

The Deadliest Mistake You Can Make In Business Episode #244

Speaker 1: The *Ray Edwards Show*, Episode 244: The Deadliest Mistake You Can Make in Business.

Voice over: *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*.

[music]

Ray Edwards: I think we need a producer.

Speaker 1: What? I don't know why you think that.

Ray: Well, and neither do our listeners because I've finally edited out all the mistakes I've already made 15 seconds into the episode.

Speaker 1: Probably edited them out. [laughter]

Ray: Probably.

Speaker 1: All righty. Well here we are.

Ray: We've been doing a series.

Speaker 1: A series.

Ray: Called the Five Phases of Business Development, and we're on Phase three.

Speaker 1: Thrice.

Ray: Thrice. I don't know where to go with that.

Speaker 1: I don't know, it's actually the wrong form of the number.

Ray: That's only if you're basing it off the Indo-European--

Speaker 1: Right. [laughs]

Ray: Okay, enough of that tomfoolery. So phase one of business development is all about identifying the person, the problem, and the pain that your product is designed to help. The person it's designed to help, the problems it's designed to solve, and the pain that the person feels.

Speaker 1: One clarifying thing that we haven't really talked about - we kind of did - but your product can be of service too. We've used predominantly things, either digital products or some sort of physical product.

Ray: But you could be a massage therapist or--

Speaker 1: A CPA or--

Ray: An attorney.

Speaker 1: It can be service based. So when we say product, we mean all that because you are offering someone a product, it's just in the form of a service.

Ray: Correct. So then phase two was all about how to know for sure if your product would sell.

Speaker 1: Exactly, and to develop a strategy on how to build a sellable product to those people.

Ray: And so that leads us to the next stage because now you've got a product sitting on the shelves, the actual shelves or the digital shelves. You've rented an office and hung out a shingle, and you're just hoping people will show up to your new detective agency, Alias Investigations. Maybe not.

Speaker 1: You got the font wrong.

Ray: The question is, "How do you sell your product or service?" That is what today's episode is all about.

Ray: Putting first things first and creating prosperity with purpose. This is spiritual foundations.

Ray: So, I thought it would be appropriate for this week's episode to talk a little bit about how worried we get about the success of our business and are we going to sell enough product? Is the product launch going to be big enough? Are we going to be able to pay payroll this month? People will have all these concerns. And there's a simple answer to taking care of these challenges that you run into in business.

It actually comes from the Bible in Matthew Chapter 6 Verse 33, Jesus says, "Seek first the kingdom of God and his righteousness, and all these things shall be added to you." Now, the things he's talking about, just before this he was saying, "Don't worry about where you're going to eat, where you're going to sleep, what you're going to wear, what you're going to drink.

Speaker 1: Stuff.

Ray: Your Father in Heaven knows you need these things and you seek first his kingdom and his righteousness, and all these things shall be added to you. So, what does this mean and how does it apply to business? If you want your life to turn from being empty and scary and kind of like, "I don't know where the next success is coming from," or, "I don't have any peace about this," the answer is to give the Lord complete control of your life. Here's a hint. You're not in control anyway. If you think you're in control-- I see this all the time. People are on a roll, things are going great for them. Their business is coming along, their family's going great, they got a great

relationship with their kids, they're debt free, their health is good, and those people have no problem worrying about the things.

And they think, "I've got the faith, brother. I see the kingdom and all these things have been added to me." Then a challenge comes into their life, and it all falls apart. So, it's easy to celebrate when things are going great. But how do you seek the kingdom, if things maybe are not going so great? Well, you give up the illusion that you're in control because even when you're on a role and things are going great, you are not in control of that. There's an element of luck, no matter how good you are. Or, perhaps, if you don't believe in luck, perhaps there's an element of divine orchestration.

