



Seven Lessons Learned at Copywriting Academy

Episode #245

Ray: Ray Edward show episode 245, seven lessons learned at Copy Writing Academy.

Automated voice: The Ray Edward shows live your destiny by design start, run and grow your own internet based business and creates the life of your dreams. You can do it. This is the Ray Edward show.

[music]

Speaker 2: Here we are.

Ray: Back from a Copy Writing Academy live.

Speaker 2: In Franklin Tennessee.

Ray: This is a little weird because we were recording this only a few days after the live event you'll be hearing it a couple of weeks after.

Speaker 2: So just climb in to your time machine.

Ray: Time shift with us.

Speaker 2: Time shift.

Ray: Let's do the time shift again.

Speaker 2: We went in totally different directions.

Ray: We did. Doctor Who rocky hard picture show.

Speaker 2: [laughs] I was reading a message someone sent us I can't remember their name but they were listing out all the references in one of the episodes and they -- one of the references they tracked down to an episode of Star Trek the next generation.

Ray: Oh, that is awesome.

Speaker 2: I can't remember which reference, now the reference they didn't get and they miss guessed was-

Ray: Because we are not smart.

Speaker 2: -we are not smart.

Ray: I read that one.

Speaker 2: Which was also in case you are wondering -- also a next generation star trek reference?

Ray: There is the hint. You can still hunt that down.

Speaker 2: Yes.

Ray: So to speak. You can find it. You can.

Speaker 2: If you are smart.

Ray: Yes. we going to take a break from our five faces of business series to recap to lessons we learned at Copy Writing Academy because one of the things that somebody at the academy, somebody being -- I think it was Mike Kim talking about the value of implementing immediately and not letting time pass before you start implementing things that you learned at a live event and so I thought, "Well, we learned a ton of stuff."

Speaker 2: Oh my gosh we did.

Ray: We had a team meeting, debrief a couple of days after we got back and I just thought we would share some of the lessons that we've learned that I think are applicable to your business no matter what business you maybe in. We'll share -- we got seven lessons at least.

Speaker 2: At least.

Ray: Probably we will come up with a couple more before we are done.

Speaker 2: And there are probably a few rabbit trails.

Ray: You think?

Speaker 2: Maybe.

Ray: Okay let's move along.

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

Ray: One of the things that came to light at the academy was a -- it was interesting, it was the live event that had the least amount of spiritual content of any event I think we've ever done. And yet it had the most spiritual activity.

Speaker 2: Oh yes it was -- you could sense stuff of people you can -- I think anyone who was there would admit there was something magical in the air.

Ray: Yes I mean people were experiencing spontaneous physical healing and spontaneous inner healing. Some people had old wounds that just seemed to be exposed and then healed and it as pretty amazing. But one of the things that came up was there were a lot of different people there some of whom do not share our spiritual believes. At one point I felt like I needed to address that and let everybody know.

Speaker 2: Because it was causing questions.

Ray: Some people were like, "uh."

Speaker 2: "Is he not calling on me because of this or that?"

Ray: “I’m different and I have a different idea about things,” and that was totally not the case.

Speaker 2: No, but I can see why people might have thought that but-

Ray: That will get to one of our lessons that we learned, but it’s really unrelated. But this is what I wanted to say about us having differences. Maybe you listen to this podcast and you think, “I love the business stuff, but I didn’t like the spiritual stuff.” Most people, who listen, listen because we have both, but I know require that you believe exactly what I believe. I think as a follower of Jesus, my job is to love people, and love them as well as I can without an agenda of changing them.

It’s not my job to change you, it’s not my job to tell you who to vote for, who to marry, who to sleep with, how to invest your money, whether or not you should own a gun which has nothing to do with this, but someone I always seems to get dragged into it. My job is not to judge any of that. Our job as I believe as followers of Jesus is just to love you.

And there’s this scripture that I’d like to share with you, whether you are a believer or not that I think you could use as kind of a yard stick to see what does this person really live up to the requirement of being known as a Christian. That sounds like a big deal; it’s like, “Wow Ray that’s pretty bold of you to say that.”

Speaker 2: There would be a lot of Christians who don’t take the stand as we do. They feel like it’s their job to tell people, to warn them, warn them of the coming destruction,

Ray: In my humble but accurate opinion they are wrong.

Speaker 2: Yes.

Ray: Ephesians 5:1-2 says, “Therefore be imitators of God as dear children and walk in love as Christ has also loved us and given Himself for us an offering and a sacrifice to God for a sweet smelling aroma.” What this means to me is, our job is just to love, not to judge, and people sense that there is an aroma, an atmosphere that gives off.

