



7 Secrets of Selling Through Serving Episode #230

Brian: Ray Edwards show, episode 230, 7 secrets of selling through serving.

Hey everyone this is Brian Homes from [BrianHolmes.com 00:00:11], you're listening to thought leader, faith builder and business innovator and overall great guy, my friend Ray Edwards.

Announcer: 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.

Shawn: Got to love me some Brian Holmes.

Ray: Yes, good man, maybe a little too effusive in his praise but I can forgive him that. Brian is awesome.

Shawn: It that's your worst trait.

Ray: If your worst trait is that you're too nice to people you are doing good.

Shawn: Yeah, Brian is great.

Ray: Brian and I enjoyed some Cheesecake Factory Cheese cake.

Shawn: Oh dude, that low carb cheesecake, man.

Ray: That is the bomb.

Shawn: Not too hard to make, either.

Ray: I wish I had some right now. Okay, well today's show is called 7 Secrets of Selling Trough Serving. That was kind of a sloppy segue with the music there but I'm not editing this week so we're just going to keep going.

Shawn: All right.

Ray: What if I told you it's possible to make money by just giving stuff away.

Shawn: What?

Ray: That's exactly what I'm telling you today, plus we will explain how you can decide, in advance, what kind of day your going to have, you set the tone for your day, it's really possible and also I will tell you about a way you can send actual mail from your iPhone. You can also send it from your Android but why would you?

Shawn: Because you're counter culture.

Ray: Oh.

Shawn: Ew.

Ray: I hadn't thought of that. It's all coming up so stick close.

Announcer: Putting first things first and creating prosperity with purpose, this is Spiritual Foundations.

Ray: I like the way that I was in traditional radio and so I say things that only work in the world of traditional radio, like it's coming up, stick close because we had to say that because we had commercials that were going to play.

Shawn: Right, you had like 8 minutes of commercials.

Ray: We had to say something to try and tease people to stick with us.

Shawn: Coming up after this.

Ray: See we don't have commercials.

Shawn: Except for when we're sponsoring 3 Minute Naps.

Ray: Which we may bring them back as a sponsor but today, not a sponsor.

Shawn: Not a sponsor.

Ray: How can you decide what kind of day to have. Well it's been my experience that our expectation determines our experience of the day. We often leap to a conclusion about what things mean in life. For example, in last weeks show, we were talking about voice mail and I said, "Well when you don't answer the phone, people call you, ring-ring-ring and then it goes to voice mail, they assume that you're ignoring them."

Shawn: Right.

Ray: You pointed out, "That says a lot about you." We leap to a conclusion about what things mean.

Shawn: I didn't mean for it to be an existential ...

Ray: No, it's what we do, we are meaning making machines. We look at the world around us, we receive signals from that world and we assign meaning to that world and often it's totally bogus.

Shawn: Yeah, I think you were the one that first brought this up, pointed to my attention, I can't remember where the study came from or what this is but it says that humans are hardwired to find patterns and ever since I remember learning that, whenever I think I notice a pattern, I always take a step back and I go, "Okay is this actually a pattern?"

Ray: Or have I been fooled by randomness?

Shawn: Or have I been fooled by randomness because my brain is so hungry for patterns it's seeing one where there isn't.

Ray: Without getting into the philosophical question about what that means, let's just look at the fact that we base our expectations on what we perceive as patterns and meaning of things that happen to us and so we have an expectation of today being like yesterday or the past few months or the past few years and this is okay unless you've had a rough day, a rough week, a rough month, a rough year. I know people who have had a terrible decade and so they look back at that and say, "Well, my last 10 was terrible so my next 10 is going to be terrible," or maybe they had a bad last 10 minutes and they feel that way as well.

The point is that you may have had a rough time over the last span of time, people in your life might be angry or negative or complainers or even abusive or you might have problems with people in your life that you are forced to be in a relationship with, like people that you work for or people that you work with or your family. Everybody has at least one remote, distant, not any of you who are listening who are in my family, everyone has somebody in our family who bugs us. The fact is, though ...

Shawn: Unless of course you're that person listening.

Ray: If you're listening then ...

Shawn: It is you.

