



Ray Edwards Show, Episode 254

"How to make your annual income in a single month"

Ray Edwards: Think about your income, just think about it now, visualize it, picture it in your mind.

Sean: I got so much income, I have to move it around to go to the bathroom.

Ray Edwards: In your mind? How much money do you make every month? That's a rhetorical question, you don't have to answer, Sean, in the studio live, right now. And you dear listener you can answer if you want but you're probably by yourself with your buds in, so if you do you look weird.

Sean: We look weird.

Ray: But we're okay with it. How much income do you make every month? Think about that number, then think about how much money do you make in a year. It's probably more.

Sean: I would hope, otherwise the math on that's gonna be weird.

[laughter]

Ray Edwards: It is going to be pretty screwed. What if -- it has to be some algebraic. My favorite quote lately, this is totally off subject, but my favorite quote lately comes from J.R.R. Tolkien, who wrote, "Everything bad is going to come untrue."

That gets me every time I hear it, I'm just like, "Man."

Sean: Yes. C'mon. That guy.

Ray Edwards: That guy. He's gonna go places.

Sean: I really think his books are gonna catch on.

Ray Edwards: You, Tolkien. You have a gift. Yes you do.

Sean: They might even make him into a movie someday.

Ray Edwards: I think it's possible, it could happen.

Sean: And then they could make another round of movies.

Ray Edwards: Hopefully, they would be better than the Ayn Rand movies that were made recently.

Sean: I think- yeah, I was thinking about *the Hobbit*, but --

Ray Edwards: *The Hobbit*, oh my gosh. Let's not go there.

Sean: [laughs]

Ray: Let's back up to where we were. We were talking about taking your annual income, whatever your annual income is. Now imagine earning that in a single month. Would that have any effect on your life?

Sean: I hope so.

Ray: [laughs] This is a typical occurrence for people who use the technique we are revealing in this week's episode. A typical occurrence. Now, I know that there's an alphabet agency that says you can't represent the average performance of your customers.

Sean: Right.

Ray: You have to represent your average performers. If somebody does really well, you have to point out, this is not typical.

Sean: We even have that disclaimer in front of a lot of our webinars.

Ray: Well, here's what I say to that. Great, because I don't want to study typical performers.

Sean: Yes, absolutely.

Ray: But among people who apply this technique, that we're going to talk about, I believe that this is fairly typical. That's just my belief, I can't prove it and I'm not selling anything in this podcast, so it doesn't matter. Booya.

Sean: Booya.

Ray: You want to know what this is? Well, keep listening.

[intro]

Ray: All right, spiritual foundations, here's the big question. Let me just put this to you, Sean. We haven't talked about this in advance. Is there such a thing as a work ethic?

Sean: Well, how do you want to go with this question? Do we want to define "ethic"?

Ray: Let's jump down the rabbit hole. I personally - I feel like a philosophy is more important to me now than it ever has been, and I'll- I'll just be honest with you why. I'm not going to pick a side, but this election is a freaking embarrassing circus.

Sean: Yes. *[laughs]*

Ray: And this has got to stop. It stops by us as citizens of the United States of America taking up the mantle of responsibility and having a philosophy to start with, and living out-

Sean: Millennials, I'm looking at you.

Ray: Let's start there. What is an ethic?

Sean: An ethic, as I understand, is a system for determining your values and your morals.

Ray: Yes. And so a work ethic would be a system for determining your values and morals around the subject of work.

Sean: Correct.

Ray: How do we determine our values and morals?

Sean: *[laughs]* This is the spiritual foundations not- *[laughs]*

Ray: But hold on, because I believe there is such a thing as a philosophy of religion, a philosophy of spirituality. Go ahead and give your answer. How do we determine our values and morals?

Sean: Well, I would say we determine our values and morals by defining ultimately what is in our best interest for survival and happiness, and then aligning our actions to be congruent with those things.

Ray: I agree.

Sean: *[laughs]* You liked that eloquent ending to that.

Ray: Yes. Anytime you can use the word "things."

Sean: Beside note, I was with some friends, I think back in high school and we were in a hot tub and I pulled out some big word. We're all sitting around the hot tub and someone said, "Wow, that is a fancy word," and I was channeling my inner Ron Burgundy and I went, "Yes, I do have a vast lexicon of *[pause]* words."

[laughter]

Ray: Because I couldn't think of another word for "words".

Sean: A lexicon of words.

Ray: Can you think of another word for "word"?

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Sean: No.

