



How To Start Your Online Business Episode #235

Ray: Ray Edwards Show, Episode 235, How to Start Your Online Business.

Speaker 1: 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 all the Ray Edwards Show.

[song]

Let's change the world and what your business grow, welcome to the Ray Edwards Show.

Ray: All right. The Life of your Dreams.

Sean: Here we are again.

Ray: Once again.

Sean: Once again, we're going to be talking about how to Start-

Ray: Run and Grow your online business, that's what we start talked about last week.

Sean: But we're going to talk about starting.

Ray: Actually last week we talked about that's what we do.

Sean: Yes.

Ray: This week we're talking about how to Start your own internet based business and live the life of your dreams. You can do it.

Sean: Let's change the world and watch your business grow.

Ray: Grow. I totally forgot, that guy-

Sean: Yes.

Ray: Different episode, we will play the jingle somebody sent in. Okay. [chuckles] That's coming up, How to Start Your Own Internet Based Business, plus we're going to share the coolest technology toy, I speak for both of us, the coolest technology toy- tool, not toy.

Sean: Not toy. Tool.

Ray: Tool.

Sean: Definitely not a toy.

Ray: We've purchased in a long, long time.

Sean: Definitely not a toy. Now stay tuned.

Speaker 1: First things first and creating prosperity with purpose. This is Spiritual Foundations.

Ray: Now one has to ask the question, why what I say stay tuned?

Sean: [laughs]

Ray: There is no tuning involved.

Sean: No.

Ray: That's a holdover from radio.

Sean: Yes, it is.

Ray: What I meant was, just keep listening. What I meant, don't press the stop button and move to the next podcast. Spiritual Foundations.

Sean: Foundations for your spirit.

Ray: So I just want to share this one verse that really stood out to me recently, as I was reading through the Psalms and it was Psalms 26:11. It says, "As for me, I will walk in my integrity, redeem me and be merciful to me." So what does it mean to walk in your integrity in business? Integrity, the real meaning of the word, well, let me just look up the real meaning of the word, I'll just tell you what it means, according to dictionary, completeness, figuratively prosperity, usually innocence, full integrity, perfection, simplicity. So it means to be completely- I believe completely whole in terms of what you say is also what you do.

So an example would be, recently we were having discussion about manipulation and control of people and it led to thinking about websites, we're looking at websites and a pop up appeared on the screen and everybody in the room kind of groaned and somebody just spontaneously said, "I hate those things." And somebody else said, "Yes, but Ray says they work." Ouch. And then you said-

Sean: I had never articulated it this way. Because we're reviewing someone's website and I think I even said, now my dad might rebuff me on this but here's the deal, I hate pop ups and even if they do work, they produce higher versions just because they work, it doesn't mean we use them. Manipulation and witchcraft work as well, but we don't use those either.

Ray: So I published a blog post, let's see, it would have been like 10 days ago, by the time you hear this. Is that right?

Sean: Yes.

Ray: About ten days ago, maybe more, a couple weeks ago. It's called, "Why ditch pop ups on my site?" And I told that story and the reason was we realized, I realized I'm not walking in integrity when I talk about not being manipulative and using mind control on people, if I use pop ups. Now hear me, I'm not saying if you use pop ups on your site, that you're using mind control manipulation, but you should think about whether your or not. So we stopped using them that is walking in your integrity. And it's a process as Stuart Smalley would say, another great spiritual leader, "Progress, not perfection." So

just think about what it means for you to walk in your own integrity. And that's where you'll find redemption and mercy.

Speaker 1: Now simple hacks that make life cheaper, easier and faster. Ray's Tip of the Week.

Sean: So the tool, it's definitely not a toy.

Ray: It's definitely not a toy, it's a tool of business. It is the iPad Pro combined with the Apple Smart Keyboard cover, is that the actual name of it?

Sean: I think so.

Ray: And?

Sean: The Pencil.

