



Ray Edwards Show, Episode 315

How to Build Your List by Giving Away Your Best Content For Free

Female Speaker: *Ray Edward Show* episode 315: How to build your list by giving away your best content for free.

Autoplay: It's the *Ray Edward Show*. This is the podcast for prosperity with purpose. Let's change the world and watch your business grow welcome to the *Ray Edward Show*.

Ray Edwards: Here we are in the midst of total absolute chaos. I told the guys on my mastermind group to green room this morning. They asked for my win of the week, and I said, "My win of the week as I moved into my new office and it's a complete freaking mess." They were all like, "We did not expect to hear that from you." I never realized how much stuff I had accumulated in the old office.

Sean Edwards: Yes, we've been there for a few years.

Ray: Pulling things out of those cabinets was like pulling clowns out of a clown car.

Sean: Or like a time capsule?

Ray: Yes, it was bigger on the inside.

Sean: Like a clown time capsule.

Ray: [crosstalk]

Sean: Wait, you have Tardis technology?

Ray: I do. It's one of my advantages. Now, I've got piles of stuff in here most of which I simply am not going to keep.

Sean: I was talking about this with a friend. When you move, it's a great time to purge.

Ray: I've already purged a lot. You may not be able to tell.

Sean: I can tell.

Ray: But I've got a lot more to go. There's things I'm looking at now that I've kept for a long time just because I'm like, "I can't get rid of this." Now, I'm asking myself the question, "Why?"

Sean: Right. Well, I even remember how good I got at cramming stuff away in the corners of that office. [laughs]

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Ray: Yeah I know how good you got at that.

Sean: Since you had to make those two room office into a video studio, a podcast studio. [laughs]

Ray: A place to write.

Sean: A place to strategize, take courses.

Ray: It soon became a place to trip over stuff.

Sean: It just became a chaotic place to do things.

Ray: Or not do things.

Sean: Or not do things. I feel like it was chaotic because so much was being done.

Ray: That's true, and that's why we had to move. That's something that we're learning now as we grow as a company. We're adding employees, we added some space in our lease for our office. It's necessary, but it's expensive. There's a little bit of, I would call it an appropriate level of anxiety. Like, "Oh, this has to work." Not has to work. We have to be efficient at utilizing the new people, the new tools, the new space that we have. There is got to be an ROI. Oh, it's business, I see, I get it.

Sean: Oh my gosh. There's so much.

Ray: But we need-

Sean: It's not my fault, no one can blame me.

Ray: No, everybody else is doing worse. No one gave me a chance, so we're both reading [crosstalk] *Atlas Shrugged*. I haven't read *Atlas Shrugged* in-- I was trying to figure this out last night, I think it's been seven years since I read it. I used to read it. It may have been about six years since I read it. I used to read it once a year. If you hear a lot of that coming through.

Sean: It's because we're both back in these pages and we both made comments to each other like, "Oh, it's like being with old friends." Or I described it as it's like a breath of fresh air or feeling more at home in the pages of *Atlas Shrugged* than pretty much anywhere else.

Ray: Yes, it's true.

Sean: Except I have to say, except with my group of guys currently meeting on Monday nights. But it's because we're reading *Atlas Shrugged*. [laughs]

Ray: Let's talk about that for a moment Socrates.

Sean: Yes, am I corrupting the youth?

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Ray: Yes that's my question.

Sean: Am I corrupting the youth?

Ray: That's my question.

Sean: [laughs] I don't think so. They don't think so. They love it.

Ray: But what will society think? I'm just going to say this, don't drink whatever beverage they give you. Society.

Sean: Yes society. I don't know, they won't give me hemlock, the guys. No.

Ray: It's an interesting experiment. It's the most fascinating small group I've ever seen.

Sean: Oh, the things that get said.

Ray: The discussion of *Atlas Shrugged* that inevitably leads to discussion of business.

Sean: Absolutely. Because business is the motive power of the world. Well, really the mind is but engaging in business.

Ray: It's what moves the world.

Sean: Its what moves the world, it's the motor of the world.

Ray: It's why we love business so much, as why we're so enthused by it. I've been on kind of a journey over the last year about feeling like I don't get enough rest. I don't get enough of a break from business. In fact one of the goals-- I was just reviewing my goals that I set for last year. One of the goals I set was to have 150 free days where I didn't think or talk about business at all. I did not achieve that goal, and I felt guilty about it, and I realized today as I was reviewing my goals and processing the past year that was an idiotic goal.

Sean: Well, it's a goal that you would only make if your work doesn't bring you life, or if aspects of your work don't bring you life.

Ray: But my work does bring me life.

Sean: I get it. The only reason that I'm reacting this way is because I get the mentality. Because I'm reading the book as well, I had an afternoon off the other day, and I was like, "Well, I feel like what I should be doing is resting. But man this is mind-numbing."

Ray: Exactly. When I put myself in a situation where I'm trying to "rest" and not think or read or listen to anything related to work, I become restless.



