



Ray Edwards Show Episode #273

Seven Weird Ways to Use Copy

Ray: Ray Edward Show episode 2737. Weird ways to use copy or how to make your life happy, healthy and free. [laughs] Hat tip to Hamilton.

[music]

Voice over: The Ray Edward 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 Edward show. Let's change the world and watch your business grow. Welcome to the Ray Edward show.

Ray: It's alright. If you listened to last week's show you know that we're talking about copywriting for the next few weeks because this is our crafty, sneaky way of talking about copywriting just before we release our copywriting course.

Shawn: 2.0

Ray: Copywriting Academy. Notice how we have cleverly disguised.

Shawn: Yes, we're being very sneaky.

Ray: What we're doing. You know copywriting is used to sell stuff but today we're going to show you how it's not just for sales pages anymore.

Shawn: Oh, a new twist on an old thing.

Ray: Squiggle, it's a square bagel.

Shawn: Right.

Ray: In fact, when you consciously employ copywriting, it becomes what I like to think of as the quantifiable multiplier for every part of your business and your life. You can multiply the good stuff in your business and your life by using the right copy and I'll explain how in mere moments.

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

Ray: Most people when they desperately want something. When they really want a piece of cake or a new car or whatever it is they want, a relationship with a person, they'll say, "I'm dying for that piece of cake."

Shawn: Yes.

Ray: Very few people will say, "I'm living for that piece of cake." That's weird, to think about it, what's even worse than this kind of just turn of phrase is that we're so quick to mention death whenever things go wrong. If you're in a meeting, it's boring you-- making you just real super bored, you might say, "This is killing me." You probably say you text it to somebody.

Shawn: Yes, you wouldn't just speak that out in the meeting.

Ray: Probably not or you might say like, let's say you were paying attention to some big political thing and there was an announcement made on television. You might say, "When I heard that news I could have just died."

Shawn: Right.

Ray: If you're feeling bad about an argument you've had with somebody you might say something like, "I just feel like I want to curl up and die." Even in certain situations, people have been known to say, "Kill me now." rather than may be in this situation. This is weird.

Shawn: Yes. [laughs]

Ray: If You've never thought about it, this is a very weird phenomenon. The truth is that every word you speak has power. I've said before that everything you say empowers something. You're either empowering the impulse in the universe to build or destroy hopes and dreams, to create loss and despair or to create restoration and joy, to heal or to wound, to bless or curse. In the Bible, it says, "Death and life are in the power of the tongue and those who love it will eat of its fruit." Here's my suggestion, stop lining up your words with bad stuff. Now, some of you will immediately hear this and start thinking, "Oh, it's that name it and claim it theology, blab it and grab it."

Shawn: Blab it and grab it.

Ray: Brothers and sisters, blab it and grab it. That's not what we're talking about. Yes, some people have taken to extremes. Yes, this has been abused but that's no reason to abandon the truth which is your words have power. Let's just say that you are having money troubles. Instead of talking about luck and poverty and how broke you are, you might say something instead like, God's word says that, "Good things are already here." I declare that my life is blessed, I'm successful, my life is great. God's promises overcome any defeat, depression, discouragement that might be headed my way. I will be victorious. Say something like that instead of the stuff we usually say, instead of talking about sickness and death. I mean, we all at one time or another have aches and pains. Instead of talking about that, why not say, "I walk in ever increasing health, I will live to the fullness of my years. I am becoming more and more vibrantly healthy in accordance with God's word every single day of my life. The Bible says no evil befall the righteous, so no evil will come on me."

These are the kinds of positive declarations, whenever you catch yourself saying something, declaring something, speaking something negative or disempowering, ask yourself, What is the opposite of that and start speaking that instead. God wants

you to have a life that is full of good days. He says he wants you to have an abundance of every good thing so use that power. Command blessings, favor, provision, protection, health. Command these things to fill your life and then look for them.

Voice over: [music] Now simple hacks that make life cheaper, easier and faster raise *Tip Of The Week*.

Ray: we're back to *Tip of the week* time.

[music background]

Shawn: Oh, apparently *Tip Of The Week* has gone Irish.

Ray: Oh, that's not what I intended, I'm hurt now.

Shawn: [laughs]

Ray: I want to-

Shawn: You want to live-[crosstalk]

Ray: [singing] Don't cry out loud.

Shawn: -You want to live, right?

Ray: Yes.

Shawn: You don't want to curl up and die, you want to-

Ray: That's no, I want to live.

Shawn: -You want to live.

Ray: I'm happy that that happened.[laughs] I got three more books to recommend to you. These are books that I've read this year or completed this year. One of them, honestly, I'm still in the process of reading because it's ginormous, so *Making Sense of God* by Timothy Keller is a great book for those who are skeptically minded. Believe it or not, I count myself in that camp. I am-- I just have a natural bent toward skepticism. I think that being rational is good, healthy skepticism is good, but usually, when people say they're skeptics they're-- I believe it's an unhealthy, overcompensation.

