



Ray Edwards Show, Episode 297

How to Become Wealthy as an Unknown Writer

Ray: Ray Edwards show episode 297, How to Become Wealthy as an Unknown Writer.

Voice Over: It's the Ray Edward show, this is the podcast for prosperity with progress.

Speaker 1: Let's change the world and watch your business grow, welcome to the Ray Edward show.

Ray: A lot of people probably feel like they've got part of today's episode all nailed down.

Sean: There are lots of unknown writers out there.

Ray: If you're thinking, "I don't want to be a writer, I have no interest in being a writer," hold on cowboy, don't dismount your horse just yet, because there's something in this for you as well. Now if you're a writer, if your storyteller or a scribbler or a teacher, you love writing, this episode is definitely for you. Because I'm going to give you an avenue to take all those ideas, all those old manuscripts and turn it into a living. Maybe you've been downsized, maybe you've been outsized, maybe you want a second career.

Sean: Never heard of outsized.

Ray: I haven't either, I just made it up, I don't even know what it is. If you've been outsized, could you email us and let us know what that means.

Sean: It's when your employer forces you to move your office to the outside, "I want my steeper. You can still work here, but you have to work outside."

Ray: I could set the building on fire [laughs]. My friend Jeff Goin says real artists don't starve, in fact, that's the title of his latest book. In the book, he says, "Being a starving artist is a choice, not a necessary condition of doing creative work." Now think about that, that means that if you're starving artist, it's not because it's a virtue of being an artist, it's because you don't have your stuff together.

Sean: That's offensive.

Ray: Well, it makes you uncomfortable.

Sean: People don't like being responsible for their own lives, it's much easier to blame an external entity like the rich or greedy businessmen, or politicians, or lawyers.



Ray: The 1%.

Sean: It's so much easier to blame someone other than yourself.

Ray: The Republicans, the Democrats.

Sean: Whoever.

Ray: The Trilateral Commission.

Sean: The Illuminati, they're the reason I'm poor.

Ray: So we're going with the assumption that you actually are responsible for your life, and you're willing to accept an assignment.

Sean: And that you hate excuses.

Ray: And that you like reality. So I think you're going to like this episode if that fits you. If you don't like those things, if those things upset you, you might want to go listen to something else for a while.

Sean: If you prefer living in a fantasy, we will not participate in your delusion.

Ray: That's a tweetable right there. Marshall, make sure that goes in the tweetable, we will not participate in your delusion. In this episode, I'm going lay down a path to prosperity specifically for writers. Or if you're not a writer, then the path for prosperity through writing in whatever business you are in.

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

Ray: Spiritual foundations, there's this bizarre story in the Old Testament where the prophet Elijah pronounced the drought over the land because of the sin of Ahab and the nation of Israel. That sounds really powerful and something from a cool biblical type movie, which seem to be popular these days--

Sean: Especially when they--

Ray: When they change the story significantly like Noah, I haven't seen it yet.

Sean: Mom was just describing it, and you and I were having a good time going, "Yes, I remember that part of the story in the Bible."

Ray: I remember the giant lava-rock angels creatures.

Sean: I remember how the evil king broke into the ark and lived with the snakes. I remember when Noah was going to kill his family.



Ray: What were they thinking? Anyway, Elijah prophesied drought over the land to Ahab. The problem was Elijah lived in the same land as Ahab, so he was going to suffer the same consequences. But what happened was, because Elijah was following the guidance of God and doing what he was told to do, God provided for Elijah. The Bible says ravens brought bread in the morning and meat in the evening to Elijah and he got water from a brook.

Sean: From a brook like a stream, or like a--?

Ray: A chick named brook.

Sean: That a chick named brook bring him water?

Ray: Yes, I think that's what happened. I like to imagine it that way "Hi, I'm brook."

Sean: "Hi, would you like some water?"

Ray: I'm still a little queasy about being fed by ravens because they are vultures, they're scavengers.

Sean: I'm pretty sure there's something even in the Old Covenant about--

Ray: About them being unclean?

Sean: Right. I could be wrong on that.

Ray: There's a clause in the Old Covenant that provides a way for God to do all these things. It's in Psalm 115 it says, "The Lord does what He pleases."

Sean: Yes, that's true. He wrote it, He can--

Ray: That's the rule I made for myself in the book I wrote.

Sean: Right. [chuckles] What? [chuckles]

Ray: What's my point in telling the story? Well, if you think about it, the provision that Elijah was receiving from God was the only form of wealth that was available to him in that situation and in that time. I'm going to propose something, a second idea that will be offensive to many people, and that is God often uses money to confirm direction in our lives. We think we know what things mean when they happen like we lose a job, and we think "This is bad, I've lost my income, I'm going to have to struggle."

But we don't always know what things mean when they happen. We were living in Salt Lake City, Utah. We had been there for about three months, this is back in 1995. We had left the Southeastern US, where we lived all of our lives. You were like nine years old and I lost my job.

Sean: Now, I think it's fair that people know you weren't just fired for being a--

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Ray: A slacker?

Sean: A slacker. They had a legal issue with the previous people, right?

Ray: Yes, there was a show that was a morning show, this was-- I was in radio, there was a morning radio show there that left the stations and was in breach of their contract and I got hired to come in and fill that position. When the money that those guys had saved up ran out, they decided that they were willing to come back and do what their contract said they were supposed to do. They took their job back and I was on the street.

Sean: Right. I just think it's fair that people know that it wasn't just like, [unintelligible 00:06:49] fired, left.

Ray: In retrospect, I think I could have done a better job of doing my research before I took that job and known that it was based on that-- have a shifty ground. I'm not blaming anybody else for what happened. What did happen that was good about this was, even though it was stressful, at the time, your mother and I were kind of freaked out because I had no job and no income.

Sean: You had a pretty substantial severance package though, didn't you?

Ray: That's true, I did.

Sean: Even though there was probably a lot of stress and stuff that as a nine-year old I was unaware of, we did use that time to-- like we went on a lot of trips.

Ray: I'm so thankful for that time because we went to Bryce Canyon, to Zion National Park, to Dinosaur, to Arches. Every other day, we would go up into one of the canyons and do some hiking.

Sean: Because you didn't have a job. You were looking for a job, but on the days that you weren't traveling or something for interviews or whatever, you had nothing to do [laughs].

Ray: We made some incredible memories. Just thinking about it makes me happy. That's the point I'm trying to make; you don't know. Don't presume you know that something is bad because-- as Michael Hyatt often says, "You need to ask yourself, "What does this make possible?"" That was one thing that made possible. Another thing that made possible was for me to end up getting a job that I loved, working with the guy who became one of my best friends and a mentor. To this day, he's still one of my best friends and a mentor. We got to live in Spokane, Washington which we love.

Sean: You kind of gloss over a-- [laughs]

Ray: I'm trying to keep the story simple. I'm trying not to confuse the story with-- See, in every movie, there's a huge problem that happens and then, there's a guy



that comes along and helps Cindy, hero of the story, on a quest. And then, it looks like the hero's about to achieve the quest and then there's something even worse that happens. I'm skipping that part.

