

## **Phase Four of Business Development - Marketing Episode #246**

**Ray** Speaker 2 Edward's Show, episode 246, phase four of business development marketing.

**Automated voice:** The Ray Edwards show. Live your destiny by design, start, run and grow your own internet based business and create the life of your dream. You can do it. This is the Speaker 2 Edwards show.

[music]

**Speaker 2:** All right here we are.

**Ray:** Where else would we be. As you know in the words of Buckaroo Banzai, wherever you go and look out for lectroids from planet 10 in the eighth dimension.

**Speaker 2:** Right. Only thing I remember about that movie is so he drove to a mountain and there was like a monkey brain on the bottom of his car or something.

**Ray:** That is correct sir, hundred bucks.

**Speaker 2:** Hundred bucks. All right, we are on the phase four but you know it's been a couple of weeks.

**Ray:** Perhaps we should do a recap.

**Speaker 2:** A recap. And a recap is when you have lost your baseball cap.

**Ray:** You get a new one.

**Speaker 2:** You get new one.

**Ray:** So you are now recapped.

**Speaker 2:** You put it back on, you're recapped.

**Ray:** That's not the kind of recap we're talking about.

**Speaker 2:** Oh, no. That does not apply in the situation?

**Ray:** We're talking about we do kind of a catch up like previously on Grimm.

**Speaker 2:** Oh, right.

**Ray:** Oh, did I let the cat out of the bag? I watch Grimm.

**Speaker 2:** You watch Grimm?

**Ray:** I don't know why you watch that demonic television programming.

**Speaker 2:** Also watch The Walking Dead which is-

**Ray:** Those things are of the devil.

**Speaker 2:** That's a stressful show let me tell you.

**Ray:** It is a stressful show because what's up with Negan?

**Speaker 2:** What is up with Negan?

**Ray:** Or as I would like to call him bad man.

**Speaker 2:** Who had the unfortunate meeting with Lucio?

**Ray:** Oh, man. It is making me nervous just thinking about it.

**Speaker 2:** I know you're just thinking about it. [laughs]

**Ray:** Okay. That is not what we're here to talk about.

**Speaker 2:** No. What's the first phase of any business development dad?

**Ray:** But I believe the first phase of any business development is thinking about the problem, the pain and the person you are serving.

**Speaker 2:** Oh, that makes sense.

**Ray:** Because otherwise why would they have any interest in you?

**Speaker 2:** And who do you know who you're talking to?

**Ray:** And how do you know where it hurts for them?

**Speaker 2:** How are you giving them a solution -- what are you solving for them? You got to know those things.

**Ray:** So, let me ask you, let me counter with the question of my own Shawn. What is phase two of the development of any business?

**Speaker 2:** Phase two is building on Phase one, which is why you have to do them in order.

**Ray:** Really? So you can't do them out of order?

**Speaker 2:** No, because that's called what?

**Ray:** Out of sequentialism.

**Speaker 2:** Yes.

**Ray:** By the way credit where credit is due Armand Morin came up with that idea. You can find him @armandmorin.com. A-R-M-A-N-D-M-O-R-I-N.com.

**Speaker 2:** Sometime. It's sometime.

**Ray:** I'll put a link in the show next time.

**Speaker 2:** There you go.

**Ray:** Or whoever does the show notes will put the link in it. Take not.

**Speaker 2:** Take note. Phase two is basically how you are -- it's your product. It's about how you're solving this person's problem. How are you alleviating the pain? This is the stuff -- How best are you delivering that solution? Will people get more out of it? If it is a course, personal coaching, is it a physical product that they can buy? You need to figure out what's the best and fastest and easiest way to help people alleviate the pain of their problem.

**Ray:** This really makes sense that we did phase one first.

**Speaker 2:** Yes, because a lot of people will start thinking about this great idea for a product but they won't do any -- what other people would call phase one is market research. Which is just boring.

**Ray:** They make the mistake of falling in love with their product instead of falling in love with their customer.

**Speaker 2:** Customer and what the customer needs. Exactly. You need to do phase one before you develop the product.

**Ray:** And then?

**Speaker 2:** Then we come to phase three. What's phase three again?

**Ray:** That is copy.

**Speaker 2:** Or your messaging.

**Ray:** How do you talk about your product and how it solves their problem and addresses their pain and it speaks directly to the person, so that they want to buy and they realize that your product is the answer to the problem, it's the solution to their pain.

