



Ray Edwards Show, Episode 328

Why You Must Make Big Bold Promises

Ray: Ray Edwards Show Episode 328. Why you must make big bold promises? My good friend Ken MacArthur, not to be confused with Ken McCarthy, also a good friend but a different person. Ken MacArthur started an interesting discussion on Facebook a few days ago. I've got a link in the show notes to Ken's Facebook page, I recommend that you follow him on Facebook. His username on Facebook is Marketing Tactics. I'm going to just quote Ken's post and I haven't asked his permission so I hope he's okay with this. I think he will be because Ken has the reputation of being one of the nicest guys in online marketing. I think a more accurate description of Ken would be one of the most principled guys in online marketing and this post just reflects the depth and level of his commitment to integrity.

Ken wrote, "Serious question. I've always been a skeptic. I have no problems under promising and over delivering but I've always been hesitant to make a big promise. Given the current state of the world I live in, I'm more inclined to think things like, 'most people fail most of the time when they start something new.' That's why babies don't walk on the first try.

Making a big promise is part of the sales conversion equation. Some of my mentors find it essential and don't believe you can close high ticket sales without making one. Obviously, showing value and creating trust impact your sales. The skeptic in me always hesitates to promise anything. I'm pretty sure that in the world I live in the unexpected will happen, both good and bad. Persistence is one of the keys to overcoming these chaotic waves of events out of our control. While we are unlikely to succeed our first attempt at anything, our odds increase exponentially when we continue to act persistently while keeping our eyes open for opportunities to advance our results."

Now, I just want to pose right here. That sentence deserves to be read again because this displays the depth of intellect that Ken brings to these thoughts, as he works through these issues. He wrote, "While we are unlikely to succeed our first attempt at anything, our odds increase exponentially when we continue to act persistently while keeping our eyes open for opportunities to advance our results." Just let that soak in.

Ken goes on to say, "I love to have people discover the value in what I do on their own. At the same time, if you don't show the value you don't make sales. Part of me says, 'there are no guarantees in life, you can die tomorrow.' I want-- All right, I have an excessive need to be honest. I can always refuse to make a big promise or I can find a promise that I know I can deliver on. It's been suggested that maybe I'm afraid



to make a big promise. Do you ever wrestle with these questions or is it just me? How do you work those choices out?"

That's the end of Ken's post and he got a lot of responses. Many of them differing in opinion and most all of them really thoughtful and well argued. I have a definite opinion on this matter which you might have already figured out from the title of today's show, which is why you must make big bold promises, but this is so important that I'm going to address it in this podcast episode. I'm devoting this entire podcast episode to answering Ken MacArthur's big question.

This week, for spiritual foundation, I just want to read to you a passage from the Sermon on the Mount. I'm obsessed with the Sermon on the Mount these days. What Jesus said to people when he was telling them how to live on the earth? Now, many people argue that the Sermon on the Mount was delivered before he was crucified, buried, resurrected, ascended to glory at the right hand of the father and ushered in the New Covenant, and That the Sermon on the Mount was delivered under the old covenant. That's true, and we have to read it understanding who he was talking to and which covenant they were under when he spoke to them, but we also have to read it understanding that the principles about what God wants for us in life have not changed, that's important.

With that prelude, let me read to you from Matthew chapter 5, verses 33 to 37, where Jesus said, "You have also heard that our ancestors were told, 'you must not break your vows, you must carry out the vows you make to the Lord.' But I say to you, do not make any vows. Do not say 'by heaven' because heaven is God's throne and do not say 'by the earth' because the earth is His footstool, and do not say 'by Jerusalem,' for Jerusalem is the city of the Great King. Do not even say 'by my head,' for you can't turn one hair, white or black. Just say a simple 'yes, I will' or 'no, I won't.' Anything beyond this is from the evil one."

Now, this ties directly to our discussion this week about making big bold promises. I believe in making big bold promises and I don't believe that Jesus is telling us not to do that, I believe he is telling us not to say things like, "I swear to God, this is true, it works. On my grave, I swear it. By heaven, I swear it." He's asking us to just to simply say, "This is what I intend to do. This is what I will do. This is what my product will do. This is what my service will do for you," and deliver on that promise. If it's a big bold promise, good, keep it. We'll get back to this momentarily.

