have your headphones on because you forgot them. But when you touch your beard to the microphone I can hear it.

Sean: That's just because my beard's so many. It has a voice of its own [laughs].

Ray: That is going to be a tweetable – my beard is so manly it has a voice of its own.

Sean: [laughs]

Ray: I mean when you think about it, communicating with other people effectively is writing copy.

Sean: Absolutely I would agree with that.

Ray: The whole idea of something being a copy problem is important to think about. Try using that in the next problem you encounter, whether it's a relationship problem difficulty or whether it's a problem getting the bank to do what you want them to do or getting someone to agree to go to a certain restaurant for dinner when you really want to go there and they don't. It's just a copy problem.

Sean: But don't manipulate people.

Ray: No. And that's easy to figure out because persuasion is something you do for people. Like you're doing them a favour when you convince them to go get a salad instead of going to McDonald's.

Sean: We can get a salad at McDonald's.

Ray: Well that's debatable. Manipulation is something you do to people. Wouldn't you love to have an Oreo McFlurry? Can't you just taste it right now?

Sean: Instead of – that's more temptation.

Ray: Okay. But manipulation is bad. Don't do that.

Sean: Rabbit trail. Beard what do you think? [beard sound over microphone] Let me give the interpretation for that. Yes you are correct. [laughs]

Ray: That was the first thread. The second thread was, I was on a Mastermind call this morning with some of my friends. Not the friends I went on the retreat with. I have other friends. I have many friends.

Sean: You have more friends?

Ray: I have more. I do. Don't look at me that way like you don't believe me. I have lots of friends.

Sean: I find things.

Ray: You think I do not find things. Obscure Star Trek reference. Back to the story. Mastermind called and one of the people I have to be careful because I really am not allowed to reveal the circumstances of the person I'm talking about. But this person had a problem with his business and he said, "This is my problem."

Sean: He was a person with a problem?

Ray: Yes.

Sean: Did that problem cause him pain?

Ray: It did and I said to him, "Well that's just a copy problem. This issue that you're facing is merely a copy problem." Well the first thing I did was I gave him some copy. I spoke a sentence to him that changed his perspective on the problem. He said, "Oh I hadn't thought of it like that." Then I said, "This is just a copy problem." He said, "What do you mean by that?" And I said, "Well you just need to change the copy that you're sending out to people about this particular service that you provide and it will fix the problem." And it is not a forecharge service. This is actually something he does for free for a lot of people. And he said, "Explain." Because that's the way he speaks.

Sean: Explain.

Ray: Which is why I said commentary. I was being this other guy. I kind of like the way he does that. It's funny. Most people will not perceive it as funny. But I think it's funny.

Sean: Answer questions now.

Ray: We want information. Back to the story. I said, “Okay, believe it or not I actually use the stuff I teach. So let’s start with who’s the person that you’re talking about. What’s the problem that they have and how do they feel the pain?”

Sean: Person, problem, pain.

Ray: And he started laughing and the other guys on the call started laughing and they were like, “You really do use your own stuff.”

Sean: [laughs]

Ray: This is what leads me to bring up the subject of this episode. The seven reasons why you must master copywriting even if you don’t buy our Copywriting Academy program-

Sean: But you should.

Ray: You should, it would be the smart thing to do, no judgement if you don't you will get there eventually. But, even if you bought some other book or some other program, or you studied on your own, or you studied on the internet which-- be careful about that.

Sean: Wait, but Ray?

Ray: Yes.

Sean: Copy isn't important for my industry, I'm not trying to sell people anything, I'm a non-profit.

Ray: Oh, so you're not trying to sell people on making a donation to support your non-profit?

Sean: Well, I guess when you put it that way.

Ray: How are donations going?

Sean: Not well.

Ray: Why do you suppose that is?

Sean: We're doing a little role playing here.

Ray: Yes, yes. Let's try another industry.

Sean: Well, Ray I'm a lawyer I can't use copy to sell my services.

Ray: Really, so you don't ever try to convince other people that you're correct?

Sean: No, I never try to talk to other people.

Ray: You don't ever try to get clients to pick your firm instead of someone else's firm?

Sean: No, of course not. That's actually why we're doing so poorly.

Ray: Oh, I see. Let's try one more industry.

Sean: Okay.

Ray: Something creative and crafty.

Sean: Okay. I'm trying to think of something-- I'm a painter.

