



Ray Edwards Show Episode #272

How To Make Your Business President Proof

Ray Edwards: *Ray Edwards Show* Episode 272 and what's it called?

[music]

Sean Edwards: How to Make Your Business President Proof.

Announcer: The Ray Edwards Show. Live your destiny by design. Start, run and grow your own internet-based business and create the life of your dreams. You can do it. This is the *Ray Edwards Show*.

Female Speaker: Let's change the world and watch your business grow. Welcome to the *Ray Edwards Show*. The *Ray Edwards Show*.

Ray: So, here's what it's all about today. You may feel like the world is spinning out of control.

Sean: You'd be right if it's spinning very quickly.

Ray: But not out of control.

Sean: No, it's in a controlled fashion.

Ray: Yes. Regardless of which side of the political spectrum you happen to be on, and just think about what I said for a minute, does the spectrum have sides? That's a good word. Regardless of who is president, I think we can all agree we'd like to believe we can survive. Even more, not just survive, but thrive.

Sean: I thought you were going to do it.

Ray: Not just survive, but thrive.

Sean: When I saw the notes, that's how I thought you were going to deliver it.

Ray: Oh boy. I miss Sam Beckett.

Sean: Yes.

Ray: We can thrive and in today's episode, we'll explain how to make your business president proof. The skill we're going to share is like a combination of shields up, and engage warp drive at the same time for your business and for your life.

Announcer: Does anyone want to live a life that is long and prosperous? Spiritual foundations.

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Ray: Spiritual foundations. Okay, so the Bible tells us that Jesus' spit healed a blind man. I think we read these stories sometimes and we just gloss over certain aspects.

Sean: How weird they are. [laughs]

Ray: Yes, just how weird they are because blind man comes for healing and the holy man spits in dirt and puts it in the guy's eyes.

Sean: That wasn't even the first attempt.

Ray: No. Peter's shadow appears to have healed the sick and handkerchiefs and aprons from Paul's body drove out evil spirits and diseases.

Sean: Dipping on to pools of water.

Ray: Yes. So, this tells us that what comes from our bodies can be so blessed, so anointed, so filled with power that it brings about blessings and miracles to other people. I mean that's one of the conclusions I would draw off from these stories. By the way, these stories did not stop in the New Testament.

The first century of the church, the second century, third century are filled with stories. If you read the ancient Fathers of the Christian faith as they wrote about things that were happening, these kinds of things continued on.

Sean: When I studied medieval history in college as one of my majors and pretty much the only history sources for huge swath of European history was church histories and they are filled with stories. Now, ironically, most historians today will be just like, "Ah, ignore those" and like, "Look at the political facts."

Ray: Yes. That's a discussion we can have on this mythical other podcast we're going to create. So, zeroing back to what I wanted to talk about, it's the fruit of what comes from your body. Deuteronomy 28 says, "Blessed shall be the fruit of your body."

A lot of people think that's just talking about your children, your lineage, but it's more than just your children. I think otherwise, he would've said, "Blessed shall be your children and your lineage." I think he meant everything that precedes from your body will be blessed.

Now, that does lead to some odd questions, but let's lay those aside. I think the conclusion I'm drawing here is that all that is of and from our physical being, we should expect it to be top-notch quality. So this includes our health, so even if your doctor has told you that you have a particular medical condition in your body and maybe your doctor even told you it's incurable and that it's progressive, it's just going to get worse.

Sean: Seems like you're speaking from experience.

Ray: I have a little experience with this. Even if the doctor says that, I encourage you to believe that God calls your health, the fruit of your body blessed. I think it

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would be good if we just expect to walk continuously in divine health. In fact, one of the declarations that I make every morning is I walk in ever increasing health which is the opposite of predictions that I've been given. God says that your thinking ability which is also part of the fruit of your body, is blessed too.

So, I think we should expect as believers to impress the people around us, the people we go to school with, the people we work with. Impress them with our mental prowess. Our bosses, our colleagues our clients should be astonished in our innovative ideas and solutions. We should be believing that our mental faculties would be world class.