My tip of the week is something that I don't even have in my possession yet but I'm so excited about it, I can't stop myself from telling you about this. It's the Ridge Wallet. I've been using a minimalist wallet for quite some time. I've used different ones. I used the Duluth Trading Company's smallet for quite a while but my problem with those is, they're made of leather and they stretch out and all the stuff falls out of them eventually. I used another brand of minimalist wallet which I honestly can't remember the manufacturer, which is probably good because it had a spring-loaded mechanism and one day it sprung and all my cards flew out everywhere and the thing was broken and that was the end of that, which was a \$65 investment.



Now, I found a new wallet that I'm very excited about, it's the Ridge Wallet. It's RFID protective which means it can't be scanned by some sneaky person's little spying machine that reads your credit card information and you don't know it and then they go buy a plasma screen TV on your credit, so you don't have to worry about that. You don't have to worry about your identity being stolen if your cards are inside this RFID protective wallet which is a big deal these days, is bigger than you think.

I want to just quote from their website, again, because it's so well written and also because, frankly, it's easier for me. Here's what they say, "We believe people carry too much every day. We saw the bulky wallets shoved into back pockets, crammed with receipts and gift cards and thought 'enough is enough.' When designing the Ridge, we focused on design and functionality, a wallet that's minimalist without being limiting so that you can carry less and always have what you need."

They go on to say, "There are some people who wake up and throw a few things in their pockets and get on with life. They don't mind their bulky wallets or excessively large phone cases, they don't give any of it a second thought. Then there are those kinds of people who obsess over the items they keep with them, their everyday carry as we call it, spending hours doing excessive research on which knife, wallet, phone, pen, watch and pair of sunglasses they've got to carry on them. The kind of people who always have a blade handy when a cord needs cut or the guys who nerd out when they walk into a store and find a multi-use flash light. If you haven't caught on yet we'll clue you in, we are those people."

This is what I love about this company, they are my people. This is an example, by the way, of speaking to your tribe in your marketing because when your tribe hears your voice, it's like the sheep know the voices of their shepherd. I heard their voice and I thought, "These are my people." They're into everyday carry, EDC as is called. If you haven't heard of this before, if you're not obsessed with the things you carry with you every day, you still have EDC, everyday carry.

It's the stuff you carry with you every day. It's a collection of the items-- You can think of what you have in your pockets when you leave the house or what you panic when you realize you forgot it, you go back and get it. The EDC movement is about getting the most effectiveness out of what you carry and also, minimizing what you carry whether you're carrying the minimum required amount of stuff.

The reason that people who are into this place so much importance on it is, you get a little uneasy if you don't have your stuff with you that you know you're going to need. If you don't have your Leatherman Wave and you don't have your iPhone and you don't have your minimalist wallet you feel anxious and you feel you have to go back and get them.

Everyday carry is important to everybody whether they realize it or not. Even if you don't buy the Ridge Wallet because it is expensive, it's like 65 bucks for the cheapest model and up to \$115 for the titanium model. I haven't decided which one I'm going to get yet but I'm going to order one of them today, probably the titanium one. Even if



you don't buy their wallet, check out their site. It's really well done, it's got great copy and they have a terrific blog that I think if you're into this at all, you'll enjoy a lot. There's a link to their site in the show notes, it's the Ridge Wallet. Go to rayedwards.com/328 to find the links to their wallet and to their website, their blog, et cetera.

Now, on with the show. Back to Ken MacArthur's original question who started this episode off which is, should we make big bold promises or is that going over the top and really overselling what we're trying to sell to people? I think Ken's unspoken, inarticulate premise is that making a big promise means you're lying in most cases. You're exaggerating, you're over-blowing your claims. Now, Ken did not say that so I'm putting words in his mouth and knowing his kind and gentle heart that's probably not what he meant about other people, but I'm guessing he may feel that way about himself. Again, I'm speaking on his behalf and I know you shouldn't do that.

