



Ray Edwards Show, Episode 279

How Do I Get a Bigger Audience?

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[music intro]

Sean: So, I think we should just-- instead of like being coy and ignoring issue at hand--

Ray: Just talk about the elephant in the room?

Sean: Let's just acknowledge that we record these things in batches

Ray: It just so happens that at the time we're recording this batch, we had to record five episodes. And I have been suffering from a cold which has turned into a case of laryngitis. Probably, what we're doing right now is the worst possible thing I could do for my voice.

Sean: Yes, right. Then you're traveling for a couple of weeks so, that's why we have to do it now.

Ray: We don't normally do this many in advance, but rather than have you think I was sick for like a month, I have a lot of concerned emails and notes coming in, "Is Ray okay?" Yes, we did these all in the same day

Sean: [laughs] So, especially over the course of the next four or five episodes, if it gets worse and worse--

Ray: It gets worse and worse people will be like, "Has Ray got throat cancer? What's going on? Tuberculosis?"

Sean: Yes, "What's going on? You started smoking like just straight tobacco?" [laughs]

Ray: So that's the deal. That's what's going on. So, the question for this episode is, How Do I Get a Bigger Audience? This is a common question and it comes from the place where you have a message, you have a product, a service, something that you want to spread the message about as far as possible, to as many people as possible. But despite your best efforts, maybe you don't seem to be getting the results, the attraction that you want. So, what does that look like? Looks like your blog isn't getting any more readers.

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Sean: It can also look like your podcasts' downloads might be pathetic. Your book is like one million on Amazon.

Ray: That's not good, by the way.

Sean: I've been there.

Ray: Your book is one million on Amazon is not good.

Sean: I've been there. You've sunk thousands, maybe tens of thousands, of dollars into development seminars, educations.

Ray: And now, you're struggling. Maybe you're arguing with the person you share living quarters with. Some people, sometimes, get into that situation.

Sean: [laughs]

Ray: Other people, not me.

Sean: You're right, yes, totally.

Ray: You need to make some money fast or-- I've heard this-- it seems like for more people recently who said, "I need to make this thing work or I need to quit." Really, for most people, they feel like the solution is, "If I just had a bigger audience," and that often manifests itself as them saying, "Could you just mail your list about my new etsy product that I made?" By the way, the answer is no. Not because we're trying to be mean, but because if we just did that from everybody-

Sean: We're not trying to be mean.

Ray: - it just comes naturally. It's baked in with wholesome goodness.

Sean: It's just what came to me, said, "We're not trying to be mean." [laughs]

Ray: Well, this is your part of the show. We just say what comes to you.

Sean: That's true. And apparently, that is where the Sean's rant section the show notes gets its inspiration.

Ray: Yes, we didn't plan that. We were surprised when that started showing up on the show notes.

Sean: [laughs] Yes.

Ray: Yes, we're surprised sometimes what shows up on the show.

Sean: Yes. [laughs]

Ray: So, what you really want, chances are this problem applies to you. You want to be like your heroes. You want to make money while making an impact, and it's okay to have heroes. It's okay to look up to people and say, "I would like to be like Michael

Hyatt. I want to be like Brendon Burchard." or whomever. Tony Robbins or Benny Hinn.

Sean: Funny how a lot of people say, "Man, I want to be like Benny Hinn."

Ray: Probably not, but you get the point. So let me share a little story with you about somebody that I knew. We'll go back in time a little bit. This was a tough year for this young man. He had invested 30 years in a corporate ladder climb and finally got to the top of the ladder only to discover that it was leaned against the wrong wall. His industry was deregulated and now the foundations were cracking right underneath him. And in a moment of monumental misery, he realized this had to end and he was forced to make a very scary decision.

Sean: It wasn't suicide, was it?

Ray: No. Because I would not be telling that story.

Sean: No. It's just letting the readers know that's not where we're going.

Ray: Yes, as an edifying--

Sean: Because someone could interpret that sentence, "In a moment of monumental misery he realized he has had to end." [laughs]

Ray: -so you have now removed all the tension in my tease, but it was a scary decision that guy has to make.

Sean: I'm sure it was.

Ray: So we'll come back to that.

Automated Voice: Does anyone want to live that is long and prosperous, spiritual foundations.

