



## Ray Edwards Show, Episode 255

### *How To Cut Your Ad Budget and Increase Your Sales*

**Ray Edwards:** Ray Edwards show episode 255. How to cut your ad budget and increase your sales.

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

[Music]

**Ray Edwards:** All right. Our audio quality maybe a little off this time.

**Sean:** Yes.

**Ray:** Because we're not using our engineer this week.

**Sean:** Right.

**Ray:** It's not your fault Chris.

**Sean:** No.

**Ray:** By the way Chris Edwards audio podcast editor, processor...

**Sean:** Aficionado.

**Ray:** He's available and the reason that he's not producing this week's episode is because I was super slow getting it ready. It wasn't ready in time for him to do it because my slowness causes problems with the rest of the team. Hi, its dysfunctions of Ray episode one. I might call it the dashboard confessional. No, that's a band.

**Sean:** No, that's a band.

**Ray:** They do what kind of music?

**Sean:** Emo.

**Ray:** Not memo?

File name: REP255.mp3.docx

**Sean:** Not memo.

**Ray:** But the emo?

**Sean:** No, no.

**Ray:** That's not what this show is about, this show is about how to cut your ad budget and increase sales. That sounds so counter-intuitive.

**Sean:** Yes, it does. How are we going to do that?

**Ray:** I thought you would know.

**Sean:** No.

**Ray:** I actually...

**Sean:** All right. I guess we're done.

**Ray:** Okay, see you.

**Sean:** Great show.

**Ray:** Just get some coffee. Speaking of coffee, I just came from Revel you were at a different coffee shop.

**Sean:** I was.

**Ray:** I was at Revel 77 and I got the new DJI Osmo Mobile.

**Sean:** You didn't get that at Revel.

**Ray:** No. But I've got it recently and I decided today was the day I was going to learn how to use it.

**Sean:** Okay.

**Ray:** For real. I thought I'm going to document my day and I started at the house and showing the beautiful Spokane weather today.

**Sean:** Oh, and it is lovely.

**Ray:** I showed it.

**Sean:** This is the reason why I love this city so much.

**Ray:** That's why we live here. Near nature, near-perfect, nearly not true. It is perfect in a natural sense except I don't like winter. It's not even winter I don't like it's this rainy...

**Sean:** Rainy, wet, yes.

**Ray:** ...40 degrees blowing, spitting rain.

**Sean:** Yes.

**Ray:** I'm in a great mood, it should be a good show.

**Sean:** Right.

**Ray:** I went into Revel filming. I walked in the door totally blowing all the rules of video...

**Sean:** Film editing, yes

**Ray:** Yes. I'm just walking to the door and I'm like, "Hi guys."

**Sean:** Hi.

**Ray:** Debs like, "Hi a camera." she's one of the owners. Then...

**Sean:** A camera.

**Ray:** I have an embarrassing...

**Sean:** That also means, subtext read between the lines.

**Ray:** Yes.

**Sean:** Thanks

**Ray:** Thanks for not even giving me any warning or asking my permission.

**Sean:** Right, yes. That's awesome.

**Ray:** Now I'm sorry Deb. I have an embarrassing question to ask, "Does she actually do any baristaring?"

**Sean:** I'm not sure.

**Ray:** I know that she makes their yogurts and stuff like that. She's the...

**Sean:** Yes, no I've seen her make Kmix.

**Ray:** Okay, good. Because I said on the film I said, "This is one of my favorite baristas." She was very modest and laughing and while that was happening I was thinking, "Does she ever actually pour any drinks?"

**Sean:** Yes. She does I think Mike does most of it but I've seen her do some hand brews.

**Ray:** Brandon was there and he made me this most awesome pour over with Nicaraguan beans. It was amazing.

**Sean:** Yes.

**Ray:** Why do you care because you see all this on YouTube within a couple of days because I'm going to -- I'm trying a new thing with my video blog with my vlog.

**Sean:** With your vlog.

**Ray:** I'm so cool I'm a vlogger.

**Sean:** Yes, you are.

**Ray:** I have compared to real YouTubers I have one-tenth of one one-thousandths to the millions of their audience. I'm super happy about it.

**Sean:** You just got to wait a little while and then start talking about YouTube Red to piss off half of your subscribers.

**Ray:** That's true. Now if I start talking about makeup like Grace do you think that'll help me build a bigger audience?

**Sean:** Maybe.

**Ray:** Not probably the audience I'm looking for.

**Sean:** No, probably not.

**Ray:** This is so off the rails already. What are we doing today?

**Sean:** All right. Coming up, yes. Coming up in today's episode. We're going to be talking about should Christians seek money and prosperity?