Sean: Yes. What I realize most people are trying to do when they talk about resting is become nothing. They don't want anything, because wanting something means you have to then work to achieve it. But like the whole point that people are trying to rest is to-- what most people mean when they say it's I need to rest. They're trying to fight their own nature.

Ray: Well, they're trying to escape something. Seth Godin tells a story about when he was on vacation. He was in the hotel lobby using the computer to write something.

Sean: Oh, I remember the story.

Ray: A complete stranger was talking to him and said, "It's really a shame that you feel you have to work on your vacation." Seth replied, "It's really a shame that you have a life you feel you have to escape from."

Sean: I remember there's a scene in the Fountainhead where Rourke is working on a house. I think he may even be working on Wineland's house. I'm not I'm not sure about, that but he looks, and he sees a car of people racing out of the city to go have fun on their weekends. He talks about how this is what they were living for. Like all the hours of their mindless days were for this end, to just go be mindless on the weekend and he didn't understand it.

Ray: Nor do I.

Sean: It only makes sense if your mindset about work is of a slave, is of powerlessness and is something like that you are dependent on other people to give you a chance and you don't feel like you're the master of your own destiny. If you've given other people control of your destiny then, yes work feels like a prison, and you do want to escape it. But that's not because work is bad. That's because your thinking is bad.

Ray: Well, and the place where you work may be bad.

Sean: It may be bad environment.

Ray: Run by people who have a flawed philosophy. I'm bringing out a new employee, and it's been interesting as I've been walking her through how we do things in the company, to see the utter amazement on her face when I tell her what some of our policies are, what we expect from people, what we don't expect. Because I forget that most companies don't run the way we do.

Sean: Right. Well, even like my experience at Revel in the coffee shops been interesting. I was just joking around with Katie and Hanna, those are two -- Katie is the manager, Hanna as one of the amazing baristas at Revel 77, 3223 East 57th avenue, Suite K, Spokane Washington 99223. I was joking around with them because I was on the drive to getting lunch couple of weeks ago at a place that sells burgers. I noticed at the drive-through window where they collect payment. There

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was a piece of paper. Now, I'm sure the top up manager, I didn't see it the next time I was there. It was so easily readable from the car. I'm sure that someone higher up saw it and said he got take this down.

But it said, "If I see you on your phone, you will be sent home and suspended. I'm not paying you to be on your phone, Erica." Oh my god. Someone having a little bit of a power trip. Control freak much? You feel good when you get to control others?

Ray: I guess the takeaway from this discussion is, find work you enjoy, that feeds you, that brings you to life. Don't apologize for loving to do that so much that you don't take time to go be brainless on the weekends.

Sean: To really get ground this thing. To work, to create something of value, and by value, I mean something that either sustains or advances your life. Which can be a paycheck, or it can be a painting, or it can be whatever you value. That either sustains or advances your life in a very practical way and producing food or in a very spiritual way and producing art or music or whatever it is. That is the nature of what it means to be human, is to create value. It is the nature of what it means. If you hate your work, it means something is askew internally and in your environment and you need to address that.

Ray: Well, I think that's why so many people are interested in how they can take their knowledge or their wisdom or experience and turn it into a business online. Because they feel like, I've got value to offer that I'm not able to offer in the current employment situation where I am. The key word is value. We're in an environment now where you've got to give value upfront. In fact our topic today is what I have -- I've coined a term-- I think a coined this term. Value first, content marketing.

Sean: It's funny how we have to say I think I coined this term because we both come to this place of realizing that things get entered subconsciously, so often and then we think of them later and think we came up with them. But then years later we'll be reading something, or watching something, and realize, "Oh,-

Ray: "That's where got that."

Sean: - that's where I got that. I did not coin that."

Ray: It's like we thought we invented the term psycho-spiritual.

Sean: Yes, it's been around for a while.

Ray: We saw it on a *Star Trek* episode.

Sean: Yes, I saw it on *Star Trek* episode, and I was like, "Oh crap we didn't-- we were like wow such a great word because it captures the psyche and your spiritual."

Ray: We're going to try to circulate it in society and get them to use.



Sean: It's going to be a great say and then, oh. [laughs]

Ray: Regardless of who said it first, value first content marketing is all about really giving stuff away as a way of marketing your company. It's not being an altruist, like you're not saying, "I should just give you my work for free because you deserve it because you need it." That's not what it's about. It's about demonstrating and giving people value first before you sell to them, and you have to do this. I'll explain why.

Sean: Well, just to know that this is the best way to do things. Just realize that this is how drug dealers work.

Ray: They've got a business model.

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

Ray: This week's tip of the week is a resource that we're giving you for free. Normally, we talk about other people's products or services or books. But this week we have a resource we're giving you. It's a sample of our own content marketing approach. We're going to give you a week's worth of what we use to do our content marketing. You can use this to structure or model your own. Now, I'm just going to ask that you don't take the content and pretend it's yours.

Sean: Well, we don't ask that, if you do that you will get a cease and desist letter.

