

**Ray Edwards Podcast
Episode #240**

Ray: Ray Edward Show episode what?

Sean: 240.

Ray: Promote your product. That's right.

Michael: Hi, this is Michael Hyatt of MichaelHyatt.com, an author of the New York Times bestseller platform, *Get Noticed in a Noisy World*. The Ray Edward show is one of my top favorite podcast. I never miss an episode.

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 Edward Show.

Music: Let's change the world and watch your business grow. Welcome to the Ray Edward Show, the Ray Edward Show. Ray Edward show.

Male Yes, welcome to the Ray Edward show. Today's show is powered by Nitro. This show is also the thoughts for your thoughts.

Sean: Thoughts for your thoughts?

Ray: On PBS.

Sean: Come on, you don't remember that skit?

Ray: No.

Sean: It was making fun of the PBS news shows on S&L. No, it was Parks and Rec. Thoughts for your thoughts.

Ray: Today, thoughts on flowers. I think it's time to back pedal. Man. Today's shown is brought to you by Nitro Coffee.

Sean: Yes, Nitro.

Ray: 100 bucks.

Sean: 100 bucks.

Ray: Worth it. You are now our sponsor Nitro.

Sean: Even though Nitro itself is not a company.

Ray: Is it not?

Sean: No, it's just what?

Ray: Stuff?

Sean: It's just stuff.

Ray: That we put in our coffee?

Sean: Yes.

Ray: Okay.

Sean: All right.

Ray: Well, then today's show is brought to you by Revel 77 coffee, Spokane, Washington.

Sean: Cold brew that's been Nitroed.

Ray: 100 bucks Revel 77. We will take it in credit. Last week we discussed packaging your passion. Turning your wisdom and experience into a knowledge product. You put your thoughts into a box and people buy them.

Sean: Thought Box.

Ray: .com.

Sean: Thought Box, oh my gosh.

Ray: Check that out.

Sean: I am, right now.

Ray: It's a good thing we're recording this and it's not live. Why are you looking that up? Our recap earth twirl on the Ray Edward Show, we covered the three converging forces that make your Thought Box possible. Number one, global networks, the internet and so forth. All of the webby things that tie the internet together. How about it? Is it available?

Sean: No.

Ray: Just out of curiosity, what are they selling at thoughtbox.com?

Sean: I went to GoDaddy, so let me go to Thought Box right now. Thought Box, it's an editorial, A. J. Dickerson ACE. There's not a lot going on here.

Ray: Maybe he's opened to selling it.

Sean: I'm just saying.

Ray: Anyway, he owes us a \$100 now. Number two, the second converging force that helps make this whole selling your knowledge, your experience and wisdom thing possible, is the advent of instant commerce. The fact that we cannot take payments online and have money show up in our bank account instantly. Thank you PayPal, thank you Stripe, thank you Braintree and Power pay and all the people who make this possible.

The third converging force, digital distribution. You can distribute your knowledge all across the world. This was revolutionary for instance for singers. Because there was a time like if you ever saw the movie, *Oh Brother, Where Art Thou?* You began to see the transition, because singers could only be paid if they could sing in a juke joint or wherever. Then there was guy who would pay you \$10 if you would sing in his cans.

Sean: Yes, sing into my cans.

Ray: You would go in and sing a song. "I am a man of constant sorrow."

Sean: Yes, just like that.

Ray: Or something like that.

Sean: Yes.

Ray: Suddenly your music could be distributed all over the world. Well, wherever they could take a violin record and put it into a wire, and it went into a transmitter that shot it out of a tower that genuine radio receiver could pick up. It was a primitive form of internet. It was wireless, partially. This week we are going to assume that you have identified what your passion is and you decided how to package it as a product. That's the whole point. If you can your knowledge, your wisdom, your experience, turn it into a product that people will buy. An audio, a book, a seminar, or workshop, something that people will pay for.

Then the question that is next is how do you sell it? How do you promote your product? This is my premise for today's episode, anybody with a good product, it doesn't even have to be a great product, just a good product, can promote it and they need to do that by mastering a specific method of persuasive communication. Can you guess what it's called?

Sean: Copywriting.

Ray: Copywriting.

Sean: Where are they? Copywriting, so exciting. We'll sell you the whole seat, but you only need the edge. The edge.

Ray: Today we'll give you a basic framework for copywriting that you can start using immediately, plus we'll give you some cool cheat sheets you can use right away. We're going to give you a download if you will. In fact, I'll go ahead and tell you where to get the download. Just go to rayedwards.com/amazing. Amazing.

Sean: Amazing.

Ray: That plus we will solve the Instagram problem.

Sean: Thank God.

Ray: I've been waiting for this, I didn't even know it was waiting until it showed up in my inbox this morning, and I was like, "Oh, they have solved the problem."

