



Ray Edwards Show, Episode 290

How to Create Content Fast

Ray Edwards: *Ray Edwards Show* episode 290: How to create content fast.

Voice-Over: It's the *Ray Edwards Show*. This is the podcast for prosperity with purpose.

[singing] Let's change the world, and watch your business grow. Welcome to *The Ray Edwards Show, The Ray Edwards Show*.

Ray: I feel like we should have watched an episode or two of *The Flash* before we started this podcast.

Speaker 2: To do it fast.

Ray: To do it fast but humbly.

Speaker 2: Humbly, right.

Ray: If you want to build an online business or if you want to go online to promote your local real world business, you face the same challenge. How do you stand out in a sea of sameness? How do you make yourself different because there's so many businesses online, and yet, we know that other people are making a killing online. I think a lot of the entrepreneurs we run into, even in the coffee shop, they tell us, "Well, I wish I could go online, but I don't know how. I don't know how to do it".

I know so many horror stories like there's a large organization that I did some consulting for at one point in time. Don't give any hints because I don't want to call them out. But they're a large organization, and they're at the mercy of a website created by a coder that it's all just spaghetti code: nobody can figure out how it works. I knew what they needed to do to get their business straightened out online, but they were at the mercy of this programmer who is the only person with the keys to the kingdom, so they have continued to dwindle.

They used to be a large worldwide organization, and they just have continued this decline. They explain it to themselves -- I don't know how they explain it to themselves. They don't explain it the way that it's really happening which is they have a terrible website that doesn't work.

Then here's half a dozen people that I know who've paid \$10,000, \$30,000 or even a \$100,000 for a website that just became a cash flow black hole. Or the people who have a good website and still have lost their business because they couldn't get traffic or make sales. What is all this got to do with creating content fast? You might ask.

Speaker 2: I might ask that.

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Ray: Well, what you want to be able to market your business online is to have a website that attracts lots of readers, viewers, listeners who get to know, like and trust you and then want to do business with you. There is one ingredient that can change all these problems that we've been talking about, that can overcome most of them. It's not magic, but it is required. It's content. But here's where the problem really comes in: how do you create enough good content to matter, to make a difference, to make an impact?

We talk with lots of people who have an idea for a product or a service. When I start talking to them about marketing by content, they get this look on their face like a deer in the headlights like, "I don't know how to create content". Today's episode is we're going to show you a simple way to create 10 pieces of content across five major platforms in about an hour. How's that for a teaser?

Speaker 2: That sounds good.

Ray: I don't know why we do teasers in podcasts because people can just fast-forward.

Speaker 4: Right, yes.

Ray: But pretend you can't. Pretend it's the olden days of radio when you have to gather around that little box with the warm tubes in it. You have to wait on edge until the next thing happens.

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

Ray: I love this particular passage from the Old Testament or from the Hebrew Bible, depending on how you look at it: Deuteronomy 8:18. By the way, this was the favorite book of the Old Testament of Jesus's. It's the one he quoted from the most. Deuteronomy 8:18 says "You shall remember the Lord your God. For it is he who gives you power to get wealth, that he may confirm his covenant that he swore to your fathers as it is this day".

For those of you who get all freaked out when we talk about God being involved in your getting wealth, not only is he for it, he gave you the power to get it. Think about that. I think the point that I want to make from this passage today is be confident, but don't be arrogant. You need confidence, and you need to recognize your own power or your -- By power, I don't mean that you're controlling other people. I mean you're agency to make things happen in the world. God gave you a brain and a physical body so you can interact with the world and create value.

Speaker 2: I thought it was so that you could renounce the world and long for a day when you're a disembodied soul.

Ray: No, that would be paganism.



Speaker 2: Okay.

Ray: Not only did he give you the ability to get wealth, and not only should you remember that you get this agency, this power from him, but also remember that you need to -- the point that I'm trying to say is respect the creation which you're part of but worship the creator. If you get that backwards, you get screwed up.

Voice-Over: Now, simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray: Well, this is a first. We have officially made it.

Speaker 2: Have we?

Ray: We're big time.

Speaker 2: Are we? I knew that.

Ray: People are sending us free stuff now, so we'll talk about it.

Speaker 2: There you go.

Ray: Before, I was judgy about this, but now that I'm actually getting free stuff, I think it's a great idea.

Speaker 2: Right. Just keep sending the free stuff.

Ray: If it's good-

Speaker 2: If it's good.

Ray: -we'll talk about. If it's bad we'll just quietly-

Speaker 2: Ignore it.