Sean: [chuckles] I was watching *Moana* at our church thing the other night and I was thinking of that whole basic framework for a movie. I was like, "Oh look, try fail. Oh, try fail." What's it like the false relief for what it's called like the--

Ray: There's the--

Sean: It's like when you think everything's been wrapped up but there still one last-- I wasn't identifying all that stuff.

Ray: There's a turn and then there's the all is lost moment. We went through all of tha and then we ended up in a much better place. That doesn't mean we were dead.

Sean: [laughter]

Ray: It just means that it opened a lot of doors that would not have opened, otherwise. Don't assume you know what something means and even if it feels like it's bad, asks yourself, "What does this make possible?" I would just give you this reminder from the New Testament, the New Covenant that says, "God makes all things work for the good of those who love Him and who are called according to His purpose."

[music]

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

Ray: Our tip of the week this week is yet another photo tip. I'm kind of obsessed with back ups because we had our-- a backup episode, recently. We lost a computer hard drive. If I had not had three levels of redundant backup for this computer, we would have lost everything that was on it. Because two of the backups went south.

Sean: Well, yes. And that got me into backups too and now especially because I'm trying to hack my computer to get it to run.

Ray: Yes, which is really smart.

Sean: External GPU it's a --

Ray: There's something about you, you've always got to be challenging yourself with these--

Sean: [laughs] So it's good to have backups.

Ray: --nearly impossible tasks. I admire it, but I don't actually want to do it. One of the things that I have not felt like I had a good handle on was backing up my photos.

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Because really, the only backup I had was through iPhoto or iCloud. I get a lot of photos that live outside of iCloud. I found Google Photos, which has been around for a couple of years, I hadn't heard of it which is actually the case with many Google products.

This was actually a spin-off from Google Plus. Which it's good that it spun off because that means it will probably survive when they finally kill Google Plus. That will be a mercy killing. Google Photos gives you free, unlimited storage for photos up to 16 megapixels, and videos up to 1080P resolution. It's not perfect in that if you're into super high-quality photos or 4K video, then it's not going to work for you.

But for most people, this is more than adequate. And it works with your iPhone, it works with the Android, you just get the app from the appropriate app store and give you permission to grab your photos and it does it in the background. It took three or four days to backup all my photos, now they're all backed up in the Cloud. What was that meme you were telling me about?

Sean: Yes, it was a meme I saw that it says one of those-- the moment you realize memes and has a picture of Keanu Reeves--

Ray: The look on his face?

Sean: Yes from one of his movies a long time ago like *Bill and Ted* or whatever--

Ray: It's a surfer movie?

Sean: Yes. That moment you realize the "Cloud is just a computer in someone else's house"--

[laughter]

--or building, or whatever.

Ray: It's true.

Sean: I got it backed up in the Cloud. But every time you say that just stop and think for a second, "Really, that just means it's on someone else's computer. Either in a server room or literally, in someone's bedroom depending on--"

Ray: You could think of Google Photos as a computer in Google's closet.

Sean: Yes.

Ray: But I think it's better I've got other backups to my photos, I've got the iCloud backup, I've got Google Photos and I'm--

Sean: It definitely makes it more secure too, because then if there's ever a fire at Google server facility, everyone's photos everywhere are gone. It's just another point on why to have three levels of backup.

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Ray: Yes and a good point it is. Google Photos, it's free, it's cool and it's in Google's closet.

Voice Over: And now, our feature presentation.

Ray: All right. To start things off, I feel like I have to be completely transparent with you and tell you what happened with this episode. You'll notice very quickly that Sean and I began the episode together and we will end the episode together, but the middle portion, this content portion that you're listening to right now, is just me. Here is what happened. Last week-- this is being published on Monday the 14th of August, 2017, and on Thursday, just a few days ago, I had a flash of inspiration about a workshop I just knew I had to do.

It was based on a blog post I wrote a few weeks ago called *How I Work as a Million Dollar Writer*. I know that title sounds arrogant, I don't mean it to, but that's just what the article was about. It has taken on a life of its own, it's one of the most popular articles I've ever written on my blog and people are loving it. I think it's inspired hope for a lot of people that, "Hey, I could actually make not only a living as a writer but a really good living as a writer."

In fact, it is now the number four most popular post on my blog. I know that I struck a nerve with this and I've had lots of questions from people about, "Well, how do I do what you did? I want to duplicate what you did." This episode has changed from not just how to become wealthy as an unknown writer, but how to become wealthy as an unknown copywriter. That's what I do, I write ad copy, I write promotional direct response copy.

In this episode, I'm going to give you the road map of how I do that exactly, precisely. The idea that I had, the flash of inspiration that I had, is to do a workshop based on that blog post and just open up the vaults, if you will, of my own business. And show people exactly how I do what I do, maybe even bring them to my office, perhaps, that's something we're discussing.

That's the genesis of this and I just wanted to tell you that up front because this episode's content is based in large part on the outline for that workshop. Now, of course, this is a three-day workshop we're talking about, I can't go into all the detail but I will at the workshop. I'm going to give you the overview, and I want you to know this ahead of time, when I get to the end of the episode, I'm going to tell you how, if you're interested, you can become an applicant for the workshop.

But this is not designed to sell you the workshop, it's just designed to give you the information I can, in a one hour podcast or so, maybe about an hour. Then if you think this is an opportunity you want to take advantage of, the workshop will not be for everybody, it's not cheap, but if you think you want to take advantage of it then I'll tell you how to do that. But you don't have to come to the workshop to get the benefit of this episode.



I wanted my entire intention for this episode to be right up front so there is no mistake about what I'm doing or why I'm doing it. If what I've told you turned you off, if you have no interest in knowing how to become a million-dollar copywriter, then don't listen to this episode. Just wait till next week, we'll talk about something else. I've got five fundamental points I'm going to cover in this episode about how to do what I just told you; how to become a million dollar copywriter.

First of all, let's deal with this million-dollar thing. Maybe you don't want to have a million dollar income. In fact, on the page that sells the workshop I'm talking about, the headline currently is, "Do you have the courage to become a million-dollar writer?" I don't mean that to be hyperbolic or to be reverse psychology or anything like that because there are sacrifices that have to be made if you want to make a million-dollar income.

Not the least of which is the work that's involved, but there are other sacrifices beyond the obvious. Think about this, if you make a million dollars, what will that do to your relationships? The relationships with your spouse or your significant other, or with your family members, or with your friends? It will have an effect, I promise you. I promise you this is true. I'm not complaining. Please, hear me. I'm not complaining about my champagne problems.

Every new solution, every new level of achievement brings its own set of problems and this is no different. You really have to know, "Do I really want this?" Let's assume that you do. Let's just assume right now that you've decided, "I want to make a million-dollar income as a copywriter." I can not promise you that if you do what I'm about to tell you that will happen. I can not promise you a single dollar's worth of income. I want to hear that from the very beginning.