Sean: All right.

Ray: This will be a good case study for how copy works, by the way.

Sean: Okeydokey

Ray: Plus it will cause you to part with some of your money. Which is also a good casework for how case study for how copy works. We'll also give you a secret back door to the Copywriting Academy live conference, a \$5,000 conference you can attend for free, and the return of the listener questions.

Sean: [cheering]

Ray: The listeners are back. They're back, which implies now we have some.

Sean: Right. We've been just talking to no one for a while.

Ray: Now we have seven listeners. Seven whole listeners.

Sean: Whole?

John: Putting first things first and creating prosperity with purpose.

Sean: We really do.

John: This is spiritual foundation.

Sean: Sorry, I didn't mean to talk over you there. Whatever your name is.

Ray: John.

Sean: John. Sorry, I didn't mean to talk over you there, John. I forgot what I was going to say. Okay, so it's all good. I was going to say that we prefer whole listeners to partial listeners.

Ray: Yes.

Sean: If you're a partial listener, we love you too.

Ray: Spiritual foundation segment, a question for you; are you in a valley in your life? What I mean by that is are you lonely? Are you depressed? Are you afraid? Most of us go through these valleys from time to time in life, maybe it's a minor valley, it could be a day where you seem slightly off schedule, or unproductive, or ineffective, or uninspired. You'll those days where you're just not motivated.

Sean: Yes.

Ray: That's a valley. It's a first-class problem with they have, it means all your other needs are saturated, so this is all you got to worry about.

Sean: I don't feel very inspired today. I guess the only thing I can do is play around on the Internet. How unfulfilling.

Ray: First-class problem. Maybe it's a more serious valley, an argument with your spouse, a problem with a child who's gone astray, maybe they're in with the wrong people, or they're in trouble. That's heart-breaking for a parent. Fortunately, I don't have that problem.

Sean: That's right. You're welcome. [laughs]

Ray: Maybe you've just lost your job, or you're afraid that you're going to lose your job, or maybe it's worse. You or someone that you love has received a devastating medical diagnosis, somebody close to you may have died, or been horribly injured. These are all valleys in our lives, and they can all lead to hopelessness and the fear that we're facing this valley alone, that we're all by ourselves. I encounter this all the time. People who feel like they're alone, I've been there myself. There's even a song written about it, it's a Christian song. It was written by Woody Guthrie and it goes a little something like this; [music] Wait for it. This is Flatt & Scruggs, by the way.

[music]

Woody: Everybody got to walk this lonesome valley, we got to walk it by ourselves, and nobody here can walk it for us, we got to walk it by ourselves.

Ray: Okay, that's enough of that. 'You've got to walk that lonesome valley, you've got to walk it by yourself, nobody here can walk it for you, you've got to walk it by yourself.' This actually a Christian song, there is link to the lyrics, it was written by Woody Guthrie. A link to the lyrics in the show notes at rayedwards.com/240. The rest of the song is full of references to the biblical heroes. It's well written, it's catchy, and it is 100% wrong. How can I say that? Well, it doesn't fit with the bible. Jesus is our great and good shepherd and he promises every believer that he will quote, "Never leave you, nor forsake you". For those who would like to check my work, Hebrews, Chapter 13, versus five and six. Which, by the way is the reference to an Old Testament scripture, so you got both in Old Covenant and New Covenant.

He said, "I will be with you always". Also, in the Old Covenant and the New Covenant, you can check that in Mathew, 28:20. You are never alone, you don't walk any valley by yourself not even the darkest one. For many of us, this may bring to mind the 23rd song, which says, "Yes, though I walk through the valley of the shadow of death, I will fear no evil, for you are with me, your rod and your staff, they comfort me". That's verse four of song 23. Now, notice it's a valley of the shadow of death, not the valley of death. For Christians, there is no such thing as death. I know that if you're not a Christian that sounds crazy to you, you may fast-forward this part of podcast, just a couple more minutes to go. Hang with me because it may be interesting for you.

"We go on, we don't really die, we transition, we are resurrected", and it's even better than that, "We are restored," we aren't just brought back to life, we are restored into bodies that we have never had before. We're better than we've ever experienced before in this present age. Jesus walks the valley of the shadow of death and he walks the valley of death itself so we wouldn't have to. Then he snatched the victory from death, rose again from the grave, and handed us back the keys of the kingdom. It's worth noting, that up until this point it the 23rd psalm, God is leading us, "He leads me beside the still waters". Then suddenly we walk into the valley of shadow of death.