Ray: Yes, pretty much we'll enforce that. I'm just being courteous. But this will be a good way for you to take a look at the source material we use to create stuff and turn it into different pieces of content for a business. Just come to the show on those page at rayedwars.com/315 and you can download this week's resource.

Autoplay: Does anyone want to live a life that is long and prosperous. Spiritual foundation.

Ray: This week's spiritual foundations. I'm going to get back to basics on some of these. Because there's basic premises about my faith that I feel are self-evident. I talk to people in churches or people who say they're a Christian. I just learned I have to first get them to define what that means.

Sean: Because words have a precise meaning.

Ray: If you don't agree on the precise meaning, you're not talking about the same subject.

Sean: Nor thinking about the same subject.

Ray: I have to think about how I'm going to frame this. Your wise mother was having a conversation with someone not a member of our family, just a person who she's acquainted with, and they got into the discussion about grace. What it means to be



under grace. Your mom was explaining, “Well you know our sins are covered, so we don't have to worry about that anymore. That problem is dealt with.” This person rather inappropriately took a front to that and begin to argue. Say, “Well, what about James 22:6, it says faith without works is dead. If you don't have works, then you're not saved.” Your mom-- I'm so proud of her. She said, “Well, I didn't come prepared to have this debate, but I guess I would start with looking up the precise meaning of the word death or dead in that verse to see what it really says.”

As she was telling me this story, I was so proud of her for how she responded. I looked it up, and it means inactive. Faith apart from works. It reads faith with no works that flow from the faith, is inactive. Which is a whole different thing?

Sean: Yes. Don't you just love how people's theology makes it into translation's?

Ray: Oh, does it ever? You have to be really careful. Anytime I approach a Bible translation, the first thing I do is, I want to figure out what are the axes this translation committee had to grind. Like what are their presuppositions that they're going to alter their translation to support.

Sean: One of the ones that, I know this is a rabbit trail but one of the ones that totally really opened my eyes to this and kind of pissed me off, to be honest. I was in college, and I was learning ancient Greek. We were learning it as you would learn ancient Greek, and so we were learning simple structures and parsing simple sentences. When we would talk about school or teaching, or classes, like you would like an elementary school or a high school or something like that. We would use a form of the Greek word [Greek language] which means to teach in the context that I just memorize with like in school. Well, in like revelation somewhere-- I remember I was reading I was doing a word study and Jesus it's where it says, the lukewarm, I'm at the door. I knock.

Ray: "That you're either hot or cold, if you're lukewarm, I'll speak my mouth."

Sean: It says, "Lord I chastise and rebuke those whom I love."

Ray: Oh, yes.

Sean: Well, A, I can never remember chastise and rebuke. I always get him flipped in my head which is which. I believe it's chastise, it's the word [foreign].

Ray: Yes, because this is a big deal. Because people use that word chastise to say that the Lord punishes.

Sean: Like whips you.

Ray: If you're not doing things correctly.

Sean: Like you get whipped, if you're loved.



Ray: I've had people actually suggest to me that the reason I have Parkinson's disease is that it is the chastisement of the lord and I should thank him for it.

Sean: Well, that is just disgusting. The word is to teach as in a school with kids. Then the other word rebuke actually means convict, which means to expose the truth. What Jesus is really saying is, "I teach, and I correct those I love."

Ray: Now, that sounds a lot more like Jesus.

Sean: Doesn't it?

Ray: Turns out Jesus is perfect theology.

Sean: It just gets so frustrating, because who's going to do that work?

Ray: Us.

Sean: I wonder how many Christian Greek lexicons list [foreign] chastised because of the theology and that translation. That goes back to The King James.

Ray: The message is you've got to be really careful about what you just accept blindly.

Sean: Because words have a precise meaning.

Ray: For god's sake, don't accept blindly what you hear from the pulpit.

Female Speaker: This episode of the *Ray Edwards Show* is brought to you by the Prosperity Academy, your marketing department in a box. When you enroll in the Prosperity Academy, it's like adding Ray Edwards as your marketing coach. You get video coaching, live to way website and copy critiques, even fresh marketing templates each month. Claim your free sample now at rayedwards.com/tpaasindeedprosperityacademy. Rayedwards.com/tpa.

Autoplay: Now, our feature presentation.

Ray: Let's get into how you build your list by giving stuff away. Back to. bidness. Here's my premise. Any online business or business that markets online can and should grow your e-mail list by using the seven pillars of value first content marketing. I didn't invent this practice, I think I coined the term but I'm probably wrong about that but I have done this. I've been thinking about what it is we do. I get asked this question so often about how do you build a list? How do you get traffic? Or I hear some version of, "Well, it's easy for you Ray you've got a list."

Sean: "No one ever gave me a chance."

Ray: "Nobody ever gave me a list. When is the little guy going to get a shot?"



Sean: "It's not fair that all those people with the big lists. How am I supposed to make a list? When we got these people who have such huge lists."

Ray: Here's a thought.

Sean: There's no room for the little guy.