Speaker 2: A lot of Christians give off a stinky aroma. When people get around them and they smell that aroma and it smells like judgments, anger, hurts, poop, and they decide to leave.

Ray: We are sorry for that.

Speaker 2: Yes, we are sorry for that.

Ray: We try our very best not to be like that, so just love people.

Automated voice: Right now, simple hugs that make life cheaper, easier and faster. Ray’s step of the week,

Ray: I’m so excited. We have waited so long for this to happen. Those of us who are fans of the word processing tool known as scrivener, which is really more than a word processor but I don’t want to go into that right now if you’re a scrivener fan this is

meaningful to you, if you are not then just dive in and watch some videos about scrivener. You'll find them on YouTube and you'll begin to see the power of this tool.

But for a long time, those of us who are scrivener fans have been waiting and waiting and waiting and waiting-

Speaker 2: And waiting.

Ray: -for scrivener to make it to IOS, in other words to iPads and iPhones, and the day is finally here. You can check out the show notes at rayedwards.com/245. This tool lets you get writing immediately without having to wait for other things to load or without having to worry too much about formatting tools and if you are familiar with scrivener, you'll love this because it works exactly the same way as scrivener. The one thing I'll say about it is scrivener is kind of combination of an out liner and a writing tool and a source material organizer all at one.

Speaker 2: It is pretty powerful. I have not gotten into it nearly as much as you have but I remember playing around with it several years ago and it was wow. This is intense.

Ray: For writing long pieces of work like a book or like a sales letter, it really is down near the perfect tool. Check out, there is a link in the show notes. I will give you the URL but its -- I don't know why they do this. First of all the URL is literatureandlatte.com. Literatureandlatte.com/scrivener_IOS.PHP. But really just go to rayedwards.com/245 and click on the link and that will take straight to Scrivener for IOS.

Automated voice: And now our future presentation.

Ray: Go ahead, what's your thought?

Speaker 2: It is not important.

Ray: Are you sure?

Speaker 2: Yes.

Ray: Okay.

Speaker 2: Totally extraneous.

Ray: I will bow to your judgment on that. Our feature segment is seven -- I'm going to retell it. At least seven lessons learnt at Copywriting Academy Live. Did you expect this event to be as much of a learning experience as it was?

Speaker 2: I expected to learn a lot but no and I did not expect to be intense as it was.

Ray: Just to be clear, when we are talking about learning we are not talking about -- our teaching is so great, we learn from it.

Speaker 2: I did not expect people to learn as much as they did because our teaching is so good or not that or us as a business.

Ray: I am curious. When you said you did not expect to be so intense, what do you mean by intensity?

Speaker 2: We do a lot of workshops, throughout the years we have done many of those and we have regency meetings and we have had smaller events where it is very taxing emotionally but there is somewhat forgiving time schedule. This one, it was so much intense because it was all day and then it was so much fun but also exhausting to interact with other people. In between breaks, after the evening sessions and stuff like that it just seemed like as soon as I got up and out of my hotel room to the moment I got back to my hotel room late that night. It was just go, go, go, go, go.

Ray: Yes and it was more taxing emotionally, spiritually and physically and there was less time to recuperate.

Speaker 2: Less time to -- yes exactly.

Ray: But I loved it and I loved interacting with everybody. I still didn't get to talk to everybody.

Speaker 2: Yes.

Ray: I just felt like every time I had to leave the room to give myself a breather I felt kind of bad because I thought, "There are people here who traveled from Sweden, from Iceland, Singapore and I need to honor that and talk to them." I did my best to talk to everybody-

Speaker 2: But at the same time, I need to be able to do the next session. [laughs]

Ray: I need to not collapse. That would be a real bummer for the whole event.

Speaker 2: We had to sneak out of the room a lot, just because we love our fans and they love us. We didn't get to spend a descent amount of time with them last night after the final session. We just kind of changed with people in the room for I don't 45 minutes or so.

Ray: I just decided I was going to stand and talk to people as long as people are waiting to talk to me and so that's what we did. We had like I don't know the exact number but it was like 250 something like that.

Speaker 2: A little less than 250 but it was good, it was a good sized room. It was so big enough to be big but it was still small enough to still be intimate.