Even though, we're walking into the fear of death, and that may be our own choice. Perhaps we even contributed to the danger that we're in, by smoking, or driving drunk or cheating in your marriage or whatever, led us to where we are. Even though we walked into the valley of the shadow of death, Jesus is there but he's not there to whack us with this shepherd stuff and say, "I told you so, stupid sheep", that's not his style. Jesus is our good shepherd, he watches over, delivers us. Even though we walk not by his leading, into the valley of the shadow of death, he's still with you in the valley. It's not a lonesome valley, you don't have to walk it by yourself, somebody else did walk it for you. His name is Jesus. If that doesn't make you happy, you need to go back and listen to this section again.

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

Ray: Let's move from that, to solving the Instagram problem. Did you know there was an Instagram problem?

Sean: No.

Ray: Well, there's several. Problem, you want to post to Instagram from your computer.

Sean: Yes, I hate that.

Ray: You can't do it.

Sean: Can't do it.

Ray: You have to do it from your phone. Here's another problem, you want to schedule your Instagram post ahead of time, but you can't do that. Unless you use a kludge app, that runs from your phone all the time.

Sean: That' some lovely filth over here.

Ray: The queen of garbage. I didn't vote for her. I'm mixing my movie references up. You figure it out. Problem, Instagram problem, you want to post to multiple Instagram accounts all at the same time. Can't do it. Grum to the rescue.

Sean: Grum.

Ray: Sounds like a character in the *Guardians of the Galaxy*.

Sean: Grum. Hold the door

Ray: That's just sad.

Sean: Hold on.

Ray: Grum.co G-R-U-M dot co. Scheduling your Instagram posts for the whole week is now easy because of Grum. You can upload photos from your computer and they will be published into your Instagram account, and you could even set the day and time you want it to be published. You can process your photos on your computer and then post them, for your convenience, Grum lets you set up hashtags, emojis, if you're into that sort of thing, and there's a counter for your posts. You can post your content for as many accounts as you need, all at the same time. There's no need to log in and out of the Instagram app to switch accounts.

How this illustrates how copy works, is I got an email about this app this morning from AppSumo. They having a sale, and think about what they did. They identified the person, well, I'll get into that, I'll use it as an illustration later. They followed all the rules

that we're going to share with you about copy writing and sold me a membership into Grum. That's exactly what you can do with your products and services, and that's what we're going to get into next.

John: Now our feature presentation.

Sean: The curtain rises. There before you stands the feature presentation.

Ray: In all of its glory.

Sean: That's right.

Ray: The spotlight descends.

Sean: Yes. The orchestra swells.

Ray: The temperature rises. Someone shouts, 'Fire'. I don't really know why I went in that direction. Last time we talked about the three converging forces that make it possible for you to turn your thoughts, your ideas into products. We already covered that at the beginning of this podcast, so I won't go over it again. They do make it possible for you to take your life's passion and turn that passion into a book, a product, or a business. It's not just about making products about how to make money, making products about how to make money that other people buy to make products about how to make money making products.

Sean: We just put you into our next funnel where we convert you into wealth.

Ray: Correct, GP seers, Super-spiritual, another \$100.

Sean: That's right.

Ray: In case you don't know what we're doing with a \$100 thing, we've decided that we don't have sponsors unless we chose them. When we chose them, we just go ahead and mention them, and build them \$100 for every mention.

Sean: So far we haven't received payment on any of those bills.

Ray: We are going to be following up with you guys, our collections department because, I mean, come on, let's do business honorably.

Sean: Right. Come on. You're really cheating us here.

Ray: It's disappointing, really is what it is.

Sean: That you are not following through on a commitment you never made.

Ray: We made it for you. We're sort of like the federal government.

Sean: [laughs] You're free to choose. It's not theft, it's a tax.

Ray: Whatever you're thinking, we just trumped your thoughts. Let's get back to the subject at hand. We gave you a method for determining what knowledge to package into a product, how to figure out what your passion is. If you need to do that, if you haven't done it yet, go back and listen to episode 239. Now, this is where people tend to get stuck. We have this experience where some of the most high-level entrepreneurs I know, they still get hung up on, "How do I make the products? What video camera do I need? What presentation software? Do I need an editor? How do I record it? Do I need a studio or do I need to build the studio? Do I need to build the set? I can't write, I hate writing, I'm shy, I'm not good on camera, I need a higher team." Then, none of this is a problem.

This all easy to do, this is all mechanics. There's a dozen ways or more to make products. There's at least a dozen kinds of products. We'll maybe cover that in a future episode, maybe we'll do an episode on the what I think of as the archetypical products that you can sell on the internet. There's software, there's information products, we'll get into that in another episode, but there's so many ways you could do it. You don't need to buy a video camera, you probably got one in your pocket. You need to buy an audio recording set up, you probably got one of those in your pocket. It's on your smart phone. Or on your computer if you -- Even if you've only got a google --

Sean: Chrome book?