Ray: -sweep it under the rug. Aaron from Arkon contacted me and said, "I'd like to send you some stuff that we make." At the time, the only archons I knew about were the ones from Star Trek.

Speaker 2: I couldn't place it, but I recognized the name.

Ray: *The Return of the Archons*. It's where they went back in time and Spock reverted to the primitive Vulcan.

Speaker 2: Oh man, I haven't seen that a long time.

Speaker 3: Yes. It's cool.



Speaker 2: They make professional grade stuff for smartphones, for GPS units, for cameras, for tablets, especially for live streaming is why they sent me these stuff. We've got the broadcaster, the dual broadcaster which holds your iPad and your iPhone. I assumed it would also hold an Android tablet and Android phone.

Speaker 2: But who?

Ray: Why

Ray: Why.

Ray: And it holds it on a pole, for lack of a better term, that can go 20 inches into the air. You can stand up and broadcast on two different platforms like on Facebook and on YouTube at the same time.

Speaker 3: Which is cool.

Ray: They sent me a couple of tripods, a selfie ring light, which is just kind of funny to say. Just some cool stuff, and I'm going to be using it. I'm going to be on the road as we go to -- Well, at the time you're listening to this, Copywriting Academy Live will be over. I will have been broadcasting some stuff live on Facebook and on YouTube using this equipment. I've already tried it out a little bit before leaving for the trip, and it's awesome. It's cool stuff.

Here's the really good news: if you go to arkon.com, I know you're going love the products. There's going to be stuff that you're going to want, and I can get you a 20% discount.

Speaker 2: Ooh.

Ray: Just go to arkon.com and order whatever you need or want, probably what you want. Because do you really need a tripod? Well, maybe you do. But they've got cool stuff you're going want, order it and put the coupon code. When you order, put in my name Ray Edwards. Say my name.

Speaker 2: Say my name.

Ray: Not Heisenberg, Ray Edwards.

Speaker 2: Damn right.

Ray: 20% off. That's a good deal.

Speaker 2: That is a really good deal.

Ray: It's a big discount. Now, we do get a commission, just to be totally upfront. We like it that way. Buy lots of stuff so that we can make a lot of money and retire to Venezuela.



Speaker 2: Is the opposite of upfront down back?

Ray: Yes. Which is something I don't want to think about.

Speaker 2: [laughs]

Voice-Over: And now, our feature presentation.

Ray: All right. Let's get right to it: how to create content fast. I actually have a 9.9 step system for creating content fast.

Speaker 2: Do you?

Ray: For some of you-

Speaker 2: It's not an acronym

Ray: No, it's not. It's just numbers. I decided to switch it up.

Speaker 2: Everything is numbers.

Ray: Well, that could be a different podcast we could have.

Speaker 2: [laughs]

Ray: For some of you, when I go through these steps that you're going to say, "Well, I knew this already". That's fine. Are you doing it?

Speaker 2: Yes.

Ray: Probably not, will be my guess. If you are doing it, then great. Good on you.

Speaker 2: Good on you.

Ray: Go start your own podcast. In case you're not doing it yet, here's how to do it: number one, have an idea.

Speaker 2: That's pretty important.

Ray: I can't do this for you.

Speaker 2: Even though what you know could probably make a killing.

Ray: Just giving people ideas?

Speaker 2: Yes.

Ray: Just have the idea factory. Make it a membership site, charge monthly for it. Here's your ideas for the month. That's not bad.

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Speaker 2: It's like a membership site that you add to so that people will think for you.

Ray: If you like that idea, write to us and tell us how much you would pay for that. We just came up with ideas for every month. Number one, have an idea. Let's say your idea was how to create content fast or whatever your idea is. Number two: make an outline and then turn on your smart phone -- let me just pause here for a moment. When I say make an outline, to me this is so obvious, but I realized to a lot of people, it's not so obvious. You start by having a conclusion that you're going to lead people to with your idea. Then you figure out what's my opening statement, what's my thesis statement of what I'm about to talk about. I'm going to make a point. I'm making a contention, and then I'm going to defend it. I'm going to have three to five points that are going to be my rationale, and then I'm going to wrap up by reiterating the point I'm trying to make. That's your outline.

Number two: after you've made the outline, get your smartphone. You don't have to go buy a fancy new camera. Just get your smartphone out, put it on your Arkon mount, turn on the video recorder, and shoot a video of you talking through your idea. Now, take that video and publish it on Facebook and on YouTube. You just upload it. I think you can handle that; that's step three.