If you're married, I think you should expect a truly blessed marriage and a fulfilling romantic life with your spouse. The Rolling Stones say, "I can't get no satisfaction," but I think that will never be true for you because God says your marital relationship, and I believe that includes the emotional and the physical parts of it. I'm sorry if this is weirding you out, Sean.

Sean: I'm just staying quiet.

Ray: That's probably good. I shouldn't probably have brought you into it. If you're a parent, God says your children, which are definitely the fruit of your body, should be blessed. This means that they are special snowflakes. They have exceptional qualities. If you're raising a young child, just remember that you're not just taking care of a baby or a child, you are holding in your arms a champion, an overcomer.

This is a general in God's Kingdom. The reason we can count on all of this is Jesus paid the price. His body was beaten. He was scourged. He was pierced for us that all these blessings could be ours and this includes our health, our wealth, our wisdom, the very fabric of our lives, and this I believe is what we can expect as believers and followers of Jesus, especially in our business as we touch and benefit and bless other people.

Announcer: Now, simple hacks that make life cheaper, easier and faster. Ray's Tip of The Week.

Ray: Tip of The Week this week. I'm going to break tradition. It's not going to be apps.

Sean: No apps?

Ray: No apps. It's books that I finished so far, this year. This is not all the books I've read this year. It's part of them. I'll get to part two of this list next week, but these are the books that I would recommend to you and I've read each of these books since January one; *The Road Back to You* by Ian Morgan Cron. This is about the enneagram which, as I understand it, is actually the basis for the Myers-Briggs personality profile, INTJ by the way.

The Revenge of Analog is the next book I'll recommend. It's by David Sax, and it talks about and explains the phenomena of the return of analog reading in the form of this ancient method called a book.

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Sean: Yes. I mean, it's even saying we should go back to having vellum pages.

Ray: Yes, scrolls.

Sean: I mean if we're going to go, like papyri scrolls, let's do it if we're going back.

Ray: There's a huge move toward return to analog. There's analog film being manufactured now. Kodak is making analog film again. There are movie makers in Hollywood who are making movies on film, just people on the fringes of the business like JJ Abrams. Analog paper magazines, vinyl records. I still don't get that one. Now, in the world of music, in creating music, amps; that's a big deal, right?

Sean: Well, it's a big deal. Yes. To this day, there's no hiding it. There's a clear difference between analog and digital.

Ray: I think that the book by David Sax is well worth reading. He does a great investigative journalistic job of exploring this return of analog and what it means to us. Then there is a book that I actually laughed when I first heard about this book. It's by Arianna Huffington.

Now, what would you expect her to write a book about? If I just told you Arianna Huffington just wrote a book, what would it be about? News?

Sean: Yes, let's go with that.

Ray: Her empire that she created with the Huffington Post, building a big business and cashing in. No, she wrote a book about sleep; *The Sleep Revolution*. This is the book that finally really opened my eyes, pun intended, to the importance of getting enough sleep. I've gone from being a troubled sleeper to I'm now on my way to being a champion sleeper.

Sean: There you go.

Ray: I was sleeping sometimes not at all. Sometimes, a good long night for me was four and a half hours. I'm averaging seven hours now, some nights I'm hitting eight hours or more. This book alerted me to the problem and the pain it was causing in my life, and the consequences of not solving the problem.

Sean: Yes. I remember when [laughs] we identified that you weren't telling me. You were reading snippets and I was like, "Man, she's really, really identifying that pain point and amplifying the crap out of that sucker."

Ray: Using the pastor formula.

[laughter]

I've talked about this book already in this podcast, I think, but the *Deep Work* by Cal Newport. I've just finished my third reading of this book. That should tell you something. There are not many books I've read three times. The Bible, *The Fountainhead*, *Atlas Shrugged* and *Deep Work*. I think that's the whole list. Check them out.

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Announcer: Now, our feature presentation.

Ray: All right, we are there. We've arrived at the feature presentation; *How to Make Your Business President Proof*. Now, let me be clear about something. This is not to say that we-- it's not to make any political statement about our current president, or the person who could have been our current president, or anybody else who may in the future be our current president.