Ray: Yes, anyway. Now, those of you who listen to this show regularly and you know about my beliefs, probably you're scratching your heads now saying, "Well how can Ray buy into that whole, what's in your self interest, in your happiness and where is God in that picture?" Well, I think God designed the picture.

Sean: Yes.

Ray: And I personally believe that a rational inquiry into the nature of reality and how we know what is real and what is not -

Sean: Epistemology.

Ray: Will ultimately lead you to the conclusion that this was all designed. If it was designed, there must be a designer and we should probably get to know the designs of the designer.

Sean: Then you look at Jesus and he always motivated people with a cookie.

Ray: He did.

Sean: Which should say something.

Ray: In fact, he himself was motivated.

Sean: Right.

Ray: By acting his own self-interests.

Sean: People were like, "Wow," Jesus did the most selfless sacrifice. I'm like, "No he didn't."

Ray: It does says in the book that you believe so strongly, he endured the cross for the joy -

Sean: - set before him.

Ray: Which means, he was motivated.

Sean: He got something out of it.

Ray: The reason he went to the cross was because he got something out of it. *Boom*. Put that in your spiritual pipe and smoke it for a while.

[laughter]

All right, back to work ethic. Since we're on this whole subject of -- a work ethic is our values, and morals, and spiritual beliefs around the subject of work. And the question was, is there such a thing as a work ethic? I believe absolutely.

Sean: Absolutely. There has to be.

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Ray: Let's start with this, as people of the Book, we can all agree that work was not a part of the curse.

Sean: No, a lot of people are -- they don't actually think about that.

Ray: No, what they think about is that Adam sinned and was cursed and cast out of the garden, and part of the curse was by the sweat of your brow -

Sean: Yes. You'll toil and the ground will only produce thorns and thistles.

Ray: Now, that is true. That is part of the curse. But there was work before that happened.

Sean: Yes. Because he said the ground will only produce thorns and thistles, which implies that they were doing some growing.

Ray: Yes, and there was a specific assignment that they were to have dominion over the Earth and subdue it.

Sean: And expand the garden.

Ray: There was work before the curse, it was part of paradise, work was a part of paradise. That is why if you enjoy your work and you you feel like you're in flow and you having joy around your business and your work, you should not feel guilty about that.

Sean: No.

Ray: Work was not part of the curse, it was part of creation. Second point I'd like to make around this is, Abraham was both rich and righteous.

Sean: Oh wait, you can be both?

Ray: Yes, yes.

Sean: But that's only if you give all of your money away, right? You make money so that you can serve others. **Ray:** Turns out, no. Turns out that's not correct. And there are those who will say, "Well, Abraham was spiritually rich." Well, he was and then it also says that he had -

Sean: Lots of stuff.

Ray: -gold, and silver, and cattle -

Sean: He had lots of things.

Ray: -and people.

Sean: See, eloquent, another eloquent saying.

Ray: Yes, he had a big tribe that were under his care. He had, if you will, a giant mega-corporation and -

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Sean: I mean I've heard numbers. I can't quote them, but like if people try to estimate his wealth in today's money based on what the Bible says he had in livestock, everything, it's like millions upon millions of dollars.

Ray: Yes. Now we're not gonna for a much deeper dive in this because I know we've already rattled your cage and -

Sean: Yes.

Ray: You're gonna have to sit down and write your diatribe that you're going to post in the web about us.

Sean: Yes, go ahead. Join the club.

Ray: The third point I want to make though is Paul, the Apostle Paul in the New Testament -

Sean: The New Testament.

Ray: - says that the man who won't work won't eat. [laughs] Gentle Jesus. What do we do with this? You have to read it in context. He was really saying that about men who are able to work, but just won't do it and expect other people to take care of them. In other words, men and women who feel they are owed something just because they exist.

Sean: Because they have a need.

Ray: And their need supposedly places a demand on you and me.

Sean: Yes. That doesn't sound like anything.

Ray: Does it sound like something?

Sean: That doesn't sound like anything that's currently happening in our world.

Ray: It sounds familiar. So are you sure there's nothing happening where someone is saying, "These people over here need your money and your stuff, so we're going to take it away from you and give it to them."

Sean: That sounds vaguely familiar. I just can't put my finger on.

Ray: Well, maybe one of our listeners can add it in the comments and help us remember what it is we're thinking of. So my point in this spiritual foundations is work is not only ethical, it is spiritual in nature. You are engaged in a spiritual activity when you're in the work that you love, the work that you were born to do. Think on those things. Tip of the week time.

Sean: Tip of the week?