My results are not typical, they're unusual, they're weird, they're rare. However, when I started this journey I studied people who are having unusual, weird and rare results because that's what I wanted. I didn't want normal. Normal is most people achieve nothing. Most copywriters achieve nothing. Most copywriters live below the median American income. Think about what I just said. If you have a job, you probably make more than the average copywriter.

However, the people at the top of the game of copywriting are definitely firmly entrenched in the 1%. If you want to be there and you don't have any problems with that, then keep listening. But just remember, I can not guarantee that you'll get the results. All I can do is show you what worked for me, and tell you how I did it, and then you have to take that information and do with it as you will. No promises from Papa Ray about how much money you're going to make.

Let's get to it. Fundamental number one, welcome to the family. Because this is what this is, this is a family. It's a small family of wealthy copywriters. First of all, let's talk about what a copywriter is. One way to put it is a copywriter is a typing salesman. That's a crude way of expressing it. Listen, I write sales copy that sells products and



services. That's what I do. I write persuasive copy that sells products, services and ideas.

I enjoy that. I like that. I love the challenge of it. I love the hunt as I go doing research and looking for information. I love refining what I'm writing. I love to see when it's effective and it changes people's thinking about a subject and changes the way they feel about making a purchase. It gets them fired up about their future. I love that. If you too love that, if you love that idea, then welcome to the family.

The key distinction that you need to make, if you want to become a million-dollar copywriter or more or even a six figure copywriter, you've got to stop thinking of yourself as a copywriter. "What? What did he just say? Wasn't this whole episode about becoming a million-dollar copywriter?" Well, yes, but you can not think of yourself as just a copywriter. This is the problem that most freelance copywriters have and most copywriters are freelance copywriters.

Either you're a copywriter and you have a job working for a company, and you draw a paycheck, which means you're definitely not currently an entrepreneur. Maybe you are one, but you don't know it. You have a job, you work for somebody else, they buy you at wholesale and sell you at retail. They make a profit on your efforts. Becoming your own business means you're going to buy yourself at wholesale and sell yourself at retail and you're going to keep the profit. Do you get that? I'm going to imagine you're nodding your head, yes.

Okay. Let's assume you get that. Fine. There are still many freelance copywriters who say they have their own business but they don't. What they have is a string of short-lived jobs or what they call projects. Now, I keep saying, "they", I keep this for many years. Listen, the stuff I'm giving you in an hour is stuff that took me a decade to learn. I was not the sharpest tool in the shed. It took me a long time to learn some very obvious lessons.

But I have learned a few and I'm sharing what I've learned. I don't think I know everything, I certainly don't. There are guys and ladies who make more money than I do as a copywriter, who are smarter than I am, who've gone further faster. I'm just telling you what my experience has been and maybe it will be useful to you.

The problem that freelance copywriters have is that they are freelance copywriters. They don't have a business, they have a job. They have a very high paying job in many cases. They have a job with extraordinary amounts of freedom and that's the problem. They have a boss that lets them get away with anything. You got to start thinking like a boss. If you think of this like, "Okay," I said welcome to the family. Let's think about the family, the familia, this thing of ours that we're talking about. This family thing that we have. You and me, us together. Think about that.

The family and you know what I mean, you have bosses, you have earners. The bosses are the ones that run the territory and collects most of the money, and the earner is the one that go out and collect the money. Well, if you're thinking like an



earner, or like an employee, you're only going to get paid so much and you're doing all the dirty work, all the heavy lifting. The boss is coordinating the work.

Now, I think this metaphor is breaking down so I move on to a different one. But you need to think like a boss, not like an employee. You need to think like an owner, not like an employee, like you own a business. That's number one. Number two, once you solve that problem, you stop thinking of yourself as a freelance copywriter, you've realized you don't want to take a series of projects or jobs, you want to build assets. You want to build assets that will continue to pay you in the future. The key thing here is you need to force yourself to stop thinking about the next 30 days.

I know this is difficult because it's freelancer especially if it's just us, if it's just you, you are a one person shop or maybe you have a virtual assistant. Many copywriters who are doing very well, who are making six figure incomes, it's just them and their virtual assistant. That's not a business. I'm sorry, it's not. I don't mean to hurt your feelings or insult you, but it's not a business.

What you end up doing is thinking about the next 30 days, and it's either feast or famine. See if this sounds familiar. You're either rolling in the dough or wondering how you're going to keep the lights on because the money dried up, there's no clients. Do you recognize this feeling? My hallucination is that you do. The trick to getting out of that roller-coaster is to force yourself to start thinking in 25-year increments instead of 30-day increments. "What? Are you crazy, Ray? I can't think past next week because I need money to pay the bills." I get that.

You've got to do a little bit of double mind in this here. I don't normally recommend being double minded, but you got to think on two tracks. You got to wear two hats. The first hat is, "how do I pay the bills next week?" But once you figure that out, you have to give yourself a limited amount of time, like out of the eight-hour day that you work or the 10-hour day, if you're in that kind of situation maybe you're going to work 12 hours. There are seasons where you do have to work 12 hours a day or more to get the freaking job done.

Let's say you're working 12-hour days. The first four hours of a day can go toward next week. The next eight hours have to go towards the next 25 years. That's the only way you're going to dig out of that hole. As Will Rogers famously said, "The first thing you do when you find yourself in a hole is to stop digging." You've got to stop with that short-term thinking and think long-term.

How do you want your business-- as you've gone from being a freelancer who doesn't own a business to now you have a business, a copywriting business, how do you want your business to be treating you 25 years from now? What do you want it to be doing for you not you doing for it? How do you want the business working for you, not how do you still want to be working for the business? That's a potent question if you think about it.



That leads to fundamental number two. Fundamental number one is thinking of yourself as a business, not a freelancer. It's owning a business not being an employee. Fundamental number two is the fundamental of client control. Now, I know what you're thinking. You're thinking, "That's not my problem. My problem is not controlling my clients, my problem is getting clients, Ray. I need clients now." You're back to the next week problem.

I will eventually help you with that problem. But for right now, we're building something that's going to feed you for the rest of your life - a business. We're building something that could have you make a million dollars a year. It could, it has for me. I'm not making you a promise about your income but I'm just telling you, these are the things that I had to shift and change my thinking about to get to a million dollars in revenue. We did it last year, did over a million, we'll do it again this year, we're right on pace to handily exceed a million dollars of revenue.

Fundamental number two is client control. Let's assume you have some clients, let's just pretend, just play a game of let's pretend. Let's pretend you've got some clients or you have some prospective clients, let's start there. They're lined up at the door ready for you to interview them so you can pick the ones that are going to be your clients and you're saying, "Whoa, they're all my clients, let them in. Get them some coffee and doughnuts I'm going to take them all," no you won't.

That, my friend, is your first big problem after you decided to go business owner instead of an employee. You cannot take just any client, you've got to select your clients carefully because just like you got to think about, "What do I want my business to be treating me like 25 years from now?" you got to be thinking about, "What do I want my client to be treating me a year from now? What am I willing to let them do to me?" Because, trust me, when clients pay you especially when they pay you a lot of money, they expect a lot in return. And they should, there's nothing wrong with that.