Ray: So spiritual foundations this week-- I'm going to try something crazy.

Sean: What?

Ray: I'm going to try to see if God will inspire me to let spiritual foundations have something to do with the topic of the podcasts each week.

Sean: Okay.

Ray: Not something I really did before.

Sean: No.

Ray: So, there's a scripture in Galatians-- and before I do this, let me just address something. Because I frequently get complaints about this segment of the podcast from two different groups. One is the group who doesn't want to hear it. They're like "Ray I love your business stuff, but I don't like the spiritually stuff that you do." So,

for those people I would say, hit the fast forward. Hit the skip 30 seconds forward or whatever until this is over. It's what I do with all the ads in the Tim Ferriss Show. Did I say that out loud?

The other group of people that don't always seem happy with me about this part of the show are the ones who say-- I was going to do a voice, but I don't think I'm going to try that. They say, "You took the scripture out of context." So, I'm going to do that. I'm going to take the scripture out of context, but, I would challenge you if you'd been indoctrinated and they don't take scripture out of context school of thinking. There's a place for that rule and especially when you're trying to figure out doctrinal stuff, you want to be careful about that. But look at the way-- just do your own homework. Look the way Jesus and the apostle Paul, two pretty good examples, use the scripture.

Sean: Yes, it's pretty disconcerting to modern school of interpretation.

Ray: Yes, because they almost always took it out of context often.

Sean: Or at least, our--

Ray and Sean: Our interpretation of context.

Ray: So, what I will give you is I believe in examining scripture in the context and looking at it what it meant to the person who was being or people who was being written to and so forth. I also believe there are principles behind scripture quotes that apply in other situations. So, enough of that.

Galatians 6:9, "Let us not grow weary while doing good for in due season, we shall reap if we do not lose heart." So, this to me in the context of this episode is saying, "If you're worried about building a bigger audience more readers, more listeners, whatever, and you feel like it's taking too long and it's too hard, be encouraged to not grow weary because you're doing good. And in due season, which means at the right time, you will reap if you don't lose heart. So, don't lose heart.

Sean: There you go.

Automated Voice: Now, simple hacks that make life cheaper, easier, and faster. Ray's Tip of the Week.

Ray: Tip of the week time. It is not a nap.

Sean: It's not a nap?

Ray: It's not a nap as in sleeping in the afternoon. It's also not an app.

Sean: Okay.

Ray: As in a little program for your phone.

Sean: Yes, I was just pointing out the fact that there are actually no spaces in between our words.

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Ray: This is true. Look it up.

Sean: Your brain inserts them which means your brain could place some other word, other places which what I just did.

Ray: Yes. So, tip of the week is the spine book tower.

Sean: Spine. Get some spine.

Ray: It has nothing to do with your back. It has to do with this book tower. I found out--

Sean: Unless you've been holding one of your books.

Ray: That's true. I found out about this spine book tower from Michael Hyatt and once I saw it, I knew I have to have one of those. And it's called the spine book tower because it looks like a spine. It's got a metal base and then kind of a rod or pole that sticks up and then little shelves that looks like the vertebra of a spine. Mine will put a picture in the show notes. Mine holds about 70 books. I think it's about 68. books on the tower right now.

The cool thing is it takes up a lot less space than a traditional book shelf and you can see all your books. If you also learn mystery from Michael who saw that I had mine very neatly arranged from largest book to smallest book, and Sean is laughing now because he knows I'm like this. Apparently, so does Michael because he sent me a message and he said, "You know I arrange mine like this." Which looked very messy but it also looked very magical because it's like the books were just suspended.

This spine book tower it's so cool and so handy that I've ordered a second one from my office and I'm very excited about my spine book tower.

Automated Voice: Now, our feature presentation.

Ray: Okay. Now to our feature presentation, how do I get a bigger audience? Let's go back to the story I was telling you earlier. We left our poor protagonist in the throes of monumental misery. In fact, it was even worse than you might think, based on the story I told you. This man was a man who hated the cold yet found himself because of his job forced to be in Anchorage Alaska in February. This was a moment. He had a moment.

Sean: He had a moment.

Ray: But he drew a line in the sand which I'm not really sure why we use that phrase because it's not a good place to draw a line.