Ray: Tip of the week. This has to have a set up. I have to explain this. I was just at a conference -

Sean: I feel like I'm being set up.

Ray: Well I'm setting up a story, I'm not setting you up, different kind of setup. I was at a conference last week, Jeff Walker's launch Con and it was fantastic. It was really good. It was different from his normal product launch formula live, in that this was a whole array of different people in different businesses talking about how they had applied the Product Launch Formula to their business to launch and/or grow their business. There was a ton of different speakers and guess what?

Sean: What.

Ray: None of them were making sales speeches.

Sean: What.

Ray: Yes it was cool. I love a good sales speech.

Sean: I know.

Ray: I love me a good sales speech.

Sean: You really dork out on -

Ray: I do.

Sean: - on sales speeches. In fact when you came back - this wasn't from the event but you were telling me about a marketing piece, and you were going on with giddy about, oh and they did this and this guy said that.

Ray: I love that stuff. I was just made that way. It's what I think. I'm at launch con and I was there for a couple of days before that because I'm part of a mastermind group with Jeff and so we were there for two days ahead of the -- the point is I was there for like five days. I was talking to one of the people who was at the convention with me - he was at the same convention he was actually with me, we didn't travel together.

Sean: Got you.

Ray: He was saying, "You need to figure out time after one of these conferences to be able to process what you learn. You can't just go back home, you need a couple of days to process." His name is Phil Sherwood. Phil I told you I would give you credit on this week's podcast if I talked about this.

Sean: All right Phil \$100.

Ray: \$100 you owe us \$100 just in case -

Sean: Jeff Walker launch Con \$100.

Ray: Jeff Walker, platinum plus.

Sean: \$100.

Ray: That's \$300 right there. We're doing good. This week.

Sean: Yes we are.

Ray: Phil, thanks for the thoughts about this because you do need time to process, this is the tip of the week. When you go to a seminar, or a convention, or a workshop, like this that is filled with tons of great ideas. How many times have you had this experience where you get like a hundred ideas you're writing them all down in your little conference notebook and you're all excited about them and you go home and you put that little conference notebook up on a shelf and nothing ever happens.

Sean: You never look at it again.

Ray: If you do, like a year later you're cleaning off your shelves because they're all cluttered you're like, "should I keep this?" You open up, you look at the notes and they have no meaning to you anymore.

Sean: Or the other thing happens and you go, "Oh why didn't I do that?"

Ray: That would have been really cool to do.

Sean: Right because that would be happening right now.

Ray: But it's not because I put it on the shelf and then it becomes what we call shelfhelp, which is not helpful at all. It's just helps fill up your shelf.

Sean: Helpful to shelves.

Ray: My suggestion, my tip of the week is do give yourself some process time. But let's say you don't have a lot, let's say you're able to take a day which I really wasn't even able to take a day. We flew in, our flights were delayed we got in like two o'clock in the morning. I slept for four or five hours, went straight to work. I scheduled it, I have a crazy boss. What do you do? How do you process and make use of all the stuff that you learned?

Well here's my advice. I have just a few little tips I think will help you a lot, actually because I've homed these over the years. Take your notes from the event. When you're at the event and taking notes, don't write down information. I'm sorry

Sean: [laughs]

Ray: I was so distracted just now. Have we done this as a Facebook Live which we've been talking about doing, you would have seen what I saw. Let me describe it to you. I turned to my right, which is where Sean is sitting right now. We both have a nice little cup of high quality coffee from Revel 77 in Spokane.

Sean: Yes we do.

Ray: Revel 77, \$100. I see Sean looking into his espresso cup with one eye peering into the little sippy hole at the top of the cup, like you were looking into a microscope or something.

Sean: I was trying to see how much was left. I could have just taken the lead off but no.

Ray: I just was struck speechless by the vision.

Sean: I realized how silly I must have looked.

Ray: Oh man. What was I saying? You're at the event, you're taking notes. This is the first thing that will help you actually put the stuff you learn at seminars and conventions into action. Don't take notes anymore, stop that nonsense. Write down actions, put them in your to-do list. I used Todoist.

Sean: To do list.

Ray: I keep trying different things, I've tried OmniFocus which I used for a long time, I tried to go back to Nozbe recently, frankly because I bought Michael Hyatt's productivity course, and that's what he uses and it's like, well if he uses it, I'll be like Mike. It still didn't work for me. I just didn't like it. I mean it's good, let me back up. I do like, it's well designed, but it's not my kind of thing.