**Speaker 2:** This is what we just did at Copy Writing Academy. I guess by the time people listen to this a few weeks ago Copy Writing Academy live is we helped people draft their message. That's what they came to do. Once you understand to whom you're talking, the problem that you're solving and you're talking about it in the language that they can understand it and you write out your whole message in the copy campaign. Well, then you have the bedrock for every piece of communication and marketing which?

**Ray:** Is the topic of this week's episode.

**Speaker 2:** Phase four.

**Ray:** Phase four marketing coming up next.

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

**Ray:** Just to continue on a scene, last week on spiritual foundation I talked about just loving people and not judging them and not feeling like as a follower of Jesus I

don't feel like it's my job to tell people what they have to believe. Or how they have to vote or how they have to live or any of those things. It's just my job to love people and demonstrate God's love in the world and I can do that either explicitly by saying it. Or implicitly through my actions.

So, there's another scripture that I wanted to reference it. I could have brought up last week but I decided to save it to this week because too many Bible verses might drive people away. But just enough Bible verses work just perfectly.

**Speaker 2:** There you go.

**Ray:** 1<sup>st</sup> John 4:11-12 say's, "Beloved if God so loved us, we also ought to love one another. No one has seen God at any time. If we love one another God abides in us and his love has been perfected in us." John goes on to say if anyone hates his brother and doesn't love his brother then says he follows God he's a liar. Basically is what John says.

**Speaker 2:** John has some pretty-

**Ray:** Radical.

**Speaker 2:** When in his gospel's gospel but in his letters they can be pretty harsh.

**Ray:** It basically says-

**Speaker 2:** If you are a believer you do not sin. What?

[crosstalk]

**Ray:** Wait I have a question, do you have time for Q and A? And it says if you don't love people then you're not of God.

**Speaker 2:** Right.

**Ray:** So, as my third grade math teacher used to say, "A word to the wise is sufficient."

**Speaker 2:** Can I just pop in here and maybe.

**Ray:** Yes, Sure. Please do.

**Speaker 2:** Expound a part of a point. I think what some people are afraid of when they hear people just say just love, just love people, is that well, there is a place -- are we also supposed to confront people and tell them that there's a better way and [unintelligible 00:06:52]. Yes there is a place for that but I just want to put the stipulation out there that unless someone has given us explicit -- this is my personal creed.

Unless someone has given me explicit permission to speak into their lives about their lifestyle choices, I don't presume to have the right to do that. I goes back to, I can't remember the address so I'm going to butcher the verse where it says, the holy spirit convicts the world of sin, the believer of righteousness, I can't remember that exactly.

**Ray:** And the devil because the rumor of this world has been judged.

**Speaker 2:** And you know the interesting point there is that A; he doesn't convict believers of their sin. He convicts them of their righteousness.

**Ray:** What?

**Speaker 2:** Which basically-

**Ray:** That's not what my preacher taught me.

**Speaker 2:** Yes, I know. Which is basically saying when God convicts you it's like, "Hey you're too awesome to be doing that remember you're righteous."

**Ray:** My friend Frank Viola says he doesn't convict us, he gives us illumination.

**Speaker 2:** But even going to the word convict because he convicts the world of sin. There's a difference between condemnation and conviction. Conviction is just pointing, "Hey, you're on the wrong road and that road leads to a bad place. Condemnation is, you're a bad person because of your choices.

**Ray:** And you're going to be punished.

**Speaker 2:** And you're going to be punished for it. I know many, many stories where Christians -- I've heard many stories where Christians they just take it it's my responsibility to love. If people give me permission to speak into their lives that's when I'm going to but otherwise, I'm just going to love and Holy Spirit does the crazy redemptive work in their life and they didn't have to do anything to support them.

**Ray:** What a relief to know that I'm not responsible for other people's choices.

**Speaker 2:** Right.

**Ray:** It's a lot less stressful.

**Speaker 2:** I just wanted to append that so people didn't think that we were just like-

**Ray:** Saying that, "Do whatever."

**Speaker 2:** "Do whatever, we don't care. It's all good." We just want to love people.

**Ray:** We do just want to love people and we want to do our jobs and we don't want to do what our job is not.

**Speaker 2:** Correct.

**Ray:** That's how it goes.

**Automated voice:** Now simple hugs that make life cheaper, easier and faster; Ray's tip of the week.

**Ray:** That's just how we roll.

**Speaker 2:** That's how we roll.

**Ray:** A friend of mine was asking for some advice on his book landing page recently and I was all set to write him a big sales letter as a favor.