Ray: You know who you are. The fact is that it doesn't matter what happened in the past, that does not determine what happens in the future. You get to decide what kind of day you are having today, right now, in this moment, no matter what is going on, you have the power to become the change that you want to see in your life. Even if people are mean to you, even if bad things are happening all around you or are happening to you and nothing seems to be going your way. I've had a couple challenges in the last couple of days and so I got up this morning not my most resourceful self but I told my Wife, as I was leaving my house coming to the office, "I think I've used up my 90 seconds." Which, that's my new code of conduct, I give myself 90 seconds to wallow in my misery and then I've got to move on to doing something productive about it.

How do you do this? You start your day by deciding what kind of day it's going to be. It really is up to you and I think one of the best instructions that we have about how to do this comes from the 34th psalm, in verse 1 it says, "I will praise the Lord at all times, I will constantly speak his praises." I think it's impossible for you to speak the praises of the lord, let's think about what that is.

Now I know that sounds super spiritual, you're so spiritual, you're praising the Lord all the time. You must really be living on an ethereal plain.

Shawn: I'm so excited for heaven where we're just going to stand around and harps and sing old hymns forever.

Ray: That all sounds great except it's not in the book so setting that aside, what I'm talking about is, when you're praising the lord what are you doing? You're talking about his goodness. It could be something as simple as, "Lord, it's awesome that you made the Sun that gives life to the Earth that causes plants to grow, that creates photosynthesis so that I can live and breathe and exist." It could be that simple.

Shawn: What Sun?

Ray: It's there. We live in the North West, we only get to see it a few months out of the year but it's there. You need to expect, if you want to feel goodness and happiness and joy show up in your life, you need to expect the goodness of God to show up in your life, expect favor, expect blessing, expect good success and you do this, most effectively, by speaking words of faith over your day, over your life and over your future. This is how you get a bigger vision of your life. Expect your path to be illuminated, expect it to be clear and make room for God to do something amazing for you. There is no room for Him to do something amazing is all you're talking about is what's wrong. There's no room in your head for him to even speak a word or give a nudge.

One thing you might do is pray like this, even if you're not a praying person, just try this, maybe it will work for some reason you can't explain, "Father, I praise You at all times, I choose to see Your hand in my life sending me grace, favor and mercy. Thank You that you make all things work together for my good. I'm looking forward to seeing Your goodness in my life today, amen." That simple, just try it. See what happens.

Announcer: Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray: This is a cool one. I think, I've tried it but I don't have the actual card in my hands yet. It's called [PunkPost.co 00:09:11] P-U-N-K-P-O-S-T dot C-O. It's a not writing service that uses your phone to send real mail. Now, I'll tell you right up front, this is the question I had, my number 1 question was how much does this cost. It costs \$6 per card but that might be cheaper than you think because if you buy a really nice greeting card, like one of those [papyri 00:09:33] greeting card, they are like 6 bucks in and of themselves.

Shawn: They are, some of them are not even nice ones, they have just got heavy card stock and they're just a normal funny one that's like 4-99.

Ray: Exactly, then you've got to pay postage and you've got to ... It's not onerous, I realize, to write the note for most people and then you've got to take it to the post office and mail it and so forth. Well with Punk Post, you can be on your phone, think of somebody and think, "I need to send a card to my Mom." So you pop up her contact information, you tap the proper button on Punk Post, you pick a card, you add your message, you hit send and a human being transcribes your message, writes it on the card with pen and ink and puts a stamp on it and mails it.

Shawn: When you said human being I immediately thought of a human bean and I saw Mr. Potato Head folding and writing cards.

Ray: Well that's how it happens, it's actually a family of pinto beans. Mr. Potato Head ... It looks really cool and you get a free card to try it out so I got the app on my iPhone, you can go get the app in the app store or you can go to PunkPost.co and I tried out my free card. I sent myself a card and so I want to see what it's going to look like, obviously. I want to see, is it quality, how does it look, how is the handwriting but they hire all these artists and people with excellent handwriting to do these cards. They use real pen and ink, they use hand letter-pressed cards. They have unique card collections, you can even put confetti in your cards. Don't do that by the way.

Shawn: Don't do that.

Ray: Let me just tell you, nobody likes getting confetti cards.

Shawn: Okay, hearkening back to the last episode the really good thing to do would be to get someone a confetti card and then as they are opening it, shove a Facebook live stream in ...