For instance, in the Gospel of Luke, Chapter 5, Verse 3, it says—it's speaking of Jesus, and it says, "Then He got into one of the boats, which was Simon's, and asked him to put out a little from the land, and he sat down and taught the multitudes from the boat." Now this is Jesus, it was Peter's boat. Peter was a fisherman, and he had had a bad day. He had caught no fish. What happened elsewhere in the story is the disciples had worked all night long and caught nothing, and then Jesus stepped into the boat and he told them, "Well, put your nets over on the other side." They did, and they caught so many fish that the net started to break. It was the same lake, it was the same boat, it was the same nets, it was definitely the same guys, and the same fish. The difference was Jesus was in the boat. So, the moral of the story today is it's probably a good idea to get Jesus in your boat.

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

Speaker 1: You've got an interesting tip this week, don't you?

Ray: I do. I feel it's appropriate.

Speaker 1: I think so.

Ray: Because we're talking about writing copy and selling your product. So there's a great book about writing copy that I wrote. It's called *How to Write Copy That Sells*. You can get it on Amazon. By the way, I just noticed today actually as we're recording this, I have the official Amazon bestseller stamp on my book.

Speaker 1: Nice.

Ray: That's cool.

Speaker 1: Yes.

Ray: So, you can grab a copy on Kindle or you can get the paperback, or you can do what many connoisseurs of great marketing books do and get the hardback version, which is super nice. And I get a bigger royalty, just in the spirit of full disclosure. Check it out. *How to Write Copy That Sells*. It's really got our whole framework for copyrighting in the pages of the book.

Voice over: And now our feature presentation.

Ray: So we recommended the book, so we're done.

Speaker 1: We're done.

Ray: It's been a good episode.

Speaker 1: It's great. See you later. Oh, you're still here. Expecting something more?

Ray: We should probably share something with you then.

Speaker 1: Okay.

Ray: So, we've found our market. We've identified the problem and the pain. We've decided there is a market for this product. This solution. People are spending money, other people are selling a similar product or a product in this category, and we've validated the probable success of our venture, and we've actually made the product, or we're in the process of making it.

Speaker 1: We've developed the appropriate vehicle to deliver it, and we have a plan on how to build it out, if we haven't already built it out.

Ray: So, we should be able to just put up a website and say, "This is what we've got. Here's the buy button."

Speaker 1: Yes. Totally. It works.

Ray: Almost never.

Speaker 1: Almost never.

Ray: So what do you do? I mean a lot of people have an aversion to selling. They don't want to be pushy salespeople.

Speaker 1: Yes, I get that.

Ray: So what do you do? Well, you must learn to write effective copy to sell your product. And there is a system for doing this, and we're not going to cover this system today because we've covered it so often in other podcasts. You can go back on our back episodes. I think like three episodes ago or four episodes ago we had laid out the PASTOR framework.

Speaker 1: Or you can get the *How to Write Copy that Sells* book. It goes through it.

Ray: Buy the book. So, the one idea that I want to pick up on though and emphasize is part of the reason we use the PASTOR acronym as the framework for writing copy is it evokes the imagery of a shepherd and that we're shepherding people to making a good decision. We're not manipulating them or cajoling them or strong arming them into buying something. We're leading them to a decision that's good for them. That's called persuasion. Now, when you trick people into buying something or you manipulate them into buying something, that's called -

Speaker 1: Manipulation.

Ray: I was just going to say evil.

Speaker 1: That's just evil, okay.[laughs]

Ray: So literally we have taken to saying that marketing is something you should do for people, not something you do to people.

Speaker 1: Unpack that a little.

Ray: If we market in service to people who have the problem that we solve, and we truly believe that we have the best solution or the best solution for a specific group of people, and we don't communicate as clearly and persuasively as possible, aren't we doing a disservice, haven't we left part of our job undone? Because there people we could help that we are not serving and we have not served them because we didn't let them know we have. So you must communicate effectively, and you must market effectively. I have a philosophy that in all of our marketing there must be some benefit in the marketing itself. Can you put value in a sales video?

Speaker 1: Absolutely.

Ray: Can you put value in a sales letter?

Speaker 1: Totally.