**Speaker 2:** As a like a what? Hundred and fifty thousand dollar favor? [laughs]

**Ray:** Right and I realize the error of my ways. Then I realized even more that I started from him to say that this is what I need. He just a buddy of mine and I realized that's not what you need. I got thinking about all the authors who do not know how to promote their book properly and I have a resource for you that you're going to thank me for.

It's created by a friend Chad Cannon and you'll find him at [chadwickcanon.com](http://chadwickcanon.com). The link is in the show notes. Specifically I'm going to give you a link to his book landing pages e-book and it's free. It's an e-book about how to create a book landing page that'll help sell your book for you. He's got the 11 quick Essentials that all effective book landing pages must have. He'll show you how to make your landing page a branded experience that effectively sells books. What a concept.

And you'll discover the secret must do's for engaging viewers and converting sales. This guy knows what he's talking about. Listen to the people he's worked with, Dr. Henry Cloud, Lysa Terkeurst, Michael Hurst, Donald Miller and Bob Goff are among his clients. This kind is what he's talking about when it comes to selling books. Check out the show notes you can find them at [rayedwards.com/2-](http://rayedwards.com/2-)

**Speaker 2:** 46.

**Ray:** 46. Thanks, I couldn't find it.

**Speaker 2:** No problem.

**Ray:** /246 that's the address.

**Automated voice:** And now our feature presentation.

**Speaker 2:** These podcasts are professional. We are professionals.

**Ray:** We are professional pod-casters.

**Speaker 2:** Yes.

**Ray:** We do this for free.

**Speaker 2:** [laughs] We're on to the fourth phase of our business development and I really think this is where the out of sequentialism really shows itself.

**Ray:** Because this is where people want to start.

**Speaker 2:** Yes.

[crosstalk]

**Speaker 2:** Before they've even build a product,

**Ray:** Before they even know who their audience is, before they know what the problem or the pain is-

**Speaker 2:** Before they know how to best offer a solution and before they know how to craft the messaging and copy for that product.

**Ray:** As they go right to, “How do I do Facebook ads?”

**Speaker 2:** Right. How do I grow my email list?

**Ray:** Well, not by starting here, that will be part one. That’s out-of-sequence.

**Speaker 2:** That's out of sequence. That's why we think these phases are so helpful. It just lays out a road map of-

**Ray:** How often have been working with people in small groups or in consultation and we've listened to them say, “Well I need to work on this and this is my problem.” Then we have to say to them, “What are you even trying are trying to do?” That's a phase four-

**Speaker 2:** That's a phase four question.

**Ray:** And you are in phase one. That's not going to work.

**Speaker 2:** Let's just go back to what we talked about at the beginning of the episode. If you haven't figured out even your messaging, we talked about the messaging being the bedrock of your marketing. You can't use -- I mean you can if you're lucky. You might just be lucky.

**Ray:** And that could be the worst thing that happens to you. You could be lucky one time

**Speaker 2:** And you think, “I don't need to do this.”

**Ray:** This is how you do it.

**Speaker 2:** Who are the ads going to? How do the ads look? What language do you use? How are you talking about the problem and your solution? All of this stuff.

**Ray:** Well and who is a good person for me to bring into my Marketing System? Because you could spend a lot of money bringing a prospect, who is not right for your offer and who for whom your offer is not right.

**Speaker 2:** Yes.

**Ray:** That doesn't help anybody.

**Speaker 2:** No. We had some people even at our Copy Right Academy live; we had some people -- we work through some exercises on this. We had people share, they were like, “I realize that we were Building products, writing books and we had given almost no serious thought to whom we were writing.

**Ray:** And this is not just a question for beginners or brand new business people. We had a discussion this morning at a meeting at the coffee shop, which is where we have our best meetings. About this copy that they were working on for a project of ours and we really debated for quite some time about who is the person we're talking to hear.

**Speaker 2:** It could have gone either way.

**Ray:** Don't just don't just think it's you that's an experience. It's really taking the appropriate amount of care to think carefully about your marketing and make sure you covered all the bases and phases one, two and three before you move on to phase 4 activity.