Ray: Chrome book? You still have what you need to make a product. Just put the thoughts about the tech and how to make the product, decide let's talk about how to promote your products. Because all this tech worry and how do I do it is really a smokescreen for the real problem, the real thing that you're afraid of, and the real problem is you don't like to sell.

Sean: Or to smokescreen foe. I don't get it. Certainly not written that way in the notes which I thought was an interesting play on words. This is all a smokescreen foe.

Ray: Now, see nobody gets that because they don't have the notes and they'll be corrected, even I didn't get it.

Sean: I'm just trying to think of what a smokescreen foe is.

Ray: That'll be explained in a future episode also, or you'll learn that when you join our platinum podcast group, it's a hundred bucks. We don't like to sell for a couple of reasons I think. Well, there's one overarching reason, and that is we have internal conflicts about what it means to sell. First of all, most of us were taught two conflicting rules that conflict with being an entrepreneur or being a business person by our parents. Most of us were taught never to talk to -- Fill in the blank.

Sean: Strangers.

Ray: Never ask people for?

Sean: Money.

Ray: If we're in business, what are we essentially doing?

Sean: Asking money from strangers.

Ray: Hello? That's a bit of a challenge internally. Many of us also believe that it says in the Bible, "Money is the root of all evil."

Sean: Right, it totally says that.

Ray: Does it?

Sean: No.

Ray: No, what does it say?

Sean: "The love of money is the root of all kinds of evil."

Ray: Well, that's a totally different thought.

Sean: It is.

Ray: There's a false belief that is not in the Bible. Just FYI if somebody two amusing incidences that have happened to me in the fairly recent past. One, was I was in an airport listening to two young ladies they're in 19, 20s, having a conversation about politics and religion. One of them said, "Well, I believe in the Bill of Rights because it's in the Bible." No it's not.

Sean: No it's not. Do you really want the Ten Commandments posted outside the courthouse? Do you really want to live by those?

Ray: It's a different podcast, but no, that's going to trigger some emails. People just don't know what to do with this show, it's like the church going people love it until we say something like that and then the non-church going business people love it until I do spiritual foundations and they're like, "I'm so confused, what are you doing?" I contain multitudes, not to be confused with the words of legion, which is a whole different thing. I was referencing Thoreau, Henry David.

Okay, back to our program. Money is not the root of all evil and abundance thinking as opposed to scarcity thinking. Scarcity thinking or in more technical terminology, a zero-

sum view of the world says that, "If I win you have to lose. If I have more you have less." Abundance thinking or in other than zero-sum game says, "There's enough for everybody, that we create value and wealth from our brains," starts in our brains then we do actions in the physical world that create value. Abundance, I believe is a spiritual principle.

Well, almost all spiritual traditions, whether you're a Christian or you're Jewish or some other faith, you probably have some form of tithing in your belief system where you give a part of your wealth away. I believe that tithing trains us to be good treasurers, and what does a treasurer do? A treasurer cares for the treasure takes good care of it. Releasing the tithe, releasing a part of our money, giving it away, teaches us in our nervous system, not just intellectually but through our actions that there is more. I don't have to hold on to every single thing that I have because there's plenty where that came from.

The first step is you've got to get over your inner conflicts, you've got to understand that wealth is good, wealth creation is good, it helps everybody, it's abundant, it creates money for you the creator, for your employees, for your vendors, for your customers. It changes the quality of their life for the better, it allows them to gain more time, energy, money, psychological stability, resilience so that they can go out into the world and make their contributions and spend their money and bless the lives of other people and so on and so forth. It's trickled down abundance.

Get over your inner conflicts. Let's assume your product is good, it does good. Business only works when both sides prosper. It doesn't work if you're going to force me to be in business for your benefit and it's going to hurt me, and it doesn't work if I trick you into buy my products and they hurt you. None of that works. You've got to learn to sell in order to be successful in business. The fact that people say, "Well, I just want to build a better mousetrap", it says "Build a better mousetrap, and the world will beat a path to your door". That's in the Bible. No, no it's not. It's Emerson, who was a Universalist but that's a whole other discussion.

I like Emerson, I read him a lot, but I don't not agree with him on everything. There is so much noise in the world that if you just build a better mousetrap or better product, or you write a better book or you create a better training program, and you just wait for people to recognize it and discover, what's going to happen? Prickets, nobody's going to know. You got to speak up, you've got to get noticed. The way to do that is to learn to sell without manipulation. Now, I can't go into traffic generation, because that's a whole other thing.

Put a pin on that for just a moment. I've realized I mention something earlier and I never completed this thought. I was saying that this doesn't only work for making products on how to get rich, making products on how to get rich. It works for any business, any product. You have created a product or a book that is not about how to make money online.

Sean: No.

Ray: It's called?

Sean: American Resurrection.

Ray: And what is about?