I say all this because I have felt those feelings. I have thought, "Well, if I make this big bold claim about Copywriting Academy or the Prosper's Business Academy, is it really true or will it really work for everybody?" The answer to that question, right away, I'll tell you, is no. It will not work for everybody, but the promises I make I feel are true. I gave an answer on Ken's blog, on his Facebook profile but it was a quick off the cuff, shoot from the hip answer. I want to give you my more thoughtful, reasoned and truer answer to the question.

I wasn't misrepresenting my answer in my reply, but my reply was rather quick and sharp and could be misinterpreted so I want to expand on what I had to say and hopefully, Ken and some of the people who are involved in that conversation on Facebook will continue to discuss this topic here because I think it's an important topic for us to talk about as marketers. Here's my answer to Ken's question right up front. I believe that as an entrepreneur you must make big bold promises in your marketing. The reason why I believe that? There are five reasons why I believe this is vital to your marketing and serves your customers best and here they are.

Number one, your gifts were not given to you to keep to yourself, you are stewarding them for other people. Now, you might say, "I don't see how that has anything to do with what you were talking about." It has everything to do with what we're talking about because as an entrepreneur your gig, as it were, is taking the gifts that you've been given, the knowledge, the wisdom, the experience, the talents, the giftings on your life. The things that are easy for you and difficult for other people, things that people pay you for. Those gifts were given to you not for yourself, they were given to you so you could give them to other people.

I believe they were given to you so you could give them in a commercial exchange, a capitalistic value for value exchange. You might say, "Well, then they're not gifts, are they?" Well, we could argue that until the cows come home but we'll just leave that for something for you to think about. In the meantime, I'll just say this, if you do believe that you have a gift whether it's for design, or coding, or copywriting, or marketing, or building marketing funnels, or counseling couples, or diagnosing



illnesses, or helping people get fit, or selling houses, or whatever in the world is you do. If you believe you have a gift for it, how is it any good if you keep it to yourself? How does it benefit you if you keep it to yourself?

Maybe it benefits you a little because your relationship is good, or your finances are good, or your fitness is good but doesn't it benefit you more the more widely known your gifting is?

How does it widely known? You promote it. How do you promote it to get attention? You have to make some promises about what you're capable of delivering. This has everything to do with the gifts you were given and the fact they were not given to you to keep to yourself. You could still argue as Ken [unintelligible 00:15:21] in his post and say that, "I'd rather under promise and over deliver." And I think that's a good idea. I try to practice that myself. In fact, one of the challenges I have is to do just that, is to under promise and over deliver. It's something I'm working at, it's a skill I'm honing. But don't fool yourself into thinking that false modesty and scared humility is under promising. They're not the same thing.

If you're using the under promise and over deliver philosophy as a way to hide your fear of stepping up and stating what you're capable of, maybe you should look at that. Maybe you could achieve some level of freedom by getting free of that false belief. If it is a false belief, I leave it to you to decide whether it is or not. Reason number two, you must make big bold promises in your marketing. You rob others if you don't. You rob others of what you were entrusted with for their benefit. This is a corollary to number one of course. You were given a gift. You were given it to share with others. Is of no value if you don't share it with other people. Is of little value I'll say.

It's the most value to you if you can share with the most people possible. Impact the most lives possible. That's the value to you. You also, by keeping it to yourself, you're not just robbing yourself, you're robbing others of what you were entrusted with for their benefit. Think of it, you are a delivery system for a blessing that was meant for somebody else. Because of your fear of making a big promise, you are going to keep it to yourself. That doesn't feel very noble. Does it? The path that requires the more courage I believe, is to understand what you're capable of delivering and state it unequivocally. Don't make it a vow to go back to the scripture we read from on the sermon on the mount.

Don't make it a vow, just say it like it is. This is what this thing will do, and it will. Reason number three, you must make a big promise in your marketing. If you don't, you rob yourself of the most magnificent life you're capable of living, and that you were meant to live here on earth. I do believe that God gave us gifts for other people's benefit. I also believe one of the people who benefits is us, and he designed it that way. Think about how smart that is. The more people you share your gift with and benefit them, the more you are benefited yourself. God built a self-regulating goodness mechanism into our economic system. And make no mistake, this is an economic system even if you're bartering services.