**Speaker 2:** We have in the past skipped the past formula because we thought we were good enough.

**Ray:** Yes, we did. We thought well, we got this.

**Speaker 2:** We got this.

**Ray:** Then we had -- embarrassingly, we had somebody say, "Did you even run this through your own system?"

**Speaker 2:** Maybe.

**Ray:** No, we didn't.

**Speaker 2:** No, you are not going to admit that, do you? [laughs]

**Ray:** But it's not uncommon. I know people who teach certain things and you go look at their websites and you realize they are not doing that.

**Speaker 2:** I wanted just to go back to say that every time that we've stepped back and gone, "Okay, let's actually run this through our own formula," it's always like 10 times better.

**Ray:** At least without fail.

**Speaker 2:** Okay, we shouldn't cut corners.

**Ray:** We're not so good that the rules don't apply to us. The thing to remember I think is, when you get to this point you do need to build a marketing system now. At first going to be episodic, you're going to be testing things and experimenting but eventually you need to build a system. A marketing system is this; it is a reliable largely automated system that brings in a steady stream of affordable leads for your business.

By affordable we mean that, it cost you less to obtain the leads than the money you make from the leads.

**Speaker 2:** Yes. Given your scenario, sometimes your goal of a certain campaign maybe just to break even, because your goal is just to build your email list but still-

**Ray:** But you're thinking in terms of the lifetime value of a customer. My average customer if there with me for a year they're going to spend \$1,400. Well, theoretically I could spend \$1,399 to obtain that customer. That's shaving it a little too close to my taste.

**Speaker 2:** Just a little bit.

**Ray:** But you see how that works. You got to know the math. At some point the math does come into this. I think the big distinction for me is first you need to make sure you're setting up a system or you're at least assembling the pieces that will



eventually become your system. Then you need to keep track of it but this is really a case of strategy first, tactics second.

**Speaker 2:** This becomes so much easier once you've done phases one, two, three because now you don't have to think about, "What are my ads going to say? Who am I targeting to?" You have a pretty good concept of that.

**Ray:** Phases one, two, three are strategic and nature. Then phase four is very tactical. It includes things like once we get to this point and we've been all the other steps and we begin working on our marketing, it's like, let's go through some of the things will be working on.

**Speaker 2:** Where are these people hanging out? The people that we're trying to target with our ads and our marketing.

**Ray:** Are we getting our communication to them online and through certain sites.

**Speaker 2:** It is going to be different for every market because some people -- Facebook is going to be a perfect place to advertise and other people, that's not good -- you're not going to get the most bang for your buck there.

**Ray:** For other people it could be direct mail. We had a person at our coffee writing Academy live, there making a stone of money sending postcards.

**Speaker 2:** You had success with the clients and I can even see how it would be useful for people like in town with brick and mortar stores to invest if it's right for them in radio ads.

**Ray:** Talk radio is a great opportunity for some business

**Speaker 2:** For some.

**Ray:** You've got to do the strategic work that we talked about first. The first three steps or phases because if you don't you could waste a lot of money on a medium that's not appropriate for your audience.

**Speaker 2:** Well, one of the reasons too when people are coming our workshops in advance, we tell them we're going to help them build their sales and marketing systems. Sometimes we have to gloss over this part because we've had to do all the hard work of phases one, two, three of the messaging and a copy and stuff. It seems like we're giving broad overview strokes here. It's because it's so specific to each person and their business to who they're talking, the age range, the gender, the profession all those sort of things.

Where you going to place these ads? Where are you going to place this material? It's so specific. It's hard to give a step-by-step playbook for everyone to follow.

**Ray:** It starts with the first three phases and knowing who your people are and what they're pain is and how do you reach them? Where do they typically as you put it hang out? Where will you find them congregating? What do they read? What do they watch? What I listen to and how can you get messaging to them that attracts their attention and brings them into your Marketing System?

Then you got to figure out well, are these people going to respond better to talk radio or to learning page on the Internet or to an email or to a postcard or to heaven forbid those sales letter sent in the mail, in an envelope. Crazy but that still works.

**Speaker 2:** It really depends and I think as we have read now here, you have to develop your own overall strategy about where your marketing is going to land, where it's going to be, how much you're going to spend each month. Again I feel like we're beating a dead horse here but it's because we counter so many people who try to jump here first.