However, because most freelancers have a big self-esteem problem, I don't have time to get into that, but most do. You know who you are, if I'm talking to you you're nodding your head, maybe secretly, but you're admitting secretly, "Yes, I do have that problem, I don't tell anybody. I put up a good front, I'm really cocky in public, I'm really full of braggadocio but I really got some self-doubts right down at the core, I really wonder if I have what it takes." I know you because I have been you.

Because of that, we're always afraid this client is going to be the last client and we're always afraid when we're in that mindset. I'm not there anymore but I used to be, so I understand it. I tell you that I used to be because I want to be open with you and I want to tell you there's a way out, I know a way out of that place. Let's keep moving, I got a lot to cover here.

You've got to have the spine to look at the client and say, "This client is going to treat me poorly, they are not my client," and dismiss them from the line. Next, client selection, now in our workshop, I spend a whole lot of time going through how to do



this, I help you roleplay it out but we can't do that here. The big thing to remember is you need boundaries, not buddies.

This is what people try to do, they get a client who pays them a lot of money and they're so afraid of what's going to happen with the relationship, what happens if the copy doesn't work or sometimes the copy doesn't work. Not every piece of copy, every campaign you run is going to be a home run. There is no copywriter who hits it out of the park every single time, none, not John Carlton, not Dan Kennedy, not anybody. Now there are some of us who have better budding averages than others, but we're still going to hit the occasional or miss the occasional wing, is going to happen.

What happens is because we're insecure about those things, we may try to become buddies with the client. Big mistake. It's not to say that I don't love people, not to say that I don't like my clients, but when you become buddies the boundaries are gone. Now your buddy will call you anytime of the day or night and will make the most unreasonable demands you can imagine.

Just keep this phrase in mind, "I need boundaries, not buddies." How do you get that? By something I'll borrow from the Christian dating market, it's called the DTR. You need to define the relationship right up front. This is how we're going to operate in our relationship together, these are the boundaries we have, this is behavior that's okay, this behavior that's not. This training of your clients, this control of your clients, by the way, begins before you ever meet them. Can't go into that now but it begins before you ever meet them, before they ever line up outside your door to apply for the privilege of being your client.

Fundamental number three, client attraction instead of client pursuit. You've heard this before, I did not invent this. You want clients coming to you instead of you chasing after clients. Because think about it, now I've been married for over 30 years, so I still date, but I only date one person; my wife. I'm usually pretty sure I'm going to get a yes when I ask her out.

It's been a while, but I do remember that if somebody was chasing after me, that made them a lot less appealing. You get what I'm saying? But if I was pursuing them and they were hard to get, it was much more interesting, in fact, that's how it was with my wife and me. I just realized, "I like this Lynn person, I want to get to know her a lot better." She was a little bit aloof, a little bit hard to get and that made me want her even more. So you got to think of it like that. You got to track clients, you got to be a little hard to get. If you're available for everybody, then everybody knows you're easy and they don't really want you. They certainly don't want you for a long term serious relationship. See what I'm saying?

This gets into the identity factor about who you think you are and your self-confidence problem that you're going to have to solve [laughs]. I'm just telling it like it is. Now maybe you don't have this problem, maybe you got this solved. Maybe I'm the only one whoever had this problem. But your identity is so important. You've got



to figure out, first of all, let me try to give you -- I'm going to try to pack a whole lot in the few senses.

First, decide what you want your life to look like. Second-- what you want your life to look like includes how much money do you want to make, how many hours do you want to work. In other words, how hard are you willing to work to get that. Whatever the thing is you want, the money, the house, the cars, the free time whatever. How hard are you willing to work right now to get later?

Then here's the critical question; who must you be in order to attract the client that will get you to that goal? You got to think about who must become your client in order to facilitate the achievement of that goal because there is a specific person. I'll give you a clue, it's probably going to be people that have more money than the people that you're working with now. Probably more well-heeled clients, probably more affluent clients. Because look, the fact is, if you're dealing with people who don't have much money or making much revenue, who are skimping by month to month and they're struggling to pay you a measly \$5,000 or \$10,000 for your copy writing, those people don't have any leverage to use your talents.

If you write a bomb campaign for them, and it's going to happen sooner or later, you may be the greatest copywriter to ever lived, you may be better than Gary Bencivenga and Gary Halbert rolled into one. But you're still, occasionally, going to write one that doesn't work. When you do that for a client that has no money, they're done and you're done too. You got to find clients that have more money. That have margin and have the ability to take advantage of the leverage you give them with your copy.

How do you track those people? First of all, you got to ask yourself, "Who must I become -- who must I be, in order to serve those people?" It's going to cause you to raise the standards of our own life. It's going to cause you to raise your own personal standards of discipline, of work, of craft, of commitment, of consistency. All those standards have to be raised in order to attract the kind of client you're going to need. Because you're going to need to upgrade your clients.

I don't care how much money you're making now, if you want to make more as a copywriter or as anything really, these just doesn't apply to copywriters in case you haven't figured this out yet, this is going to apply to you if you're a CPA or an attorney or a dentist, it really doesn't matter. But I'm focused on copywriters, so let's stick to that subject. You're going to have to become a better version of you in order to attract the people that you need to help you get where you want to go.

How do you do that? You do it by building a platform. My friend, Michael Hyatt, has written a book called *Platform: How to Get Noticed in the Noisy World*. I recommend you get that book and read it. It's the basic textbook on how to build the platform so you can become known for something.



I don't have-- I wished I could go into this. Every one of these points I'm looking at a mind map, every one of these branches on the mind map could be an entire episode. That could be the entire seminar of its own, but I can't do that here. Just know you've got to build a platform. You've got to create a situation where you have-- your platform becomes a destination for people who are attracted to your marketing. They come to your site, your website because it's got to be a website and there maybe other things too. Maybe it may involve YouTube, that's something we're working on right now; we're building a YouTube channel.

I've been experimenting, you may have noticed, some of it has been embarrassing, that's part of the deal though, as you try this stuff -- they are experiments, these things are experiments. My podcast was an experiment. It's now 297 episodes in. We're starting to get it figured out. [laughs] YouTube channel is an experiment. Twitter, Facebook experiments, but you're building a platform. You're actually building a media empire if you think about it.

This is something that people who succeed at this level who built a business that is large and it's based in their personality. All the people who do this, virtually all, I can't think of an example of anybody who doesn't, everybody who's done this owns their own media. Gary Vaynerchuk has his own YouTube channel that launched his success. He is much more than that now obviously. He owns his own media.

Tim Ferris has a blog that is the base of his platform. He owns his own media where he can get his knowledge and wisdom and experience in front of the world and he attracts people who he wants to do business with. He gets his choice. They come to him as a destination, I call this destination marketing.

This all falls under fundamental number three, client attraction. Let's review. Fundamental number one is you've got to stop thinking of yourself as a copywriter, as a freelancer and start thinking of yourself as a business. In fact, you have to become a business instead of just being a copywriter. Fundamental number two is you have to learn the art and science of client control. You got to control your clients or they will control you. That may sound bad, you may not have liked the way that sounds but that's the way it is. If you don't learn to control your clients, your life will be miserable.