Ray: The Pencil.

Sean: Obviously these, we've been using- both of us going have been using these for a few weeks now and there are definitely some exciting growth opportunities for Apple with these products but they're really cool and really helpful.

Ray: I think for the first time for me, the iPad has become an actual note taking platform.

Sean: Yes, it has become a viable daily use tool really.

Ray: Yes, I've used it to mark up sales copy as we review it online. I used to actually take notes, draw diagrams, we were in a Regency meeting a couple weeks ago, and I was taking notes in the meeting on my iPad Pro. And in fact, and don't give away the notes app, because that's what we will share next time.

Sean: Okay, got you.

Ray: But you saw me taking notes and you're like-

Sean: "Oh what's that app you are using?" And I started taking notes, and yes.

Ray: It's extraordinarily useful. I can see immense potential for this to grow. Like I said, I've try to take notes on my iPad for a long time but it's never really work for me.

Sean: No. And the keyboard cover- the keyboard itself is really good.

Ray: It is pretty splendid.

Sean: Yes. And so like when we travel couple weeks ago, a few weeks back we went to Phoenix for our Mastermind meeting and I brought my computer with me, but I only used it once or twice when I needed to do something that I didn't actually need to do on the trip, it's just I had my computer and I could do it. But otherwise, I could do everything from my iPad, I could write emails, I mean you could do everything, publish blog posts, you have to do everything.

Ray: The only regret I have is, I now wish I'd bought the bigger iPad Pro.

Sean: The 12.9.

Ray: Yes. I do, because as I started taking more notes, drawing diagrams.

Sean: That bigger screen would be nicer for-

Ray: It would be nice. But I mean this is really awesome now. I did the same thing, I took my laptop to the meeting, my MacBook Pro and I didn't really need it.

Sean: No. I didn't even take my computer to the meetings.

Ray: I took mine to the meetings, just because I'm paranoid that the staff at the hotel is going to steal it, which is terrible of me. I've never had anybody working at a hotel ever steal anything from me.

Sean: Right. And usually they're very nice.

Ray: They're super nice and so I repent of that now.

Sean: [laughs]

Ray: And anybody who works in the hotel industry, hear me, I honor you. I mean, you do- you have a tough job and you do it well. Most of the time, the people who care for our rooms when we're traveling, do extraordinarily good work.

So anyway, my question is, this is what I was really going after. I didn't really need to use my computer at all on the trip. So we're about to leave on a trip now, we're going to be gone for seven days. Are you going to take your laptop?

Sean: I think I am.

Ray: Because?

Sean: Well, like some of them- there are few things I like to do on it and then there are a couple of games I like to play.

Ray: The games. Do you think I should take mine?

Sean: I don't know, it's up to you. Only you can prevent Forest Fires.

Ray: "Give a hoot, don't pollute," Woodsy Owl. I don't know if I'm going to take my laptop or not, it's kind of a big stretch for me though not to take it.

Sean: It will be fun experiment.

Ray: It's less about the logic of it-

Sean: And the emotional.

Ray: It's more about the emotional attachment.

Sean: Security, like I have my computer with- [crosstalk]

Ray: Oh, that's weird. Oh man, that's freaking me out. Okay. We have to think about that now.

Sean: iPad Pro.

Ray: All right. iPad Pro, get the Smart Keyboard cover and the Pencil. The Pencil is vital to this working for you. So make sure you get the Pencil.

Speaker 1: And now our Feature Presentation.

Sean: Well, here we are.

Ray: Yes, that is a profoundly simple statement that is immense in his profundity. So, our topic this week is how to start your online business. So we talked last week about, this is what we do, we help people start running grow their business. We're known for the Copywriting Academy and my copywriting skills and I've had well known clients, some really famous fancy people and some really fancy people that you've never heard of but who make a lot of money because I wrote copy for them. And now I teach people how to do that but that only really is the- it's like the doorway that brings people into our reality and once they get inside the rabbit hole, it was like, "Well now you need to figure out what's your product, what your message." And so this is this is why we say, we help people start running grow their online business.