Sean: No, and there are so many different productivity apps like that to do list and what's nice is that they gear towards different kind of -

Ray: Styles and preferences.

Sean: Yes right, whatever your personal info, and so I like To Do is to a lot. Now there are some limitations that I don't like -

Ray: Yes, which is true of everything.

Sean: For the most part it has increased my productivity substantially.

Ray: Yes, so I've gone back to Todoist, and anyway so whatever app you use or maybe just use a text file and you put your action steps on that your to-do list, just don't take notes, write down actions you can take, and put them into your to-do list to be done.

Sean: On top of that I just read another article, I mean we all know this. There's another study proves that actually physically writing, if you can physically writing not typing, it cements that more into your brain.

Ray: Yes, so that's the first tip. The next tip is if you can do the thing immediately, like if it's just a matter of you figure I need to subscribe to that industry journal, or I need to buy that book, or whatever the action is, if you can do it -- like if I'm sitting in a conference room and somebody is talking about some book they just read that was really good, like I'll give an example. I just finished reading *Deep Work* by Cal Newport, incredible book I highly recommend it to everybody. I'll tell you right now

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it's not light reading, so it's not like one of those breezy hundred page business books that makes you feel good, like you're full of cotton candy and there's no nutrition in it. It requires thinking but it's because of that it's worth more.

Sean: Life requires thinking.

Ray: That's not true. I see unthinking people everywhere.

Sean: I was just quoting on Ed. Well not quoting but referencing.

Ray: I missed it, I'm embarrassed.

Sean: It's okay.

Ray: I'm going to lose my Ayn Rand Fan club card.

Sean: It's just that the whole basis of our philosophy is that, the only way that human survive is if they think.

Ray: Which is true.

Sean: Yes. Whether you believe it or not.

Ray: Moving on. If you can't do the thing right there, like I was saying if I'm in a conference and somebody talks about a book and I think I need to read that book, I will open up my iPhone or my iPad go to Amazon.com and buy the book.

Sean: I've seen you do it.

Ray: By the way let me just lodge a formal complaint against Apple. Why do you have to make it so hard for me to buy a book on Amazon?

Sean: Because they want you to buy from iBooks.

Ray: Which just makes me not buy from iBooks because it ticks me off.

Sean: Yes.

Ray: I love iBooks.

Sean: I love Apple, but sometimes they annoy me.

Ray: Yes that's annoying. It's draconian and doesn't fit. It's off brand people.

Sean: Yes off brand.

Ray: If you can take the action in the room do it then. If you can't, then give your action a deadline. Like if you know I need to work through this evaluation checklist for my copy that I just received at this conference. If you can't do it on the spot, then put it in your to-do list and put a deadline, put a date on it, so that it gets done by a certain period of time. I recommend taking all the actions that you are going to take out of the conference making sure all of them are done within the first 21 days you

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get back. Because my experience is if you don't get them done in the first 21 days, you will never do them.

In fact, what I recommend you do is as you're writing down your action steps that you're going to take leaving the seminar, or leaving the event, the convention, whatever it is you that you're part of, whatever word you use for a large gathering of people who come together to learn such stuff. Just follow the GTD system for dealing with stuff that comes up. What is stuff? It's anything that hasn't been done yet, that you need to make a decision about or do something about. If you hear an idea at a conference and you have to stop and think, "Now what does that mean to me in my life, that idea that I just heard? Does it mean that I need to --," that you're asking questions. You have to decide what is it, that's the first thing. The second thing is, do I need to do something about it?

If you're hearing that Facebook live is really powerful in your marketing and you need to start doing Facebook live. Then you've decided I need to do something about it, it needs to go into your to-do list and you need to put a deadline on that, which I did. Which is why we're trying to do that this morning, but it didn't work out. Regardless, in GTD when stuff comes up, ideas that you're considering taking action on, when they come up you just a few choices on what to do. You can either do it in the moment. If it takes two minutes or less, just do it. Or you can delete it. You can just decide I don't need to that at all. I'm not going to think about it anymore. You certainly don't need to write it down if you're going to delete it anyway. You can delegate it, which I also do at conferences now. Which my team loves when I go to conference because they start getting a flood of messages.

Sean: Hey, do this. Hey, do that. Hey, do this.

Ray: Delegation I love it.

Sean: Hey, can you do that?

Ray: Can you do it by tomorrow -

Sean: Can you do that?