Sean: It's about politics and philosophy and that sort of thing.

Ray: Have you sold copies of your book?

Sean: I have.

Ray: What?

Sean: I know.

Ray: Did you use copy to do it?

Sean: Maybe. No, I just wrote it.

Ray: Waited for somebody to show up and ask for it.

Sean: Yes.

Ray: "I had a vision that you wrote a book."

Sean: If you write it, they will come.

Ray: No, they will not.

Sean: No, they won't.

Ray: You've got to market, you've got to sell. The way to sell without manipulation, we have a framework for this and I'm going to give you the brief overview. This is normally like an eight-week course, so I'm just going to give you the briefest top level outline, but this can help you today, right now. If you're trying to figure out, "How do I write about my stuff in a way that will make people want to buy it?" This is what happened to me, by the way, it was Grum, with the Instagram product and I'll explain that in just a bit. Let's go through the framework. It's called pastor P-A-S-T-O-R, and if you've heard this before I've added some new answers.

We have a course about this called, "The Copywriting Academy" and we're reworking the whole program. We found enhancements, additions, ways to make it better. You're getting the first public preview of a little bit of some of the new stuff that's in the course

until we release the new version. Well, first of all the idea of being a pastor in the marketplace is not about you being a preacher, it's about you being a shepherd. What does this shepherd do? We talked about shepherding earlier. The shepherd cares for and protects and feeds and waters the flock. If you think of yourself as a caretaker for your customers, are you going to be a sleazy, slimy, manipulative and pushy?

Sean: No.

Ray: Are you going to feed them to the wolves?

Sean: No.

Ray: Are you going to slice them up and eat them yourself?

Sean: No.

Ray: Okay. Just so we're clear.

Sean: Are you going to put them into a funnel that converts them into more wealth? No.

Ray: No, you're not. You're going to think of your flock as under your care and that's going to keep you from being a manipulative, sleazy, Burch person. The letters in the word 'Pastor' stand for the steps in the framework. P stands for person, problem and pain. Who's the person that you're writing to? What's the problem that they face and what's the pain that it causes? For my Instagram problem, I didn't even know I had an Instagram problem, but a very short copy page made it clear to me, "You do have".

They identified the person, me, a guy who markets things on the internet using social media. They identified my problem, "Well, you can only post to Instagram from your phone, you cannot schedule your post and you cannot use multiple Instagram accounts without logging in and out."

Sean: Which is frustrating.

Ray: It is frustrating.

Sean: Which is the pain.

Ray: Which is the pain that I didn't even recognized that I had. First, they made me aware of it, then we go to A, which stands for amplify the pain and the cost of not solving the problem. Then flip the coin over and talk about the aspirations that we have. What do we really want things to be like? They amplified the pain by talking about, "Isn't this frustrating and doesn't it limit you, and isn't it a headache?"

Sean: "Wouldn't it be awesome --.

Ray: - if you could do the following things?" I'm like, "Yes, it would be." The S stands for story, struggle, solution and system. Now, this was implied in the Grum email, it didn't go into it specifically and explicitly. The story was, they had the same problem, they struggled with it as well they thought, "Well, there should be an answer to this. I should be able to make a piece of software that would do all these for me. There is no need for a human being to have to do all these stuff," and now I've got a system called Grum.

They showed me the transformation, they have a little video that shows that app doing what it does. I watched that little video and I'm like, "Hey." They have testimonials from well-known marketers who say, "I use this, it's awesome." They didn't really have any objections to answer other than the price, because my next question was, "Well, how much is this going to be?" Well, it was super cheap, and the offer was, 'Sign up now.' They gave me three different levels to sign up for.

They have a guarantee, they show you how it's more valuable because it increases the power of your marketing and gives you more time back. They requested a response, which was, "Click here to sign up now." That's the whole framework. You can go back and refer in the notes, we have this all spelt out for you. Like I said, this is normally part of a much longer training the Copywriting Academy, but this is one of the basic foundations stones in the training.

You can use this to outline your next sales message just like I just showed you that they did with Grum. We have a free video training series on this which you can access, we have a link in the show notes that will take you to this free training series. You can watch the training series and if you decide after watching the series that you want to join the Copywriting Academy, for a limited time you'll be able to do that.

Sean: If you have a photographic audible audio memory, it's writecopythatsells.com/free-video-training.

Ray: Just hit the 30 seconds button on your podcast player and jot that down. If you happen to enroll in Copywriting Academy while we have this free video training series running, you also get access to a couple of free tickets to our live event. Which is happening, at the time you hear this it'll be in about two and a half weeks. We have a very limited number of seats left. Here is the deal, it's worth it for you to sign up for the academy just to get the tickets to the event, because the tickets are worth --.

Sean: \$5000.