**Ray:** Absolutely not.

**Sean:** Absolute no. What to do when your calendar makes your head explode?

**Ray:** I know about that.

**Sean:** Yes. I'm trying to, I try to just in my mind.

**Ray:** Yes?

**Sean:** As opposed to...

**Ray:** It's a good place to try things.

**Sean:** ...in my knee. In my mind trying to visually and literally think of how that...

**Ray:** How your calendar could make your head explode?

**Sean:** Make your head explode? Yes.

**Ray:** That's a bad calendar. You should not get that calendar. That's an app you don't want.

**Sean:** Then we're going to be talking about how to cut your ad budget and increase sales.

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

**Ray:** This is going to a primer. We have a lot of new listeners.

**Sean:** Yes.

**Ray:** I hallucinate that we have a lot of new listeners.

**Sean:** Yes.

**Ray:** I believe we do.

**Sean:** I think we do.

**Ray:** This is a primer, one of our foundational belief, core beliefs about prosperity and it's -- I set it up with this provocative question, "Should Christians seek money and prosperity?" Here's the deal we want to be blessed and live the abundant life that Jesus promised us. Now sidebar, if you're not a Christian a lot of this is going to sound like Christianese to you and you're not going to know what it means. Just play along and maybe there'll be some reward in it for you. In fact I have this awesome email from an atheist. I will read to you later in the episode if you remind me.

**Sean:** Okay.

**Ray:** Because we welcome everybody to...

**Sean:** Yes we do.

**Ray:** ...come into our little family here. But anyway ,Jesus promised us the abundant life. It's been talked about a lot, it's been abused a lot but it's something that he did promise and we want to have it, we should want to have it. He died to purchase this for us. I'll tell you this it's not an invitation to get saved to get money, that's not how this whole thing works. God is not an ATM, it's not like you entered the right pin code of faith prayer, praise, worship, good works and the ATM spits out your blessings, that's not how it works.

**Sean:** We'll make sure to have random characters in there as well.

**Ray:** Yes, and capital and lowercase and symbols also. Blessing and prosperity are first of all more than money and that's easy to say and most people say, "Well, yes I get that." But I think a lot of times we really don't think this all the way through. According to Strong's complete concordance of the Bible a book that everybody has on their shelf.

**Sean:** Yes. I routinely just crack that open to entertain me.

**Ray:** I finally took the Strong's to the US bookstore because I have it on my bible app. Now why would I have that huge book? Anyway, a Hebrew word often used for prosperity is the word Shalom.

**Sean:** Interesting.

**Ray:** Shalom. We usually think of that as meaning peace but the Shalom that Christ provides or as I've typed here the salon that would be a popular salon.

**Sean:** Yes, it would.

**Ray:** Talk about making you look young again.

**Sean:** Yes. That would be the salon where get your hair to grow back.

**Ray:** Yes, you're right.

**Sean:** It's a stupid joke but you know I go in and they're like, "All right, what do you want me to do today?" "I don't know grow back my hair."

**Ray:** Make it stop growing out of my ears back on the top of my head again?

**Sean:** I'm sure you never hear that one.

**Ray:** The Shalom that Christ provides is a sense of complete, whole peace. Strong says, "Shalom is quote completeness, soundness, welfare and peace." and welfare means well-being not the system where--

**Sean:** At the state.

**Ray:** -- money is taken from people who create it and then give them to people who don't.

**Sean:** Not forced to charity?

**Ray:** No.

**Sean:** Wait, does that term even make sense?

**Ray:** No it doesn't but that's a different part of the episode. I got something coming up you going to love. Completeness and soundness includes your body and your health for sure, it includes your relationships with people and with God. Jesus also gives us as part of the deal the quote "gift of righteousness and the abundance of grace." Make sure you know that's a quote because it's in the Bible.

**Sean:** It's in the Bible.

**Ray:** The B-I-B-L-E that's the book for you and me.

**Sean:** It's in the Bible.

File name: REP255.mp3.docx

**Ray:** You can look that up. I'll let you chase that down. It's worth chasing down. The gift of righteousness and the abundance of grace, its unmerited favor it's what grace means. One way of defining it. Favor is defined as "that which affords, joy, pleasure, delight, sweetness, charm, loveliness, and good will, benefit, bounty and reward. God's kindness, his favor does release these things. It releases blessings and prosperity and health and opportunity and good success. That phrase "good success" is another quote from scripture. I'll give you a hint, you look for it somewhere in the neighborhood of Deuteronomy which was the Lord's favorite book of scripture by the way. It's the one he quoted the most. He wrote it, it's a good book. It releases all these things including good success. The Bible gives us many examples of God's favor bringing breakthroughs in all these areas to his people.

