



Ray Edwards Show, Episode 344

Instant Momentum-How To Accelerate Your Success Now

Ray Edward: Ray Edward Show, episode 344 instant momentum, how to accelerate your success now. That's a crazy over-the-top title, and this is a crazy over-the-top ambitious episode. Because I do want to share with you a real secret to accelerating your success so that you can begin succeeding right now. When I say begin succeeding, I don't just mean some metaphorical like you're a success because you have a good attitude kind of success, I mean money in your bank account. I can't guarantee you any money of course, because I don't know you, I don't know your business, I don't know your work ethic, what you will do, what you won't do. I don't know any of those things, but I can share with you what has worked for me and what has worked for my colleagues, clients and my students, and especially what's worked for my best students and that's what I want to dial in on today.

How to compress decades of progress? What would normally take regular people decades to achieve, how to compress that into mere months and get instant momentum in your business. By momentum I mean money coming in the door, prospects lining up to be your customers, and more business than you can actually handle. So that you have that problem of scaling and figuring out, "How can I handle more business? How can I have more capacity?"

There is one principle that more than any other has been the key to my success over the last 10 years. Really over my entire career, starting with the radio business which I was in for 30 years or so, and then most lately in the copywriting and online marketing consultation business for the last 10 years or so. The same principle holds true in both of those careers. I believe it holds true for everyone who achieves outstanding success in any career, and that's why I'm going to share with you today. So we'll get to that in a moment.

Right now though, I want to pause for just a moment and have you consider going to subscribe to my Youtube channel and comment on the latest video there. I'm pulling the community together, the community being you, anybody who listens to this podcast, anybody who is a subscriber to my Youtube channel, follows me on social media. I feel like we're a community, and I want to enhance that and build on that. Right now I'm coming to the community saying, "Let's get the viewership of my Youtube channel up to 5,000 subscriptions, and there's a benefit in this for you, and the benefit is twofold. One is, if I can get my subscriber numbers up it becomes more worthwhile for me to pursue publishing on Youtube and I will continue to publish more and better material on Youtube. Plus, I'm going to resort to outright bribery. You can win prizes for subscribing and commenting on my Youtube channel.

Any time I publish a video, if you will comment on that video within the first hour of publication, you'll be entered to win our current prize that we're giving away." Now, currently the prize that we're offering is a vlogging setup, video blogging set up for Youtube. You can find out more about that at the channel itself. But the thing to do



right now is just go to [Youtube.com/rayedwards](https://www.youtube.com/rayedwards), that's [Youtube.com/R-A-Y-E-D-W-A-R-D-S](https://www.youtube.com/R-A-Y-E-D-W-A-R-D-S). Click the subscribe link and when you subscribe, you'll see a little icon of a bell, you want to click on that as well.

That way Youtube will notify you whenever I publish a new video. The key thing about that is that will make sure you can comment within the first hour of me publishing a video so you get qualified to win the prizes that we're giving away currently. We're going to keep giving away prizes until further notice on the Youtube channel. Because once we hit 5,000 I'm going to give away the first round of prizes and we're just going to keep building, and the prizes are going to get bigger and better as we go. So, go there subscribe and hit the bell icon at [Ray Edwards at Youtube.com/rayedwards](https://www.youtube.com/rayedwards).

Let's move on, let's get into instant momentum, how to accelerate your success now. Instant momentum in your business comes, I believe, through one key activity or investment of your time and energy. That is finding the right mentor. Let me share a couple of stories with you. When I was in the broadcasting business, radio broadcasting I in the early years had two different jobs I was doing at the same time. On one side of my day I was managing the programming and disc jockeys and air personalities, the content that was going out on the radio stations, I managed multiple stations and I managed many on-air talent, promotional people, a big staff and I was good at that. What I loved to do more, however, was to be on the air, to be an entertainer, an informer, somebody who informed, entertained, educated, motivated, made people laugh, that's what I loved to do.