Ray: Nobody was born with a list. I've simply reverse engineered what has worked for me in my business. I've find all kinds of different things over the years and especially over the last couple of years. I feel like we've kind of gotten this dialed in. It's no coincidence that over the last couple of years, we cracked the \$1 million mark in revenue. Now, we're working on how to not give away most of that money by spending it on stuff.

Sean: Yes, now we're -- yes.

Ray: This process is a journey.

Sean: It's really exciting to say, "Yes, we cracked the one million dollar mark." Don't look at the profit margin.

Ray: Well, we're looking at it real close right now. It was uncomfortable to do at first but I found there's a refreshing release in freedom that comes from looking at how things really are.

Sean: You know it's shocking how refusing to look at a problem makes it worse than it is.

Ray: How about that. This value first content marketing thing, I want to be clear, this is not the only way we generate traffic, or bill, or email list but it is the way we get our most profitable customers in many time, in many cases with the largest lifetime value.

Sean: Is it that we wish for the bigger list?

Ray: No, we work for the bigger list.

Sean: Oh, we don't just think about the bigger list when it comes to it.

Ray: No, this is not the secret.

Sean: That's not primacy of consciousness.

Ray: No. Here are the seven pillars of value first content marketing. I guess I should start by defining what I mean. There's a lot of talk about content marketing, there's lots of content marketing experts and gurus that'll teach you content marketing but what they do in most cases is neither content nor is it marketing. It is a thinly disguised sales pitch and it's often a meta sales pitch in that they're pitching you on



how to pitch things the way they pitch things to people who want to be pitched the way they're pitching you.

Sean: Is definitely not a pyramid scheme.

Ray: No, no. It's a unique financial opportunity for you and your whole family. When I say value first content marketing, I mean you actually give so much value that people can benefit from it. Here's something we've had happen. We've taught the past year framework release, one of my best ideas I've ever come up with. We've taught it freely to so many people that we have many people who've taken our \$2,000 copywriting course after having used the free information we gave them to make some money to afford the course.

Sean: Oh, and much more than that. We had an open house at Revel back in October which we're going to have another one of those pretty soon.

Ray: Yes, we are it will be the last Thursday of this month of December 2017.

Sean: Is it the 28th, it's a Thursday but the other one.

Ray: start at 2:00 P.M. Pacific time.

Sean: Yes, Revel 77. Anyway, we had one and we had a guy show up. He came from Ohio. He didn't come for just one day he showed up like the day before and then he hung out the day afterwards.

Ray: David Robertson.

Sean: David.

Ray: Yes.

Sean: He came in for like the third day and I was just like, "I can't believe you came from Ohio just to come for the open house yesterday." He's like -- I really felt like honestly is like I feel like, "That's too much." [laughs]

Ray: Yes, it seems like a lot.

Sean: But this is what he said and it kind of put me in my place in a good way. He was like, "Well, your guys' the material help me make \$30,000 on my last promotion. I think it's the least I could do and I'm appreciative." I was like, "Oh, well, welcome." [laughs]

Ray: "We're glad you're here." That's awesome. That's what we mean by giving real value. It's giving value, so much value that it's stuff that other people would charge for. It's better than stuff other people would charge for. That's how you give value first content. Here are the seven pillars. Pillar number one, is you must realize there are three forces that I believe have converged to bring us to this place. It hasn't always



been this way and the three forces are, number one, there are more voices online competing for your audience because it's so easy to get online now. Anybody can go to Go Daddy and pay \$8 and get a domain and get a website.

Sean: Or Square Space or Wix and do all of that.

Ray: So many different places. Number two, this leads to the Sea of Sameness because everybody sees what everybody else is doing and they all do the same thing. Ayn Rand said about yes I'm going to bring her up a lot so deal with it. Yes. I need to write a new post. I wrote a post called, *Should I Stop Talking about Jesus?* Now, I should write one called, *Should I Stop Talking about Ayn Rand?* But she was writing in her journals about her novels and how she constructs them and why she writes them and she said, "I don't want to write. I'm paraphrasing. I don't want to write something somebody else has written. I want to write something original to me." She felt that she had done that and I believe that she did.

Sean: Yes. Absolutely.

Ray: 50 years later, people are still reading her novel.

Sean: [unintelligible 00:26:14] *The Fountainhead*.

Ray: There's nothing else like it.

Sean: There's nothing else like them.

Ray: There's a few people who've tried to copy.

Sean: Right.

Ray: But there's nothing like the originator.

Sean: Unlike the people who successfully copied the Tolkien fantasy genre and built on that. No one's been able to equal what Rand did.

Ray: It doesn't mean somebody might not. Somebody might. But the Sea of Sameness is where you're doing plus or minus 5% to 10% exactly what your competitors are doing. Then, the third force that is converged to bring us to this point where we have to think about value first content marketing is the noise floor has been raised in the marketplace.

Sean: That's true

Ray: This means not just your competitors. The noise of the marketing messages and content that's being thrown at people is greater than it ever has been. I read this statistic. I don't know if this is true or not but it seems true. It seems possible that today we are exposed to more information and marketing and data in a month than our ancestors were exposed to in the eighteenth century in their lifetime.