Number three, you've got to learn to attract clients instead of chasing after them. Look, if you're the person at the seminar chasing around after people with a business card saying, "Hey you'll would want no copywriting would you?" Then you are at a huge disadvantage, you are never going to be viewed as anything more than a vendor. Vendors get treated like vendors. You do not want to be treated that way. You got to learn to meet clients differently.

I've had cases where there's somebody I wanted to meet and I had the opportunity to meet them say after they spoke, but I did not want to be the person lined up at the foot of the stage after they spoke and have them meet me as a fan boy. I want to meet him on level ground. I would wait until we could be introduced by a mutual



friend. You got to think about positioning. You may not like the way this sounds but it's important.

Fundamental number four. This is the big one, it's going to take up a bit of time but I think it's worth it. A million-dollar money matrix. In other words, this is the model. Where does the million dollars come from? Well, it doesn't all come from copywriting fees, maybe it does for some copywriters and if it does then, booyah, you guys are awesome. I will learn from you, maybe. I don't know if I want all my income depending on copywriting fees. In fact, I know I don't, but I still would like to know how you do that.

If you're one of those people, let me know. What I'm implying, which you've already figured out is, you've got to do more than copy. Copywriters who are just copywriters, that's all they are, I believe ultimately they lose. They lose out because they really are glorified vendors. They're really at the mercy of people being willing to hire them, people being able to hire them. There is a certain amount of competition at the top of the food chain. Now, there's plenty of copywriting to go around, people often ask me, "Well, Ray, if you're so darn good at this, why would you teach other people how to do it because aren't they going to steal business from you?"

Look, I don't do very much client copy writing anymore. I used to say I do none, but that's no longer true. Because I got tired of saying no to my friends, the people who really want ed me to help them out, number one. And number two, because I think it's important that if I'm going to continue teaching copywriting and building a copywriting business, I've got to stay in the game. I got to be fresh. I've never really been out. I kept saying I'm not writing copy for clients, but people kept coming to me and behind the scenes, they'd say, "Please, you're going to make this one exception."

I kept making one exception until I realized I can't keep saying I don't write for clients because it's just not true. I'm trying not to, my intent, but it's just not working. I don't write for that many because I'm more than a copywriter, I'm not just a vendor. How do you become more than a copywriter? Well, first of all, the easiest thing to do, the simplest thing to do, is be also a consultant.

You've got to think of yourself as Sherlock Holmes. Sherlock Holmes is the world's first consulting detective. Now, there's plenty of consulting copywriters. Copywriter and marketing consultant is pretty much a standard term now. But at least, that makes you more than just a copywriter. Think of the field of copywriting as 100% game, and if you are not just a copywriter but you are a copywriter and marketing consultant, now you're ahead of 80% of the crowd.

Take it a step further. I stepped up the game and became a business growth strategist and consulting copywriter. You might think, "Well that's just words, Ray, it's just fancy titles." Well, duh it's copy. Copy transforms the way people perceive things. That transformed the way people saw me. It's also a reality. I mean, you can't be a good responsible copy writer and not consult, and not be strategic in your



consulting. Because otherwise, what's going to happen is you're going to have clients who are about to do something completely stupid because

they're blowing the design portion of the deal. You write good copy but they design it in such a way that it kills the effectiveness of the copy. They don't have the right list. They don't have a big enough list. You realize that they're marketing to the wrong people. Imagine you have a client who sells a very expensive service. Maybe it's \$10,000 or \$20,000. It's worth every penny of it. Just imagine this. It's worth every penny of it. But he's trying to sell it to people who don't have \$10,000 anywhere. They don't have \$10,000 or the bank, they're not going to make \$10,000 this month, they can't borrow \$10,000 because they're so deep in debt and have so little income. They just can't do it.

If that's your client, you've got to guide them to find a different audience. They've got to find a different crowd to get in front of people who have money, who can afford the thing they're selling. That's strategic consulting. It's more than copy. Most copywriters don't have the backbone to say those things to their client. That's how you become more than just a copywriter. One way.

The second way is you provide other services. Consulting I've already talked about. You can do copy critics or copy polish. This is something I actually enjoy doing because it's a lot less work in writing a copy from scratch usually. Sometimes, it's not. Sometimes, it's more. If the copy's horrible, you can't polish it. You can't polish it. Well, sometimes, it's better to just start from scratch. But if you get pretty good, you look at it and the client says, "I want you to take a look at this and critique it for me." You look at it and you realize, "This is pretty darn good but I could do some things that would make it a lot better." Pretty easily, that's good money and it's easy money. It's worth it to the client. They don't realize how much of a bump that could give them in conversions sometimes.

There's ghostwriting. Look, just because I tell you to be a copywriter, because it's a highest paying writing there is and I believe that's true, don't write off all the other stuff that clients need a written. Clients need book written. Any business person who has any stature in his industry, whatsoever, or her industry, whatsoever, she wants to write a book. She wants to have published book. She doesn't want to write a book. She probably wants to have published book. You could ghostwrite a book for her. How do you do that? You interview her, you ask her questions, you get her philosophies, her thinking on business, whatever the subject is and then you go and write a book. She will pay you a lot of money for that book. \$25,000 on a minimum. Maybe \$50,000.

I know of a writer of, or freelance writer, ghostwriter who makes about half a million dollars per ghost written book he writes. He writes for high-profile celebrities. He's got a track record of writing really good books that become New York Times Best Sellers. But that probably has more to do with the celebrity than it does with the book. Actually, that's not true because a celebrity can put out a book and it may sell well the first round of copies. But if it's terrible, it'll stop selling. If you hire a good



ghostwriter who writes a good book based on your ideas, then it'll keep selling and then you'll become the best seller that you want to be.

Ghostwriting is definitely something that is worth looking at. As long as you're doing it for the right clients, again not a cheapskate clients. Cheapskate is not even the right word. That's unkind. Not clients who can't really afford a ghostwriter, who need to be focused on something else. Clients who have the leverage and the money to be able to afford a ghostwriter. There's plenty of those clients. Don't think that there's not.

If you think that the economy is bad, and the market's dried up, and people aren't spending money anymore, just go pick up a copy of the *Robb Report*, a magazine. You can get it at Barnes & Noble. Pick up a copy of the *Robb Report*. Look through there. Look at what people are buying. You begin to see that there's a whole world of people who are wealthy enough to be able to pay for your services. That what you think of is large fees, they think of it as a rounding error in their chequebook. Got to change your thinking.

Other stuff you can write. Reports, like corporate reports, annual reports, reports to the board, newsletters, video scripts, sales scripts. There's so much stuff that needs to be written that you, as a copywriter, once you get in as a direct response copywriter, once you've established yourself as a professional who gets professional level fees, you can write this other stuff and get well paid for. I,

f you go in and try to be the ghostwriting person, the newsletter writing person, you will not get paid well at all. You will not be looked at with respect at all. But if you come in position correctly, you can branch out and offer all these other services. You can look with their business strategically and say, "You know if you had a book, you'd establish more authority. You can get more speaking engagements. You get any speaking engagements [laughs]. You get keynote invitation. But you got to have a book. I could write them for you." Sometimes, it's that easy. Services is another way you can make money other than copywriting.