Moses, Noah, Abraham, Isaac, Jacob, Joseph, David, Solomon and Gideon are just a few. Jesus himself grew in wisdom and favor with God and man. If you want to have a mind-blown moment, think about why did Jesus need to grow in favor and wisdom because he's God

**Sean:** Right.

**Ray:** If you believe in Christian, He's God, in human flesh, and why did he have to grow in favor and wisdom with God? Things that make you go, "Hmm, huh?"

**Sean:** Right.

**Ray:** But it's true because it's in the book. Now, I want you to remember this. This is not a guarantee of a trouble-free life. Job also had God's favor. He suffered mightily and it was through no fault of his own. He did not screw up some how. Now he was under a different covenant, but that's getting a little deep into the water. So, we'll just navigate around that. He was not under the old covenant by the way.

**Sean:** Right.

**Ray:** The pre-old covenant.

**Sean:** He's in one of those covenants before.

**Ray:** A covenant of grace. So, no fault of his own. He did suffer, but he did not accuse God falsely and in the end, everything was restored to Job in multiples. In the end, everything that went wrong was set right or as Tolkien put it, "Everything bad is going to come untrue." Love that. Job says in the Chapter 10, Verse 12, "You have granted me life and favor and your care has preserved my spirit." Even through everything that Job went through. God's favor and his care preserved his spirit. Matthew Chapter 6, Verse 33 says, "Seek first the kingdom of God and his righteousness and all these things shall be added to you."

What's my point? Well, that verse tells me we don't seek money for its own sake because there's a whole context to that verse I won't go into because this is not like a sermonette for the episode, but I just want to give you some things to think about. We don't seek money for its own sake. We seek God's kingdom and his

righteousness and notice, this will give you one to fish for, His righteousness not ours. Did we lose your mic?

**Sean:** [inaudible 00:12:29]

**Ray:** Okay hang on, I'm going to do some surgery.

**Sean:** Test, test, test. There it is.

**Ray:** That's why I did not use that channel before. I just changed the setup.

**Sean:** There we go.

**Ray:** Okay, that's better. I was saying that you seek God's kingdom and his righteousness, not your righteousness, but His righteousness. He gave you His righteousness. I'll just give you the answer. When you are the "Righteousness of God in Christ", it says that in the bible, I'm not making up some crazy weird idea. Well, it's a crazy weird idea, but it's not mine. You are the righteousness of God. So, God continuously is releasing favor, blessing, prosperity, protection and peace over your life. All you have to do--it's so easy. All you have to do is receive it. So, do that.

**Sean:** So, do that.

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

**Ray:** Here we are. This is what you've been waiting for.

**Sean:** This is the bazooka calendar.

**Ray:** What to do when your calendar makes your head explode? Let's put this in little context. Has my calendar been crazy the last couple of months?

**Sean:** Yes.

**Ray:** Has it been crazier than it should be?

**Sean:** Yes.

**Ray:** Has it had a--taken a toll on my physical, emotional, and spiritual well-being?

**Sean:** Yes.

**Ray:** Well, you answered that quicker than I thought you would. You could have at least pretended to think about it.

**Sean:** No, of course not.

**Ray:** Well, it has. So, here's the point I want to try to make. You have less time when you think. It's kind of one of these odd tension of opposites. You can accomplish more than you think you can, but you actually probably have less time than you think in which to do it. And what I mean is that for those of us who are entrepreneurial in

File name: REP255.mp3.docx



spirit, we tend to say yes to more than we're actually capable of doing, or as my dad, Pat Edwards was fond of saying, "Well boy, you don't let your mouth write a check your butt can't cash." [laughs] That's not exactly how I said it.

**Sean:** No?

**Ray:** No. He had--

**Sean:** More colorful language?

**Ray:** More colorful language. But it's stuck with me, the things that people say to you stick with you. "You don't let your mouth write a check your butt can't cash." [laughs] Love you dad. And love you other dad [unintelligible 00:15:16] love you both. You have less time than you think, you tend to say yes to more things that you can actually do and what do you do about it? It's through experience, through bloody, bruised, embattled experience, I now give you Ray's seven step calendar first-aid guide.

Number one, step number one to fixing this problem so your head doesn't explode. Clamp the bleeders. In actual triage, E.R. care, the first thing they do is look for a-- "Do you have an artery that's bleeding?" because if you don't clamp that sucker--

**Sean:** You're dying.

**Ray:** You're going to die. All your other problems go away.

**Sean:** Yes.

**Ray:** Maybe that's the solution.

**Sean:** Yes. There you go.

**Ray:** Not when I'm in a hurry to explore.

**Sean:** Not a great solution.

**Ray:** So, clamp the bleeders. This means that things in your calendar that are important and urgent, you can't just get rid of them, you can't just ignore them, you need to take care of those first. Sometimes, that means you got to work extra hours, you've got to work on days you wouldn't normally work because you did make a promise. Now, I'll get to what you do about promises you feel you can't keep. But the first thing you do is you clamp the bleeders which means prioritize the things that must get done first. Even if other stuff fall through the cracks, then you at least know you did the most important things first. Like in your finances, the most important things are food and shelter. You've got to pay for those things first. You have a home from which to operate. This makes sense.