Ray: Like a house painter?

Sean: No, like an artist painter. I do paintings.

Ray: What do you paint, I'm curious?

Sean: I paint whatever my heart tells me to paint.

Ray: I see and how are sales of your paintings going?

Sean: Terrible.

Ray: But you can't use copy?

Sean: No, you don't sell art.

Ray: I see and sales aren't going well. So, you don't ever in your secret heart wish you could talk to somebody and tell them, "You know you really should buy this painting it would be right for you because it would inspire you and it would--"

Sean: Well, I think my paintings are inspiring and I think people could be inspired by them.

Ray: How do they know that?

Sean: They just know.

Ray: Really? You project your thoughts into their head? Okay, you get our point. This doesn't have to be that you're selling a product, it could be--

Sean: No.

Ray: -- it could be that you want to--

Sean: Selling an idea.

Ray: -- like who you should vote for and we won't get into specifics; who you should not vote for. We won't get into specifics. I want to repeat that to myself, we won't get into specifics. So, everybody is selling all the time you're persuading.

Sean: Yes, copy is communication.

Ray: That is point one of the seven reasons why you--

Sean: What?

Ray: -- **[inaudible 00:02:40]** copywriting, how did you know that? It's almost as if it was written on a board.

Sean: Yes, almost. Before you jump into that I think it's the **greatest [unintelligible 00:02:49]**. I think a lot of people get confused, they think copywriting-- and even when you explain it them it's the words that you put on marketing material they're like, "Oh, so it's just for advertising." I think a better way to think about is, "No, copywriting is strategic communication."

Ray: That's well said.

Sean: Well, I pretty much got it from you so--

Ray: That's probably why I liked it so much.

Sean: It's just strategic communication, it's communicating in a way.

Ray: I like the part of me that I see in you.

Sean: I think that dog will preach.

Ray: I think so. You know-- Okay, so copy is communication and the level and quality of your communication determines the level and quality of your life. Your success in life, your satisfaction in life and you might say, "Well, how does it determine my satisfaction in life?"

Sean: [unitelligible 00:03:44] Just think about this for a second-- too much coffee.

Ray: No, just the right amount.

Sean: Just the right amount. I love all people, all people have amazing potential so I'm not denigrating anyone when I make these coming comments.

Ray: All people have intrinsic value--

Sean: Intrinsic value and all people have unlimited untapped potential.

Ray: Unlimited, untapped potential. Hi, I'm Tony Robins--

Sean: Get your tickets now.

Ray: Pound your chests, walk on fire.

Sean: I love you, Tony.

Ray: We'll sell you the whole seat but you only need the edge.

Sean: You won't even need the edge in one of his advanced you can stand up the whole time.

Ray: You just walk on fire, and then you levitate.

Sean: Really?

Ray: You want to go?

Sean: Yes.

Ray: Okay.

Sean: Unsuccessful people, poor people. People that have not realized their potential, how many of them are great communicators? Just in general?

Ray: Good point. Now, there's an answer to that. I just thought of a few people who are great communicators who are unsuccessful and poor, but as I thought about it, I realized they're only great at communicating the rationale behind why they're unsuccessful and poor and why they can do nothing about it. Isn't that interesting?

Sean: That is very interesting.

Ray: They're using the power of strategic communication against themselves.

Sean: Yes. Like, "Copy is not for me," no copy is for everyone. Strategic communication, the most successful people in the world, how do they become so successful? They can communicate well.

Ray: Take the election, for example, the people who are in the lead you may not agree with their ideas but you probably will agree that they're good at communicating those ideas in a way that strikes a chord with their audience.

Sean: Yup.

Ray: Now, you could argue well, it's oversimplified.

Sean: Right. Well, yes. You could argue that what they're saying isn't true or isn't accurate--

Ray: But their power--

Sean: They're resonating with people.

Ray: -- they're communicating. Copy as communication is the first reason why you must master copywriting; it's communication in all areas of life not just in advertising but in relationships in business, in your job, in your family--

Sean: Yes, all the principles that go into writing good copy go into being a good communicator and really just a good person.

Ray: Yes, which leads to reason number two why you must master copywriting. Copy determines your self-image because the first person you are communicating with is always yourself. You're constantly--

Sean: We've got two tweets on this one.

Ray: Yes, I know.

Sean: "My beard's so manly--

Ray: "It has a voice of its own, the first person you communicate with is always yourself."