Another way you can make money is through royalties. I'm not the most successful royalty guy because I did not grow up in the kind of copywriting. There are people who did, who their whole business is based on writing for big publishers and turning in a copy project that they get paid, what to me, is a small amount of money. 20 or \$30,000 for covering project. Because they're looking at the back end. They're going to get paid a few cents on every piece that get sent in the mail, every piece of direct mail that gets mailed out.

If it does well, publisher will keep sending out that piece of direct mail as long as it's the selling product.

They can get paid a lot more money than the \$30,000 they get paid up front. They can get paid millions of dollars and make peace for a success with this model. I'm not so much. But I do get royalties. I get book royalties. I've written a few books.



Minuscule book royalties because I haven't really focused on selling lots and lots of copies those books. Those books are a means to an end for me. They're a means to build my business. That's another discussion altogether,

One area where I have had some success with royalties is doing joint venture, true joint-venture projects. Now, I said true joint venture projects because the words, "joint venture partner" or "JV partner" have gotten misconstrued in the online marketing world. What people are really used to talking about me talk about JV partners, is they're usually talking about affiliates. People who promote your stuff and they get paid a commission. Those are really affiliates and not joint-venture partners. Joint-venture partners are those whom you enter into a business agreement with, you both contribute something substantial to the project or the business and you both reap a reward.

Now, I personally don't want to go start a bunch of other businesses. That sounds like too much work to me for a lot of reasons. What I am happy to do, is with the right people, to form a true joint-venture project. I have a project that I worked on last year, I did some work with the person, I made a viable contribution to this project and I just collected my first royalty check, a hundred and thirteen thousand dollars. That's pretty good. I plan on doing more of this in the future. Royalties are a very definite way of building assets.

This is an asset, by the way, that'll-- This product that we created together we'll keep on selling. Because of that, it's an asset the keeps paying me in the future. It's an evergreen stream of income. You want to build more and more of those.

This leads to what I refer to as copywriting without clients. This is another part of the million-dollar money matrix. I'm still on fundamental number four in the building of a million-dollar copywriting business. Copywriting without clients. What's that all about? It's about creating your own product. It's about being your own client. It won't take long writing copy for clients who make several million dollars off your efforts. It's not just off your efforts. That sounds wrong. They made a product, which was pretty brilliant, which took a lot, because most people never make a product, they came up with the idea, they took all the risk, they paid you as the copywriter, they took enormous risk doing that, because they don't know whether it's going to pay off or not.

They made three or four million dollars and you got paid maybe 150, a hundred, maybe 50,000, whatever your fees are. It doesn't take to many of those episodes until you realize, "Wait a minute, I understand all the mechanics of how that was done. I could be the guy making the four million dollars. I could be my own client. I think I'll do that."

This is where you start thinking about making your own products. Definitely, recommend it.



Then there's affiliate sales. This is where your writing copy promoting other people's products. You've seen me do this. You've seen me send an email out about somebody else's product like Jeff Walker's product launch formula, recommending it because I believe in it. I bought it. I paid for it, I used it, I made money with it. I can recommend it strongly and passionately. I promoted the Michael Hayer best year ever goalsetting program because it changed my life. Both those products changed my life. Both of them.

I promote them wholeheartedly because I believe in them. I've gotten results from them. I know they will change other people's life as well. I have no problem saying, "You should buy this." I get paid an affiliate commission for everybody who buys based on my recommendation. It doesn't change the price of the person buying. It's part of the marketing expense of selling the product. If they weren't paying me a commission, they'd be paying other marketing expenses of advertising and so forth. It's just a different way of doing marketing. You're going to pay the marketing cost one way or the other. This is me just writing copy, not creating the product but writing copy and getting paid as my own client. Other ways that you can leverage your copywriting skill without having clients to make money. You can do your own live events. I just recently did. You've heard us talk about-- On this podcast, you've heard us talk about the Copywriting Academy live event. My product, by the way, is called Copywriting Academy. It's an online training and coaching program about how to write powerful, persuasive sales copy. Then we have a live event once a year where we go deeper into that. That's our live events, live seminar. We make money on that seminar.

There are paid mastermind groups. I have a mastermind group called The Regency Group. It's full right now. You can't get in even if you want to. That's not just positioning, it is positioning but it's not just positioning. It's true. It's full. We're limited to 12 people. They pay a considerable sum of money to be in that group. We meet every week via video conference. We meet three times a year in person and I'm helping them grow their businesses in ways that are meaningful to them. I won't go into what that's all about since you can't even get it anyway. That would just be mean. We get paid for that. That's how we make money.

Then there's continuity. This is publishing something that people pay for month after month after month. There's another product I promoted recently. You may have remembered getting an email from me about this or maybe more than one email about it. It's called Tribe. It's Steve McLaren's program about building membership sites. Continuity products. People pay month after month. Like having your own Netflix. Get paid every month.

We're building our own continuity program. We're going to be starting it very soon. It's going to include print, newsletter that will be mailed in the actual physical mail. I've gone into that elsewhere. You can go back and listen to the previous couple of episodes. You'll hear me talk about that or check out my YouTube channel where I talk about that as well. I can't remember which episode it was. You'll find it, is a recent one. I'm holding up a copy of the book, *The Revenge Of Analog*, the



thumbnail is one way to find it. The title is, "Why I'm sending good old fashioned direct mail" or something like that.

Anyway, continuity program is a membership program people going to pay us for monthly. That will be something that will build up over time. Michael Hyatt has this site called Platform University and people pay, I think it's like 40 bucks a month to be in this online training community about building their own platform. You get a thousand people, 2,000 people, 10,000 people paying you that kind of money, that's a significant baseline revenue. Continuity is another way you can make money. Copywriting without clients. You're your own client is the key.

That's just a brief outline. There's so much more. They're strategic partners. You've got to have strategic partnerships. Nobody does this alone. Nobody is an island. You've got to have help and support from your strategic partners. Usually, they're your friends. For me, my strategic partner-- These are not just affiliates. These are not just people who you go to and say, "Hey, if you will send an email for my product, I'll pay you money if we sell it." There's more to the relationship than that.

I believe that Michael Hyatt would consider me a strategic partner. I don't want to speak for him. I believe Jeff Walker will consider me the same thing. Steve McLaren, I believe, would consider me a strategic partner. Others should strategic partners-- I just look at it this way. We are individuals who are friends. We know one another, we like one another, we trust one another implicitly. I trust all of these people that I'm about to name. I will give them my credit cards, I will give them the key to my house. I have total trust in every one of these people. We're friends first and then we also have businesses that complement, not compete with one another. Because of that, we can promote one another in ways that are both obvious and not obvious.