Number two, step number two in Ray's seven step calendar first-aid system, relieve the pain. Would you say that--I didn't prep you for this, I'm always interested to know what your answers are going to be when I ask you questions like this.

**Sean:** When you ask me unprepped questions?

**Ray:** Yes, because I never know. I mean you could go in any direction.

**Sean:** I could.

**Ray:** Sometimes you even volunteered to go on a different direction, like in that workshop we had a couple of days ago. We just bounced up in front of the room and said, "I'm going to do something now, my dad, I may have to apologize to him for later. I had one of those tightening up moments.

**Sean:** Oh boy.

**Ray:** Oh boy. So, relieve the pain. Would you say that because I was over scheduled and over obligated that I was in some kind of physical, mental, spiritual pain?

**Sean:** Yes.

**Ray:** And did that affect the way I interacted with other people?

**Sean:** Oh, yes. I mean not just you, everyone.

**Ray:** That's good to know, thank you for that. You've got to relieve that pain first and it's so counter to what we want to do. What we want to do is dig in, do everything and get caught up. Work 14 hours and go without sleep because we feel like that will give us the answer. The truth is that will never provide the solution because it never ends. There's always something more to do. You've got to build in time for rest.

Something I did just yesterday, I'm embarrassed to admit this, but I haven't done this for a long time because I've been so over-scheduled. I left my computer at the office when I came home yesterday. I came home early because you were teaching a message at church and I wanted to make sure I got there on time, had healthy dinner beforehand. I left work early, I left my laptop here and did not see it again until 11:20 this morning.

**Sean:** Wow.

**Ray:** That was pain relief because I couldn't easily do things that I felt like "Have to be done." Give yourself some space. Number three, stabilize the vitals. Once you've gotten--the bleeders taken care of and you've released some of the pain, you've given yourself a little psychological space and rest, you've got to look at--okay overall, with everything I have to do in my calendar, what are the vitals that--the essentials in Greg McKeown's language, the author of Essentialism, what are the essentials that must be done and stabilize those things.

For us, those would be the podcasts, the YouTube videos, the email list and promotions that we're doing. Those are the vitals and there is like a thousand other things that are available to me to do, but I have to stabilize those vital things before I even can look at those options.

Step number four, clean the wound and administer antiseptic. What that means to me is, I have taken myself out of the equation when it comes to scheduling things on my calendar. The real wound was me saying yes to everybody, probably it's because of the wound inside where I want to please people. I don't want to say no to people,

I want them to approve of me, I want them to think that I'm powerful and successful and I can handle stuff and I always say yes, and maybe I'm revealing more of myself **[unintelligible 00:20:09]** you really want to know? I think that's a wound that is healing inside me. One of the ways that I've begun helping that process along is I'm not allowed to put things on my calendar anymore, and Tammy will let me know if I cross that line.

**Sean:** Hey.

**Ray:** What are you doing?

**Sean:** Stop it.

**Ray:** Pretty much and that's the antiseptic as well, what's the purpose of antiseptic? It's to keep germs from getting into the wound and making it re-infected. Basically, the antiseptic is to keep me out of there.

Step number five, repair the trauma. To me what this means in relation to your calendar is, now you can look at your calendar, in my case with the help of my assistant and look at what things I've I said yes to that we need to unwind, we need to undo to repair some of this trauma. This is where you can actually help relieve pain and stabilize vitals and do it honorably. Just because you agreed to do something does not mean you have to stay in that agreement if you can get the other party to agree to release you. It can be a little humbling, you have to pick up the phone and call and say, "Hey, Bob I know I agreed to do this but I really over committed myself and I need to create some space and maybe we can come back to this later, is it okay if we reschedule?" And if Bob or whomever says, "Yes." then it's totally honorable to do that. I think it's really important to repair that trauma and my goal is to leave 40% of my working hours unscheduled so that I have room to respond to challenges that arise, and opportunities that come up.

Number six, step number six in Ray's seven-step calendar first-aid manual is to take care and heal well. Taking care means don't do the same things that got you into this mess to begin with. Don't say yes to everybody, you need to put a safeguard in place. If you don't have or if you're you can't afford an assistant right now, find somebody else in your life, you could-- if I didn't have Tammy to work with, I could go to you or you and your mum and say, "I'm agreeing with you guys which I did this came to speaking events." I said, "I promise you I'll not agree to a speaking event until we've discussed it," and you guys have given me the thumbs up and said, "Yes, that sounds like a good idea."