Ray: - morning 6 a.m. You can defer it, which means you just put it off for a while. If you defer it though, put it on your calendar - which by the way in your Todoist you can easily do. You can just put the to-do item on a date, done or you archive it. You just put in a file if you just reference material you do that. Now, what do you do after you've done all this? After leaving the conference you process through all the notes that you took. You took the action steps, or you schedule them, or put them on your to-do list with a deadline, now what do you do with your notes?

Sean: Throw them away. You will never look at them again.

Ray: In fact, what I suggest is you take your notes on your iPad so you're not killing trees for no reason.

Sean: That's right.

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Ray: Just saying. You can handwrite --

Sean: Handwrite, yes.

Ray: - in your iPad you use your pencil, your apple pencil and good notes the app on your iPad Pro and it's awesome. That's it. That's a lengthy one but that's the tip of the week and hot tip again to fill Sherwood. Phil, another -

Sean: Another \$100.

Ray: -\$100.

[Automated voice] And now our feature presentation.

Ray: All right, after a few rabbit trails and a longer discussion on things than I anticipated.

Sean: This episode got political and philosophical [laughs].

Ray: Which I was having fun with. I think it's not going to go in any different direction now. I want to give me an example of exactly what I'm talking about when I say *How to make your annual income in a single month*. That's the title of this week's episode. Let me just --

Sean: The title of this week's episode should have been *Lots of Rabbit Trails*.

Ray: It still could be. We just have to call Wan and get him to change the graphics. There was an entrepreneur --

Sean: There was?

Ray: There was, whose business was making an average of about \$50,000 per month.

Sean: That's pretty good for an entrepreneur.

Ray: That is pretty good. This is a real example of a case that we know of. We know the facts of this case. We're not going to reveal who this person or company is but it's true. That comes out to about \$600,000 per year which is pretty darn good if your small entrepreneur. That same entrepreneur uses the secret technique that we're going to talk about today and in the next month, he makes just over \$600,000 in sales. That's the annual income of that company in a month.

Sean: One month.

Ray: It is possible. In March he makes \$50,000 in April, he makes \$600,000. How is that possible? Here's some questions that come up. How is that possible? Is it legal?

Sean: Is it legal?

Ray: Is it sustainable and most importantly, how do I do that? It is legal, it is sustainable, and we are now about to tell you the secret technique.

Sean: Super secret.

Ray: Nobody knows about this except for you. This is called -- you want to do it?

Sean: Product launch.

Ray: A product launch, I've heard of those.

Sean: I've heard of those, that's not a secret.

Ray: It's actually an Open Secret. Jeff Walker created this system that he calls the Product Launch Formula and it is, as the name implies a formula for launching products on the internet. Let me just clarify a few things, there are a lot of opinions about Product Launch Formula or PLF as it is often called.

Sean: You will probably hear it referred to as PLF by us going forward.

Ray: Yes. There's lots of opinions about PLF.

Sean: Or about pluff [laughs].

Ray: Jeff I'm sorry. I have no control. Lots of opinions about PLF, about what it means to do a product launch, how you do them. For this discussion, we're purposely talking about specifically doing the product launch formula process just the way Jeff describes it. Let's assume you've purchased product launch formula, you understand a few things that other people don't. You understand that there's more to it than just what appears on the surface, because a lot of people think that or product launch I know what that is, you do three videos and then a sales page and they try that and it doesn't work.

Sean: It doesn't work.

Ray: Then they say that product launches don't work anymore. No. You just didn't do one. You did three videos and a sales page. Then the next level person whose thought about a little bit more will say, "It's three videos that give value and then a sales page." That's still not it. We're not going to teach you all the subtleties of doing a product lunch because that's Jeff's intellectual property and it's his product, and you should get it if you want to do one of these. Here's what we will talk about.

Sean: It's not available right now, but it maybe soon.

Ray: Is that quite possible that it may be available soon?

Sean: We may have the inside track on how to get it.

Ray: The first thing to say about product lunch is that I want to dispel a myth that floats around continuously and that myth is, product launches don't work anymore. Everybody knows what they are and it doesn't work anymore. That's totally wrong.

They work bigger and better than ever before. The trick is, you have to study the latest developments, the latest best practice techniques, and frankly you need to have the latest version of Jeff's products, so you know all his latest findings and what he has certified as yes this works. After watching hundreds of millions of dollars worth of launches, I know what works and what doesn't. That's him talking not me. Here's the part that's going to throw most people off the trail of doing this. It takes intelligence, it takes elegance, and it takes work.

Sean: Yes.

Ray: Sean, does it take a lot of work?