Ray: Hey you're live on Facebook! What do you think about that confetti card? That you just opened in your car.

Shawn: Put a little poof, explosion in it too so it shoots everywhere.

Ray: So aside from the confetti I think it's pretty cool, so try that out, PunkPost.co. I'll let you know when I get my note and we'll see how it goes.

Shawn: Perfect.

Ray: Confetti cards...

Announcer: And now our feature presentation.

Shawn: I'm trying to create story art, you know it's that heart getting back to me, previous episode?

Ray: Yes.

Shawn: It's like a multi-episode story art.

Ray: Continuing story.

Shawn: Right yeah.

Ray: Developing characters, I don't know where that's going. All right, 7 Secrets of Selling Through Serving or How to Make Money Giving Stuff Away. This is something that has really settled in deep with me, lately, there's a perception, on the part of a lot of folks, that marketing is pushy and selling is obnoxious. If I say to you, now this is going to be a test, we haven't tried this, I don't want you to think about this too much, if I said to you salesman, what's the first adjective that comes to mind?

Shawn: Car salesman.

Ray: What's he like?

Shawn: Well I think car salesman but I see a door to door person in a suit with a briefcase.

Ray: What's he acting like?

Shawn: Push, doesn't respect your boundaries.

Ray: Yup, that's what most of us think. I think selling is an honorable profession, it can be.

Shawn: Totally.

Ray: Yet that is the impression that I have as well because it's done that way so often and I've begun to really focus in, lately, on having a different paradigm about selling. It's not that I haven't always had this paradigm but I want to be more intentional and be more specific when I'm talking about how to sell and market in a way that is not like that. I have 7 principles or secrets of selling through serving and principle number 1 is to think of marketing as something you do for people, not something you do to people. That little shift in language changes the whole thing because what's implied, if we're producing a marketing piece and I'm saying we need to do this for people, not to them, then what's implied by that?

Shawn: That you're doing something to help them, to offer them value.

Ray: Even in the marketing like they could take your marketing and use it and benefit from it and not pay you a stinking dime.

Shawn: Right.

Ray: I think that scares people. I think people get afraid that, "Well if I do that then they won't buy anything from me. I have to trick them."

Shawn: No most of the world aren't mooches, they'll pay you.

Ray: Correct, so secret number 2 of selling through serving, help your audience with a problem before you try to sell them something. Now this may sound similar to number 1 but I think it takes it a level deeper.

Shawn: Right.

Ray: Like for us, some examples would be well the [PASTOR 00:14:41] framework.

Shawn: Right, we give that away for free all the time.

Ray: It's one of the best things we have. Old school marketing would say, "Keep that a secret." They would say, tell people "I have a secret formula for writing copy that sells. I will only give it to you if you pay me this money and sign a non-disclosure agreement." Now I've had people all over the internet take my PASTOR formula and rewrite it and post it on their sites.

Shawn: Right, yeah.

Ray: Most of them have given me credit, some of them haven't but that's okay because if I look at the dozens and maybe hundreds of sites by now that have reposted that formula, that is marketing for us that we didn't pay for and it helps people and I've gotten, well at least one of our best customers came to us as a result of using that formula and getting results and saying, "Oh I need more what you guys are teaching because that stuff works." Help your audience solve a problem before you try to sell them something, get them results and then you don't have to sell them so much because now they just know if you've got something to appeal to what they need to have happen in their life they're going to want to buy it.

Point number 3, give value recklessly. We give away so much content, so much teaching and training like, well there's this podcast. What are some other things that we do?

Shawn: We do the blog posts, we do a lot of webinars, even all of our marketing pieces, the first 2 thirds of them are just teaching.

Ray: Right and part of that is strategic because people are so on guard these days that the first thing you have to do is connect with them and get them nodding their head in agreement with you, saying, "Yes, me too, I've experienced that as well." If you just barge in and start talking about yourself and how great you are then that's not going to work. You've got to connect with them, let them know you share the same experience and ... I'm sorry, Shawn is doing stretches or something and it's just amusing to watch. Just remember, they can't see you but I can.

Shawn: Right.

Ray: Give value recklessly, don't worry about people never buying from you because you gave them too much value. That is not a problem.

Shawn: My secret to doing great podcasts and selling is to actually do yoga positions while I'm ...