Ray: Yes, that an observation that Mike Kim made. He said, "You know this feel like a good size because even the people at the back of the room are maybe 30 yards from the stage so they feel like they are part of the thing." Nothing against thousand person events I hope we build up to a thousand people. But it is harder to maintain that kind of contact when you have that many people.

Speaker 2: Yes, that was one of the things we kind of tell some of the attendees was, "We expect the next to be bigger," This could be a unique experience.

Ray: Yep, For sure. Shall we dive into the-

Speaker 2: Let's do it.

Ray: -the seven lessons? Lesson number one live events are expensive, risky and time consuming but worth it.

Speaker 2: Yes. So what did you mean by that?

Ray: First of all-

Speaker 2: Say more about that.

Ray: -just the cost. Well played sir. Have you been looking into my play book? The first and most obvious thing is it cost a lot of money to put one of these things on.

Speaker 2: Yes, more than you think.

Ray: People assume that we are like somehow given favors by the hotels and that we get all the stuff cheap. Pretty much that's totally not true.

Speaker 2: No.

Ray: Everything you need is \$400.

Speaker 2: \$400 we loved our hotel. We did but-

Ray: But if you needed like a light bulb that would be \$400 a day.

Speaker 2: That became the joke. It's like, "Hey maybe we can ask them for this," and they were like, "It will be \$400 a day."

Ray: Yes, so it was -- I don't know the final number but we spent tens of thousands of dollars to put this event on.

Speaker 2: Yes, and we didn't get to include everything that we would have liked to include that would have increased the price of the event by thousands more.

Ray: But the cool thing is we now have a person running our events.

Speaker 2: Oh my Gosh.

Ray: Who is like a super hero.

Speaker 2: He is the terminator.

Ray: He is a terminator of copy writing and a terminator of running events. His name is Marshall Bone

Speaker 2: Bone.

Ray: The bone man.

Speaker 2: He was at the event and people who -- everyone who interacted with him just loved him I heard so many people just saying it's like, "I got to connect with Marshall," like he was some sort of-

Ray: He was like a rock star.

Speaker 2: He was like a rock star. "I got to connect with Marshall," so that was great.

Ray: "I got to talk to Marshall." you are telling me. I'm like, "Well that's was good."

Speaker 2: Good I mean we love Marshall. I am glad that you got to talk to him.

Ray: That'd be kind of like when people say to your mother, my wife Lean, "I got to talk to Ray," and she would probably say, "That's nice of you."

Speaker 2: "That's good." Yes.

Ray: Happens every day for me.

Speaker 2: Anyway just say that because Marshall is awesome and anyone who gets around him can recognize it.

Ray: The reason that I said events are risky is because when you put out that kind of money, tens of thousands of dollars, you don't know until you're in this, when you are there like the night before the event and you start wondering, "Will anybody show up?"

Speaker 2: "To him, I'm going to be in the hall?"

Ray: "I'm I going to, like lose a lot of money." And there was a -- we'll get into this a little bit, but there was a plan to generate a certain amount of revenue from the event and the plan got changed.

Speaker 2: It got changed, we pulled inaudible.

Ray: We will tell you more about that in a minute but that was part of the risk and it was super time consuming. The weeks, actually the months leading up to this event we've been very busy working on it, it got more intense as we got closer.

Speaker 2: Now that we've done it we've learned, we should probably do more stuff leading up to it

Ray: Yes, this year we are about a year away from the next event, little less a year and we are already working on it

Speaker 2: Yes, more to we should've done it like this last time but we didn't think.

Ray: But now we got the super hero of events working on this stuff for us and it's all going to be good, it's totally worth it. Lesson number two. Team work makes the dream work.

Speaker 2: Oh my Gosh.

Ray: Yes, and you are the champion of having a team and pulling a team together and it's just -- I have learnt, I have always been this kind of independent guy, want to do things on my own and even now it's something I have to work on, disciplining myself not to do other people's jobs, and let people do what they are good at but that makes so much difference.

Speaker 2: Oh my Gosh. I mean we had your executive assistant Tammy there who also does a lot of the administrative stuff.

Ray: She's awesome.

Speaker 2: She is awesome. Marshall as we already mentioned he was in charge of other logistics at the event and he was in charge of the one-on-one coaches. We had what, four or five coaches? I can't think exactly the exact number.

Ray: I think it's five.

Speaker 2: I think its five. All people that we loved-

Ray: In respect.

Speaker 2: -in respect, and one person that we didn't really know before Marshall recruited who we fell in love with, Jack -- it was Jack Henley, or Hensley. Is there an "s" in there or not?

Ray: Henley.