Sean: It takes work. You work your tail off. You get it and you're like, "I can't do this. Let's make three videos and a sales page."

Ray: No, it's a lot more work than that. The PLF system works like crazy and anybody who thinks they don't work is just totally mistaken. What makes them work? What makes product launch actually successful? I think one of the keys, in fact, I think this may be the key to the whole process, it's not all there is to it but without this piece none of it functions correctly. It's something that Jeff calls "*Pre-Launch Content*." Let's define a few terms and then we'll give you some thoughts on --

Sean: All right, pre means before.

Ray: Yes, good. It's good. Pre-launch content would imply content you release before the launch. Why would you do that?

Sean: You're actually asking me?

Ray: Yes.

Sean: Why would you do that? Well you do that to build anticipation, excitement, and to give away a bunch of free content to build authority, rapport -

Ray: Trust.

Sean: - trust. People watch the videos they get immense value out of them and there's a process that you'll walk them along to take them down a journey.

Ray: "But Ray", Yes voice of doubt. "If you give away all that free stuff why would anybody buy from?" Well, voice of doubt let me explain it to you. You can't possibly give away all of your best practices, ideas, information, techniques, tools, but you can give away valuable content that demonstrates to people you know what you're talking about. There are really good reasons for giving away some of your best techniques, your best tools before you do the product launch because it lets people taste of what you have to offer, and see if it is good, and see if they want more. It's like what Costco does to you. You walk into Costco and what do you see when you're walking around?

Sean: Little, little tables of--

Sean: Little tables of little old ladies feeding you things you should not eat.

Sean: Right, but are usually quite delicious.

Ray: And you want to buy them.

Sean: Yes.

Ray: That's the reason, the primary reason behind product launch content is to let people sample what you have to offer and to demonstrate your authority as Sean has already said. To build trust, to build rapport, to let people know that you understand what their problems and their pains are. The next question that comes up so often is well, is that deceptive or manipulative? How do you answer that question?

Sean: I personally think a lot of those questions come down to -- well some of them are just practically like, yes some tools and tricks that marketers use. That's just sneaky and not very nice. But in a situation like this I think it totally comes down to your intentions and your motivation. Is your motivation to just get as much money out of people as possible, and just tell them what they want to hear so they'll buy from you? Or is your intention to actually give them useful valuable content that can help them solve a problem? If your attitude is just to help the people and offer them the ability to go further then, I don't think there's anything manipulative especially if you're above board about it.

Ray: Totally. When I was at this convention last week, there were a lot of people there that had my book and they would talk to me and say, "I can't believe that you give away so much of your content and your ideas in this book. "Does that hurt the sales of your copywriting course or --" and my response is always the same. "No, it helps the sales of the copywriting course," because for some people the book is enough. They read the book and you're like, "Oh, I get it. I can do this," and they crank out really good copy and they're happy and I'm happy too. But for many other people the book helps them realize they need more help.

Sean: Yes.

Ray: And so that,

Sean: Because you can't put the whole CopyWriting Academy into a freaking book. Then you can't put everything you or I know about marketing into the CopyWriting Academy.

Ray: Yes. It's just common sense. Think through this people. Deceptive or manipulative, it comes down to your motivation and there are some tricks that marketers use that are either lies or like when they say, "We only have X number of seats for this event."

Sean: And it's --

Ray: And it keeps growing or - you know the stuff there's no need for us to go calling out those behaviors. Look, we are constantly examining our own materials and

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asking ourselves, "Is this in any way misleading?" And we have killed a lot of stuff in our business because we felt like, "It could be argued, that's okay, but it feels like a gray area so we're not going to do it any more."

Sean: And we're constantly finding more. We had someone email us a couple weeks ago about a webinar we were doing they asked a question they said, "Just curious I mean I'll just be frank about it. I noticed that you're using simulated webinar attendees on these evergreen webinars, why just curious, based on your principles why would you do that?" Tammy forward this message to me and I told her I said well the simulated people are people who've actually watch the webinar before. However that's a good point, but it's not congruent. I went to turn them off.

Ray: Excellent. By the way this is the first I'm hearing of this, but that's the right decision. That's one of the great things about having a team and having a team that understands your core values around your business because you're able to see that make that decision and just know it was the right thing to do. Cool, that makes me happy. How do you do a product launch well or you follow the system? The way to do it if you do not have access to Product Launch Formula or you can't wait for access to it, is go buy Jeff's book. It's called -

All speakers: *'Launch'*.

Ray: And it's by Jeff walker and you can find it on Amazon and it will get you started. Beyond that, what I would like to focus on is the seven reasons why I believe you must do a product launch, now.