What I'm trying to communicate when I say, "Make your business president proof," is I believe there's a skill you can learn that makes your business impervious to a great extent, to many, if not most, external circumstances; political, weather, economic, and otherwise.

Now, it's not to say that it protects it from every single thing. I mean, if a meteor hit the earth, that could have a devastating effect on your business.

Sean: Yes. You might not be able to build a business that could withstand a cataclysmic meteor strike.

Ray: Especially if you were squished by the meteor.

Sean: Yes, or if the entire surface of the earth was turned back into a molten rock-

Ray: That would make it hard to have a business.

Sean: -by the impact, which will happen in many billions of years when the moon crashes back into the earth.

Ray: Yes, I'm just being uplifted and edified by that thought right now.

[laughter]

So, I believe there's a master skill that is crucial to your business success that when you learn it, it inoculates you from many of the external circumstances that have people upset right now; politics, geopolitical relationships, the value of certain currencies, what the feds are going to do, what the feds are not going to do, whether the fed is going to exist anymore.

I think that this master skill can make you, in many ways, the writer of your own destiny. I believe that every entrepreneur or everyone who wants to be an entrepreneur should learn the master skill of business, copywriting.

So, let's start with just clarifying what copywriting is. It is not protecting your intellectual property that is C-O-P-Y-R-I-G-H-T.

Sean: Correct.

Ray: We're talking about copywriting, as in you scribe something on paper. So, it would be C-O-P-Y-W-R-I-T-E. Writing copy in the way we're talking about is writing persuasively to sell a product, a service, a belief, or an idea. When you master this

skill, and you begin the process of mastery, you can reframe at least four crucial parts of your business.

The first reframe is the reframe of the identity of your business. This is something we discovered in doing workshops. We did a workshop once where we were going to help people write like their manifesto.

I started the workshop by saying to the group, a small group of people who'd paid an incredibly obnoxious sum of money to be at this workshop. I started by saying, "Now, this next three days is not so you can discover who you are. We're going to get some work done." By noon, I believe this was the first workshop that you were with me in.

Sean: Yes.

Ray: By noon, you pulled me aside and you said--

Sean: "I know what you said earlier, but these people don't know who they are."

[laughter]

Ray: And they kind of need to.

Sean: Yes. [laughs]

Ray: So, we called an audible and changed the nature of the workshop and worked on who they were. I think you've got to know this before you can really build our kind of business. Our kind of business, by that I mean, a business that is fueled by copywriting.

I don't necessarily mean that you're a speaker, an author, or a coach. You could be the owner of a laundromat, or a dairy farmer, or a physician, or a lawyer, or an artist, or a novelist. You still need to know who you are. I've taught in the past that you're not the hero of the story in copy, but I'm shifting my belief on that.

I think it's true in the sense that we meant it when we taught it in the past, in that your customers, when they read your copy or encounter your marketing, they're putting themselves in the hero's position in the story, but I think you modeled for them what it means to be the hero of the story.

In other words, you telling your story is really a way of you telling them their story. They insert themselves into your story as the hero. I can see myself going through and experiencing what Ray experienced or what Sean experienced in that situation.

So, we'll get more into this in later podcast episodes because we're going to focus on copywriting for the next few weeks heavily, and the reason is we are going to be introducing some training, and we're going to open up our copywriting academy course, but we'll tell you more about that later.

The second reframe; copywriting helps reframe your tribe, the people that you serve, the way you view them is what it reframes, how you think about the people that

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you're serving and it helps you reframe how you think about what they want. I came up with something I call the law of conservation of supply and demand.

Sean: Very fancy.

Ray: Yes, and this--

Sean: You know there is no law of supply and demand?

Ray: There is now.

Sean: There's a law of supply and a law of demand.

Ray: Now, there is a law of conservation of supply and demand.

Sean: I wasn't critiquing your-- I was just saying that interesting little tidbit.

Ray: Thank you. Here's the law; supply and demand can neither be created nor destroyed, only transformed. Now, you might be scratching your head and saying, "I still don't know what that means." It means that I believe you cannot do an active will or copywriting, create desire in someone for something they don't desire.