Sean: Yourself, right.

Ray: So, what are you telling yourself? Are you looking in the mirror and saying, "Why are you so stupid? Why does this always happen to you? Why do people never listen to you? Why do you never have any friends?" Or, are you looking in the mirror and saying, "You're good enough, you're smart enough and gosh darn it, people like you." Love you Steward Smalling

Sean: "I can't believe I'm about to say this but, can you get to a pound cake?"

Ray: "You are drunk at all my weddings." How you communicate to yourself determines how you see yourself. If you are constantly communicating a message that is running your abilities down, criticizing yourself, resulting in judgement, self-condemnation, self-degradation, always making at the people above you. Here's something radical, I've talked about this in the podcast before and I've heard Michael Hyatt talk about it as well, and it's funny because I'm going to out somebody in my family.

My own mother-- no not that way, but if that were true, hey there's no judgement here; but my own mother was listening to Michael Hyatt's podcast and she said, "I heard him say the most shocking thing. He said that in his priorities, God comes first and he comes second and then comes his wife." And my first thought was not, "Yes, Michael is right and I'm glad that you heard that," my first thought was, "I've been saying that for years how come you didn't hear me say it?" I love you, mum.

I embellished that conversation for drama's sake just to be totally honest, it did not go exactly that way; but the point is if you don't take care of yourself first, you are in no position to take care of everybody else. There's a scripture that says, "You must love your neighbor as you love yourself." Well, if you don't love yourself guess what? You're not going to be able to love your neighbor.

Sean: And you don't love yourself so that you can love your neighbor.

Ray: Correct.

Sean: It's the same thing as you don't make a lot of money so you can give it all away.

Ray: Correct, rabbit trail but a very interesting one. We should do a podcast on that. Okay, so copy determines your self-image; how you're talking to yourself all the time and it goes further than that, it's not just how you're talking to yourself but where is your self-talk coming from? What are you reading, what are you watching, what are you listening to, in whose company are you listening to what they have to say letting them influence your mind.

Zig Ziegler used to say, "I'm not going to let people put those negative thoughts in my head, in fact, I will say to them, 'My skull is not a hairy lid for a trash can, you can't put your garbage inside my head.'" A very bad Zig Ziegler impersonation and probably I got the quote wrong.

Sean: It kind of actually sounds like Bill Clinton a little bit.

Ray: Well, yes I don't know how that works.

Sean: "I am bulletproof."

Ray: "I'm bulletproof. I'm going to be president again for all practical purposes. I mean let's face it, I'm the man."

Sean: That's a nil.

Ray: Okay, it's an impersonation of an impersonation. The way you process the communication that comes at you and the way you represent it to yourself or represent it to your inward self-determines your self-image. And point number three then leads to this-- Self-image determines your actions, it really just comes down to, are you the kind

of person that would do that? Let's say you're walking by the counter at the grocery store where people check out and somebody lays their wallet down and there's a bunch of a hundred dollar bills sticking out of the corner of their wallet. Will you pick up the wallet and walk away with it?

Sean: No.

Ray: Why not?

Sean: That would be wrong.

Ray: Why?

Sean: I wouldn't want them to do that to me.

Ray: So you're saying then you're not the kind of person that would steal somebody else's money?

Sean: No.

Ray: That your self-image does not include the fact that you're a petty thief?

Sean: Nope.

Ray: So the way you communicated to yourself before that moment came up determines the action you took in that moment.

Sean: yes.

Ray: Cliff Raven's craft about 16 months ago announced when he was -- I'm just going to say this Cliff and you know that I love you like a brother because you are a brother.

He was grossly overweight and I don't mean gross as in eww! I mean he was just massively overweight and he was not fit. And he had the audacity to go online and say, "In the future I want to be people's mentor in the area of fitness and health. In order to do that I'm going to work out six days a week every week for the rest of my life and I'm going to change the way I eat. I'm not going on a diet I'm changing my lifestyle and that's what's going to happen." Sean, he took massive ridicule people attacked him on twitter and said, "How can you say that, look at you look at a picture of yourself? You're fat, you have no credibility."

Sean: It's not fair to call that out I have had similar thoughts when there are personal trainers at the gym that are overweight and I'm like [chuckles].