Sean: Now.

Ray: Not like next year or a couple years from now, but now. I was jotting these down during the conference as people were talking about launches that they've done, or that they want to do, and I realized there's some really good reasons why this is a way to do things and it's a way to do them now because there's a window of opportunity that's open.

Number one, reason number one why you must do a product launch is launchers live. What I mean by that is, those who understand the principles of the product launch of creating and fueling demand for your product and desire for your product, so that you have these windfall cash flow incidents, allows you to have a lot more cash in your business. That means you're not struggling all the time to pay the bills, you can actually take time to breathe, to invest in new team members, to invest in new technologies, and to give yourself a little runway to think about what's the next idea, or promotion, or product, you want to do. Because you're not constantly thinking about the cash burn and thinking, "I got to do something this month so that I don't have to close the doors next month."

Sean: Yes, because it sucks when you're trying to do a take off and you're hitting full throttle and all over a sudden you're not on a runway.

Ray: That's what happens when you run out of cash in your business. Bad things happen. Number one, launchers live. Number two momentum.

Sean: Yes.

Ray: We have done two product launches in the last twelvish months.

Sean: Twelvish.

Ray: No, yes 12. It's like a month almost to the --

Sean: You're right. It was October of last year.

Ray: That's crazy. Those two launches have given us so much momentum in our business.

Sean: And have introduced so many new people to our tribe, our community.

Ray: It was like I was talking with John Walker at the launch con event and I'm embarrassed to tell you this but I'll tell you anyway. I had to have somebody go with me on this trip to accompany me so that I could do things like go to the bathroom without being stopped a hundred times before I got there.

Sean: [laughs]

Ray: John walker was laughing and saying, "Well, you did a couple product launches and now your profile is raised, isn't it? It's a little harder things normally." And I said, "Yes, it's true." It gives you momentum in a lot of ways. That actually ties into the reason number three for doing a product launch now and that is it increases your level of influence. If you think that influence is just a status or an ego thing, think again. It takes influence to get things done. The more influence you have, the more impact you can have on the world because you can make requests of people, you can shape the thinking of your tribe, you can shape the thinking of other tribes through your tribe. It's a subject that I will have more to say about in future episodes, but for now we're going to move on to reason number four.

You need to do a product launch now and that is what's called the *launch echo*. This is a Jeff Walker term and it just means that when you do a launch and you're very successful with it, word gets around in the launch community and you begin to get requests from other people, you get invitations from other people. If you're into this kind of thing you get offers of getting free samples of other people's products because they want you to promote their stuff, or they want to promote your stuff because they can make a lot of money promoting your product. That's the launch echo.

Then reason number five you need to launch now is because of what Jeff calls "*launch stacking*". The simplest way of explaining this is your launches get bigger as you stack them one on top of another. We did our first launched in October of last year and our second launch was in -

All speakers: April.

Ray: - of this year.

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Sean: Because it ended on tax day or something.

Ray: Which was an accident but cool.

Sean: Cool yes.

Ray: We had a much bigger result in our second launch.

Sean: Yes. At least a 50% increase.

Ray: That had a lot to do with launch stacking and the power -- if you want to know more about these terms just get Jeff's book launch. I will put a link in the show notes for this book. You should own it. Number six reason you should do a product launch now. You must do a product launch now, and this is one I haven't heard anybody talk about. I feel like this is original to us.

Sean: Because I'm reading in the notes I don't know what you're talking about.

Ray: In the world of building companies of startups, a lot of startup people are looking for an angel. An angel investor, someone who will pour the cash into your business so you can accomplish the things you want to accomplish in your company. The problem with getting an angel investor is, they are now in control. "I don't care what they say, how much you talk about, or they didn't get fifty percent interest in my company, they're not going to influence my decisions I still have my --" No, you don't have your independence.

Sean: They will influence your decisions.

Ray: They will because you are beholden to them.

Sean: Sometimes that's a good thing.

Ray: That's true, sometimes you need that.

Sean: Sometimes when you get a really awesome partner who's a genius in an area where you're lacking knowledge and experience, it is a good thing.

Ray: I can think of a couple of people that I would work with on that- [crosstalk]

Sean: In that.

Ray: -in that basis. [crosstalk]

Sean: -in that kind of a relationship,

Ray: But only a couple.

Sean: Right.

[laughter]

Ray: Reason number six. You must do a product launch now as it allows you to be your own angel. You won \$100,000 of capital for your company? Do a product launch and get \$100,000- [crosstalk]

Sean: Yes.