**Sean:** Right.

**Ray:** You don't have to have a virtual assistant if you can't afford one but you've got to take care of yourself. Then heal well means you need to build in rest. If you don't rest you'll-- it's like running a car at full capacity continuously. Eventually, you'll burn up the engine, I mean even if you had some kind of like a refuel that came up beside you and put more gas in the car while you're still running, there comes a point when the engine is just going to seize up because it needs to rest. It needs maintenance and repair and lubrication.

Number seven on my seven-step calendar of first-aid guide is, practice safety, which I believe means to air on the side of caution. I say, "I'm going to keep my calendar 40% on schedule that's my goal." I'm really shooting four as a margin of safety 50% unscheduled and I'm aiming at reducing the number of days per week I'm available for stuff period. Right now I'm available five days a week, my next step is to be available four days a week. If you do these seven steps, I believe you can stop your head from exploding because of your calendar. Quick review of the seven steps, I trust you were taking good notes.

**Sean:** Yes, number one clamp the bleeders. Number two, relieve the pain. Three, stabilize the vitals. Four, clean the wound and administer antiseptic. Number five, repair the trauma. Number six, take care and heal well. Number seven, practice safety.

**Ray:** That's some good stuff right there.

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

**Ray:** All right, now we're down to the meat and potatoes.

**Sean:** Meat and potatoes.

**Ray:** Actually, the way we're eating these days it's really just the meat.

**Sean:** I'll have potatoes.

**Ray:** I'll not have potatoes. That's another episode, I wonder-- just curious, let us know. You can let us know through twitter, you can reach me at @RayEdwards or on Facebook, on Facebook I'm just RayEdwards, pretty tough to find.

**Sean:** Right.

**Ray:** Let me know, would you be interested in an episode on nutrition and health routines because I think I have some ideas that might be helpful. I'm not an expert, maybe that's why it would be helpful because I'm not an expert I'm just telling you from a real world perspective what's been working for me. If you're interested let me know we'll talk about that, but for now no potatoes. Okay, the best way to I think do this, this whole section is to first do a review.

Last week in episode 254 we started talking about product launches and why they are so good. Why they're the way for most people-- many people I'll just say that, many people to start or to grow a business especially one that's focused on online. This works for brick-and-mortar businesses but if your focus is online or you want to

File name: REP255.mp3.docx

put some focus online, like we've been talking about. I don't if the Revel guys are going to appreciate this, but we've been talking about ideas for them like how they could be more prosperous, they're doing really well.

**Sean:** They're. Going there between nine and noon and it's like--

**Ray:** We're like, "We can help you guys."

**Sean:** Yes.

**Ray:** It works for offline businesses that want to do more marketing online even if you're local. The reason we're big fans of product launches are number one, they require no capital to start up. I mean, really that's a strange reality.

**Sean:** Yes.

**Ray:** You can start-up without having to have a big investment because like, do you know how much it takes to start a McDonald's franchise?

**Sean:** I think a million.

**Ray:** Yes.

**Sean:** Right, you just have to have a million dollars in cash just to--

**Ray:** That's not even for operating.

**Sean:** Right, that's just to buy the ticket to get into the interview.

**Ray:** Yes, some people are like, "What you're doing is too risky for me," I'm like, "Risky?"

**Sean:** Risky?

**Ray:** Try starting up a franchise or try having a job where your faith is hanging in somebody else's hands and they can cut your little puppet strings anytime they want to. That's risky. Number two it's self angelizing. Do you want to explain this? It doesn't mean we're turning you into an angel. Well, you go ahead.

**Sean:** You just-- you're your own investor, you're your own backer.

**Ray:** Why would that be important?

**Sean:** Because you know you're not at the behest of another investor. You're in control of your business.

**Ray:** You mean if people invest in my business I'm not even going to give them a majority share, even if they invest in my business they think they have a say in how things go?

**Sean:** Yes.

**Ray:** But I want to be on Shark Tank and have those guys invest in my business.

**Sean:** Well, go ahead.

**Ray:** It really just depends on how much control you want to give up.

**Sean:** Sometimes, it's worth it, you get a big fighter that believes in your product and some good ideas and doesn't just want to like take it over and destroy it for their own uses and if they can use their weight momentum that's cool, there's nothing wrong with that.

**Ray:** Totally yes, there's nothing wrong with that.

**Sean:** It's just it's not right for every situation.

**Ray:** And it's not right for every person.

**Sean:** No.

**Ray:** For me, I was thinking about this today, I was thinking about the virtues of having your own business and I realized that for me, it's not so much about having my own business, it's about working for myself. We can split hairs and say you don't really work for yourself you're beholden to your customers. Yes, It's all true but it's different, you and I know it's different. Don't argue with me, I'm not talking to you Sean.