Ray: Even then I think it's worth asking a question, if it really concerns you, you could just say to that person, "Personal trainer person I'm a little concerned and I hope you won't be offended but you're teaching me how to be fit and trim and you're not. And I'm just wondering is there some reason, is there something going with your health or?" And you might find out they actually have a problem or they just had a massive injury they just recovered from and they've already lost half the weight they gained back, whatever. But the point is people were mean to Cliff and he made this decision and he stuck with it.

In fact I was in a mastermind conversation with him and some other people where he put that out before he put it out publicly and the mastermind members responded back to him and one of them said, "Cliff I don't think you should set that as a goal because it's too hard you'll never be able to keep that." Well at 16 months later six days a week he's never missed a workout.

Sean: What about when sick?

Ray: He worked out, so I imagine if he got like super sick he'd not but he would have to be bed ridden he is so committed to this and he has lost -- I don't know the exact number now but something like 80 pounds of fat, he's put on 20 pounds or so of muscle. His before and after picture on Facebook has over like 1,100 comments not just likes but comments and guess what? He has inspired hundreds of people all over the world to change their fitness level. And here's something that happened recently that this is the reason I'm bringing this up on point three, self-image determines actions, a couple of days ago he posted on snapchat he said, "For the first time in 16 months today I feel like mm I don't want to go to the gym. But I'm going because I made that decision 16 months ago." Self-image, the way you communicate with yourself determines your actions.

Reason number four, that you must master copyrighting or let's just call it communication. Action based communication shapes presence, not this is not a self-explanatory sentence. I'm reading a book by Amy Cuddy called, 'Presence' and those of you who are believers' followers of Jesus like I am and like Sean is you probably think of something when we say presence you think of the presence of God. Perhaps you think of the Shekinah glory just like Spark talked about, Spark talked about the Shekinah glory.

Sean: He did?

Ray: Leonard Nimoy, that's where he got the -- We'll put that on our future podcast that's rabbit trail. The presence that Amy's talking in her book is not that kind of presence although actually I think it is, she doesn't specifically name it but she's saying how your present with yourself in the moment and she's got so much research to back this up. I just really recommend you get this book and read it but I want to share a couple of things with you that are pertinent to this discussion. Because what I said was action based communication, in other words how you communicate with yourself and the actions you take as a result shapes your presence. And she says in her book, "Although the details differ the basic sketch is so often the same. A change in your life is accompanied by a self-perceived loss of power and strength and followed by feelings of insecurity, anxiety, discouragement and defeat. Then comes physical manifestations of powerless along with loss of confidence and ambition, this depleted state which can result from a small setback or even just the normal life changes we all go through convinces us that we lack the power to control the situations we're in."

Now what she's talking about is a presence or a lack of presence, presence gives you personal power and a lack of presence depletes your power. She says, this is a tweetable form Amy she says, "Powerlessness is at least as likely to corrupt as power is." Hello.

Sean: Hello.

Ray: That's a whole podcast but we --

Sean: You know the oldest lie in America is senator?

Ray: What?

Sean: That power can be innocent. I don't actually agree with that statement but it was a great line in *Dawn of Justice*.

Ray: Yes, *Dawn of Justice*, fantastic movie. Critics shut up box office preview.

Sean: Go see it.

Ray: Yes for real go see it. Howard Thurman, the author and civil rights leader wrote on this subject, "There is something in every one of you that waits and listens for the sounds of the genuine in yourself. It is the only true guide you'll ever have and if you cannot hear it you will all of your life spend your days on the ins of strings that somebody else pulls." The communication that you make with yourself shapes your presence.

Point number five, why you must master copyrighting or communication. Presence provides priming, this is another concept from Amy's book let me explain what this means. She refers to priming as -- Well let me tell you this whole story that i think will explain it well.

Sean: Can I explain to you what I think priming is?

Ray: Yes please do.

Sean: So in -- Was it the first or? I think it was the first Transformers movie Optimus Prime pulled out some crazy sword and shoved it through the head of a decepticon --

Ray: You've been primed [sarcastically]

Sean: Yes that's what I said, it just came out of my mouth, you've been primed [sarcastically].

Ray: These humans may not be perfect [sarcastically].

Sean: [chuckles] so now whenever someone says "get primed" i --

Ray: But they have potential [sarcastically].

Sean: I think of Optimus Prime and his giant magic sword [laughs].

Ray: There's a guy who sounds like John Willard, the voice of Optimus Prime.

Sean: Alright rabbit trail.