Some of my strategic partners include Michael Hyatt, there's Pat Flynn, Donald Miller, Jeff Walker Amy Porterfield, Michael Stelzer Dan Miller, David Handcock of Morgan James Publishing, Brian Kurtz, Cliff Ravenscroft, Mark Mason, Leslie Samuel. There's others. If I left your name off the list, please don't be insulted. I couldn't name everybody. That gives you an idea these are more than mere affiliates. Which is not to say I have any thing bad to say about affiliates. It's just you can't have a deep relationship with everybody in your world. Strategic partners are people who are friends, you know them, you like them, you trust them deeply at a deep level and your businesses are complementary, not competitive. That comes in really handy when you're doing something like a product launch.

Fundamental number five is what I call the million dollar copywriters toolbox. You may find it curious that I've waited until now to talk about the actual copywriting. Right? Because like isn't that what it's all about, becoming a better copywriter? No, it's not about that at all. If you're a competent copywriter, you've got what it takes to make the million dollar income. Probably, your biggest problem with making a million dollars is between your ears. It's your head. Your head game is wrong. That's why you can't get there. That's the why we started with that, that paradigm shift of thinking of yourself as a business, not as a freelancer. The actual writing of copy, you



have to have a certain level of competency. It's really helpful if you're good. I would consider myself better than average at writing copy. There are certainly people who write better copy than I do who make a lot less money than I do. That's just the honest truth.

I could tell the Wall Street Journal story about some real people that I know. There were two copywriters. Two young men who were copywriters. Both had the same copywriting education, both went to the same seminars, both knew the same initial clients; worked with the same clients initially. One built a million dollar business and the other is still struggling between low paying jobs as a freelancer.

What made the difference? Well, the difference is learning how to think like a million dollar business owner. That's the difference. I'm not saying this to stroke my ego and to brag. I know some people are going to take it that way no matter what I say. I'm honestly trying to give to you what I feel like has been helpful to me so that I can help you get to this place you want to reach.

Even if you don't want to make a million dollars, maybe you've never made \$100,000 you want to get there. These same principles apply. Maybe you've made \$100,000 in a year but you want to get to 500,000. Maybe that's like-- For you that would be novena. Well, this is how you do it. Well, let's assume you're a good copywriter. Let's assume you're even a better than average copywriter. You've got to have something in your toolbox other than that. Now, first of all, you've got all this other stuff. I just went through the four fundamentals. I just went through them.

The fifth fundamental is you have got to have a toolbox. A bag of magic tricks. This doesn't mean they're deceptive. Easy for me to say, deceptive. It means that they are things that are easy for you but appear difficult to other people. If you've ever seen anybody solve a Rubik's cube in 30 seconds, there's a system to doing that. You know that, right? They're not just looking at it and having some kind of Einstein moment where they just see in five dimensions and they twist their hands around and boom, it's done. They have a systematic way of solving that puzzle they figured out. There's a pattern.

Well, as a copywriter your toolbox, your bag of magic tricks consists of certain patterns; quick fixes that impress clients. One that I've learned is the headline swap. Here's the problem. Somebody comes to you as a potential client. They're at your level of income revenue that you want to be working with. Like for me, they're a million dollar, five million dollar company or more. That's the minimum. You've got the leverage to put your work to work for them. They probably already have good copy if they're at that level. They probably don't have a copy that sucks so bad. You could just write new copy for them and make them happy; make a big difference for them.

What do you do then? They've got a good copy. You've got to have one distinction that you can make to really impress them. Sometimes it's the headline swap. I'll just give you one example of something that you can put into your bag of magic tricks.



Usually, there are several good headlines buried in the copy. Often, they're in the subheads of the existing copy. You can read the copy, read it through a couple times, try to get the gist of the story, of the big idea of the copy. Hopefully, it has one. You begin to see-- This subhead that comes two-thirds the way down the letter would actually make a good headline and you swap it out.

You can do that and often you can get a bump in conversion that will really get the client's attention. The best way to do it is to pick one or two from their own copy then come up with one or two of your own and tell them, "Here's five headlines you can test. I would suggest starting with this one." The headline swap. Some other tricks you can use as you can add something what they're doing. You can think of an idea they're not. Because look, everybody's business there's something they're not doing.

It's the easiest thing in the world as a consultant to sit down say, "Well, tell me about your business. Tell me what you're doing to your marketing. Tell me what you're trying. Tell me what's working for you." It's easy to start poking holes and say, "Well, do you do this? Do you do direct mail?" "Yes, okay. You do radio?" "No." "Why not? You realize what an opportunity there is in radio for you?"

You can always find something they're not doing so you can add something. I'll give you an example. I had to be artfully vague about this because I don't have permission to tell the story in a way that will identify the person I'm talking about. There's a client, a friend of mine who we were having dinner last year and he was talking about a project that he was working on. I said, "Are you going to do this?" Fill in the blank, something. Some feature of the activity that he was going to be doing. He said, "Well, no. We hadn't planned on doing it. Why would you ask?" I said, "Well it just seemed like you could make some extra money doing that and it wouldn't take a lot of extra work."

The next day, I got a call from his office. One of his folks said, "Hey, we're going to do that thing." "Tell me more about it." Turns out that that one dinner conversation made, as I recall about an extra \$300 000 revenue for them. That was a \$300 000 dinner. Unfortunately, I didn't get paid for that but it a really good dinner. That was just a friend to friend thing. Something like that in a client relationship can make a huge impression on the client.

You can also take something away. You might realize they're doing something they don't have to do that's costing him a lot of time, effort, money, stress, you can take it away. Or maybe it's killing their conversion and you just realize, for instance, "You guys are marketing this with way too much detail." That's often a problem. Way too much detail on the marketing. You can take away some of the detail and voila, they start selling more. That was just a few magic tricks. I won't go into anymore. I've got I've got a whole bag full of them. You need to have a whole bag full of your own.

I'll give you one more. Cross-connect clients to their benefit. If you know somebody who needs to be doing direct mail and they're not, then you connect them to somebody that you know who's a direct mail expert. If I was going to connect people



with somebody, I'd connect them to Craig Simpson, who wrote the *Direct Mail Solution* and the *Advertising Solution*. Two books, you should check out. Or I would direct him to Brian Kurtz.

You connect clients to other clients to their benefit or you connect them people you know because they won't forget that. If you connect somebody to, say, Craig Simpson and he sets up a direct mail campaign for them that doubles or triples their revenue, do you think that person is going to ever forget you? You bet they're not. Make sure you don't let them [laughs].

Those are the five fundamentals of building a million dollar copywriting business. Again, I can't promise you will make a million dollars if all of these five fundamentals, but this is what I have done that has worked and I've noticed this pattern in other copywriters and people who built businesses, run their copywriting not just being a freelancer. They are number one, stop thinking of yourself as a freelancer and become a business owner. Number two, learn the art of client control. Number three, you must attract clients instead of chasing clients. Number four, you need to build your own million dollar money matrix.