Number three and this is my favorite part of product launches, it is the ever hypy sounding--

**Sean:** Cash on demand.

**Ray:** Cash on demand. You push a button and the money comes in.

**Sean:** Well, there's a lot more work that goes into that button pushing.

**Ray:** What? What episode is that we do the breakdown of our product launch?

**Sean:** I don't know.

**Ray:** Can we look that up?

**Sean:** I-- you google it?

**Ray:** All right, I'll put it in the short notes.

**Sean:** Okay, there you go.

**Ray:** We did a whole episode where we did a break down of a product launch that we did. We got a whole team on and we did a review. We'll put the links to that in the short notes. The fact is, this whole philosophy of cash on demand and online product launches has been just a dream for a long time but once we got broadband it was suddenly possible to do all kinds of miraculous things. Launches are important

File name: REP255.mp3.docx

and copy is the lifeblood of any launch. That's why today's topic is, this is how you increase your sales and cut your ad budget because copy is like the ultimate leverage. Let's jump in there, and I'm really speaking about launch focus copy here.

**Sean:** Right.

**Ray:** I mean, it applies to all sales copy, words that sell, the stuff that you want to sell, that's what copy is to us. it's what copy is to everybody, they just may not know it.

**Sean:** Yes.

**Ray:** We're talking specifically about launch focus copy because launches give you that super-fast leverage so you can get a lot of money, a cash profit windfall in a short period of time. Reasons why you must master launch focus copy so that you can cut your ad budget and increase your sales. Number one, it forces you to focus on something that's very important: the customer.

**Ray:** But shouldn't I focus on my product first? Shouldn't I focus on me first? I don't think so.

**Sean:** No.

**Ray:** I mean what we teach people-

**Sean:** I was just going to say, that workshop we just did.

**Ray:** Yes.

**Sean:** The people came in, loved, that was a great workshop.

**Ray:** Yes.

**Sean:** I had a lot of fun with those folks. I mean it happens every time. We work them through the copy framework to write their copy and they realize they need to modify their product.

**Ray:** Because they didn't know who they were talking to.

**Sean:** No, they build the product before they did all the work.

**Ray:** Yes. You've got to understand your customer. We'll go deeper into this probably in another episode but you have to understand your customer and then that helps you understand what your product needs to do or be and that helps you create your offer. Then you can know the value that you bring.

**Sean:** Just thinking about one of the guys, **[unintelligible 00:30:57]** he was lovingly cursing at us. After two different sessions he said he had to rewrite his sells letter.

**Ray:** "I had to rewrite my sells letter twice, thanks guys. "

**Sean:** Twice, thanks guys.

**Ray:** That leads us to number two. Actually, when you write copy this way and market your products this way, it works in your clients best interest. It really gets them what they need.

**Sean:** Right.

**Ray:** Because you started with them. Let's just be pragmatic Sean. How would you explain-- why is it best for us to focus on them first and what they need?

**Sean:** I feel like you're asking me what's one plus one.

**Ray:** This is so obvious to us. It's not-- as we learned in the workshop, it's not so obvious to everybody else.

**Sean:** Restate the question.

**Ray:** Why is it in your client's best interest that you focused on them first?

**Sean:** Because you're solving a problem for them. They're going to be exchanging value of you. They're going to be giving you little certificates of appreciation and you have to offer them a product that is helpful to them.

**Ray:** Wait a minute, I don't want certificates of appreciation, I want money. Oh, I see what you're saying.

**Sean:** Yes.

**Ray:** Money.

**Sean:** Money.

**Ray:** Certificates of appreciation.

**Sean:** Right, Yes.

**Ray:** This may seem like one plus one to you too but I challenge you to look at your current marketing and ask yourself the hard question, "Did I really put my client first?" I won't go into specifics but I created a small campaign recently, only after the campaign ran and didn't do as well as I expected did I realized, "Doggone it, I did not start with the customer. How could I make this rookie mistake?"

**Sean:** Right.

**Ray:** We all do it.

**Sean:** We all do it.

**Ray:** Number three, it works in your JV partner's best interest. Your JV partner for those who don't know the lingo of lunches, this is when you have some other business people, other entrepreneurs who share your marketplace, your audience.

File name: REP255.mp3.docx



They offer something different, it's not competitive with your product but it's complementary to your product. It's the jelly to your peanut butter. They will agree to promote your product to their audience and you pay them a commission for sales that get made. Clearly, when you focus on the customer first and you create launch based copy from this paradigm it works in your JV partners best interest, because they're more motivated to promote for you, because you're going to make more sales.

**Sean:** Right, Yes.

**Ray:** Number four, it works in your best interest because you sell more stuff and you make more money.

Number five, it raises your client's standards. This one may not be so obvious but I'll give you a great example of how this just happened in our, what I would call our quote market. Which is helping business people do business on the internet. It's a lose way of defining what we do.