Sean: I would believe that. That seems plausible.

Ray: These three forces have brought us to the point where we have to think differently about how we market and I believe we have to market by first giving value. Pillar number two, to attract attention you have to break through that noise and this is what I call, the coming content wars. The content wars. I know that some people are bothered by this metaphor and they don't want to think about it. They would rather not have war. They would rather have just peace and harmony and the little guy gets a chance.

Sean: Unity amongst men.

Ray: But think of it in this way, here's a scene I want to play for you from the Lord of the Rings movie.

[LOTR clip]

Character 1: I will not risk open war.

Character 2: Open war is upon you whether you would risk it or not.

Ray: That's where we are my friends. Open war is upon us whether we want it or not. The good news is to win you don't have to obliterate or kill anybody. You don't have to destroy anybody's company. You have to offer your unique value.

Sean: Yes and let's just clarify something right here. The point of capitalism is not competition and to beat your enemy. That's what a lot of people think capitalism is and that's nothing.

Ray: Pray tell, Mr. Edwards. What is the point of capitalism?

Sean: Capitalism is to trade value for value freely with other people. It's a system of trade.

Ray: But I have a question. It seems to me that capitalism is evil and that does not sound evil.

Sean: No. It doesn't sound evil. In fact there are only two ways in which money can exchange hands. Either voluntarily in a trade, value for value or by force. If you're going to call trade, value for value evil, i.e. capitalism evil, you're leaving only one option available to be called good which is theft.

Ray: At the point of a gun.

Sean: If you say capitalism is evil, you are saying that theft is good or you're at least implying it.

Ray: George Orwell much anybody?



Sean: But a lot of people are still confused that capitalism is competition. Now competition can arise. It can be a side effect but the drive in capitalism is not to beat your competitor. It's do the best job that you can do. If you need someone else's competition to do the best job that you can do, well, okay but that's not as desirable as doing the best job because you want to.

Ray: But that's not fair. Everybody should be equal.

Sean: That doesn't make any sense to me.

Ray: No.

Sean: They're already equal, how's that system not equal?

Ray: Fair and equal are not the same thing. You can have one or the other. You can't have both.

Sean: But I guess because so many people when they hear capitalism they think immediately competition, marketplace competition. That is not capitalism. Does that happen in a capitalistic system? It can but it is not the point nor the goal of capitalism.

Ray: We'll just leave that part of the discussion there for now. Just something to think about the feelings you have about capitalism. Those are what you have feelings.

Sean: Feelings. There is no sign that there is this picture. One of my liberal friends posted this and it was a picture from Germany. There was an article about the elections going on in Germany and how there is a far-right nationalistic party on the rise again and obviously, a far-right nationalistic party rising in Germany.

Ray: Makes people think about-

Sean: Is a little concerning. I know nothing about this party. Okay, I know nothing. If they are Nazis 2.0 then okay that's bad I agree with you that's better but based on this one picture alone I was like, "I think I'm going to back them by their opponents because if their opponents are this foolish then the name must be smart because their opponents for holding this protest." These people are holding two signs, it was obviously one group because it was the same font, same material, same color, that just said two different things. One of them was like, "Germany needs a different alternative than the AFD", or whatever it's called. The other sign right next to it said, "Capitalism is organized crime."

Ray: It's incomprehensible to me.

Sean: Based on that picture alone, I was like, "Well, if these are the people who are against this party, that bodes well for that party for me." [laughs]



Ray: Well, I'm sure if they actually are Nazis 2.0, I'm sure we'll hear about it. [laughs]

Sean: Again, I know nothing about that party, I'm just criticizing their opponents.

Ray: Back to the seven pillars of Value First Content Marketing. Pillar number two was the coming content wars which you're going to have to fight whether you want to or not you're in the war. The question is are you going to fight? It leads us to pillar number three. Who is this approach of marketing for? Well, it's for thought leaders, speakers, coaches anyone in the so-called expert industry. Anyone selling advice, and anyone using a platform to market their business online which should be anyone in any business whatsoever period. You should be marketing your business with content even if you have an oil change shop. You must use value first content to stay ahead of the game and to win market share and to make more money.

The other side of the who coin who's it for it? Who's your ideal customer because that's who you're creating the content for. You got to think about both those things. Pillar number four is the frequency of value first content. What is the frequency? How often should you do this? Should you publish content that's valuable once a year, once a month? Well, this is the news that's going to make some people uncomfortable. The higher the frequency of your releasing value first content, the faster you grow. The more of a relationship you build with your audience, the more impact and influence you have in the marketplace, the more potential you have to make profit.

Think about this really quickly if you're familiar with the online marketing community who in the online space let's say, on Youtube, is the most recognizable person with the biggest audience? I'll give you a moment. Many of you have answered in your mind either Gary Vaynerchuk or Casey Neistat or somebody in their orbit. What I would say about both those guys is they both publish daily. Vaynerchuk publishes on like all the social media channels simultaneously.