Speaker 2: Henley, yes. He's fantastic, and we love that guy.

Ray: Let's just give credit to everybody, Hope Shepherd-

Speaker 2: Hope Shepherd.

Ray: Mike Kim.

Speaker 2: I was so honored to have him volunteer to be a couch at our event, he's a rising star and he was there not getting paid.

Ray: Yes, but as a volunteer to help other folks, and them Marshall was coaching people.

Speaker 2: To know that Marshall was on top of the logistics to know that Tommy was making sure that the attendees were happy and dealing with any issues there and that Marshall was in charge of the coaching sessions, delegating who is scheduled those because I think Mike actually schedule them and then how all those went and briefing and training and all that.

We didn't need to worry about any of that. We just got to do the event. We got to come up, we got to hang out with people and present. It was so different from -- even at some of the small workshop we have done where we have had to be constantly worried about the logistics and-

Ray: The hotels, the air conditioning, whether we have the extension code. It seems like a small thing but as the events scale up and become bigger then we realize we need more of a team and I just really appreciate the coaches and we had everybody who wanted one, I think pretty much-

Speaker 2: I think so.

Ray: -got a coach, a ten minute lighting coaching session with the coach to help them with the copy so we could not have done it without the team.

Speaker 2: We will need a bigger team, it would be nice to have a few more people this time but without the people we could not have done the event without Marshall and Marshall's wife, Annette. She did a lot of stuff and Ian was there too.

Ray: Ian. Awesome Ian. What a lightning bolt that kid is. He is fantastic. Lesson number three we learnt at Copywriting Academy Live, no plans survives contact with reality.

Speaker 2: Which is a play on that.

Ray: No battle plans survives contact with the enemy.

Speaker 2: We don't really like calling events and stuff enemies.

Ray: No, but we had a plan for how things are going to go-

Speaker 2: We had multiple plans.

Ray: They got changed.

Speaker 2: Most of them changed.

Ray: Michael Arya was our special guest speaker so honored that he agreed to do that and come and talk with our folks. He was supposed to be speaking on Saturday morning and I started getting text messages from Mike Friday night saying, "Ray, there is a problem. Gale and I are stuck in Chicago. Our flight has been delayed again." And then a couple of hours later, "Our flight has been delayed again." They were-

Speaker 2: "Our flight has been cancelled."

Ray: Yes, "It has been cancelled, maybe tomorrow morning."

Speaker 2: Hopefully.

Ray: They are supposed to be speaking -- he is supposed to be speaking at 9:00 A.M the next morning. Long story short, it's like an 18:00 to 24:00 hour airline ordeal he goes through. We shuffle the Saturday schedule around which we had things planned sequentially for a purpose. This is no reflection on Mike, he was a hero. He is a champion.

Speaker 2: He showed up and he looked like he hadn't missed a bit.

Ray: I know he only got only three hours of sleep and he was freshly pressed.

Speaker 2: He looked and presented great.

Ray: Just like nothing had happened-

Speaker 2: Yes, nothing had happened.

Ray: Big smile in his face.

Speaker 2: -but I know there was a big travel ordeal behind that.

Ray: You have got to be prepared for that and thank goodness none of us really got too worked up about it. I see people get out of shape about these kinds of things and as team we just said, “Okay, this is what we have to deal with.”

Speaker 2: “We will adjust.”

Ray: “We’ll adjust.” Lesson number four, adapting to the needs of your customers and clients is paramount.

Speaker 2: Yes.

Ray: What would be your perspective, how all these went down?

Speaker 2: I don’t know how much you want me to share [laughs].

Ray: Think about how much you think I want you to share and share it a little bit less. You don’t need to air our dirty laundry.

Speaker 2: [laughs] We marketed the event and we thought it would go one way and we realized that a lot of the people there needed something else.

Ray: Yes, it’s like we realized, “Oh, this group of people really is in need of path B.” We had thought we were going to be doing path A. We kind of had to shift our content and pursue more of the path that most of the people present needed.

Speaker 2: Yes. Which was a good choice.

Ray: It was a good choice but it did leave a few people confused.

Speaker 2: Confused, yes.

Ray: And so we have made some special provisions for those people and took care of their needs as well. You’ve got to be willing; we have thrown our hands and say, “Disaster. Now what do we do?”

Speaker 2: Yes. And then you know what those people who were confused it would be very easy to say, “Oh Sorry, you know.”

Ray: “Too bad.”