**Sean:** Right.

**Ray:** Stu McLaren a good friend of ours released a course called *The Tribe Course*, which is about creating membership sites.

**Sean:** Right.

**Ray:** Paid subscription sites about whatever, maybe help helping take care of your dog with natural remedies or how to be a more successful photographer or how to help farmers or how to help small business people in rural communities across the USA. Some real world examples that we heard of in our workshop. What Stu did that helps his clients raise their standards was, he created a course that was such high quality production value, content, organization, follow-up. That it really raised the bar for what his customers now expect from a course, an online course. What's going to happen is, when people go looking for their next online course to learn how to do the next thing you need to learn in their business, they're going to compare it to Stu's.

**Sean:** Right.

**Ray:** For many course creators that's going to be a sad, sad day. Because Stu, I don't know if you can keep up with current events man but he's kicking your butt. He created a super superior course experience. It raises the clients level of expectation, it raises the bar for what they expect from now on and it raises your bar. I mean Stu can never go back to any lower level of quality and service. Actually, neither can we. We've realized that we got to totally up our game now.

**Sean:** Right.

**Ray:** Not because we didn't want to help before but because we didn't have this vision of, "Oh, this is possible." That is an awesome way which it raises everybody standards. Number six, this use of product launch focused copy to build a new customer base, to get new customers, to make new sales, to grow your business fast is the single fastest way to create what Jay Abraham calls, preeminence. It's like

File name: REP255.mp3.docx

you get to leapfrog, there's two ways to do this. Path number one, you start at the bottom and you slowly pay your dues and over the years you work your way up. Hopefully, you get enough breaks and hands up from other people in the business and lucky publicity and over the years you build some status in the marketplace. Or way number, I think I started with A didn't I? B, option B or way number two, whichever one I started with.

**Sean:** Whichever one you like more.

**Ray:** You can leapfrog ahead of all the people who are doing that stuff and you can go right to the front of the pack. You do that with a product launch. There's some really good reasons why it works that way. Product launch gives you leverage.

**Sean:** Right.

**Ray:** You get to leverage other people's customer base, their recommendation, their endorsement and it builds authority for you. We don't have time to go into all the benefits of a launch but there are huge benefits that can put you in the preeminent status in your space. We jumped ahead of many people who teach copywriting, for instance, because we did a couple of launches.

**Sean:** Right.

**Ray:** I had actually years of experience doing it the other way and that's good because I have actual skills, which is always a plus but then we did a couple product launches and we leap frogged to the point that we are somewhat preeminent, I don't want to be presumptuous but we have a much bigger profile and bigger name recognition now than we did before.

**Sean:** Yes.

**Ray:** The number 7 and this is the big one. This is the most important reason why you must master launch focused copy. That is because of what Jay Abraham calls upside leverage or you might think of it as the x factor. It's like this, just by changing the words you can totally change the destiny of your company. That sounds overstated but you can have all the same elements, the same product, the same manufacturing, the same staff, the same distribution and you have a copy version A which is maybe something you didn't put a lot of thought into or you just let somebody in the quote marketing department do it and they did it the way they were taught in college, God help you. Taught in college by a professor who's never operated or owned a business in his or her life.

**Sean:** Right and works in side of an economic system.

**Ray:** That does not reward nor believe in-

**Sean:** Business.

**Ray:** -or appreciate business nor profit. Maybe not the way to go. You can change that copy into something that's effective at selling and marketing and showing the benefits of your product and giving the customer a vision of their future with the

File name: REP255.mp3.docx

product that you sell and you can multiply your sales times 10. Doesn't happen every time but it happens enough times that I'm comfortable saying it. Keep in mind you didn't spend any more money unless you pay the copywriter.

**Sean:** Right.

**Ray:** But let's assume he wrote the copy yourself, you somehow learn how to write the copy yourself. Copywriting Academy, that was sub minimal advertising right there. Not subliminal.

**Sean:** No, it's sub minimal.

**Ray:** You learn how to write copy, you wrote different copy and you increased your results with no additional spend for your ads. In fact, if your copy is ten times more effective at selling, it's possible you could reduce your ad budget significantly and make more money. That is upside leverage. Just a couple of quick examples, Justin Livingston is somebody that we know and love and I did some copy work for him is one of those cases where it was a favor for a friend which I keep saying I don't do this and then people keep coming to me and saying but we're friends.

**Sean:** but we're friends.

**Ray:** Anyway, they had an offer they were selling. Justin and Callan, they had an offer they were selling. He told the story in the summit interview, he told it publicly so it's okay for me to share this. They had no copy, they just had a video and a check out form. I wrote this sales letter for them and they used it. They did a million dollars, little over a million dollars in a week and that was up from the previous launch the same product where they had no copy. Instant leverage of their offer.