I liked management but I loved being the entertainer on the air. Bob Glasgow who was my consultant at the time took me to lunch one day and said, "Ray, I think you need to choose one thing that you're going to do, one thing that you're going to focus on and in my personal opinion you're a better manager than you are air talent". This was very upsetting to me, this is not what I wanted to hear but the more I considered Bob's advice the more I realized he was right and so I chose to move into management and out of being on the air. Best career choice I could have made in the business at that time, it led to many other opportunities, it led to a deeper relationship between Bob and I.

He gave me much advice over the years in my radio career that accelerated me faster than I ever could have gone on my own, including encouraging me to take a job in a Podunk town I'd never heard of, as opposed to the big time impressive would make me look good at my friends and coworkers job that I was going to take. I was going to take a job in a big city back east but Bob said, "I think you really need to consider working for this guy in Spokane, Washington. His name is Steve Cody". I went to Spokane and I was honestly not impressed, not impressed with the town, not impressed with the radio stations, not impressed with the opportunity like the money I was going to be paid and the company I was with and so forth.

What I was impressed with was Steve Cody, that was the longest job interview I've ever had, it lasted-- I'll tell the story in other places many times, that interview lasted



11 to 12 hours. It started when he picked me up at the airport early in the morning and he was relentless, he did not let me loose until that evening. We went to the office, we talked about radio, we talked about philosophy of radio, of broadcasting, of advertising, of marketing, we went to lunch we talked more, he asked me a bunch of typical interview questions and some weird not typical interview questions.

I actually decided, "This is going to be a practice interview for me because, there was no way I'm going to take this job, this is a Podunk town, this is an ugly radio facility, this is not very impressive money, I don't see why I would take this job, I'm going to say all the things in this interview that I would never say anywhere else." I did, just took the gloves off and so did Steve and by the time the day was over I called Lynn, my wife, from the hotel that night and I said, "Honey, I know how this is going to sound but I think I want to take this job, I want to work with this guy Steve Cody".

I did and Steve was first my boss, then became my friend and then became a trusted advisor, a mentor for me in my career, we remain friends to this day, he helped me make key decisions along my career path and that eventually led to me leaving the radio business and starting my own online copywriting service. If you don't know, copywriting is writing the marketing words that sell on your website, on your print materials, for your podcast, for your video scripts, etcetera. I wrote lots of copy and I actually got some pretty well-known clients and that career took off, and ultimately I met up with a guy named Michael Hyatt who was one of the other key mentors in my life and I think of Michael as the professor of sometimes harsh reality. Michael is a guy in my life who I can talk to about my business, about challenges or opportunities that I have and he will tell me exactly what he really thinks about that situation. Whether he thinks I want to hear it or not. I really respect that. It's been enormously beneficial to me and my business. Very helpful. What I'm trying to convey with these stories is, first of all, to let you know that I have had mentors all my career. Just to define a mentor in the context about which I'm speaking of it is a trusted advisor in a specific field of endeavor business who can help you advance in that field of endeavor, in that business.

I realized there's mentoring in other parts of life but I'm talking specifically about business mentoring right now. I would not have enjoyed the success I have enjoyed without having mentors along the way who saved me time, who pointed to me the right direction, who slapped me around a little bit when I needed it and who really are the people who have been responsible for the speed and distance of my success beyond. Obviously, I'm ultimately responsible for what I do. If I had done nothing with the advice they gave me, they could not be blamed for that but I will credit them for helping me make the right choices. That's what a mentor can do for you.

In fact, there are other things a mentor can do. I have five good reasons why you need a mentor in your business, in your career if you want to achieve maximum success, if you want to achieve instant momentum. I alluded to this at the beginning of the show. What got me started thinking about this topic was, I'm working with a



bunch of copywriters as my apprentices which is different than a mentorship, by the way, very different. These apprentices are at different skill levels, different experience levels in business, different seasons in life. As I spoke with some of them, I realized that there's a few of them that what they really need is a mentor.

Made me start thinking about what mentors have meant to me and why I think it's important wherever you are in your career. You don't have to be a copywriter. I'm going to speak a lot about copywriting and marketing but this could be true in any business that involves you personally. If you're a consultant, a coach, a trainer, a counselor, you make online courses, you do live seminars, workshops, you perform professional service, really any business. When you hear me talk about marketing and copywriting, just realize it could be any business we're talking about.