Ray: And the academy is nowhere near that. What are we going to do to the academy? We're going to write you a copy. I'm not trying to sell you on, I'm just telling you it's an opportunity that you might want to take advantage of.

Sean: Or are we trying to sell you?

Ray: I'm not really trying, I'm just putting it out there, putting it out to the universe and the universe will supply. I put it out to the universe and then my virtual assistant send the message out to my email list, and suddenly the orders started coming in. It's the of action attraction. That's the frame work for copy, P-A-S-T-O-R. Person, problem, pain is the P, you do this.

Sean: All right, person, problem is pain is the P. The A is amplify and then you flip that over to do the aspiration. S is the story, struggle, solution, system. T is transformation, testimonials. O is offer and objections, overcoming the objections. R is then risk, reverse the risk, raise the value and request a response.

Ray: Boom, that's the formula and it works like hot cakes.

Sean: It works like hot cakes.

Ray: We still never looked that up.

Sean: No.

Ray: Well, maybe next time.

John: Your mama told you not to talk back but Ray encourages it, it's time for questions from the listener line.

Sean: I like it, all right so are we ready to go for it?

Ray: We are ready to go for it.

Sean: Kevin Lagea.

Ray: I would guess Lagea.

Sean: Lagea, says, "I have just finished listening to number 239 podcast; the question has to do with the three-part homework you assigned. What you like doing, what you're good at and what people pay you for. Just a quick background, if you are familiar with Robert A. Rohm Positive Personality Profiles, the DISC, I would fall into the C category and maybe tendencies to the D. My problem is that I feel I suffer from Jack of all master of none type of syndrome. Certain things I like doing but nothing passionately.

Do not often get complemented on doing anything particularly well. If I was going to go do something when I had nothing else to do, I would go for a ride on my mountain bike but do not enjoy competition, simply riding local trails. Fortunate to live in a small community with a good trail system, this is why I always get stuck and still looking for the trigger."

Ray: Okay, so this is a pretty common question or response that we get, and just do you have any first impressions?

Sean: Well, I have some ideas for him but I can go after you.

Ray: Okay, well, the first thing I want to say and I hope this is okay Kevin. I think there might be an opportunity for you to do some inner work on how you view yourself, how you view your own value, how others perceive you. I listen to what people say and usually people will tell you what's going on inside them, whether they realize it or not. You say that you suffer from Jack of all trades master of none syndrome, which speaks to me that you're suffering from a view of yourself that is not particularly appealing.

It seems like a denigrating quality that you're pointing out; maybe I'm wrong maybe I misinterpreted this. Then you say there are certain things you like doing but nothing you're passionate about. Which speaks to me of a muted level of desire, which I personally believe is usually caused by being afraid of disappointment. I might be reading too much, and again, but this is how it works from we just have an email to go from. Then you say you do not often get complemented on doing anything particularly well. That's a flag for me that there is maybe some inner exploration to do here.

If you've never had experience with that kind of exploration, I would really recommend you look up Bethel Sozo. S-O-Z-O, or if you are from Canada, S-O-Z-O. You might also look for a group called Restoring the Foundations. Beyond that you go on to say if I was going to do something and had nothing else to do, I would go for a ride on my mountain bike. Hello? There is something you enjoy doing. You say you don't enjoy competition; you just like riding local trails, fortunate to live in a small community with a good trail system, any thoughts?

Sean: Well, there are so many options here, if you like mountain biking you could create info products on mountain biking gear, you could blog about mountain biking, you could put up a guide on trails to go after. Mountain biking is a big market.

Ray: People spend crazy money on mountain biking and mountain biking stuff.

Sean: There are just a lot of options there, so I wouldn't limit yourself by saying I simply like to go mountain biking, because there is a huge potential there. If you're knowledgeable and you enjoy it, you should be able to find something in that arena that you can make money at.

Ray: There is plenty of people who love mountain biking passionately, and they're not interested in competition.

Sean: You have a couple of options, maybe you don't want to come up with a training program or maybe you could. Maybe you have a unique style of writing or something like that, but you can also blog about it. I don't know how you feel about writing, but a lot of people make money as predominantly as bloggers. I am into guitar playing I play

guitar. I opted into this guy's list although he doesn't have the list anymore, he shut that part of his business down.

I opted into his list because he said, "Here is a buying guide to get these guitar tones on a budget." He outlined handful of guitar effects that you could get for like under \$300 total or whatever, to get some of these the sound I was looking for, and I was totally interested in that. You could easily put up a free offer on, "Here is some basic how to get started on mountain biking on a budget," or something similar like that. That could be a really enticing list opt in and then you got lots to go from there.