Ray: - and don't owe it to somebody else who is now in control of your destiny. And closely related is reason number seven you must do a product launch now which is, this is a way to run a debt-free business.

Sean: Yes.

Ray: Must you speculate? What are the advantages of being in debt-free business?

Sean: All you got-- you don't have-- you get less bills to pay.

Ray: That makes sense.

Sean: You're not basically owned by someone else.

Ray: Wait a minute, being in debt is like being owned by someone else?

Sean: Yes. Especially when it's your business.

Ray: I don't -- where did you get that?

Sean: [laughs]

Ray: Wait a minute.

Sean: Wait a minute.

Ray: Something is coming back to me.

Sean: Yes.

Ray: There's a book of wisdom, sayings of -

Sean: You've got to be careful of that because there's actually a book of wisdom in the Catholic Bible.

Ray: Well, I'm talking about the book of Proverbs.

Sean: Yes, I know you are, but there's a different book called the book of wisdom.

Ray: I need to be clear about what book I'm referring to.

Sean: Yes.

Ray: So in the book of Proverbs it says, "The borrower is slave to the lender."

Sean: Correct.

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Ray: And in context, and we've to take things in context. You only say what it really means. What it really means is if you owe money to somebody you're their slave.

Sean: Yes.

Ray: When you look at the original language and parse it out that's what it means, the borrower is slave to the lender. I'm not saying it's a sin to be in debt but as Stephen da Silva would say, "There's nothing wrong with it, you just have to decide how much slavery are you willing to tolerate?" It's true, probably mangle that quote from him.

Sean: It's okay.

Ray: Forgive me Stephen. The seven reasons you must do a product launch now let's review, Sean.

Sean: The seven reasons you must do a product launch now is that launchers live,

Ray: Yes.

Sean: -they live.

Ray: Yes.

Sean: You get momentum, and you get influence. There's the launch echo that continues to grow your influence momentum -

Ray: Echo.

Sean: -and launch-

Ray: Echo, echo, echo.

Sean: -echo, echo. It's launch stacking which I mean really it's just continued momentum influence and growth in your business. Be your own angel, be your own investor, and then you'll have a debt-free business.

Ray: And those are the seven reasons you must do a product launch now, and remember the key that fuels the power of product launch is really is in the prelaunch content.

Sean: Yes.

Ray: We'll have more to say about -- we're going to unpack a lot of these ideas over the next couple of episodes. That's it for this week.

Sean: Yes. All right, so if you will like to be helpful, found the show helpful, and you want to get it in front of more people please subscribe through iTunes and the Apple podcast app. Please give us a rating and a review, we'll make sure to read that off at some point.

Ray: Yes, and I want to give a shout out to our buddy Daniel J Lewis-

Sean: Yes.

Ray: -who's a fan of the show. He informed me that he has clear knowledge that only subscribing through the Apple podcast app influences your ranking in the iTunes store.

Sean: Yes, we were wrong about that.

Ray: Please subscribe in the Apple podcast app.

Sean: Correct. You can get this transcript for this episode by going to ravers.com/254, and next week's topic is going to be *how to cut your ad budget and increase sales*. Have any final thoughts?

Ray: Yes, I have.

Sean: Or any -- Do you have a quote worth note?

Ray: I do have a quote worth note, it's from Ayn Rand.

Sean: Really?

Ray: Yes.

Sean: He's made a couple appearances on this episode.

Ray: It's interesting, it's almost as if I thought about this in advance. Here's the quote, "The basic political principle of the objectivist ethics is - [crosstalk]"

Sean: And time's out. Ayn Rand probably is the only person that I know that attempted and was most successful creating a complete systematized philosophy for life from like the beginning, to molecules, to most existential abstract thoughts. She tried to sensitize it, she did a pretty good job and her philosophy is called *Objectivism*, so when she says the basic political principle of the objectivist ethics, she is saying the basic political principle of the ethics of my system for determining values, good and bad, and right and wrong, just wanted to put that clarification.

Ray: Good, it's good that you did. So the basic political principle of the objectivist ethics is, "No man may initiate the use of physical force against others. No man, or group, or society, or government, has the right to assume the role of a criminal and initiate the use of physical compulsion against any man. Men have the right to use physical force only in retaliation and only against those who initiate its use. Just think that through.

Sean: Just chew on that.

Ray: So until next week I pray that God blesses you and gives you wisdom and revelation as you have important decisions to make this fall.

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