Step four: strip out the audio. You can do this with software that's on your computer already probably, or you may go get some fancy software if you want to use Audition or whatever, but you don't have to. You just save as audio only.

Speaker 2: Right. Most apps will do that.

Ray: Yes. Then Step five: you publish the audio as a podcast. Now, I'm not here to teach you how to do all these things, not in this podcast. But in our program, it teaches you how to do this which cost money that'll be available soon.

Speaker 2: The proverbial soon.

Ray: Yes. You publish the audio as a podcast. Basically, that means you publish it to your blog, and you have registered your RSS feed with iTunes so that it picks up your mp3 files, and that's a podcast. That's oversimplified, but that's basically how it works.

Now, you have the audio transcribed. You send it to like rev.com, upload the file, they type it out for you. When you get the transcript back you edit that into a blog post. Then you edit the blog post into different posts for Facebook, for LinkedIn and Google+. Each one, it's a different platform, so you're going to need to massage the material just a little bit to fit the platform better.

Speaker 2: Who still uses Google+?

Speaker 3: I do.



Ray: I like it, all right.

Speaker 2: [laughs] Whenever I see the like on Facebook, retweet, all the things and then it's the Google+. I'm like who-

Ray: Yes. I'm going to have to give it up, I guess.

Speaker 2: -who does that?

Ray: Replace Google+ with a relevant social media outlet.

Speaker 2: Sorry alphabet.

Ray: Nine-

Speaker 2: Not that sorry.

Ray: Pull at least three tweets from your text. There's got to be three lines in there you can retweet. Now, here's what you've done so far: from one idea, one simple outline that you could put on a three by five card and one recording, you have created a YouTube video, a podcast, a transcript, a blog post, a Facebook post, a LinkedIn article, a post on some as-yet-unnamed social media outlet and three tweets for Twitter. 10 pieces of content on five major platforms, and you can do it in about an hour.

Speaker 2: Medium.

Ray: Medium. That's what replaces Google+.

Speaker 3: In a big way.

Ray: Mediums, it's hot.

Speaker 2: It's pencils so hot right now. [laughs]

Ray: I'm giving you blue steel. Now, do this exercise once a week for 12 weeks, just for one quarter, for 90 days. All you need is 12 solid ideas and you will produce 120 pieces of content across five major platforms. Now, I want you to think through this because at the rate of 3,600 words per half-hour, if you speak out your content -- You speak at about 120 to 125 words a minute, if you're an average North American; some speak faster, some speak slower. But on average, let's call it 120.

It comes out to 3,600 words for half-hour piece that you speak out on your smart phone. You will have generated 43,200 words at the end of this 12 weeks or 173 pages. That's equal to one good book or four eBooks, 43 pages each; or eight white papers, 21 pages each.

Now, let me pause here, you got to be strategic about how you figure out the content you're going to -- If you're going to assemble this into books or eBooks or white

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papers, you've got to make it modular, so you can break it down and it all fits together. That would be called strategic thinking about what you're doing. Not just driving along having a Frosty from Wendy's and saying one day, "I've got an idea. I'm going to talk about chocolate today".

Speaker 2: Chocolate is good.

Ray: It's got resveratrol in it.

Speaker 2: It makes me feel better about life.

Ray: Antioxidants.

Speaker 2: And it's full of sugar.

Ray: Which kills you.

Speaker 2: Which is delicious.

Ray: That's true too.

Speaker 2: Cancer loves it too.

Ray: Oh yes. It's a good way to feed your cancer.

Speaker 2: Cancer and sugar. Oh yes.

Ray: They're like peas and carrots.

Speaker 2: They're like- [laughs]

Ray: Just think through this with me. If you've followed this system that we've outlined, you've now created a grand total of 12 YouTube videos, 12 podcasts, 12 transcripts, 12 blog posts, 12 Facebook posts, 12 LinkedIn articles, 12 articles on Medium. See how easy I switched?

Speaker 2: Yes. I see that.

Ray: 36 tweets on twitter, one book, four e-books, eight white papers. You did all that in 12 weeks, in about one hour per week, if you outsource.

Speaker 2: Right. You got to outsource.

Ray: Now, let's talk about that for a minute. Let's go back, and look at what we're doing here. What are we outsourcing? You probably don't want to outsource having the idea.

Speaker 2: No. We were joking about that earlier.



Ray: Yes, in case you don't know our humor yet.

Speaker 2: Don't let other people think for you.