This is a good book if you believe in God or want to believe in God or feel like you want to be spiritual but your rational mind just won't let you go there. This book is well written and well-reasoned and I believe smart people will enjoy this book. Next book, *Daring Greatly* by Brené Brown. This book is about vulnerability and how vulnerability is not weakness, it is strength. This is a lesson that I have been learning over the last few months and I'll just leave it at that. And then finally, *Tools of Titans-*

Shawn: These are things that like, the father of Zeus and those guys used.

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Ray: -By Odin's Raven.

Shawn: Yes, there you go. Not really Zeus but I like it.

Ray: Okay. *Tools of Titans* is Tim Ferriss' summary of his notes on all the podcast interviews he's done. It's a huge book and the story that Tim tells about how it came about was he was taking some time off, and he decided to go through his podcast episodes and take his own personal notes. Like the things he got from interviewing these people, these top performers in government, in entertainment, in the world of literature, science, art etc. and condense all that into a journal or notebook for himself so he could actually tap the wisdom that he had gotten these people to share.

The more he wrote it, the more he realized, "I think other people might benefit from this." He published it as a book, and it is fantastic. It-- I warn you it's big. It's probably not a read in one sitting kind of book, but it's powerful and I highly recommended it. Those the books I recommend this week, that's *The tip of the week*.

Shawn: Is it as big as Seth Godin's book.

Ray: [laughs] No. Seth Godin's book, *What Does It sound Like When You Change Your Mind?* It's £18.

Shawn: Its massive.[laughs]

Ray: It is and it's, I mean it's fantastic, it's beautiful, it's weird, it's quirky, kind of like Seth and brilliant, kind like Seth. Check it out.

Voice over: [music background] And now, our feature presentation.

Ray: Okay, Feature presentation times. *Seven Weird Ways To Use Copy* or the Hamilton title-

Shawn: *To Make Your Life Happy, Healthy and Free*. I'm, yes-- I don't know, I think seven weird ways to use copy to get more attention.

Ray: Well, I guess we'll find out. Copy is not just for sales pages. If you're thinking that copywriting just about writing sales copy, you wrong.[laughs] I just didn't see that coming.

Shawn: [laughs] That you've totally throwing me off my horse now.

Ray: [laughs] Okay. The first place that you can use sales copy that you might not think about using it is your about page on your website. This really became obvious to me on a recent Q&A coaching call that we did where one of the folks on the call wanted us to give her feedback on her about page. I'm just going to give you the secret to the all seven of these suggestions and there are many more than just these seven but the secret is, whenever you communicate anything, you are persuading, you are selling. You might say, "Well, Ray I've heard you say that there's two kinds of messages, there's an empowering message and there is a persuasive message."

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Well, I've come to believe that there's only one kind of message because the persuasive message gets people to do something or believe something or buy something. An empowering message is where you're just trying to get people to believe that they can do something. There's no difference, it's all persuasion. You think about when someone comes to your about page, what is the problem we're trying to solve?

Shawn: What's that phrase we use? everyone's turned into-

Ray: W-I-I-F-M. What's in it for me?

Shawn: -That's right, everyone. What's in it for you?

Ray: We're going to rock around the clock, just to drive at five. Thinking about what problem people are trying to solve when they come to your about page, I would suggest that some of the problems and pains that people are trying to relieve when they come to your about page is, they need to get to know you. They want to know a little bit more about you and your company, they want to learn if they can trust you, they want to learn if they like you. Second weird way you can use copywriting that's not about sales pages in your blog posts.

Shawn: Yes, all the time.

Ray: The blog post we shared about from your blog.

Shawn: It's so often now when I sit down to write like a blog post or whatever, I might not go through the whole PASTOR formula but I definitely the P in the A, that's where I always start.

Ray: Just shorthand, I would add there's six letters to this acronym P-A-S-T-O-R. You can search it on the blog, will link to it in the show notes, there's a whole article about it. I think the P-A-S for any blog post is really what you're after, you want to know about the person you're writing to, the problem you're helping them solve-

Shawn: Yes, and then the pain that problem causes.

Ray: -The amplification of the consequences of not doing what you're asking them to do.

Shawn: The aspirations.

Ray: What is going to happen that's good as a result of them doing it and then a story, at the very least in your blog post. The same holds true for the third weird way you can use copy, and that's in your podcast. If you just go back and examine any of our podcast posts, especially these last two because I've been really conscious of it in preparing for these last two podcasts, you definitely will see the copywriting structure at work in the actual content of the podcast itself. Weird way number four, and this was actually pointed out to me by Tom Ziglar who is the son of Zig Ziglar and I was interviewed for their podcast recently.