Speaker 2: “Too bad.” I think it is important as a business that you have a relationship with your customers and your clients and as we say with the pasture formula, you are attending to your flocks. We have worked hard to make sure that some of those people are no longer confused

Ray: Everybody got what they needed or felt like we made it up to them in some way. Because we changed the plan, we made called an audible as you eloquently put it earlier.

Speaker 2: We had to call a few of those.

Ray: Yes. Lesson number five, this kind of goes with that. Don’t pretend that you have everything figure out especially when everybody else knows you don’t. This was our first big event. One of the lessons we learnt seems so obvious in retrospect but we were

doing Q and A in for the first couple of days. The way we did it was -- I was doing it the Old Phil Dona Huey way, you don't even know who that is.

Speaker 2: I know the name.

Ray: Really?

Speaker 2: Yes.

Ray: That is cool. He was a TV talk show host and he used to do Q and A in his TV show and he would run around the auditorium with the microphone and hand it to different people. That is what we were doing.

Speaker 2: That was fun for the first two days.

Ray: Until certain people in the audience felt like we were ignoring them on purpose.

Speaker 2: Which was not true.

Ray: And not everybody in the audience was getting to ask questions which made me sad. But the problem was I would say, "Now who else has a question?"

Speaker 2: And like ten hands would go up.

Ray: I had to pick one and then people would get frustrated and not raise their hands the next time so a lot of people got passed over in that process. Then finally somebody, I don't remember who, suggested, "Why don't you put the microphones stand and let the people line up behind it?"

Speaker 2: Now to be fair, one of the reasons I had actually thought of that on the first day, but the reason we couldn't do that in the first day and a half is because the aisle between the chairs were narrow and midway through the second day we changed that and we opened up the aisle a little bit. But still, it is way better.

Ray: We told everybody and said, "Look, sorry that we blew this the first couple of days, now have it figured out." Through the most part everybody was cool and we were happy that we figured it out.

Speaker 2: We did that, we were able to do rapid fire Q and A and every time we set up a session like that we were actually able to -- just in the session. Answer everyone's questions, which we could not do the other way.

Ray: We ran out of questions before we ran out of session time.

Speaker 2: Which has not happened with the previous method.

Ray: I think in the first session when we did Q and A with people lining up with the microphone, we answered more questions than we had in the previous two days combined.

Speaker 2: Probably.

Ray: It was really-

Speaker 2: That is a small thing but it has a big impact.

Ray: It made a big difference for people who were there and for us and for our team frankly.

Speaker 2: Right.

Ray: Lesson number six we learned at Copy Writing Academy Live, this is maybe more of a lesson for me but I think if you are going to put up a live event or something like one of these you can take from this and I had to learn from it the hard way. Trust your team, trust you audience, trust your gut and trust God.

Because I mentioned earlier that there was less spiritual content and anybody who knows me in the events that I do, I don't divide my spiritual life from my business life. In the past I have been very intentional about inserting the spiritual content and this time we played it more by the feel and the atmosphere of the room and what we felt that would serve people.

Speaker 2: We surely did not hide it but we did not have any spiritual sessions.

Ray: And yet we had more spiritual activity at the conference and there were more conversations that were taking place and I had innumerable people stop me to talk with me and said, "Even though we hadn't had an explicitly spiritual session this has just been so eye opening for me on a spiritual emotional level I didn't expect that."

Just trusting the team, trusting the people in the audience and really trusting God that He will take care what needed to be taken care of and I didn't have to be in charge of that. That was a big deal and things worked out better than it would have worked out had I tried to engineer and force them.

Speaker 2: That was another thing we did. It kind of goes back from the other points but for Sunday we were going to do like a whole spiritual kind of gig.

Ray: Yes we can tell this now because it is over. But nobody knew in advance what we-

Speaker 2: A couple people knew.

Ray: We were going to have -- that's true but I mean most of the people in the audience did not know.

Speaker 2: A couple of people talked to me that had kind of come to the Phoenix Event back in 2011.

Ray: So they remember how it went then.

Speaker 2: And they were like, "Oh I remember you singing some songs like, yes we are going to be doing that on Sunday too." You know and then didn't happen.

Ray: We were going to have live worship music and I was going to bring a message and we just -- the night before it was so funny how this went down. Because you came to me and said-

Speaker 2: “What you thinking about the spiritual stuff tomorrow, what do you think about that?”

Ray: And how did you feel when you came to ask me that question?

Speaker 2: I was like, “I think we need to kill it because we don’t have A; we don’t have enough time to do everything that the people need to get done and B; it just didn’t feel like it was going to fit. But I wasn’t sure what you were thinking.