Sean: Well, I got to say that the channels that I watch on Youtube and stuff, If I really think about it are the channels that post daily.

Ray: Oh, like Good Mythical Morning.

Sean: Good Mythical Morning or another one I watch as a Tech Channel. I don't even care about half the content. I actually just like the show now called Linus Tech Tips. They do one or two episodes a day on different things and that's really cool as a consumer I want that but thinking about [laughs] when I listen to their production schedule [laughs] that is a full-time business baby. [laughs]

Ray: I just want to point something out. Gary Vaynerchuk, I'm going to take a look at his channel I want to check something. He has 1,787,000 subscribers on his YouTube channel. Now, let's check Good Mythical Morning, I just want to make a point that people in the marketing world are myopic. They think that marketers are the most successful creatures on earth and that they should model everything after marketers. Good Mythical Morning has 12,808,000 subscribers.

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Sean: Yes, well, they know what they're doing. They've figured out what their places.

Ray: They work hard and they publish lots of value first content. They're not teaching business principles but the entertainment value of their show is off the charts good.

Sean: Right, yes because they've openly said so many people have to deal with hard things in their life and their days can be struggles at times. We want to create a place where they can enjoy themselves and they can laugh and have a good time and

Sean: Which brings up something we always hear from our students whenever we open a new session of Copywriting Academy which is but I'm an artist or a comedian or a musician. There's no pain that I'm helping relieve.

Sean: Right, yes absolutely not.

Ray: Have you visited the world? Because you might.

Sean: People need art.

Ray: Need it, not just once.

Sean: It's just a part of our psychological nature. We love art, we love creativity. We need it, it inspires us and drives us and moves us forward and helps us work through emotions that we need to work for.

Ray: The answer to how often you should publish is as often as you possibly can.

Sean: Yes, without killing yourself.

Ray: Yes don't do that. That's-

Sean: You don't want to burn out.

Ray: - a mortal sin. Pillar number five, where do you publish? There's this philosophy-

Sean: China.

Ray: China? I'm published in China by the way.

Sean: Oh, you are, you're right.

Ray: I just got a deal for my book to be published in Italy.

Sean: What? Really?

Ray: Yes, just signed the contract.

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Sean: Wow.

Ray: Where do you publish? A lot of people think, "Well, I should I'll just pick one channel like YouTube and that's going to be my channel."

Sean: That could be two reasons to take a trip to Italy for a business write off.

Ray: One of my goals for this coming year is to take a trip to Europe with my family.

Sean: Well, I mean book signing?

Ray: Right on.

Sean: In Italy, we got to do some coffee research.

Ray: Hey IRS you're paying for my trip to Europe. [laughs]

Sean: Well, actually, technically we're paying for it from money they took from us.

Ray: Oh, yes but let's not be technical about it.

Sean: It's also like on those taxes they just took it from you, "Okay, well, you realize that --", Do you remember the news story like a year or two ago and they like bought all the bullets on the market? Do you remember that news story?

Ray: No.

Sean: Oh, yes. There was like a certain type of bullet that someone noticed that the prices started skyrocketing on them. Like who bought up all these hundreds of thousands of bullets and it was the IRS.

Ray: What?

Sean: Yes.

Ray: What does the IRS need with bullets?

Sean: Well, Exactly, they came back and said, "Oh, it's for our security officers target practice."

Ray: They're practicing, so they can shoot who?

Sean: Yes, oh yes, because it's just benevolent taxes guys.

Ray: Excuse me. Why does God need a starship?

Sean: As long as we call it a tax, we can forcibly take money from people for whatever reason we want because as long as it's a tax, it's not a theft.



Ray: Yes, that's self-evident. Pillar number five, where do you publish? This is the idea that has been popularized in Old School Direct Marketing as media to message to market match. You pick the media and the message that matches your market.

Sean: Let me get this right. If I'm marketing to 65-year-old grandmothers, I should definitely be paying for like apple watch ads right?

Ray: Maybe not. The old school idea was that it should all match and it would say that you would market to only to them in Parade magazine for instance.

Sean: Yes I know. I'm making a job

Ray: But the days of there being one answer to this question are over because everyone is a multimedia consumer. Maybe grandma does have an Apple Watch.

Sean: She might.

Ray: She certainly has an iPad.

Sean: Yes, most of them do these days.

Ray: Therefore, here's my premise. You need to be present on every significant channel, minimum required media blog, YouTube, live video, podcast, major socials, and print. If you say, "But Ray that sounds like a lot of work." Well, that's why they call it work otherwise they would call it happy wonderful fun time.

Sean: That's also what gives it its reward.

Ray: In fact, it is happy wonderful fun time for many people.

Sean: Because if you won all that without the work, again, what you're asking for is a effect without cause.

Ray: Something for nothing. Look if you really don't want to do this work, it's okay. Just realize you're not an entrepreneur. You should work for an entrepreneur.

Sean: Right. Help an entrepreneur execute their vision.