Sean: No.

Ray: It's the worst place to draw a line.

Sean: Yes. It's like that line is not going to last.

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Ray: No. But he made a decision.

Sean: You want to know who can make a line that lasted?

Ray: Who?

Sean: The Chinese.

Ray: Oh, it's still there?

Sean: Yay.

Ray: You can see it from space.

Sean: Is that true? I had that wasn't actually true.

Ray: Lets Google Earth it.

Sean: There you go.

Ray: And how far into the space?

Sean: Yes. There are a lot of variables in that statement that have to be analysed.

Ray: This young man made a decision. He started something for real. He talked about, dreamed about, made half-hearted efforts at starting his own business to get out from under the corporate some. But being in Alaska in February-- and nothing against Alaska, we love you Alaska.

Sean: You have your own unique beauty.

Ray: Yes. He started a podcast, his podcast audience begun as pathetic, grew to a few hundred in the first year. Took just over a year for him to reach a thousand listeners and he set out completely on his own in 2005. Left his corporate job and his income immediately tripled and he never looked back. But he was not an overnight success. This took time. This young man was me.

Sean: Whaaat?

Ray: Yes.

Sean: I'm so surprised.

Ray: The big secret-- and people ask me, "Ray, how did you become so successful?" I don't think anybody has ever asked me that, exactly that way.

Sean: No, and if they did you should respond with something like, "Well, I just act like Don Draper."

Ray: Yes.

Sean: Remember that [unintelligible 00:13:41] [laughs]

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Ray: Yes. But people do ask me, "How did you get to where you are? How did you get there so fast?" I do get the question a lot. "How do you come out of nowhere and suddenly you're in a small way famous?" The thing is none of it came suddenly. It was commitment over time. This podcast we are on episode 279. We've never missed a week. By the way, I have not been back to Anchorage since then and I haven't had a job since 2005. But I've never failed to have a six figure or seven figure year.

You might be thinking right about this time, "Well, nice bragging Ray. Thanks. That's really encouraging to me." It should be encouraging to you because I'm not the best at any of this stuff. Sean will laugh. Some of you will be surprised to here I'm not very self-disciplined.

Sean: [laughs]

Ray: It's not one of my native qualities. I tell you all that to tell you if I can do this you can do it. I think the biggest secret I have to offer you is just get started and don't quit because a lot of what's happen for us in this business I think has a lot to do with showing up week after week, after week, after week. But I do have for those of you who are now beginning to feel like, "Is this all you going to tell me about how to build the big audience?" I actually have five steps for you.

Sean: There you go.

Ray: Step number one to building a bigger audience is, narrow your focus. This is counterintuitive for most people because-- I mean, Sean you've been doing this for me long enough now to know when we ask somebody, "Well, who's your product for?" What's the most common answer?

Sean: Either, "I don't know," or "Everybody can benefit from this." That may be true but--

Ray: That's going to be really tough to sell. The more you narrow your focus the more impact you have. There's a saying, the riches are in the niches. The reason behind this is when you get your focus narrowed down people now understand what you do and who you do it for and if they are in that group they immediately self-identify and realise, "Oh, well, that's me. " You do what will help me. Narrowing your focus is important. This is not a small decision, it's not a decision you come to quickly, you'll probably change it many times don't be discouraged by all that.

Sean: It goes along with how we teach copywriting with a p and the paste formula. You've got another person you're talking to the problem they have and the pain they're experiencing and if your target is too broad you can't do that because there're are too many people, too many problems and too many pains. Then you can't effectively communicate to anyone.

Ray: Right. You're basically talking to nobody.

Sean: Right. If you try to talk to everyone you're talking to no one.

Ray: Narrow your focus is step number one. Step number two is, find your hook. The thing that makes you different, makes you stand out, that makes you unique. The way I like to put it these days is, "Are you my kind of weird?" Because we all feel like we're weird, most of us. My experience tells me this is true. We are always pleasantly surprised to find somebody else who is weird like us. Sometimes it gets disconcerting to find out how many people are weird like us. You find out we're part of a huge group of unique people.