So we talked about a Wisdom Enterprise and that being a business that we recommend you start, based on your knowledge, your expertise, your wisdom, your experience. And you can translate those ideas into income. So let me give an example.

When I launched my own business as a copywriter, I knew what I wanted to do. My knowledge and experience set it around providing others with communication strategies in copywriting. Because I came out of the radio business, so clearly communication was going to be part of what I was doing. It's also why I started podcasting because I had to get that radio urge out of me. At the time, I had not really thought through all the things we're talking about today. But I did know that I was going to take my wisdom and my experience and my knowledge and turn that into a business that I would run, that I would build and that I would be the boss. Nobody can be the boss with me that was one of my unhealthy reasons for starting a business.

Sean: Hey, there you go.

Ray: But now I realize that's not really the main reason to do it. The main reason to do it is because you can help other people in a much more complete, much more abundant way than you can in- I believe, in just about any other way. Unless, you're called to the world of service through government, medicine, science.

Sean: [laughs]

Ray: There are some other ways, but for those of us who have that entrepreneurial spark, this is one of the best ways we can express that I believe. And I had to rely on trial and error. And then I eventually got some wise counsel from other people and as a result, I've developed a tried and true business structure and we're perfecting it and growing it now. And we also have developed a tried and true business building process. And we've helped many other entrepreneurs build their own, what we're calling now, Wisdom Enterprise.

So due to my success, our success, I should say, because it's not just me now, it's a whole team of people, Sean is our Director of Strategic Development.

Sean: Yes, very fancy title.

Ray: And very important one. And we have a team of other folks that help us. So you can start out a spare bedroom with the old broken down laptop and build a really big business.

Sean: Yes.

Ray: Why are you smiling like that?

Sean: When I walked in, I saw that old Mac Book sitting on the counter.

Ray: Oh my Gosh.

Sean: It's an old computer and it just made me think of that.

Ray: It's the white one, in case you're wondering. So I think there are ten steps that you need to look at when you're thinking about starting a business like this, based on your wisdom and experience, based on what you already know, you don't need to go learn something new, develop some new skill that you never had before and you can, if you want to, that's the hard way. The easy way and the most profitable way we think is to go with what you already have.

Sean: It's not the hard way if you hate doing what you know.

Ray: That's true, that is true. Good point. So but if you don't hate doing what you know, if you just like to do it in a much bigger and more impactful way, number one, you start by identifying what we call, Your Unique Wisdom Premise. This is the one of a kind expertise and knowledge that you can share with other people. It defines what you're going to market, what you are going to sell. So as I mentioned my unique wisdom premise when I started this business was communication strategy and copywriting. So I started as a service business where I did that stuff for other people, then I began teaching people how to do it because I realized, I could multiply the number of people I was able to help and also I could multiply the amount of money I was able to make.

So focus not only on what you're good at, but what you enjoy doing, as Sean just pointed out. So the first step is to clearly spell that out, what do you enjoy doing and what are you really good at.

Number two, you need to know your perfect customer well. Entrepreneurs, struggle with this one a lot. They're always striving to find the perfect Avatar.

Sean: Avatar.

Ray: Which is we know is a giant blue person.

Sean: Right. Living on the planet Pandora.

Ray: Yes.

Sean: That apparently operates with a different rules of physics, [crosstalk] floating islands-

Ray: Totally possible.

Sean: I'd love to go there, I just don't know how it works.

Ray: I want to go there, but I don't want to be sucked into that tree.

Sean: No.

Ray: I digress. [chuckles]

Sean: [laughs]

Ray: So entrepreneurs struggle with figuring out who their perfect customers, they want to figure out their Avatar, because it's what everybody tell them to do. And that often leads them down an artificial path, we've seen it many times with people who are building a business that when we start digging at, well, who are you really and what is your real gift and what is the thing that you bring to the world. And we discover that they're not offering anything that's even close to that. They're offering something that they thought they should offer because it sounded professional and fancy.