Ray: Yes, I totally agree, and so I won't blab on the point because you said it so well. There is a lot of different directions to go. If you had left off that part about mountain biking, because there's somebody listening right now who they don't even have that. They don't have a hobby, "I have nothing I'm passionate about." I don't believe you. You may believe you but deep inside you there is something when you were a child that you were passionate about, that you have buried. One thing to do is work on the emotional conflicts and wounds that need healing inside you, if you're in this place. Another thing to do is maybe, it's not that complicated. Maybe you've just forgotten, maybe you've just been busy doing other things and you've gotten out of the habit of thinking about what gives you joy.

Just pick something. Pick something that speaks closest to something you're interested in as possible and then act as if you're passionate about it, until either you are or you decide, "Oh, this is not it." Then try again, because if you're alive there's still an opportunity to discover your passion.

Sean: Boom.

Ray: All right. We've got a few people that sent in questions on this SpeakPipe line. Which if you go to rayedwards.com/240 for today's episode, you scroll down the post, there's a button there that says, "Leave a voicemail." We've actually got a little bit of backlog of these. I'm going to try and work them through over the next couple of weeks.

Then I do have a question and if you want, in the comments of this episode, let us know, are you interested in more question and answer on the podcast? Like you could ask specific questions and here are the answers to one of your questions about business and marketing and all that's kind of razzmatazz. If you want let us know the comments and we'll do more of these. For today we've got three more questions we're going to answer and let's just start with Julie.

Julie: Hey Ray, it is Julie Saillant from the Gifted Empath. How are you? I just wanted to say thank you for the show that you did with -- oh, gosh I'm trying to find his name here. On your business with LinkedIn. I thought it was amazing with John Edwards, I'm sorry, Ray Edwards Show with John Nemo. I thought that was amazing, the only thing was I went to the link a couple of times, the LinkedIn Richards.com/rayforthebook and I

couldn't find or click on anything. I may be late to the party. I was just wondering if you could help me get the correct link for that book.

Thanks again, my name is Julie Saillant. You could find me at the Gifted Empathy, www.thegiftedempathy and my last name is spelled, S-A-I-L-L-A-N-T and I'm on LinkedIn as well. Thanks again.

Ray: Okay. Thanks Julie.

Sean: The Gifted Empathy, you think she's related to Diana Troy?

Ray: I feel a connection.

Sean: Hey, there's something alive. I'm feeling overwhelming grief.

Ray: Julie we're making fun of Diana Troy.

Sean: Not you.

Ray: Not you. By the way, a good example of how to do one of these questions, she started with her name and her URL and she ended with giving her name and her URL . One little tip. Today you don't need to say the www, your browser already knows, just so you know. The link is working. It did expire and then John fixed it, so if you go to episode 238, I believe it is you can still get John's book for free. I think we're going to do a webinar with John so we can go into more detail on how to do LinkedIn thing.

Sean: Cool. Awesome.

Ray: All right. Next up is one of my favorite names on the planet, Matt Champagne. Matt.

Matt: Hey Ray, this is Matt Champagne. I just listened to episode 234 and I have to disagree. I know your mastermind gave you the advice about what do you do exactly, having to do with folks who are starting a business and I'm sure you can help them. What I see what you do is you have the secret source, the folks that I speak to in my mastermind, in my Facebook groups, these are folks that have had businesses for years and they are missing what you know. I started my business 17 years ago and I didn't know what you're teaching. It's the thing that puts us over the top. I see what you do is you've got that secret ingredient, the copy that is preventing all these folks from doing what they want to do.

Folks that have had businesses for years, that have been in PLF and they can't figure out why it works, or they can't figure out this online marketing. It's the copy, they're not writing correctly, that's what I found. Yes, I think you could help small businesses, but I really think in my humble opinion here that you really help even the experts, and that's what you do. You take those people who are already in businesses and you give them

just that little bit, that secret source that they really needed to push it over the edge. I'll be tuning in but I just thought I'd throw in my two cents in here as well. Thanks Ray. See you after your vacation.

Ray: Okay. Thanks Matt. Re-bottle Sean?

Sean: No, I have no re-bottle.

Ray: Really? I really thought that you were going to have a rebottle on that one.

Sean: No, I have no rebottle.

Ray: Wait a minute, exactly what you said.

Sean: I'm waving pompoms.

Ray: Cheerleading. I get it. Matt I really respect that and thank you. Sean has expressed a similar sentiment and I'm growing to accept it. Are you okay over there?

Sean: Yes, I'm fine. Minor chair incident.

Ray: I was just afraid you were injured. Brings back shade of what happened one morning when I was doing a radio morning show with a friend of mine, Jerry Haul and he was in the middle of reading a news story. He was a news caster. He's in the newsroom, he's behind a glass pane as me and my producer are watching him read the news. Suddenly, he makes a squawking noise and all we see are his feet go straight up in the air as his chair falls out from under him. We are live on the air, so what do we do?