You can alter supply of the thing by transforming ideas into products. You can alter the feelings of desire, note how I phrase that, in your tribe by altering the way you write about the thing you offer for sale, which leads to the reframe number four which is the reframe of the offer itself.

Sean: You mean number three?

Ray: Number three, yes. Thank you. I see how numbers work now; one, two, three.

Sean: Yes, right. They can be tricky.

Ray: Copywriting helps alter the way you view what you're selling. The offer is, "This is what I'm selling to you." That's the offer and the reason that this is important is you want to make sure that you're selling the same thing your tribe is buying. Otherwise, they won't give you no money.

Sean: Yes, you'd go out of business.

Ray: Many businesses have, and then the fourth reframe that copywriting provides you with about your business, your products, your tribe, your services; it reframes the pitch, how you sell what you sell.

Most of your sales problems are not sales problems, are not marketing problems, are not staff problems; most of them are copy problems; how you talk about, write about your product or service.

Sean: Yes. I mean how many times in workshops do we have people talk about-- like we give them an idea and they're like, "Oh, we can't do that because of A, or B or whatever." It's not really a problem. We have to tell them.

Ray: The problem is how you're saying it.

Sean: Right, yes. That's actually a benefit if you talk about it this way.

Ray: Yes, and I want to be clear. This is not trickery. This is perspective, giving your buyers, your customers, your tribe perspective. Let's just say you've decided, "Okay. You've got my interest. I want to learn more about mastering copywriting." Here are seven benefits that mastering copy writing will bring you.

Number one; it will bring you leads because you can write stuff that draws people to you. I mean you can actually write things if you tune into what's on the mind of your audience. You can experience an explosive flood of traffic without even buying any ads.

Sean: Yes, you can.

Ray: So, you're in a blogpost [crosstalk] ago.

Sean: I did.

Ray: Do tell a little quick--

Sean: It was crazy. It was the day after the election and I wrote an article entitled *Why Your Reaction To The Election May Say More About You Than The Election Itself.* Well, everyone was thinking about the election the day after the election because everyone's minds were blown by the biggest upset in US political history, and that post went critical. [laughs]

Ray: Critical mass. So, approximately, what's the total amount of traffic you've had thus far? Just a ballpark.

Sean: I mean in the first week after that post and it went crazy, it was half a million, 500,000. I'd say I'm pushing it because once the initial surge backed off, it trickled down pretty good. I'd say we're at three quarters of a million now, probably in that range over the last three months or so, probably gotten up to there.

Ray: That's because of words you wrote. The second benefit that mastering copywriting brings you is buyers.

Sean: Buyers?

Ray: You know what buyers do.

Sean: No, what?

Ray: They buy. They buy things that make them go, things that make them happy and it makes you happy because that means you get benefit number three; cash flow. Cash flow is king.

Sean: Yes, as profit is imaginary? What was that quote?

Ray: "Profit is imaginary, cash flow is king," which is ironic because the fourth thing that mastering copywriting brings you is profit.

Sean: Profit. I think that quote's referring to the PNL.

Ray: Yes. People look at their PNLs and we're doing great. Our PNL's great.

Sean: Profit's great except the bank account doesn't look anything like that.

Ray: You don't have any money in the bank.

Sean: I still think the PNL is some form of dark magic because it does-- [laughs]

Ray: I do, too. I don't understand it. I blame the Illuminati. Benefit number five mastering copywriting brings you is growth. You can grow your company at meteoric speeds with the right copy. You can go from a company that's doing \$200,000 or \$300,000 a year to a company that does over \$1,000,000 in a year in just a few months.

I know that for sure because we experienced it and we're set up to an experience and even bigger year this year. So, I've also had the privilege of working with clients, both well-known and not so well-known, and seeing them multiply their business. Not increase their business, but multiply their business numbers, their cash flow and their profits geometrically.

Number six, the sixth benefit that mastering copywriting brings you is stability. Maybe it's just me. Have you ever felt like in your business that you're just on a teeter totter? Like, one month it's good, next month it's scary; one week it's up, next week it's down; feast or famine, rollercoaster.