Ray: Simple. Don't complain about being a lot of work, if you don't want do it, then don't do it. Get a job.

Sean: Or change the way you think about it and give up the idea that work is bad.

Ray: Be okay with wearing a paper hat for a living. Pillar number 6, have an investment mindset. You must be willing. This is one that took me a long time to learn. You must be willing to sacrifice short-term gain for long-term profit and value. In the short term, it's easy to promote every product that comes down the line and make a bunch of money fast. But you're eroding you the long-term value of your company and your relationship with your customers. In fact, they may get so tired of

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you promoting stuff, they may not be in a relationship with you anymore. It's called the unsubscribe link.

Sean: Or the junk button which gets you dinged by the internet police.

Ray: This is how you build wealth by having an investment mindset and there will never, by the way, be a good time to start. Because the story you will tell yourself is, "Well, I have to put on all these upcoming product launches. I have to cross them off my friends. I have to do these quick promotions to make money."

Sean: Whenever you hear yourself saying the word, "I have to"

Ray: You're saying, "I have no choice."

Sean: I must go back and analyze why you feel like you must do what you do and then take a long hard look at your life.

Ray: If you're waiting for a good time, I'm sure it was a good time for me to quit doing all that stuff.

Sean: Or if you're waiting for someone to give you a chance.

Ray: There's never a "Good time." What that means is you don't want to take the uncomfortable step of making the investment.

Sean: You're waiting for when there's not going to be fear, anxiety or a question mark but it's the outcome.

Ray: All the reward you're looking for in your business are on the other side of fear, anxiety, and effort.

Sean: You have to do.

Ray: Simple as that. I told you we weren't going to pull any punches.

Sean: If you're looking for a life where you don't have to do anything, you're not looking for a life, you're looking to die.

Ray: Pillar numbers 7 of Value First Content Marketing.

Sean: I'm going to write that down.

Ray: It's retweetable. Pillar number 7 of Value First Content Marketing is the strategy of preeminence. Now, this is something that Jay Abraham teaches. In fact, we discussed it on a conversation we had last year. I want to play part of that conversation for you right now.

Jay Abraham: But for many years, I got very deep in the concept of being preeminent. I created, probably, I would argue the most reference to work on the

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strategy of preeminence and the advance strategy preeminence and elevating what you do, how you do it, who you do it for, why you do it. The way you do it. The way you're seeing what's driving your heart, your soul, your efforts contribution a bunch of different elements integrated together. I'm telling you doing this because that's the first thing, If you don't want to be preeminent then I can't help you. If you want to be preeminent, the first thing is realizing what it's supposed to be, look like, how it redefines you, reanimate you, refuels your being in that of all your people. How you're on a crusade, in a mission, you're not just making money. How you have to fall in love with the people you serve including your team in grow and in rich.

Our contribution and forward investment is a key to what value means to your audience. It's just that myriad of things that you have to do first. Once you've done that then you decide how you're going to redefine yourself because preeminence could be manifested in all kinds of ways. It can be the premium provider, could be the low priced provider, can be a specialty provider. It's not one size fits all.

Ray: The concept is you don't want to be simply the superior marketer. You want to be the superior provider. You want to be both. But if you're superior marketer and you have inferior product or service, all your marketing is going to do is hasten your demise. Good marketing destroys a bad product fast.

Sean: Are there any examples of that. Can you think of anything?

Ray: I can but I don't want to name names.

Sean: I didn't get a whole lot of marketin,g it was technically couched as a beta product. I'm thinking a Google glass.

Ray: Oh my god. Okay, we talked about that.

Sean: [laughs]

Ray: All that really did is get a lot of people beat up.

Sean: Yes. There's a lot of talk about that that killed that real fast.

Ray: People who wore Google glass were often referred to as glassholes.

Sean: Glassholes, and then the product was bad.

Ray: I had it.

Sean: I remember.

Ray: I got rid of it.

Sean: I've tried to play with it. It was like, "What the?"

Ray: It was bad. What do you do with this episode, Mike?

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Sean: [chuckles]

Ray: How do you put this into action? Let's go back over the seven pillars of value first content marketing. Pillar number one is that there are three forces that have converged to bring us to this point where you have to do this. There's more voices competing, there's a sea of sameness, you have to differentiate yourself, and the noise floor has been raised. Pillar two, is to attract attention, you've got to fight the content wars. You've got to have better content than other people. You might say, "I'm not in a teaching business, Ray. I have an auto mechanic shop." If you don't provide content, if you don't educate your public, for instance you could provide a consumer awareness guide about how to pick the auto shop that you're going to do business with. It's helpful content and it may result in them picking somebody else, but it helps. Even in an auto mechanics business, there's a way to use content marketing to rise above the competition.

Sean: We haven't effectively pulled the trigger on this yet but there are ways that we're going to do this in the coffee shop, like having value information products about why coffee can be sweet and it doesn't have to be bitter. You're going to give that away for free but I can tell you from conversations I've had with people behind the bar. Just offering little bits of information like that where you show people and help people find a good coffee shop or why they like certain coffees, it brings them back.