Ray: That's how it's possible. But the challenge is it takes more work.

Speaker 1: Yes.

Ray: You've got to think about-- you've really got two tracks running when you are writing marketing materials and copy that provides value to people. The first track is, "How do I provide useful information, distinctions, ideas, suggestions, tools, resources that people can actually use and maybe a certain percentage of my audience, or my followers, or my readers, or viewers can take that free information or distinctions that I gave them and make use of it and succeed. In which case, they would never need to buy anything from me. And you need to be okay with that. And then for people who need or desire more help, you offer your product or your service for sale

Speaker 1: If you don't mind, I just want to take another side of the marketing as something you do for people and not to them, because what you said is absolutely correct. And then another way that I like to think about is that when you do something to people, you're using them. So you can think of it this way, if you're marketing to people, you're using them to produce your own wealth. I look at it that way, like, your wealth is more important than helping the other person or the other person's val-- you don't really care what happens to them as long as you get the money.

Ray: Yes.

Speaker 1: And marketing for people, think of it again kind of like a coffee shop. I like going back to coffee shop, it's a great example, because they are offering a service, and they are helping me because I need caffeine in the morning. And so I am willing, more than willing to give them money for it. And so when I see an ad or a

promotion in my email inbox or on my Facebook profile, that's like a 10% discount on a cup of coffee, they are making it easier for me to find a solution to my problem. And so that marketing is something that's being done for me. I 'm not being manipulated and used. That's the difference. When you are marketing for people, one of the ways that you see this. When you are marketing for people, is you're willingly offering them a solution and you are okay if they say no.

Ray: The real nuts and bolts question becomes, "Well, how do I do this with my copy?" Like I said, just get the book if you want our whole copy system, or you can go to our website and click on the banner at the top of the website. We have a video training series that walks you through a lot of useful information. It also contains some marketing, so it's a way to see an example of how we do what we are talking about.

But beyond that, there is this one question that I want to address before we wrap up this week's episode, and that is, "Why is copy so often so long?" When we see these sales letter websites, or we see these sales videos, why do they have to be so long? Why can't you just say, "Here is what we got, here is what it costs, buy it if you want it."

Well, it's very simple. If I'm talking to you, if I'm having a conversation with you about buying my product or service in person, I can answer all your questions, I can read your body language and see, are you interested, are you skeptical, are you kind of--do you have your guard up or are you open to talking about getting some help with your difficulty that you're having. I can custom tailor my presentation of my product to your specific needs. But when we are online, we don't have much advantage.

Speaker 1: That's much harder.

Ray: We have to answer every possible question. We have to give every possible piece of information that people might use to make a buying decision. That results in copy being longer. And there is a saying that is often repeated, I don't know who said it originally but it's true, "There's not ever a copy that is too long, there is only copy that is too boring."

Speaker 1: Boring.

Ray: Don't be guilty of writing boring copy.

Speaker 1: Now, the other important thing about copy, and we- in this phase, when we work with clients and stuff like that, basically we say, "Go through the formulas that we've laid out for you, the PASTOR framework, things like that. Craft your message, craft your sales letter, your long sales letter, because that is going to be the bedrock of everything moving forward. It's going to shape your messaging, how you are going to communicate your value, the objections that you are going to have to overcome, the content of all of your marketing pieces."

Ray: Think of it as your manifesto about your product.

Speaker 1: Right. It's the blueprint that all of your marketing is going to come from. The way that you are going to interact with the public about your product is going to come from this document. So before you start trying to run Facebook ads, or write blog posts or do some sort of marketing, which is our topic next week, you have to have this down. You have to have this done, so that you can pull from it and you know how to create a message, in all of your marketing materials that communicate your value in the right way to the right people.

Ray: If I were to give you a homework assignment from this week's podcast, I would say if you haven't written your sales letter, your manifesto about your product and who it helps and how it helps them and why they should invest in it, then that's the next thing you need to do, if you've done phase one and phase two.