Okay Ray, get to the point. Here are the five reasons why you need a mentor in your business. Number One, reason number one, you need a mentor. A mentor provides you with accelerated success. You go faster and further than you could on your own. One of my first mentors in the online marketing business was Alex Mendoza. He and Armand Morin mentored me together. They had a double partnership where they mentored people. I paid them a lot of money for advice. Unlike most the other people in that mentoring program, I actually followed their advice which is a whole other topic.

Why people pay money for mentoring or coaching and then don't do what the coach or mentor says? I don't understand this. Anyway, I digress. Through Alex and Armand, I first realized I had to move beyond merely writing copy as a service for clients and start producing products. Training programs that I could sell so that I could make money without having to add more hours to my schedule because I can only write so much copy personally. They let me to do that. That was a huge benefit. A huge leap forward in my career.

Then, Alex accelerated my success by introducing me to Mark Victor Hansen and Jack Canfield, the co-creators of the Chicken Soup for the Soul Empire.

That eventually led to me being introduced to Frank Kern and writing copy for Frank. Through Frank, I ended up writing copy for Tony Robbins. Indirectly after that for a lot of other people because once you've done some work for Tony, other people really take interest and say, "Well, maybe you should do some work for me." This is an illustration of how a mentor, in this case, Alex Mendoza single mentor can accelerate your success. I went faster, got bigger clients, more famous clients than I ever would've gotten without Alex and Armand mentoring me through this period in my life, accelerating success is reason number one why you need a mentor. Reason number two, connections and open doors. Now, I know I just talked about that in the previous segment but it's more than just recommending you for jobs, it's letting you meet people who enrich your life, who expand the focus that you're able to view the world from, expand your vision probably a better way of saying that, to expose you to opportunities that you might otherwise miss out on. A good mentor can open



doors for you that you could never open for yourself or it would take you decades to open them and a good mentor can open them for you instantly.

Through the mentors in my life I've connected with and become friends with people like Cliff Ravenscraft, Pat Flynn, Mike Stelzner of Social Media Examiner and Social Media Marketing World, Mark Mason of the Late Night Internet Marketing podcast, Leslie Samuel of Become a Blogger. Indirectly through Michael Hyatt, Dan Miller, those two because of my friendship with them I ended up meeting Dave Ramsey, meeting and doing a lot of business with Donald Miller. These are connections that I would never have had if I hadn't had the right mentors to help me open those doors, I could not have opened those doors for myself. Reason number three why you need a mentor, the impartation of wisdom and authority. Now, this is an important point.

I think most of us get the idea that a mentor can impart wisdom to us because they can tell us stuff about what we do, what they do, what will work and what won't, they can give us advice. But what is less understood about the importance of a mentor, I believe, is the ability of a mentor to impart the mantle of their authority to you. What do I mean by this? I mean simply that just by being mentored by a leader in the field gives you a certain air of authority and credibility, to be actually endorsed by them goes way beyond that.

Michael Hyatt said of me, "I don't know of a better teacher of copywriting on the planet than Ray Edwards". That single statement imparted an authority on me that it would've been difficult if not impossible for me to gain strictly on my own. I'm not denigrating myself or downplaying my own abilities or talents or skills.

I'm saying that regardless of your abilities, talents or skills having a good mentor impart not just their wisdom but their authority and their endorsement to you and accelerate your career, your business, the opportunities you are able to seize hold of by multiples, exponentially not incrementally, it's the impartation of wisdom and authority. Reason number four why you need a mentor is, a mentor will help you, a good one will help you maximize the opportunities that lie before you, they'll show you what you might otherwise be missing in your assessment of your possibilities.

You might think the opportunity is one thing but the mentor see something much bigger and you need somebody to help you see that. If you want to gain the maximum success in the shortest amount of time and have the biggest impact and the most influence in the world that you are capable of having, that you are designed to have, I believe.