Ray: Okay back to presence provides priming or it maybe is priming provides presence that's probably a better way to say it. Here's the point they did some different psychological studies where they -- They being the researchers spoke to people before they were asked to perform a certain task, an intellectual task. And they spoke to them and said, "Imagine yourself in a situation where you once felt very powerful, very capable, very competent, you were happy, you were joyful, you were rising to the occasion, you stepped up and you performed at your top levels. Now picture that moment in your mind carefully. Alright now we'd like you to work on this puzzle." And then they had a separate control group and they told them the opposite thing, "By the way right now you probably of you followed what I was saying you were listening you probably feel a little more capable, a little more optimistic, a little more powerful, a little more competent. That is priming, you primed to reach and access your best self.

The other people in the control group they did the opposite, they said, "Imagine yourself in a situation where you were once powerless, where you felt incompetent, you were embarrassed, you were humiliated, you felt like there was no way you could accomplish what needed to be done. Picture that in your mind carefully remember the moment, okay now we'd like you to solve this puzzle." Guess what happened? The people who were positively primed --

Sean: Did better?

Ray: Whooped up on the people who were negatively primed.

Sean: Whooped up.

Ray: They whooped up on them they opened up a whole can of whoop-up. There's little bit of redneck in me coming out. Hey everybody makes fun of the rednecks until the zombie apocalypse.

Sean: I like that meme [laughs].

Ray: Benny Johnson posted that, that's how I saw it. Benny Johnson does she watch The Walking Dead?

Sean: She must if she posted a meme with Darrel on it.

Ray: Must Darrel, season finale mind blown.

Sean: I haven't seen it.

Ray: Not saying anything. Okay. What was the point of all this in case you've lost the thread of the communication you should have more coffee.

Sean: I don't know how you would have lost the thread.

Ray: Priming produces presence point number six why you must master copywriting. Primed and present equals potential it puts you in a state where you are able to accomplish what needs to be done. Where able to build a business where you're able to rise to the occasion when you're doing a product launch with very little sleep and lots of work to be done. When you're facing a personal challenge maybe an illness maybe there's a dispute within your family that's driving you nuts and you don't know how to deal with it and it pervades every waking moment of thought because you wish your family could just learn how to get along with the Christians they say they are. I'm just speculating that somebody may be in that situation.

Sean: Right.

Ray: Primed and present equals potential now I want to zoom out this has absolute business application and I'm going to back up and go through the list in a few moments and bring it home for you in case you haven't gotten it. In case we have lost you in the many different diversions we've taken along this trail. Number seven the seventh reason you must master copywriting over communication skills. Copywriting is the following things priming, presence, potential and then profit. Priming, presence, potential then profit. Priming is the way you communicate with yourself to get yourself in optimal state presence is you're in that optimal state of being able to communicate clearly. That's opens up your potential gives you access to the best within yourself and that brings you profit and the profit maybe money, which we think is a good thing. In fact money can be the root of all good things.

Sean: That is true. I hear that's a name of a chapter in someone's book.

Ray: What's the book think of it I'm sure you got it on the tip of your tongue.

Sean: I know the guy who wrote it.

Ray: C'mon think of it what is it.

Sean: I think it *American resurrection*.

Ray: *American resurrection* that is an awesome book.

Sean: The failure of the U.S constitution and the rebirth of a nation.

Ray: Boy that's timely we need that book.

Sean: I know right. Author must be really smart.

Ray: I wonder if he has sent that book to all presidential candidates.

Sean: I don't think he has I think he should.

Ray: *American resurrection* so just put that on your reading list just go to Amazon right now while you're listening and order that book. I suggest ordering the hard copy and the kindle.

Sean: Yes it's match book so you can get like if you order the hard copy and get the kindle version of the book.

Ray: The authors name is

Sean: Sean Edwards.

Ray: Oh it's me hey what is it.

Sean: To be completely honest with you sir I have no brother it was me.

Ray: It was me I wrote the book.

Sean: Now that's an obscure reference.

Ray: Yes you can pursue it in your leisure time.

Sean: Your leisure.

Ray: Your leisure time so the quality of your communication or the quality of your ability to write copy determines the quality and level of your success in life you're your satisfaction with that success. Is it possible to be completely successful in financial terms and be totally miserable in terms of your fulfillment and satisfaction. Is it possible to have all the external things that people would think that makes for good life and internally be miserable.