Ray: No. As there's a popular saying, I don't know who came up with this in the social media world, but don't outsource your voice.

Speaker 2: Yes.

Ray: That's letting other people think for you and letting them speak for you. And then suddenly when people meet you, they realize, "You're not the guy I thought you were", or the lady I thought you were because you're just an empty ugly bag of water.

Speaker 2: [laughs]

Ray: Ugly bags of mostly water.

Speaker 2: [laughs]

Ray: You've got to have the idea; you can't outsource that. You really can't outsource making the outline and figuring out how you're going to talk for half an hour on your idea. I'm presuming that you're smart enough and you have enough to say that you could talk for half an hour. Could you talk for half an hour on some idea of yours?

Speaker 2: Yes. I think there're too many subjects that I could easily talk a half an hour on. Most of those things a half an hour wouldn't be enough time.

Ray: It'd just be a warm up.

Speaker 2: Right. I'd be like, "All right, now that we have a general understanding of what we're talking about".

Ray: Now, we can really get into it.

Speaker 2: Now, we get to the fun part.

Ray: My hallucination is most people listening to our podcast are probably similar. You're an idea person. You have a lot of things you have an opinion on, a lot of things you want to say. That's good because that's really the genesis of all of this.

Speaker 2: Show me a person who isn't an idea person, and I will show a person who's soul has died.

Ray: Wow. That's heavy. Did you just make that up?

Speaker 2: Yes.

Ray: That's going to be the tweetable for this episode.

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Speaker 2: It's the soul of every human being to come up with ideas and create. It's part of what we do. If you can't come up with ideas, either you're in the wrong arena because the arena is not inspiring you to come up with ideas, or you've let your soul die.

Ray: This makes me think of a term -- I may not say this right, "Imago Dei".

Speaker 2: In image of God?

Ray: In image of God. We're image bearers. God's a creator. He's creative. If we bear his image and we're like him, then we're creative as well. We're made to be creative. It's in our soul.

Speaker 2: It's not just painting, it's-

Ray: No, it's business. It's mathematics. It's science.

Speaker 2: It's problem solving.

Speaker 3: It's science.

Speaker 2: It's science. It can a painting. It can also be problem solving. It's-

Ray: We had some guys come to the house and work on our sprinkler system because it was antiquated. They had to solve a bunch of problems to get that to work.

Speaker 2: Right. There was creativity in there. They were ideation going on to figure out the -- You might not have been sculpting the sculpture of David, but you're still using your human capacity to create to do the job.

Ray: Right on.

Speaker 2: To go back to it, if you don't have an idea, ask yourself, why?

Ray: If you don't have an idea then you're -- the first work you need to do is bringing yourself back to life.

Speaker 2: Right. Either putting yourself in an arena that brings you to life or figuring out what happened to you.

Ray: And then getting that repaired.

Speaker 2: Yes.

Ray: It is possible to get it repaired.

Speaker 2: Absolutely.



Ray: You have the idea, you make the outline, you talk about your idea for 20 minutes to half an hour. Those are the parts you got to do on your own. Everything else you can outsource. You can take that video and you can -- Now look, I've got friends who are in the outsourcing business. They're going to get their nose tweaked about what I'm about to say, but there are parts of the world because of the difference in the value of currency, where you can pay people two or three dollars an hour to do stuff. That's a really good medium wage for them. It's like middle income.

Speaker 2: That's a concept that's hard for people to understand, if they don't understand money and what money is and how it works. But that's not the topic of this podcast.

Ray: Just in case you think you're taking advantage of those poor people in the Philippines, no. You're supplying them with a livable wage, actually upper middle class income. They can enjoy things like refrigeration and education and indoor plumbing.

Speaker 2: The truth is you got to realize is that the value of money is completely subjective and determined by society. Even though here, in America, our conception of money and what we believe money is worth means that we have to have a lot more of those little green dollar bills to buy a house, while in the Philippines or wherever, because they've decided that a little green dollar bill means something else, they don't need nearly as many: subjective.

Ray: You can bless people, enrich their lives by paying them a couple bucks an hour. You can have a full-time employee for very little money. Then that person can publish the video for you on Facebook and on You Tube.

Speaker 2: Imagine if the Asgardians really existed, but they had some jobs that they wanted us to do and their buildings and stuff were made of gold. Gold to them isn't very valuable because it's everywhere. They're semi-gods. They're like, "Hey, you humans, we'd like you to do some work here. Let me break off a piece of this tree that's made of gold-

Ray: Yes, totally.