Copy can bring you ongoing steady streams of revenue that don't rely on, hear me closely, that don't rely on advertising. Now, I'm not saying advertising is a bad thing, I think especially when you've mastered copywriting. In fact, don't advertise until you've mastered copy because if you do, you're just wasting your money. You might as well just take a big stack of money and light it on fire.

The seventh benefit that mastering copy brings you is control. What I mean by control is you decide when you're going to have a surge of money come in the door. If you think, "I want a boat" or "I want an RV." Then you can plan a cash flow event-

Sean: A cash flow event.

Ray: -to make that happen, and you write a promotion and you send it out, and the money comes in. The Beatles refer to this as-- well, they said, "Let's sit down and write us a swimming pool." or jet or mansion or whatever. Maybe you don't want a mansion or a jet but, maybe you want a new reliable car or a new building or just to pay off your credit cards and then cut them up. Give yourself a plasectomy.

Copywriting gives you the control to be able to do that. So, these are the benefits that you get from mastering copywriting. A good place to start in doing this is my

book which you can get on Amazon for just a few bucks, it's called *How To Write Copy That Sells*. We'll have a link in the show notes to that.

Also, we have some training available that we'll be telling you more about in just a few moments. Well, let's tell you about it now. We've got a course coming up. I haven't talked to you about this. This is my tentative title for our new short course, our mini-course; *Ray's Short Course on Copywriting: Sell Without Sleaze*.

Sean: I like it.

Ray: You like it?

Sean: Sell Without *Sleaze*.

Ray: This is going to be--

Sean: Ray's Course on Selling Without Sleazing. [laughs]

Ray: I like that. Okay. That's an option.

Sean: It's kind of like sneezing, across between sleaze and sneeze, because that's kind of how you feel when you get on a used car lot, it's like someone just sleazed all over me. [laughs]

Ray: I like it; Selling Without sleazing. Okay. So, it'll be a title something that. Right now is the time to get on early bird list for this and the way you do that, there's a link in the show notes. Click that link. You need to go to rayedwards.com/272 and just look for the link for the Sell Without Sleaze course or Selling Without Sleazing course.

Sean: Please, sell and sleaze will be in the name somewhere.

Ray: Yes, and the good news about this is that this may be enough, in of itself to turn your business around or to help you accelerate your business massively. You may want to know more about our Deep Dive Course Version 2.0 of Copywriting Academy, so that will be available in the near future.

Let me just say something. I'm just going to say something flat out so that you understand what we're talking about here. This mini-course is not a sales letter in disguise, it is actual content. We have noticed that sometimes many people release series of videos and they're just a lot of bloviation and bragging and going droning on and on about stuff that you or I don't give a care about.

We know that it's a-- sometimes, it feels a batten switch. What we're giving you is content. Our goal is for this to be so good that you'd been willing to pay for it. If you want to engage with us at a deeper level after you've experienced this, you can. If you don't want do to that, we're still friends. We still love you. It's no big deal. No problem.

Sean: No problem at all. Alrighty? So, if you found this show helpful, if you found any other shows helpful, please go and subscribe using the Apple Podcast app and

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you can even leave a review with your name and your website and we'll mention you at some point when we have another listener appreciation episode, got a few comments about that. I've picked that one. A little worried about that episode to be honest.

Ray: I've gotten quite a bit of person to person feedback from people that said they really enjoyed that episode.

Sean: Yes and I'm glad I've heard and I've seen some of that. When we got done with it, it was a little--

Ray: It felt self-indulging.

Sean: It felt a little self-indulging, like why would people want to listen to this? But people seemed to have liked it. So, you can get the show notes and transcript for this at rayedwards.com/272, and then do we have a quote worth note?

Ray: We do. Here's the quote; "How you think when you lose determines how long it will be until you win."

Sean: Who said that?

Ray: G.K. Chesterton.

Sean: Chesterton.

Ray: Yes. Well, until next time. I pray that God showers you with abundance, blesses you with shalom, and empowers you to fulfill your purpose. I want to encourage you to focus on whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report; if there's any virtue and if there's anything praiseworthy, meditate on these things and not on the other stuff. Tootles

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