That stuff becomes so easy if it becomes nuts and bolts. It becomes how do I just make the Facebook ad program work? Or what is my Facebook ad looks like because you already know that?

**Ray:** Who is going to be looking at my Facebook ad?

**Speaker 2:** Because you will to be able to pull that language from your sales letter.

**Ray:** Why would they be interested in what I had to say?

**Speaker 2:** Exactly you're going to pull that information from your sales letter, which you already written, which has all of this information built into it.

**Ray:** Just like I mentioned earlier we had that meeting today we were talking about, who is our person that we were targeting with this copy. We were talking about ad campaigns. One campaign we were looking at was a Facebook campaign with a little better ad and we realized we need to know who is going to be looking for this and what is it that I want? We talked about making one particular call to action versus another particular call to action.

I know I'm being vague again but until you know the first part, you can't know the first, second and third part you can't know how to do phase four. It will not work for you.

**Speaker 2:** And this is why I think as we've encountered as I've been working with [unintelligible 00:19:10] for almost three years now. I counter so many people who get stuck here in their problems in their businesses because they haven't done the hard work first. This part seems like this is what I see when I go online and I am signing up for other people's products and courses I see their ads and their landing pages in their emails and so I want to start doing that. It's just a big mess.

**Ray:** That is a huge insight because that is what happens to people. They see this from other people and they think, "Well, I'm just going to do the same thing they're doing," and they don't have the foundation to build on. To begin with, they don't really know why that person is doing what they're doing, who they're Market is and so forth.

Just to throw a question out that you can respond in the comment if you so choose. Maybe we're thinking about considering creating an inexpensive or at least affordable resource that helps walk people through some of these phases. If you would be interested in that you could just let us know.

**Speaker 2:** Yes. That's interesting.

**Ray:** It's only gotten this far, we don't have a master plan on the drawing table.

**Speaker 2:** No.

**Ray:** Trust me we have no master plan. We've got plans to keep us busy right now, but it's something we've been thinking about. Because we feel like we want to do something for people who are just getting started or who've been trying to get started for a long time and thrown a lot of money down the money hole and are thinking, "I would like to do something that works."

**Speaker 2:** Yes. We just like to be older. What we'd like to develop some sort of a ladder or something that people can easily grasp onto and say, "Okay, this is what I need to do. This is what I need to work on; this is what I need to invest in right now." I need to invest in market research or whatever, but what all this does do in phase four is with ad strategies, emails, learning pages, is it leads to because it dovetails right into phase five.

**Ray:** Right. Because now, when you get to phase four you've got all this other stuff figured out. You've got a system running where money's coming in. You're putting money out for marketing and more money is coming in in sales and you're making what's called a profit.

**Speaker 2:** Yes.

**Ray:** This is good in business.

**Speaker 2:** And so phase five is systemize and optimized and we're going to get into that, but I don't want to go super into it yet but you've got to track all that information whether or not it's working.

**Ray:** So we'll talk about that next week, "How to systemize and optimize your enterprise." Enterprise come in.

**Speaker 2:** Enterprise.

**Ray:** Enterprise do you read me?

**Speaker 2:** All right. If you find this podcast helpful and you'd like to help other people discover it, please subscribe to it at iTunes, give us a rating. You put your real name in your website and the text review itself. There's a good chance you'll be mentioned on this podcast. We're also on Stitcher, so you can find us there, if you prefer that. Make sure to connect with Ray on Facebook, Twitter, Google+, and LinkedIn.

And if you like the transcript, just go to the website Episode 246, so rayedwards.com 246 and you will find the transcript. Next week will be systemizing and optimizing your enterprise.

**Speaker 2:** [unintelligible 00:21:55]

**Ray:** Something like that. We are professionals. Until we meet again my friend, may God continue to bless you and do more for you than you can ask or even possibly imagine, peace to your house.

**Automated Voice:** Thank you for listening; this's been the Ray Edwards Show. Find the archives of this weekly show at [rayedwards.coms/podcast](http://rayedwards.coms/podcast) or on iTunes contact Ray at [rayedwards.com](http://rayedwards.com). This podcast copyright by Ray Edwards international incorporated all rights reserved. Each week we bring you a message of prosperity with a purpose and freedom and remembering that true freedom is available to all through Jesus Christ.

**[End of Audio 00:22:38]**