Speaker 2: -and give it to you". We'd be like, "Oh my God, this is amazing. Thank you so much". To them, they'd be like, "You barely give them anything. You're just taking advantage of them". But to us, we'd be like, "No. You're paying me to do this, and you're giving me a half ounce of gold? Good Lord, you know how much's that worth to us?"

Ray: Marvel Universe? 100 bucks.

Speaker 2: 100 bucks.

Ray: You're outsourcing people, who you're paying very little money, in your terms, in your currency. Then you're going to publish the video on Facebook, You Tube.

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They strip out the audio for you. They publish the audio as a podcast because they know how to do that.

You can get the audio transcribed either by rev.com, which is a dollar a minute, or you can outsource it to another part of the world, where, guess what? They speak English. They can edit the transcript into a blog post. They can edit the blog post into posts for Facebook, LinkedIn, Medium, or whatever. They can pull those tweets from the text for you.

That's all outsourced. You didn't do any of that. You just did the first part, which took you about an hour.

Now, you might say, "Well, I don't even have the money to be able to outsource even to somebody in India or Philippines or whatever". What then? Well-

Speaker 2: Then you insource.

Ray: You insource.

Speaker 2: You just spend a little extra time doing it.

Ray: You can do it, sweet pea. Come on.

Speaker 2: You can do it. If you look at this list of things to do, did you write how many hours did you think it would take?

Ray: I did.

Speaker 2: That was directly if you outsourced. You're going to add a few hours per idea, if you do it all yourself, but that's still very doable.

Ray: I estimated if you did it yourself, first it will take you longer, but once you figured out the system, it maybe take you five hours a week to do all this. I'm still assuming you didn't do the transcription yourself. Maybe you're super fast typist, and that's no problem for you. If it takes you five hours a week-

Speaker 2: If it tooks you.

Ray: If it tooks you five hours a week on each main piece of content, that's a total of 60 hours over 12 weeks. 60 hours or the average report work week of white collar workers in America. One week's worth of work and you've created all this content, which will then serve to draw people to your website and give you the opportunity to collect their e-mail addresses and build an e-mail list.

You build trust with them. They know you. They like you. They trust you. They've heard your voice, They've seen your face. They've read your articles. They've read your social media posts. They feel like they know you. We get that all the time. It's



weird because we do the podcast, and we talk about stuff in our life, and people say things. I'm like-

Speaker 2: Yes. I've had people ask me questions and I'm like, "How do you know that? Oh yes, I mentioned it in a podcast".

Ray: The funniest and funnest thing has been when we go to Revel 77, our favorite coffee shop here in Spokane, and there's a gift card waiting for us from a listener.

Speaker 2: Right. Like, "What?"

Ray: "Rob Still left you this gift card". "What?"

Speaker 2: What? [laughs]

Ray: It's fun. That's how people get to know you. It's how you can be known on a global scale, maybe to a small group of people. But it only takes a small group of people to form the basis of a business for you. This is how you do it. It does take work. There's a myth that you just put up an website: if you build it, they will come. No, they won't. You have to put in content. It has to be good content. Does that have to be said?

Speaker 2: No.

Ray: Good. If you outsource, total time invested by you 12 hours, it will cost you maybe \$2500 to outsource all this stuff total, for the whole 12 weeks. There you go. That's how to create content really fast, how to create a lot of it, draw people to your website, build your list. You might say, "Well how do I build a list?" That's next week's episode. [music]

Speaker 2: If you found the show helpful, please subscribe to the show through the Apple podcast directory, and give us a rating and a review. Make sure to put your real name and website in the text review itself, and we will mention you. To get a transcript and show notes please go to rayedwards.com/290. You can right click and save as. Any final-

Ray: Yes. You've got the quirt-

Speaker 2: The quirt?

Ray: The quirt, worth, nert.

Speaker 2: Show me a person without ideas and I will -- no wait. Show me a soul without ideas, and I will show you a soul that has died. Is that what it was?

Ray: It's close enough.

Speaker 2: Yes. Show me a person without ideas, and I will show you a soul that has died.

File name: REP290.mp3



Ray: Wow, you're so wise.

Speaker 2: I am so wise. I'm like a little miniature hairy Buddha.

Ray: You're more like a six foot four Buddha.

Speaker 2: [laughs]

Ray: Bye bye now. See you next week.

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Each week we bring you a message of prosperity with purpose and freedom, remembering the true freedom is available to all through Jesus Christ.

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