Which was a thrill for me because I just love what Zig Ziglar stands for. He's gone on to be with the Lord now, but he was the first self-help guru that I ever really followed, the first book I ever read in that genre, the first seminar I ever went to in that vein. That was actually with my mom and we went to it, I think it was a real-estate conference in Knoxville, Tennessee in the early 1980s. Zig Ziglar, if you don't know who he is, you should get educated, because he's the grandfather of all the other motivational people. He's the grandfather of Tony Robbins, not genetically, I mean as a thought leader.

Shawn: No, Zig Ziglar literally-- as offspring, all of these motivational speakers. [laughs]

Ray: That's not what I meant. He's the father in the figurative sense to Tony Robbins to Jack Canfield to Brendon Burchard. He really is the guy who founded this whole way of thinking and teaching and motivating people. I was talking to Tom Ziglar and going over the PASTOR formula with him which he loved it, which blew me away because he's Zig Ziglar's son. The ultimate sales trainer in the world likes the PASTOR formula. He said, "You know Ray I was just thinking, you could use this to give a speech. If somebody told you to speak in five minutes, you could sit down and write out the PASTOR formula and make a framework for your talk and give a really good talk." He's right. The number five weird way to use copy is you can also do this in conversations. If you just make yourself-- If you ingrain the steps of the PASTOR formula, which is-- It's at the core of *Copywriting Academy* and yes, we're going to be selling that soon. You can find the formula on this website, we will link to it as I said earlier.

Shawn: It's everywhere.

Ray: It's all over the place. It's free. Take it, use it. Because it's not the only thing we got.

Shawn: No.

Ray: But you can use it in conversations to sway or steer or stir up the conversation. You can use it in-- Number six, e-mail subject lines. And this always surprises me that more people don't think of they e-mail subject line as copy.

Shawn: Yes. Quite often, weird questions like "Well, what do we use for e-mail subject lines?" and-- It's so obvious to us. And it becomes so obvious once you say it but you don't think of initially, it's "Well, they're headlines."

Ray: Uh, what?

Shawn: Right.

Ray: Mind blown. And then, number seven, the seventh weird way to use copy is in social media. People think about social media, they think it's like this-- It's like it has an air with some people of this foo-foo, kind of kumbaya, there's no commercialism here, there's no capitalism here. There's-- it's only socialism. Did I just get off on a political rant?

Shawn: Yes. [laugh] We just like to exploit others.

Ray: Yes. There's rational arguments against socialism I think are pretty conclusive but rational arguments don't work on socialists. Otherwise, there would not be any. No, not going to edit that out.

Shawn: [laugh]

Ray: But in social media, you are looking for people to have a certain response and using the principles of copywriting, you can dial in and illicit that response with great precision. I would encourage you to do so. Those are the seven weird ways to use copy. Shawn, can we get a recap?

Shawn: We can get a recap. Number one is on your about page. Number two, blog posts. Number, three podcasts. Number four, speeches. Number five, conversations. Number six, subject lines. Number seven, social media. And I'm going to throw in a bonus one. Tattoos.

Ray: Tattoos? Just to throw in another language, have somebody read it for you in advance.

Shawn: If you're going to put a tattoo on your body, you want to make sure it's a good message.

Ray: This is true.

Shawn: All right. You haven't announced-- Well, kind of already announced it, but-

Ray: We got new materials this week. We've got our copywriting mini-course available that at the time we're recording this, we're still kind of thinking about the name, but we think it's *Ray's Short Course on Selling Without Sleazing*. This week you can-- If you go to the link in the show notes, which is at rayedwards.com/273, you can go grab a new e-book. It's a revised version of an e-book we created before but it is new.

It's got new material and it's been redesigned and it's called *The Two Billion Dollars Sales Letter You've Probably Never Heard Of*. We give you some lessons from how this sales letter has performed and how you can use the principles yourself. Plus, lesson one of our course is now available so go get it.

Shawn: -All righty. If you found the show helpful, please subscribe to, using the Apple podcast app. That's the way that [unintelligible 00:18:44]. Boost it, that's the way they track it.

Ray: Apple podcast app.

Shawn: Then, leave a review with your real name and website on iTunes. We will mention it at some point. Most likely. We don't mention all the reviews. We can't promise that we'll mention yours specifically but there's a good chance.

Ray: Yes. The probability is high.

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Shawn: Yes. To get a transcript and, or the show notes please go to rayedwards.com/272. Do we have a quote?

Ray: We do. It's from the legendary Zig Ziglar, who said "Remember that failure is an event. Not a person. Yesterday ended last night." Boom.

Shawn: That's good.

Ray: That's a drop the mic moment. However, before I drop the mic, I'm going to say I'm praying that God showers you with abundance, blesses you with shalom and empowers you to fulfill your purpose. Until next time, be blessed.

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