Sean: [laughs]

Ray: Finding your hook is so important because if you are-- let me just use our business as an example, when you get right down to it what we do is we teach people how to market, how to sell more of their products and services. We do teach other things around that topic, but that's really the core center topic for us. Copywriting is like the nichiest focus we have. But copy--

Sean: You got to scratch that niche.

Ray: Put that [unintelligible 00:18:36]

Sean: Right. Yes. [laughs]

Ray: I just did some research and I think there're literally 7 million people teaching how to market.

Sean: Wow.

Ray: [laughs] Okay. Perhaps I used that word literally in the wrong way. There are a lot of people teaching marketing, and I resisted teaching marketing for the longest time because of that. I tried to do other stuff but the fact is my history, the thing that I'm most passionate about, the thing that I've done for over- going on to 40 years now, in one form or another has always been marketing and writing to persuade in creating communication that is persuasive. I finally realised, well, this is my thing and I'm going to do. I need to figure out what makes me different and not be bashful about that.

What's interesting to me is most people don't want to talk about their hook. It seems like it's always true. That's the part they most want to cover up and pretend doesn't exist. For me, for a long time, it was I didn't want to talk about the fact that I've been on radio. Because I was tired of talking about that, and I felt like nobody is interested, nobody wants to hear that story and I'm bored with it. I wanted to start over, reinvent myself. We run into this all the time, people who have this incredible body of experience.

Sean: They want to like run off and do something completely brand new.

Ray: Totally different, Don't do that. The other part for me was for the longest time I kept my faith and my business very separate from one another. and didn't talk about them together. For a variety of reasons, we don't need to go into on this show mainly because we'll just save this content for another show. I ultimately came to a decision that was going to talk about my history in radio and broadcasting and marketing and

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advertising, and I was going to show people how my faith is integrated into my business.

A lot of my colleagues, people mastermind groups I was in were adamant about saying, "Don't do that. You should not do that. That will alienate a lot of people." Well it also drew a lot of people to us.

Sean: Right. it's become a huge piece of why people come to us. Even people who aren't Christian they still are attracted to the way we approach business in spirituality.

Ray: Yes. So I had to take my own medicine and talk about the thing that I had most wanted to avoid. This all comes back to me. When I was first starting to write copy for clients I wrote for a guy who had an online security company. He filled out my questionnaire, and he made one little statement in the questionnaire and was probably five or seven pages long, and he made one statement about, "I was in the Marine Corps from this year to this year and I was an MP." I was like, "Ding ding ding. Who better to talk about security?"

Sean: Right, than military police.

Ray: I took that hook and ran with it. When I showed him the copy he's like, "I don't want to talk about that."

I said, "You don't want to talk about the fact that you were in the Marine Corp, in the military police, and that you were in charge of security for arguably the roughest, toughest, group of guys on the planet?" "No, I don't want to talk about that." I'm like, "No, for crying out loud." So we gently discussed it in a very spirited manner. I actually was never able to convince him to change his mind. So I gave him the copy and said, "Here, have it, do whatever you wanted with it."

But this is an experience we have over and over again. One of the biggest things we do in our workshops is help people embrace their story and sometimes just figure out a new way of thinking about your own story. So that you're not bored by it anymore and you got to realize that it's new to other people. It's something they haven't heard a hundred times, they didn't live through.

Step number three-- So step one was, narrow your focus, step number two was, find your hook, what makes you unique. Step number three is create your manifesto. What I mean by this is- while I get a drink tell them what I mean by this.

Sean: Manifesto is like a short-- it doesn't have to be short, but usually, it's a short document that goes over why you exist, why you're doing what you're doing, the values that you and your business or organization embody, and the mission and vision that you are on as an organization or an individual.

Ray: Well done. And none of that was written down. You just said that off the top of your head .

Sean: I did.

Ray: I'm impressed. I think this needs to scare you. I think if your manifesto doesn't scare you a little bit you haven't gone far enough with it. It was pretty scary I think for Martin Luther to nail that thing to the door. Now it doesn't have to be that scary, but you should be thinking about that. That your manifesto needs to stand for something. There's a saying that I use quite a bit and I say, "All powerful communication offends somebody." So if your communications-- if your manifesto doesn't offend anybody. You haven't said anything.