Sean: We laugh.

Ray: We laugh.

Sean: Right.

Ray: We don't rush to his rescue to see if he's injured.

Sean: No, you laugh.

Ray: Sorry dear. I love you buddy. Okay, so one more SpeakPipe call question, recording message and then we will wrap up the show. This one is a little lengthy but I think it's worth taking with because he's got some interesting suggestions. It's Tyrone.

Tyrone: Ray, Sean. Fabulous broadcast. Brilliant. This is Tyrone from Alabama. I have three suggestions for you today. One, do you think it's possible to get iTunes to recalculate the algorithm to also include podcasts that haven't been streamed as well as downloaded? Originally, I went back about two or three years and streamed all the podcast up to the present one, mainly because I don't have an iPhone with that much

space left on it. Downloading seems tedious and unnecessary when I can stream the podcast straight from my subscribed feed for years.

My second suggestion is, why don't we have a Ray Edwards app? Why don't you put the big RE in capital letters inside your blue bubble caption as the app icon and just have all Ray, all the time. Podcasts, videos, blog posts, transcripts, video. Can you put it all on one spot for me the Ray? I sure would appreciate it. Suggestion number three, can you maybe add a page to your website? If that is you don't come out with the Ray Edwards app that has everything there. That list may be your greatest suggestion on books, other podcasts that you listen to, other spiritual emphasis added, bonuses that have been a blessing to your life. Whether be books or podcasts, other businesses that you prefer in different categories.

I know that's probably widely extensive list but narrow it down to your favorites. Maybe have a business category, a spiritual category, like you do when you have the breakdown your menu, on your website. All right, that's it for my three suggestions and I have a small little blog called buttonsonboard.com. I really just blog for fun and next year my family and I will be joining a global charity called Mercy Ships to work as volunteers on the ?Arthro Commerce in West Africa. Really, I got interested in listening to your copy writing and all the great content that you have through your podcast and website. Just thinking of how I can build my fund raising and start my fundraising in the future.

Thank you very much Ray, Sean. I love you both on the podcast. Bye, bye.

Ray: Bye, bye. That was awesome, three points. First of all on iTunes calculating the streaming into the listening count or rankings, I have no idea.

Sean: Yes. Who knows? Who knows what Apple does?

Ray: I can't get them to communicate with me at all. I certainly can't tell them how to do it. Seriously, if something goes wrong with the podcast in iTunes, there's no way to talk to anybody.

Sean: Yes.

Ray: Unfortunately. Number two, an app. We've talked about it, we think about it from time to time, so that's something that I think I really need to feel some organic demand for that, before I just go do it, because it's expensive. This was the first request I know of, that we've had come in for it. If you are listening and you think it's a good idea, then weigh in on the comments at rayedwards.com/240 and let us know if you think it's a good idea. Then number three, an all resources page, that sounds like a great idea.

Sean: Yes, that is a good idea.

Ray: Somebody on our team will do that.

Sean: [laughs]

Ray: That's what I say to that. That's it. If you want more Q&A, then for sure you can post your messages by going to the page for this podcast and clicking the voicemail button. For this episode it's rayedwards.com/240, and then every episode post has that button at the bottom of the post. If you want more Q&A sessions, then let us know that and we'll try to accommodate that, maybe we'll do like one episode a month that has Q&A as part of the deal. We're still working through on how we might do that, but it's something we're considering. I guess that just about wraps it up for this episode.

Sean: Perfect. To subscribe to the show on iTunes, please subscribe to the show on iTunes.

Ray: Yes, please do.

Sean: Please do, and give us a rating and a review, make sure to put your real name and website in the text of the review itself. We're also on Stitcher, so if you prefer Stitcher, please subscribe there. You can get the show notes at rayedwards.com/240. Then if you have any questions on how to package your passion or promote your product, please make sure to get them to us. Any final thoughts?

Ray: Yes. I encourage you to go take action on the things we've talked about, don't just listen and give intellectual assent, but go do something. My prayer for you is that you will see more and more that God is doing exceedingly, abundantly, above all that we ask or think, according to the power that works in us, is the rest of that benediction that I've used so often on the show. The power that works in us is the spirit of God himself. Get out there, live life fully alive, refuse to suffer, and go forth and prosper with purpose. See you next week.

John: Thank you for listening, this has been the *Ray Edwards Show*. Find the archives of this weekly show at rayedwards.com/podcast, or on iTunes. Contact Ray at rayedwards.com. This podcast, copyright by Ray Edwards International, Incorporated, all rights reserved. Each week we bring you a message of prosperity with purpose and freedom, and remembering that true freedom is available to all through Jesus Christ.

Male: I'm not going to walk that lonesome valley; it's full of scorpions and chrysanthemums.

[Audio ends 00:53:00]