In other words, you're making money from multiple streams, not just one. Not just dependent on client fees for instance. That's a dangerous place to be in. Number five, you got to have your own million dollar copywriters toolbox or a bag of magic tricks. Those are the five fundamentals of building a million dollar copywriting business.

Now, you can take that and run with it. I believe you can be a lot more successful than you ever dreamed possible if you just do all I just advised you to do. If you want to go deeper, I might ask you to consider coming to the copywriting is a million dollar business workshop. It's not cheap but it's extraordinarily valuable. The goal of this workshop is to show you exactly how I make a million dollars in revenue as a copywriting business.

Now, here's the disclaimer. My results are not typical. They are unusual, they are rare. You probably won't achieve them. In fact, nobody will probably ever achieve anything. That's most likely. You want me just to establish that [laughs]? One part of me getting where I am is the grace of God. That's the chief part. Then the next part is through His grace. I've been able to observe that people who get unusual results tend to do unusual things. They do things differently than the normal people. Earl Nightingale said, "Successful people do the things that unsuccessful people don't like to do, and successful people don't like to do them either often, but they do them anyway." That's something to think about.

My results are unusual and not typical. That's because I studied unusual, not typical people who are getting unusual, not typical results because I wanted unusual, not typical results. Do you follow me? Can I get a big amen? That's the disclaimer. I'm not making you any income promises. This copywriting is a million dollar business workshop, the goal is to show you how I make a million dollars in revenue and how



you can follow my same system. My goal is for you to make a million dollars as well. I can't promise that, but that's my goal. That's what I'm working to help you achieve.

This is three days. They're designed to not just be another seminar, because who needs another seminar? Not me. Just another seminar. Just another seminar. Another three days of sitting in a hotel ballroom, on a seat that hurts your butt, hurts your back, eating bad food, being separated from your family, your business, having to listen to long boring speeches. Who needs that? Not me. I'm with you. Who needs another binder full of shelf-help. Not me.

This is not one of those. These are three days that are designed to change your business and change your life as a result. I'm literally opening up the secret vows considering this is only going to be 12 people. As of the time of recording this, which I'm recording on Sunday, August 13 at 4:55PM Pacific Standard Time. At this time, five of the 12 are already sold. There's only 7 left at the time I'm recording this. By the time you hear it, there may be a lot less, I don't know. Once we sell 12, we're done. I will not sell 13. I don't know that I'll never do this again. We'll see. There's certainly not one plan at this point.

I'm considering bringing all 12 people to my office. Maybe there's no interest in that. Maybe I'll ask everybody and they'll just say, "We have no interest in doing that Ray. Just keep talking about the knots and bolts." If you're going to be one of the 12 and you're interested, then maybe we'll do a field trip. You'll come to my office and I'll show you how unimpressive it is. How it's like that book, *The Millionaire Next Door*.

I don't claim to be a millionaire. Let me clarify. I don't think you are a millionaire unless you can write a million dollar cheque, it doesn't bounce and it doesn't make a difference in your lifestyle. Then you're a millionaire, in my opinion. Other people think if you have a million dollar income you're a millionaire. My definition is a little different. I'm not quite there yet, but I'm working on it.

Anyway, if you want to come to my office we'll probably arrange a field trip for that. Maybe we'll make it after hours so it's optional. I don't know. We'll think about it.

Anyway, three days designed to change your life. Opening up my secret vaults, I'm going to show you all my mistakes. Usually when you go to seminars, people show you all their victories. They'll show you the photoshopped version of your business, "Look how fabulous I am. Look how smart I am. Look how good looking I am. Look how straight and white my teeth are." No, I'm going to show you my mistakes, my goofs, my challenges. I have challenges, just like you do. You have challenges too. I believe I'm going to be able to show you how to go further than I've gone, faster than I have.

My goal is not to remain in the position of the guru. My goal is to get you to exceed my success. I feel like I'm successful if I can help somebody become more successful than me.



I'm going to go in depth into all the tools, the secret shortcuts, the five fundamentals. Each of those will be hours worth of material we'll be covering. Plus, how I'm able to be so productive despite having a small team, very small team and having a little challenge called Parkinson's disease.

I hear people make excuses about, "I can't be a copywriter because I don't have a big enough team. I don't have deep enough pockets. I don't have enough money in reserve. Well, I can't even type. "What's your problem? Get over yourself. You can do this. Is it okay if I talk to you like that? I hope so. I don't mean to be insulting. It's tough love.

There's 12, only seven remain. I want to tell you one more thing too. You may have been familiar with some of these kinds of events people where people who are there are what's called ringers. It's where somebody says, "We've got a seminar and we are selling seats at \$10,000 a seat-- By the way, it's not \$10,000. Just using that as an example. You go there and there's 20 people in the room and they say it's limited to 20. You look around the room, you say, "There's 20 people here." That means they made \$200,000. Then you start finding out that some of the people are that person's friends, they got in for free. How does that make you feel? I'll tell you how it made me feel the first time it happened to me. It made me feel like crap.

I will promise you, there no ringers in your room. Everybody pays. Because first of all, if you don't pay for it, you don't value it. Secondly, it's a thing called integrity. One client deal should triple your investment in this. I can't promise that but that's my opinion. If you get one idea out of this whole deal that works for you, one client deal should triple your investment in this three-day event.

If you'd like to take a look at this and see if there's any seats left, there may not be by the time you hear this. I'm serious about this. I'm not joking. Go to rayedwards.com/camdb. Letter C-A-M-D-B, all lowercase. rayedwards.com/camdb. There will be a link in the show notes of this episode. This is episode number 297. So rayedwards.com/297. You can find all the links, including the link to the page that will let you buy a ticket to the seminar, if you want to come.

If you have any questions, we're happy to answer those for you at support@rayedwards.com. I hope, even if you don't choose to become one of the 12 people who are going to be at the Copywriting as a Million-Dollar Business workshop, I hope this has been of some value to you. You can take these ideas and you can make some money with them. I do believe that. You can become wealthy as an unknown writer.

You don't have to become a best seller, you don't have to be on the New York Times bestselling list to make money as a writer. You can keep it this way. You have the added advantage of people not harassing you in restaurants [laughs]. Because nobody knows who you are, just a small group of people on the Internet. You're Internet famous and that's about it. I hope this has been helpful.



[music]

Ray: If you have more questions about this or the sound's interesting, you let us know. We may be covering more of this kind of information in the future. If you have no interest in it, let us know that too. It doesn't mean I'll stop doing it, but it'll be interesting to know.

Sean: Totally. All right. Well, if you found the show helpful, please subscribe to the show through the Apple podcast directory and give us a rating or a review. Make sure you put your real name in the website in a text or view itself. At some point, we will mention you. If you'd like to get the transcript to show notes, please go to rayedwards.com/297. Anything to wrap us up?

Ray: Yes. "To deliberate maturely and execute promptly is the way to conduct business to advantage," George Washington.

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Voice Over 1: Each week, we bring you a message of prosperity with purpose and freedom, remembering that true freedom is available to all through Jesus Christ.

[01:11:06] [END OF AUDIO]