Sean: At least anything very powerful

Ray: And you want your manifesto to be powerful. This is how you attract people, you polarize the audience at large. Some people are going to side with you, and some people are going to side against you. That only happens when you take a strong stand that means something.

Step four is, now, you need to recruit your true believers. I'd like to sum this up this way. This is you saying to your audience, "Here's my manifesto. Can't get an amen, and an email address?"

Sean: [laughs] Yes. It's very close to can I get an amen and your credit card number?

Ray: But it's not quite there.

Sean: No, it's not quite there.

Ray: There is a step in between. I didn't prep you for this but it's pretty obvious from context. Maybe you'll agree or not. But what do you think our biggest asset in our business is right now?

Sean: Copywriting Academy.

Ray: That's true.

Sean: It's a practical asset. Or you're thinking more abstract?

Ray: Yes. The most valuable thing we have, that we couldn't recreate from scratch?

Sean: I don't know I'm sorry.

Ray: It's okay. I think it's our email list.

Sean: Oh, yes, okay. That makes sense.

Ray: We built it over time. We've nurtured it. We've finally figured out how to segment our list and send people communications they want to receive. And not send them communications they don't want to receive. And just by the way, I guess this will be Ray's rant.

If you're on our email list, a, you signed up for it. We do not add people to our email list manually. So you signed up for it. I admit you may think you didn't. You may

have forgotten, your spouse may have done it, but we did not sign you up. So, a, don't tell me that you didn't sign up for my list. b, Don't send me a message saying, "Stop sending me email." Scroll to the bottom and there there's a link that says, "Click here to unsubscribe" and you click that link and you don't have to interact with me to make yourself get off my list. Okay, feel better.

Step five to building a bigger audience, build your media empire. Our friend Mike Canuck's, he and Pam Henderson have a company called, You Everywhere Now. I love that. And, by the way, guys, we loved the party that we went to.

Sean: Absolutely.

Ray: It was awesome, In San Diego. Social smash, so much fun. The name of their company You Everywhere Now , really says it, what you can do today is as an individual-- it used to be you had to the past through gatekeepers to publish a book, or to get a TV show, or to get a radio show, or to get distribution of your message to right audience.

Now there is no gatekeeper. The gatekeepers have been eliminated. Your services are no longer necessary. You can build your own media empire for the cost of a domain name and a few simple tools you can get started for 50 bucks or less. You can have a TV show online, radio show online, a newsletter, newspaper/magazine. Can publish email news, you can publish your books. You have an entire media empire available to you to build all you have to do is decide to build it and then actually do it.

So the big secret to using these five steps to build a bigger audience is, a, use them and, b, don't quit. If you tell me that you've been doing this for six months and you haven't seen any results. First, I'm going to mock you. Oh, okay, no, I'm not. I'm kind of in a cranky mood today. This is just being real. I am going to try to get uncranky before we do the next episode.

But if you've been doing this for six months or a year you're not exactly where you want to be just remember that in the first year I literally had not crossed a thousand listeners to my podcast yet. After doing 52 episodes. A lot of times it was not convenient to do that, but I kept going. Show up over time consistently and bring value-- we'll be talking about that more in the weeks to come, bring value to the table and you will be rewarded eventually.

Once again just to recap Let's go over the five steps to growing a bigger audience

Sean: Narrow your focus because the riches are in the niches. You got to scratch that niche. Number two, find your hook. Are you my kind of weird or as I like to say it, "Let your freak out." I know that's a song title. But it's like some phrase. Number three, create your manifesto. Here we stand. Number four, recruit true believers. Can I get an amen and an email address? Number five, build your media empire. The everywhere effect.

Ray: Well done

Sean: Thank you. All right if you found the show worth helpful

Ray: [laughs]

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Ray: This week's quote worth note comes from our friend Ken Davis who says, "Everything you do should point to everything else you do." That is how your media empire should work. If I was following that advice I would say, "Well, if you like this podcast you should probably check out youtube.com/rayedwards." You should probably check me out on Twitter on [@RayEdwards](https://twitter.com/RayEdwards), on Facebook Ray Edwards, GooglePlus Ray Edwards, Pinterest Ray Edwards.

Sean: And then your blog.

Ray: rayedwards.com. "Everything you do should point to everything else you do."

Sean: That's right, cool

Ray: See you next week

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