Here's an example, back when Jeff Walker originally came out with Product Launch

Formula, which I believe was 2007, 2005, somewhere there. I was one of the first people to buy that product. I mean, literally one of the first 10 people or so to buy that product in its original form. Part of what you got back then was when you bought Product Launch Formula, you actually got a personal consultation call, or I think maybe two, with Jeff Walker himself. It doesn't work that way now but back then it



did. Jeff has become so well-known and so sought after that, there's no way he could do that anymore. It's not because he doesn't want to, I know he wants to. He's the most gracious guy you ever care to meet. But as Jeff and I were talking about my possibilities, when it came to Product Launch Formula, I was consulting with him on the launch of a product that I created, which was a copywriting course, my first copywriting course. Jeff just mentioned casually something like-- I don't remember the exact words or-- something like, "You should become the Product Launch Formula copywriting guy. That's going to be a whole new category." I recognized he was right. So that's what I did.

You might say, "Well, what's the big deal? There's a lot of those guys and gals out there now." Yes, now, but back then there was none of those guys and gals. There was Jeff. So I studied Product Launch Formula to the nth degree, microscopically. I went to every event. I went on every conference call. I became an expert, a go-to person for writing copy for product launches, Jeff Walker's style product launches. That really maximize the opportunity I had in the marketplace because I was one of the first people to be known as a copywriting guy for product launches. In fact, many people still to this day refer to me as the go-to guy for PLF style copy, Product Launch Formula style copy. Even though I don't do that for people directly anymore. Well, rarely. Every once in a while somebody comes along with an offer I can't refuse and occasionally I'll do that if all the stars line up right.

But my point is, at that time I was thinking of being a copywriter for hire and having some copywriting courses that I sold, and that was my vision of the opportunity that lay before me. Jeff open the door and said, "There's a bigger opportunity here, Ray." Because I cease on that opportunity, because I listened to my mentor at that time, Jeff Walker, and did what he said, he bestowed upon me favor in the form of recommendations, connections, having me speak at his events. I didn't pay him to do that.

This is a key thing to understand about mentoring. Mentors look for people who respond to their mentoring, and if you are one who listens to their words and heeds them and does what your mentor suggests you do and you have success, they are delighted and they will bend over backwards to help you. Something to think about. That's the fourth reason you need to have a mentor, because they help you maximize your success.

The fifth reason I believe you must have a mentor in your business, your career, is a mentor will help you avoid dangers that you don't see. We are often blinded by our own confirmation bias. We want a thing to be true. We are determined not to see the possible pitfalls that lay before us. I'll give you a couple of examples. In the radio business, I almost took a job that would have been a disaster because it just had a lot of sex appeal, and I don't mean that in the literal sense of sex appeal. I mean, it just was a really cool job, it would have been impressive to my friends, would have been fun to talk about. It was working at a programming running a big radio station in Las Vegas. It was hugely appealing. They flew me in on a jet,



they wined and dined me, they brought my wife along, took us to this fancy restaurant, took us to the fancy studios, told us all the stellar opportunities that lay in front of us.

Thank God, I remembered to talk to my mentor at the time and say, "What do you think about this job? Should I take it?" He didn't tell me what to do but he asked me some key questions and said, "Well, here's some things maybe. I don't know if you've thought of this, but have you thought of this factor? Have you thought of that fact? Have you thought of what's going on with that company? Have you talked to this individual who knows what's going on with that company? Do you have their phone number?"

Eventually, I realized this was not going to be a good opportunity for me, and I did not take the job, and I actually regretted it for a short while until I found out later, a few months later, a few months after I would have moved my whole family there, the whole thing imploded. It would have been a disaster for me to take that job. There's a case where a mentor helped me avoid a big dangerous mistake.