If you don't make a big bold promise as big and bold as you possibly can, that captures people's attention, that gets them to invest in your product or service, if you don't do that to the best of your ability, you're robbing yourself of the highest level, the most magnificent life you were meant to have. In effect, if you don't believe in God then you can think this is the universe, or karma, or whatever makes you comfortable, or a social contract. I just want you to be okay with my language and I understand that I realize you're people with differing beliefs that listen to the show and I'm okay with that, interpret it through your lens. I believe that God gave us gifts, benefit us, to benefit others.

And that he had a level of living he intended for us. A level of magnificent that he wants each of us to enjoy in our lives. We could get into a whole discussion of why some people live in abject poverty, and under genocide, and under ravaging disease, and violence, and where does God come into that picture, but that's not this show, it's a different show, so let's set that issue aside for the moment. For the moment, if we can accept that our creator is a benevolent creator who wants the best for each of us, he had something he intended for us, a gift that he gave us that is our life. And he said to us in effect, "Here's the life I have for you. Go after it. Enjoy pursuing it."

And if we don't pursue with all we have, is like we're throwing that gift on the ground and saying, "I don't want this. Keep it." You don't show appreciation for the gift or for the giver by insulting the gift. You don't show appreciation for the giver by insulting the gift. Reason number four, you must use a bold promise in your marketing. It's required that you use a strong language, a bold promise, a big promise in other words. A big clear promise to penetrate the cloud of confusion. The mass mumbling of mediocrity and the cynical shield of skepticism. Let's examine those. I really have specific intentions for those phrases.

The cloud of confusion. There are so many voices saying so many different things to so many different people at so many different levels. On Twitter, Facebook, LinkedIn, Snapchat, you name the social media network. On blogs, in newspapers, television, billboards, magazines, newsfeeds or on phone. So many voices. A total cloud of confusion. A total cloud of conflicting opinions. How can you break through that cloud? You have to break through that cloud with a clear message, that maybe is not louder, but is significantly different than what they're hearing in other places. It carries your significant signature sound, whatever that is for you. Strong language helps penetrate that cloud of confusion.

It also penetrates the mass mumbling of mediocrity. What do I mean by that? People who live a life of mediocrity don't want you upsetting their applecart by coming through and telling them they could be something more. Because if you spark that vision in them, if they realize, "Hey, I could be something more. I could have something more. I could contribute more. I could live a bigger, bolder, more magnificent life." If you spark those thoughts in them, the thing they confront then is, "Why aren't I doing that?" And that makes people uncomfortable. It makes them want to retreat into their comfort zone.



They don't feel very happy with you if you're shaking them up and holding a mirror up and saying, "Hey look, you're not really doing so great." And you're not doing it to criticize or judge. You're doing it to say, "You can have more. There's more available to you. Reach out and take it." The mediocre in performance will respond in one or two ways. Either they'll wake up [snap fingers] and realize, "Wow, there's more. I'm going to go for it. I want to follow this person, because they've been on this path and they know how to get me there." Or they're going to say with a voice that is filled with skepticism, "That doesn't work. That's BS. Nobody succeeds. I'm not going to pay attention to that."

You've got to penetrate that cynical shield of skepticism. Cynicism I identify as a shield, because I believe that's what it is. Is a protective mechanism that protects us from what we're afraid of. And what we're afraid of at our core, I'm not making a statement about Ken, I'm saying something about me, and you, and about 8 billion other people on the planet. What we're afraid of in our core is that maybe we don't measure up. Maybe we're not good enough. Maybe we don't want to get our hopes up, because we don't want to be hurt. We don't want to be disappointed. There's nothing wrong with feeling those feelings. All it means is you're human. You understand the unexpected happens as Ken points out in his post.