Ray: It does. One of the reasons, it's not the only reason as you know from a previous episode. One of the reasons we bought the coffee shop is so we could say, "Look, it works." We'll put our money where our mouth is. Pillar three is, "This is for everybody. It works for everybody. Everybody should be doing it." That's pillar three. Pillar four is the frequency of value first content marketing is as often as you can. Daily would be good but I think a minimum frequency to shoot for is at least weekly. Pillar number five, you must be present on every significant channel. Pillar number six, you must have an investment mindset. What that means is you're willing to sacrifice short-term gains in favor of long-term profits and value building. Pillar seven is you have to be the person who practices the strategy of preeminence. Don't merely be the superior marketer, be the superior provider in a remarkable way.

What does the word remarkable mean? It means it's so good, it's worth remarking about. You remark to other people, "I can't believe they do that." That's what it means. Here's your action steps. One, make your own value first content marketing plan. You won't get it perfect right out of the gate. Done is superior to perfect every day of the week. If you fail to plan, by the way, you plan to fail so if you don't make up a plan, then you're not going to succeed as a content marketer. Step two, implement the plan. This is what people don't like to hear. You have to make a plan then you have to actually do the plan. Step three is monitor, test, and track what you're doing. Do more of the stuff that works.

Sean: And less of the stuff that doesn't. [chuckles]



Ray: It doesn't get any simpler than this.

Sean: [laughs]

Ray: But the reason people want a trick or a push-button method is because they don't want to do the work.

Sean: Yes. Again, they want effect without cause.

Ray: But not you, faithful listener. You know better.

Sean: I do want to go back to that point too which was you actually have to do it, you can't just market it. Immediately made me go, "I know I can get the job but can you do the job,"

Ray: "I'm not arguing that with you."

Sean: "I'm not arguing that with you. I know we can get the job but can you do the job?" If you know that reference, if you don't, brain cloud, brain cloud. If you do know it then you get a reward. I don't know what it is. [crosstalk] We'll get you something. You get Ray Edward's points.

Sean: [chuckles] We should have a points program.

Ray: Hey, we should have a points program.

Sean: A points program. [laughs]

Ray: I don't know how to do that, somebody listening does.

Sean: A thousand points to you. [laughs]

Ray: A few announcements to make. First of all, this is publishing on Monday December 18th.

Sean: For all of you -- All of you?

Ray: All of you? All yous listening in the future.

Sean: For all of yous listening in the future, now you know what date it is.

Ray: [chuckles] That means that if you're listening on the day it's published or shortly thereafter, you still have a chance. to come to-

Sean: The open house.

Ray: - the meetup, the Internet Marketing meet up, at a Revel 77.



Sean: Sorry. First one was an open house because it was like, "Hey, here's our coffee shop."

Ray: This is for marketing geeks.

Sean: Just like a meetup, yes.

Ray: We call it in the Inland Northwest marketing meet up, Internet marketing meetup-- we call it something. It's going to be Thursday, the 28th of December in Spokane. You're welcome to come, it starts at 2:00 P.M Pacific time. If you want to come earlier and have a few cups of coffee to get geared up, that's a good idea. It's going to be a Hoot-n-holler.

Sean: A Hoot-n-Holler.

Ray: Because I'm originally from the south and what we do we have a good time in the South is-

Sean: We have a Hoot-n-holler.

Ray: We have a Hoot-n-holler.

Sean: Now does that mean we have a hoot in the holler? Is that saying you're having a hoot like, ha, ha, ha, down in the holler? Do you think that's where that comes from?

Ray: I think it is.

Sean: Or is it like having a hoot and a holla.

Ray: Could be you're having a hoot and holla.

Sean: Like you're-

Ray: "Ho, ho, ho, hey!" Somebody will help us out with that too. That's on the 28th and then-

Sean: I bet that a lot of people didn't even know that holler is like a place that things are.

Ray: Yes, it is a place where things are.

Sean: Profound statement.

Ray: Then I'll just remind you of our tip of the week which is, we have for you a free resource which is a sample of our own content marketing approach. To get that sample, to download it, just go to rayedwards.com/4/315. Here's a secret tip. It's going to require you to put your e-mail address in so we can send you value first



content marketing. You can watch us practice what we preach. All right. I think we're done.

Sean: All right, if you found the show helpful, please-

Ray: Then that's amazing.

Sean: - then please subscribe and in the Apple podcast directory and leave a review in iTunes and other places where you can leave reviews for podcasts. Put your name and your website and at some point, we may mention you. How to get the show notes and transcript and to get the free tip, go to rayedwards.com/4/315

Ray: Yes, four words note. First of all, I want to set the context. Some people may not know who John Templeton is. He was an American born British investor and he was called, by *Money* magazine, arguably, "The Greatest Global Stock Picker of the Century." He was a pretty smart guy. Sir John Templeton said this, "It is impossible to produce superior performance unless you do something different from the majority." Words to live by.

Sean: That's right.

Ray: Peace to your house.

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