Sean: Yes.

Ray: Is it also possible in the other end of the spectrum tube be lacking money temporarily. To be lacking I resources to be lacking in good circumstances and yet be joyful. That is a copy problem solved being able to write copy being able to communicate with yourself first and then with others is the secret to success. It's the secret to being successful to being joyful in all circumstances no matter what they are. To be thankful in trials thank you for the opportunity to overcome this and staf it in the face of the devil. What is his problem anyway.

Sean: I don't know he's a meany.

Ray: Smart creature.

Sean: He's meany.

Ray: You got off track. Which reminds me of something brother Dave Garden used to say he was a preacher. A preachers last comedian in from the 1960s. He used to say he had a routine called what would the preachers do when the devil is saved. Don't I didn't say I believe what he said I didn't say I didn't. Seven reasons why you must master copywriting or powerful communication. Number one copy is communication.

Sean: I'm just going to say all the verbs.

Ray: Number two copy.

Sean: Determines.

Ray: Self image. Number three self image.

Sean: Determines.

Ray: Actions. Number four, action base communication

Sean: Shapes.

Ray: Presence. Number five priming.

Sean: Provides.

Ray: Presence. Number six primed.

Sean: Equals.

Ray: Potential. Number seven copy.

Sean: Equals.

Ray: Priming, presence, potential and profit.

Sean: That was so weird.

Ray: If you could only see the notes we've been operating from. Listen your ability to communicate really determines the level of success you will enjoy in life. It determines whether or not you will be able to enjoy your success. It determines whether or not you will be able to be happy regardless of the circumstances and that is important because the fact of the matter is we cannot always control or circumstances. We can control our response I know you've heard that before sometimes I know that we hear that we think that's a cliché and it's not really true. If I have cancer or if I have massive pain in my body then I can't be happy. I think that's wrong I think there is a level of joy you can always carry with you but it depends on one thing your ability to communicate with yourself. You got to master this thing whether you end up being part of the copywriting academy or not and frankly if I think it's right for you I want you in that program and I will

do everything in my power to convince you to be part of it. You can go to rightcopythatsells.com I've set up all the communication that is needed to convince you of that. If it's not for you I don't care what I do care about is you learn how to communicate with other people and you learn how to communicate with yourself. For those of you who can swallow this that you learn how to communicate with your creator because when you master that communication everything else becomes easier or unnecessary. There you have it that's this week's episode.

Sean: Well if you found this episode helpful.

Ray: Yes, I did sir I found this episode so helpful what should I do.

Sean: You can find the transcript of it.

Ray: Really.

Sean: Yes at rayedwards.com

Ray: rayedwards.com/267.

Sean: There we go 267 and if you think this would be helpful for the people please subscribe the apple podcast app that helps our ranking in the store.

Ray: By the way download each episode even if you don't listen to it they count downloads.

Sean: We watch your device full our podcast.

Ray: Yes we do and we watch you vote.

Sean: We watch you vote.

Ray: You know what.

Sean: We need to get back to winning.

Ray: We need to be winning we need to be better we're going to be better and we're going to win if you will download every episode of the podcast.

Sean: Really it's wall street's fault.

Ray: Of course it is but we are going to fix that.

Sean: We're going to fix that.

Ray: We're going to make it better and you're going to win.

Sean: Going to get back to winning. All right please also leave a review.

Ray: We'd like a good one

Sean: We encourage you to be honest.

Ray: The bad ones we read those out loud on the podcast and let our friends ridicule them. No actually I actually do I read the bad reviews and I disregard most of them are just mean but sometimes.

Sean: They bring up legitimate.

Ray: Points and we do listen.

Sean: Yes we do.

Ray: You should listen too to every episode.

Sean: There you go so with that any parting thoughts.

Ray: Master communication, master yourself, master your life. That's not bad it made up on the spot.

Sean: Oh you shouldn't have said that.

Ray: Oh we can edit that out.

Sean: Maybe it makes you sound smarter.

Ray: That's true if he can make stuff up like that he must be smart.

Sean: He must be smart.

Ray: Have a good remembery.

Sean: That too.

Ray: Well until the next episode which I think will be better planned unless people really like this one and say this is really good maybe we'll do it this way from now on. Until then I pray that God continues to bless you because he's doing it whether you notice it or not so I'll also pray that you start noticing it. [unitelligible00:09:42].

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