I have another client who I worked with for a long time and this is right about the time I decided to stop working with clients directly. We had a very amicable change in the status of our relationship. We did-- we agreed to see other people. I help Joe find a copywriter but we had a product that he had, it was under performing. It wasn't doing-- it was doing okay but it was doing that well. I rewrote the copy and from the time we wrote the copy until very recently, he had produced 10 million dollars of revenue for that one sales letter.

There's other factors that go into that. I don't want to make it sound like, Ray writes a magic sales letter. All of the factors are laid waste and just money just flows in like magic. You've got to have a good product ,good delivery, good customer service and got to have good pre-framing for your offer, it's all part of the deal.

**Sean:** You can't change the copy.

**Ray:** What?

**Sean:** You can't change the copy.

**Ray:** Oh, yes. I can't give you the copy then you start monkeying around it and changing it and saying, it didn't work.

**Sean:** Yes, your copy didn't work.

**Ray:** Well, that's because you didn't use your copy, good luck to you. That's a couple of examples. Your problem in selling your products is probably not where you're spending your ad dollars, I mean it could be, that could be a factor. It's probably not how much money you're spending, it's probably as Jeff Walker would say just a copy problem.

**Sean:** Yes, just need a reef repackage

**Ray:** Change the copy, change the results. That's what we're talking about. There are the seven reasons why you must master launch focused copy. Recap.

**Sean:** Yes. Number one, it forces you to focus on your customers first. Number two, it works in the clients best interest. Number three, it works in your JV partners best interest. Number four, works in your best interests, raises your client standards and yours. Number six, the single-- it's the single fastest way to create preeminence in your field and number seven, it creates upside leverage and the x-factor.

**Ray:** X-factor. All right, if you found the show helpful and you'd like other people to find it helpful, go to subscribe to show through iTunes on the Apple podcast app, make sure you put your real name and website in the text, we love reviews and get the transcript @RayEdwards.com/255. Next week we'll be talking about trick-or-treat email marketing guy.

**Sean:** Why we will be talking about trick-or-treat email marketing?

**Sean:** I don't know, it's weird

**Ray:** Is it some special day?

**Sean:** It seems like out of context--

**Ray:** Is it trick-or-treat day? Trick -or-treat day plus yes we have a special guest --

**Sean:** Yes, we do.

**Ray:** One of our favorite people.

**Sean:** yes.

**Ray:** Michael Stilson. Michael's Stilson everybody.

**Sean:** You have a have a quote worth note?

**Ray:** I do. It's a little lengthy is that okay?

**Sean:** That's okay.

**Ray:** As you know we don't make political commentary on this show.

**Sean:** No. We like to stay away from hot-button issues like politics and religion and money--

**Ray:** Let me just read you a little quote from one of--

**Sean:** Do you realize that we're talking?

**Ray:** Yes, that's what we do. It's what we do. It's a little quote from one of our favorite non-political authors, "The essential characteristic of socialism is the denial of individual property rights. Under socialism the right to property, which is the right of use and disposal is vested in society as a whole i.e. in the collective, with production and distribution controlled by the state, i.e. by the government. Socialism may be established by force, as in the Union of Soviet Socialist Republics or by vote as in Nazi Germany. The Nazi Party" by the way was the National Socialist Party.

**Sean:** They did-- Hitler attack Communists and everyone thinks like, "Oh, they were--no they were not capitalists, they look like furthest from capitalists.

**Ray:** Yes, socialist Nazi. The degree of socialization maybe total as in Russia or partial as in England. Theoretically, the differences are superficial. Practically, they are only a matter of time. The basic principle in all cases is the same. The alleged goals of socialism were, the abolition of poverty, the achievement of general prosperity, progress, peace and human brotherhood. The results have been a terrifying failure. Terrifying that is, if one's motive is men's welfare. Instead of prosperity, socialism has brought economic paralysis and or collapse to every country that tried it.

The degree of socialization has been the degree of disaster. The consequences have varied accordingly. Ayn Rand, from a book called *The Virtue of Selfishness*. Something to ponder, I just-- I feel a great disturbance in the force as if millions of voices suddenly cried out and we are suddenly silenced. I pray that God will bless you, give you wisdom and revelation about the decisions that face you in the near future and that He will do more for you than you can ask or even possibly imagine.

**Sean:** And remember there are more than two choices this November

**Ray:** Just saying, Tutus'.

**Sean:** Tutus'

**Automated voice:** Thank you for listening. This has been the Ray Edward show. Find the archives of this weekly show @rayedwards.com/podcast or on iTunes, contact Ray @RayEdwards.com. This podcast copyright by Ray Edwards international incorporated, all rights reserved. Each week we bring you a message of prosperity with purpose and freedom and remembering that true freedom is available to all through Jesus--

**[00:46:55] [END OF AUDIO]**