Ray: Yes, we need to talk about this secret, it might need to stay a secret.

Number 4 of the 7 secrets of selling through serving, give value consistently. Now there are some marketers who give value only when they're about to extract some value from the marketplace. You don't hear from them for 9 months, they pop out and start giving away a bunch of stuff that is incomplete and that is designed, clearly, only to sell you the thing they are about to give you. Not give you, sell you.

Shawn: Right.

Ray: Now while they are, in many cases, giving value, I think it's better to give value constantly, day after day, week after week, month after month because that builds up a thing we call trust and that means that you don't have to, in a short period of time, get people familiar with you, prove your value, connect with them. You don't have to do all that in a week and then sell them your promotion. They're ready to buy from you whenever you have something that you offer for sale. A good example of this is Michael [Hyatt 00:18:23], our good friend who has something called Platform University which he only opens for enrollment twice a year but he gives so much value throughout the rest of the year that when he does open it people are lined up to get into the university. Give value consistently.

Number 5 give value strategically. What I mean by this is, there's a difference between strategy and tactics. Strategy is your overall approach to how you do something, how you are seeking an objective and tactics in the minute detailed movements that you make in order to support the strategy. Giving value strategically is what I was just describing to you in that you're giving it recklessly, you're giving it consistently. It's part of your overall approach to doing business is I'm giving value first, I'm adding so much value to the marketplace before they buy from me that I become known as a value adder, that I'm creating value through my marketing and that is my strategic approach to doing business. A good example of this is Google.

Shawn: Yup, great example.

Ray: They have given massive value to the marketplace and they did that before they became an economic force, they gave them so much value that when they decided to start monetizing that value it was a push for them, it was easy because people loved them so much.

Number 6 give value tactically. Now this is where something like a landing page or a lead magnet comes into play because you've given value recklessly; You've given it consistently; You've done it in a strategic manner; You're thinking of marketing as something that you do for people, not to people; You help your audience with a

problem before you try to sell something. Then we get to giving value tactically, this is where you would say, give away a eBook entitled the 2 Billion Dollar Sales Letter You've Never Heard of and that's a tactical give that's designed to get people's attention for a copy-writing course we were about to sell. That is tactical value delivery. You're doing it for a very short term purpose with a very specific intended outcome.

Number 7, the number 7 secret of selling through service is sell people what they want and then also give them what they need. You can only sell people what they want and give them what they need if you've earned the right to do that and that only comes by implementing these other points of the 7 secrets of selling through serving. You have to go through the cycle before you get to number 7 and it becomes easy for you to sell. You don't have to be pushy or intrusive or disrespect people's boundaries like that guy who was knocking at the door at the beginning of this show in the suit, in the bad suit. You didn't say it was a bad suit but we all knew it was a bad suit.

Shawn: Right absolutely.

Ray: That is the list of 7 Secrets of Selling Through Serving. Let's do a recap.

Shawn: Recap, number 1 think of marketing as something you do for people, not to to people. Not to to people ... Number 2, help your audience with the problem before you try to sell them something. Does a jet keep flying by?

Ray: Yes.

Shawn: Okay, Number 3 give value recklessly. There it goes again. Number 4 give value consistently. Okay, number 5 give value strategically. Oh we missed that one.

Ray: You just thought it was a pattern.

Shawn: Oh, [ba-dum-chi 00:21:58], wow that was a double, that was good. All right Number 6 give value tactically and number 7 sell people what they want and give them what they need.

Ray: Well done sir.

Shawn: Thank you.

Ray: You have many leather bound books.

Shawn: My office smells of rich mahogany.

Ray: I wonder what poor mahogany smells like. Probably something in a trailer.

Shawn: Probably, all right well ...

Ray: No offense intended if you live in a trailer.

Shawn: Share the love, if you find this show helpful please give us a review and a rating on iTunes. Please subscribe with the Apple Podcast App and we are also on Sticher so you can subscribe there. You can get the transcript for this show by going to RayEdwards.com/230 and with that any parting thoughts?

Ray: Yes, I would really like it if you began to adopt this as your motto when it comes to marketing. Think of marketing as something you do for people not to people. That will change your entire approach to marketing. Until next time I pray that God continues to bless you, that he does more for you than you could ask or even possibly imagine and I bestow peace upon you and your house. See you next week.

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