So that's something to consider. I mean that's a lot deeper well that we can dig into right now, but think about that, who are you really and what is the value you really deliver? And then remember that you're not in business to market to everybody.

I recently had somebody tell me pretty clearly that they didn't like certain parts of my business. And we had a really useful civil dialogue about it and I helped them understand that, well, my business is not for everybody, my market is not everybody on the planet. My market is people who are interested in the things that I'm interested in sharing. And that's okay, I'm not angry with those people because they don't do business with me, I realize they need to go somewhere else and that's all right. I'm not pushing them away. My point is the specialist makes the big money. People are always looking for a specialist. Somebody who's doing the thing that- it's exactly like what they want. So define your ideal customer by first defining who you are, because you tend to attract people who are like you and who want to be like you.

Number three, you need to craft your value proposition. In other words, you need to put into words what it is that you can offer your clients that they can't live without. What are their problems that you have the solution for, let your potential clients taste and smell and feel the value that you have to offer them, make them hungry for what you have.

Number four, I really don't like the word I chose for this. So, I'm going to change it on the fly. Create an orientation process. What I mean is, make it easy for your clients to work with you- tell them what to expect, design process is that ease them along the pathway, give them clear simple steps to do business with you and actually train them how to be a good customer. And if they don't like what you define as a good customer, then they will know, well, this is not the right place for me, I need to find help somewhere else. And that's okay.

I need you to hear this, I'm not being sarcastic when I say, that's okay. I'm saying, it's okay, this is a big beautiful world, we're all free to go find exactly the tribe, exactly the person, exactly the group that we feel like we fit into and be there. That's one of the wonderful things about life.

Number five, remove the friction. You've got to expect potential problems and speed bumps along the way. And these can and do usually arise in the form of interpersonal conflicts. In other words, arguments.

Sean: Arguments.

Ray: People getting their feathers ruffled, getting angry. So you need to do the best you can to ensure that you or your processes are not the cause of any friction. Now that doesn't mean that you need to be all things to all people and try not to offend anybody because if you do your best not to offend anybody, you will influence no one. Because

you stand for nothing. Any powerful communication will offend somebody, is not the point that you're trying to accomplish, you're not ought to offend people, but if you communicate powerfully, you communicate truthfully, somebody is going to be offended, just be prepared for it.

What you can do, is run ahead of your client and prepare the way for them, help them to remove the things that would derail or slow down their progress. And we don't have time to unpack that fully but you can- I'm sure, think of a lot of action steps you could take that would do that very thing.

Number six, form strategic partnerships. I cannot emphasize how important this is. A lot of people don't want to do this, they want to start a business where they stand their basement on their computer and they never talk to a human being, that's why they get into internet businesses, right. Because actual people, but the truth is, at the other end of the internet is people.

Sean: That's right.

Ray: If there weren't, there would be no internet. Think about it. For instance, I didn't just land clients like Jack Canfield and Tony Robins out of thin air. I've serve these clients and others as the result of forming strategic alliances with other people. People introduced me to people they knew, their friends, to their clients, to their vendors. You will never accomplish anything of value without the help of others. So some people think that I'm like, oh Mr. Independent, defiant, stand on my own. Well I am a person who believes in standing tall and being proud of what you do and being an individual. But I also realize that- well, just think of it this way, if there were no other people involved, you were totally independent, you'd have to buy your own products. You can't succeed it in any big way, you can't accomplish anything of value without the help of others.

Number seven, and this one is important. This one is super important. Be the client, you want to have.

Sean: You are Business Gandhi.