But I believe we need to get our hopes up, that's how the world becomes a better place. The world has been made a better place by people who got their hopes up. So, let's do that. Let's get our hopes up. And when we hit a road block, or road bump, or we run into a wall, or we leap off a cliff, or whatever metaphor you want to use, whenever you encounter those problems, let's deal with them and grow in the process. But don't let cynicism and skepticism stop us from attending a better life. So, what this means about your big bold message is you got to be clear. You got to be crystal clear in the promise you're making and how it benefits people in order to move them to buy your stuff.

As my friend Dan Miller says, "If you confuse them, you lose them." And the way you keep from confusing them-- There's only one way to do it. Have one crystal clear big promise about what your product does or what your service does for people. Reason number five, you must make big bold promises in your marketing. Making big bold promises sets a new standard that you must live up to. You trick yourself into being better. If you're going to trick yourself, that's a good thing to trick yourself into. You set a new standard you hold yourself to the new standard by publicly getting leverage on yourself. You said it in public now, we have a level of excellence we're committed to. We have a promise that we're making and we deliver on it.

Now, what if you can't deliver? Or what about the people it doesn't work for? Well as a friend of mine told me once, I believe I heard this first from Martin Howie and forgive me if I heard it from someone else and I don't remember, but I believe it was Martin Howie who said to me, "Ray, your customers-- when it comes to customers you're responsible to them, but you're not responsible for them." Which I interpreted to mean, I'm responsible to my customers to deliver what I say I'll deliver. The



course, the training, the workshop, the seminar, what have you, the book. I'm not responsible for whether or not they follow through on this stuff.

Now you may or may not agree with this line of thinking but I think I'm right about this. In fact, this echoes back to what I was saying in my response to Ken's post on Facebook. My answer to his post, I'll just read it to exactly what I wrote on Facebook in case you're not following Ken and you can't read the response.

Let me just find it, I'm scrolling through, here you go. I said Ken these days I always promise people the same thing. Out of 100 people, 97 of them will do absolutely nothing and will get the "usual result", nothing. Three of them will act. Two of those three will act with mediocrity accomplishing little more than nothing. One of them will likely be successful. I tell my audiences, my readers, my listeners, every one of them thinks they're the one out of 100, 99 of them are wrong. That's a promise I can definitely keep.

I say make your big promise and keep it. You might say, well what about the people who take me up at my promise, they buy my material, buy my course, my training, whatever my book, my seminar, my workshop, my services, and it doesn't work out for them, it just doesn't produce? Maybe it seems like it's no fault of their own. It's not because they were lazy or didn't implement, it just didn't work. Well, that's why we have a money back guarantee and my money back guarantee. My money back guarantee on my products is unconditional for 30 days. Meaning for 30 days you can get your money back no matter what. You don't have to have a good reason, you don't have to have any reason at all other than, I want my money back. And that's the guarantee that I do make. That's the promise that I make that I absolutely I'm ironclad about keeping.

I mean the promises I make for my products and my services as well. I believe in them, and I know they're true because I see people implement them and see them through to fruition. But I can't guarantee that it'll happen for everybody because I don't know what everybody will do. What people can do is amazing. What they will do is another discussion altogether. It's another discussion. Thank you airplane fans.

All right, what do you think? Do you think it's good to make big bold promises, the big promise in your marketing or do you think we should not do that? Is under promising mean to underplay the value of what we offer? I love it if you join in the discussion in the comments. With this post, you'll find the post on my blog at rayedwards.com/328. Comment there on social media. You can find links to all my social media accounts at the site that I just gave rayedwards.com/328. Also, you'll find all the shows and the links to all the stuff we mentioned like the ridgewallet and so forth and Ken's facebook profile et cetera, et cetera, et cetera.

I feel like I'm the king of Siam today. If you'd like to help spread the word about this show because you get value from it. The best thing you could do for us is to subscribe on your favorite podcast app and-- I mean frankly the best thing would be



if you could leave us a favorable rating and a favorable review but only do that if you mean it. And if you have suggestions for improvement we'll take those too.

Until the next episode, I pray that God does for you more than you can ask or even possibly imagine. I pray that you are blessed with long life and great prosperity. Peace to your house.

[00:29:22] [END OF AUDIO]