Speaker 1: And as you were saying that, something triggered in my mind. I'm not sure it's coming here, it should have come earlier. But also going to the marketing is something you do for people and not to them. One of the things I think that helps people get to that place, to keep their marketing and their messaging from being pushy, is divorcing yourself from their purchase decision. Like we said earlier, you don't care if they don't buy. Salespeople get pushy and manipulative when they care if you buy. Because then they are trying their hardest to get you to buy.

Ray: And you can feel it.

Speaker 1: And you can feel it. Now if your persuasion is just trying to get people to make a decision, you've laid out all of your communications, you've said, "Here are the reasons why you should get it, here are some objections that you might have and why they are not a big issue, and I really think this is a good idea for you." Now, you want to care to get them that point, but then when you say, "Now what would you like to do?" You need to be able to accept yes or no and move on because people will feel the difference.

Ray: Yes. And the irony is, if you are detached from any kind of emotional response to the outcome, you'll be more effective at selling.

Speaker 1: Yes, because people will feel more comfortable around you.

Ray: And your conviction of the truth will come through, and you'll actually make more sales.

Speaker 1: Yes, I think you will because will be like, "Look, this guy is [unintelligible 00:17:48]. He is trying to help me. And they are very confident in it. But I don't feel like they are trying to push into a sale."

Ray: But it doesn't work if you are doing it as a technique.

Speaker 1: Exactly.

Ray: You might say, "Well what the difference?" It's an internal difference.

Speaker 1: Exactly, that's what I was saying. You personally have to divorce yourself from their decision.

Ray: I know that for a lot of business people this is a kind of “wo-wo” thing. It's like, “That doesn't make any sense. You are saying the same words.”

Speaker 1: Yes.

Ray: But there is an emotional--

Speaker 1: Spiritual.

Ray: We call it a psycho-spiritual reality. It just is. And people sense it, they pick it up. And you might be saying the same words even with the same tonality, but where your heart is on the issue conveys a different message.

Speaker 1: Yes. And so when you are writing your messaging in your copy, you need to write it with that mindset and that heart, that, “I am trying to them make a decision.” The whole point of this is to get them to make a decision. And I want to communicate what I have the best way possible, but at the ultimately I need to be happy with whatever decision they make. So as you are writing this copy or you are doing-- you are in phase three of you business, you need to keep that in mind. And that's really going to just—

Ray: Going to explode your sales.

Speaker 1: Explode your sales and make you happier.

Ray: Yes much happier and your customers happier.

Speaker 1: Yes. [laughs]

Ray: Next week's episode will be about marketing.

Speaker 1: Yes.

Ray: How do you reach the people who need your stuff?

Speaker 1: Exactly. We got a lot of great stuff to say about that. And again, just to reiterate, your entire marketing plan is built off of your sales letter.

Ray: So you got to get that going.

Speaker 1: You got to get that doing.

Ray: A lot of times people don't understand, “Why do you want me to write a sales letter first?”

Speaker 1: Yes, I don't know. I don't have a sight where I'm going to put, I don't know how I'm going to market. It doesn't matter.

Ray: This is why.

Speaker 1: Because you need the messaging, you need your message.

Ray: Yes.

Speaker 1: Boom. So if you find the show helpful, and you'd like to help us out, to get it into the ears of more people. [laughs]

Ray: Nice

Speaker 1: Creepy. Like the bugs and--

Ray: Going to get into your ears.

Speaker 1: The wrath of Khan.

Ray: "I try to obey."

Speaker 1: [laughs] You can subscribe to the show on iTunes.

Ray: This is Ceti Alpha VI.

Speaker 1: It's so-- I'm resisting so much. Subscribe to the show on iTunes. Give us a rating and review. If you give us your real name and website, we will mention you on the show. We are also on Stitcher, if you like that sort of thing. Connect with Ray on Facebook, Twitter, Google+ and LinkedIn. If you want a transcript, just go to rayedwards.com/244.

Ray: Don't mince words bones. Tell me how you really feel. Live along and prosper.

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