Ray: What did you think my reaction was going to be?

Speaker 2: I honestly didn’t know. I didn’t know if you will be like, “No I think we should still do it,” or if it was going to be, “Yes you are right let’s kill it,” or “Let me think about that.” I honestly didn’t know what your reaction was going to be.

Ray: And my reaction was like, “I was thinking the same thing.” Because I had and I had been -- honestly I thought, “Well Sean is probably going to be disappointed he doesn’t get to lead worship on Sunday morning.”

Speaker 2: No, I was fine.

Ray: But it was the right thing to do. It really was and I don’t feel that we dishonored our faith or dishonored God by doing it, I just felt like we were doing what was right for the people.

Speaker 2: Even a couple of people that knew what was going and said, “Hey I thought this was going to happen.” I had two or three people come up to me and say, “I thought we were going to have like some worship or something.” And I said, “Well we just didn’t think we had enough time to do everything that we needed to get to.”

I believe I am accurate in this, every person who brought that up to me and I said that to them they all agreed. Even though they said, “I would have loved to sing some songs,” you were right there was so much that needed to be done we couldn’t have done that.

Ray: Absolutely I had the same experience with everybody that I spoke with about afterwards had the same response and reaction. Lesson number seven that we learned at Copy Writing Academy Live is nothing builds a community like bread, love and laughter.

Speaker 2: Oh my gosh.

Ray: It was really your idea. I mean I had thought about it but you were the one who verbalized it and said, “We need to have a team get together after the event is over.” The moment you said it cemented in my mind and in my heart that we need to this or it will feel weird for us to break up as a team and have-

Speaker 2: Bye.

Ray: That just didn’t feel right. So we tried to figure out a restaurant to go to.

Speaker 2: We quickly realized that was going to be a bad idea.

Ray: Because lots of traffic, lots of time.

Speaker 2: How is everyone going to get there and then you are in a noisy restaurant, you are at a table?

Ray: You can't really talk.

Speaker 2: The people that we did this with came out to like what? 17, 18 people? That would have been horrible to do in a restaurant.

Ray: Because not everybody would have gotten to speak to everyone else. So we did it in a hotel suite and-

Speaker 2: It was crowded.

Ray: -the suite was pretty big but it was still crowded.

Speaker 2: It got a little hot in there because the air conditioners were quite not up to the task, but it was so worth it. It was like the icing on a cake. I am sorry for everyone else like the attendees who didn't get to participate.

Ray: But the minutes were for our team who they worked as hard as we did or harder.

Speaker 2: Harder, some of them worked harder.

Ray: It was such a good time of fellowship.

Speaker 2: Reflecting on the-

Ray: Breaking bread together and laugh, boy we laughed.

Speaker 2: Some good belly laugh.

Ray: We laughed and mostly at ourselves.

Speaker 2: Yes, mostly at the stupid things that we had done.

Ray: We are so, ridiculously fine. Just remember this with your team it's an investment and it's worthwhile and it important to have time to just be together as people and laugh together.

Speaker 2: Yes, I think there's a reason that Jesus spent so much time eating and fellowship with people.

Ray: Yes. I mean even on the last night before the worst day of His life he got together and had a party. There's a lesson to be learnt from it. Those are the seven lessons we learn to Copy Writing Academy live and you can find the lessons enumerated if you go to the show notes at rayedwards.com/245.

Speaker 2: Correct. If you like to help get the message out of this podcast to the people you can subscribe to our show in iTunes, you give us a rating and a review. Make sure to put your real name in a website the text that will reveal itself, and we will mention you on the show. We are also on Stitcher so you can find us there. You can connect with Ray on Facebook, twitter Google plus or LinkedIn.

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Ray: Not anymore, they used to be but not anymore.

Speaker 2: That was in my notes.

Ray: Sorry, it's okay we are not editing this, [success transcripts.com](http://success.transcripts.com) we still love you.

Speaker 2: We still love you.

Ray: That's it for this week; we'll be back next week with lesson number four in our five faces of business development.

Speaker 2: Yes, because we are doing that.

Ray: We are going to finish it up, we said we would. We are going to do it by Gully.

Speaker 2: By Gully.

Ray: Until then may God continue to bless you and may He do for you more than you can ask for, even possibly imagine. Peace to your house.

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Each week we bring you a message of prosperity with purpose and freedom and remembering the true freedom is available to all through Jesus Christ.

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