[laughter]

Ray: Oh, thank you very much. There are two sides to this, first, you need to model the behavior you want your clients to exhibit. So in other words, don't try selling a \$50,000 coaching program, if you haven't invested at that level yourself out. Ouch. I meet people all the time who are trying to sell a \$25,000 Mastermind Group or something like that and they're not having any success. And the first thing I asked them is, "Well, have you bought one? No, I'm not making enough money yet." Well, so there might be a little alignment problem there.

Second, treat your client the way you would want them to treat you, if you were their client. Make every client feel like they're your only client. Now this doesn't mean you don't have any boundaries, this doesn't mean that you let them run roughshod over, you don't answer the phone at 2:00 AM when they call, that's not what I'm saying, but when you're with them, you need to be with them, not spaced out like talking them on the phone, while you're looking at your Facebook profile. You need to pay attention, there's a consultant, I wish I could remember who I heard say this and I would give credit for it

but he had this great answer when people would ask him, "How many clients do you have?" He would always say, "Only one. The one I'm with right now."

Sean: Good answer. That's good.

Ray: Number eight, step to starting your wisdom based business. Develop your unique wisdom talk. This is your foundation of your product or service or information, it's the package that you deliver to others. It's your message in other words, you design this in a way that will make other people clamor for, it needs to be dynamic, it needs to be fun or powerful, it needs to be unique, it needs to be vital to their business, to their life and you can present it in a variety of forms, it can be a podcast, it can be a book- [crosstalk]

Sean: Be approach.

Ray: Approach at-

Sean: Or pterodactyl.

Ray: Look, there's a sale at Penney's. It can be repurposed into various different forms. Webinars, etc.

Sean: Pick the wrong day to stop sniffing glue.

[laughter]

Ray: So back to our ten steps to starting a business that we call a Wisdom Based Enterprise.

Number nine, leverage digital media to build an e-mail list. That's pretty fancy business talk right there.

Sean: It is.

Ray: I thought we needed a podcast and it has some fancy business talk in it.

Sean: Like that Tripp and Tyler video about all the work slang, have you seen that one?

Ray: No.

Sean: [chuckles] Oh God. Oh, it's hilarious, it's just a really fast montage of that kind of stuff. How do we leverage that? Well, [laughs]-

Ray: Okay, I got to watch that- it sounds just my kind of thing. But is it funnier than the *Hardly Working From Home*?

Sean: I don't know, it's sometimes hard to compare their videos.

Ray: Okay. So number nine, Tripp and Tyler, hundred bucks, sponsor. Leverage digital media to build an email list. You need to have an email list and this is one of the things we hear the most often from people's, "I don't have an email list, because I don't know any big gurus who mail for me to promote my business or tried Facebook ads once and they didn't work."

Sean: [laughs]

Ray: Well, here's the problematic part of that statement, once. You've got to try a few times. That's like saying, I went to the basketball court and I tried to shoot and it didn't go in the basket-

Sean: [laughs]

Ray: It doesn't work.

Sean: Yes, it doesn't work. The basketball thing doesn't work.

Ray: Basketball is a scam. Now golf, golf is a scam. I'm convinced of it. Your goal is not to amass hordes of faceless people, it's not to have like, "I have a 100,000 people on my email list, I know nothing about them." What you're doing is, you're building a following, you're developing a platform that draws people to you, you're providing them with incentives. You're offering something of value, so that they will give you their time and attention.

The first sale you make is, the sale that give me your- pay me with your attention. There's a reason the phrase is pay attention because it is a payment. It's the most valuable commodity we have to exchange with people, is our attention. And when they give you their attention, they're also giving you permission to email them and to sell to them.

And then number ten, step to building a wisdom based business, which is the kind of business we most often recommend. Even if you have a brick and mortar business, you need to have an arm of your business that fits this model. We can go into that in a later podcast.

Number ten is, this one is going to be a shocker.

Sean: Yes, this one is really going to be over the head of a lot of people.

Ray: Get ready for it. Make an offer, sell something. This is often pretty tough for new entrepreneurs. They don't believe in the value of what they have to sell, they're afraid to sell, this is why copywriting is such a central part of what we teach people. Because copywriting is really about persuasive communication. In other words, selling your product service or ideas. You can't make a sale unless you can make it clear offer. At the very least, even if your product is so good, that all you have to do is describe what it does and people will just buy it, without any persuasion at all, you have to be able to describe what it does. And it's very often that we will have people in our groups or in our programs, on our Q&A calls, we will ask, what is your product do? Well, and then we get a long rambling answer, it doesn't really- we don't really know anymore. We don't less when they're finished than we did when we started.

Sean: Right. And it's like, I don't understand why you're struggling.

Ray: Yes. So you've got to make the offer clear and then you also have to be clear about what you're asking a potential client to do. Spell it out like this, "What you need to do now, is buy this, so that you get this following result." Buy the Copywriting Academy, so that you can write words, this sell your products and services and you can make money and pay your mortgage. Clicks a button, put your credit card information in and buy it. You have to make it easy for them to say yes.

So we give you these ten steps. Sean, you want to run through the summary the ten steps?

Sean: Yes, I do. I have been sitting over here, going, "Oh I can't wait to-" [crosstalk]

Ray: I can see that you're itching to do that.

Sean: Oh, I am. So number one, identify your unique wisdom premise. Number two, know your “perfect customer.”

Ray: Perfect customer, hello Perfect Customer.

Sean: Number three, craft your value proposition. Number four, create an-

Ray: Orientation.

Sean: -orientation process. Remove friction is number five. Number six is, form strategic partnerships. Number seven, be the client you want to have. Number eight, develop your unique wisdom talk. Number nine, leverage digital media to build an email list. And number ten, make an offer.

Ray: So the details of every one of these steps is probably a bit more complex than just this list. I mean, we just gave you the list and you're probably thinking, “Okay, how do I do all that?” So it's a deeper discussion we're going to cover in future episodes but this is enough to get you started. And building a business based on your knowledge and experience is really simple, when you break it down into these basic components. I hope that this gets you excited at least, to start putting this into practice. And I don't see any reason why you couldn't start, at least the planning of your business today- truly, you have some ideas.

Sean: Right. You can write down some ideas. Perhaps on your iPad.

Ray: Yes, I was going to say, on your iPad Pro. That would be a really cool idea, if you did that. So next week, we'll explore the run part of, Start running, grow your online business. So we've dealt with how do you start, but how do you run that business, how do you actually make it go.

Sean: You find things.

Ray: You find things that make it go, because you're smart.

Sean: But sometimes people think you are not smart.

Ray: But you are smart. And you're good enough and Gosh, darn it, people like you.

Sean: Well, that was such a weird blend of references.

Ray: Indeed.

Sean: No one.

Ray: If you can figure all the references of these episode- [crosstalk]

Sean: [laughs]

Ray: -we will send you a book.

Sean: Send you something because that would be impressive. Okay. So if you have questions for our little series we're doing right now, please go to rayedwards.com/235 and you click on the voicemail button, ask question, and we will pick a few of those out for the Grow Episode, which is the one that comes after the next one.

Ray: Correct.

Sean: [laughs] That's not confusing.

Ray: Well played.

Sean: And we'll answer a few of those, it'll be fun. If you would like the transcript of the show, again, you can go to rayedwards.com/235. If you found the show helpful, please subscribe and download it, via the Apple Podcast App and leave a review and rating please. Any parting thoughts?

Ray: Yes, it might be worth going back to the first episode of this series and kind of reviewing, because when we get to the Grow- the Run Your Business Episode, which is next week, we're going to get a little bit into the weeds.

Sean: Little bit.

Ray: So it might be worth reviewing. So until then, I pray that God, will continue to bless you and your business and he'll do more for you than you can ask or even possibly imagine. Peace to your house and peace to your business.

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