In another case, more recently, I was considering being open to taking a copywriting job as a freelancer, as a consultant, or a well known New York Times bestselling author. The fee was \$150,000 plus royalties on sales. I was really tempted to take this job. It was only a temporary assignment, it would have been 150 grand and more royalties, the royalties would have far exceeded 250 grand, most likely. I did talk to a mentor, who once again asked me some key questions and reminded me of my core values and ultimately-- again, did not tell me what to do, but led me to the right decision on my own. I decided not to take the job, and I'm so glad I didn't because I since discovered that that would have been a terrible mistake because the values match between me and this person, there was no values match. It was a total disconnect. I would have been in a state of great internal ethical conflict. Could have torpedoed me for quite some time. A good mentor helps you avoid dangers.

Now, the question that will come up is obviously going to be, "How do I find a good mentor?" I don't have time to cover that in this week's episode, but I will cover in week's episode, I promise. Right now, I just want you to think about the need you have for mentoring in your business and your career, and what it can mean to you. The five reasons I gave you are not the only five reasons, but just to review them. Here's five good reasons why you need a mentor.

Number one, a good mentor will accelerate your success. They'll get you there faster than you'd get there on your own. Number two, a good mentor will give you connections, and open doors for you that you could not open by yourself, maybe ever. Number three, a good mentor will impart wisdom to you. Yes, but not just wisdom, they will also impart at least some of their authority and credibility to you. That's something money can't buy. Reason number four you need a good mentor in your business or your career is, a good mentor helps you maximize opportunities, make the most of situations you might otherwise completely miss, just because you



don't see them. The fifth reason you need a good mentor is, they will help you avoid dangers.

A key to this whole process of mentoring and being mentored is, the person who's your trusted advisor has been down this road. You're not just looking for just a wise person who can give you generalized wisdom about life. I think having a mentor like that is good, but I'm speaking specifically about a mentor for your business, for your career. If there was one thing I could do if I could go back in time, "Got to go back in time."-- I want to play some Huey Lewis and the News now. If I could go back in time I would find a mentor in the copywriting business and I would hitch my star to that person's wagon. I would have followed them until they said to me and I agreed, "I have nothing more to teach you, go now and succeed wildly."

What I'm saying about that is, the purpose my saying that whole thing I just said, is I believe you need to find a mentor who specifically is doing and has done the thing you want to do, and not just 20 years ago but they're currently doing it and or they've recently accomplished the very thing you want to accomplish. If you want to write an Academy Award winning screenplay, I was just mentoring with somebody who did that. That would be a good idea.

Be thinking about what it is specifically you want to achieve. Questions to ask yourself is, "What do I want to do in my business and my career? What is my chief goal, my one big goal?" I think of it like Gary Keller talks about in the book *The One Thing*. What's the one thing you'd like to accomplish in the next year in your business, such that by accomplishing it everything else you're doing in your business would become easier or even perhaps totally unnecessary? You just do this one thing. It is one thing accomplished. Once you figured that out, then you can figure out, "Who should be my mentor?"

In the next episode, we'll talk about the three kinds of mentors and how to find the right one for you. Maybe free. You may already know the person. I'll share that next week on the episode. Meanwhile, remember if you want to help spread the message of prosperity with purpose that were devoted to hear, the thing you could do most to help us right now is to go to my Youtube channel at [Youtube.com/rayedwards](https://www.youtube.com/rayedwards), subscribe to the channel and comment on my latest video. In fact, you want to comment any time I release a new video to get entered to win the prizes were giving away at that time. Right now we're shooting for 5000 subscribers, when we get there to give away a bunch of prizes. Once you do that, guess what? We're going to set a new goal and we're going to have a bigger prize.

You can win prizes for commenting within the first hour of a new video being published. The only way you're going to know that is to go to the Youtube channel and subscribe to it. Go to [Youtube.com/rayedwards](https://www.youtube.com/rayedwards), subscribe and click on the bell icon. That way, Youtube will notify you every time I publish a new video so you can go comment within the first hour. That would be a help to me, and if you win a prize it would be a help to you. Actually, I hope the content is helpful. Even if for no other reason, I believe I publish really good content there, just like I do here, for free.



Thank you in advance for doing that. Next week's topic, "The three kinds of mentors and how to find the right one for you." This week's quote worth note comes from John C. Maxwell who said, "One of the greatest values of mentors is the ability to see ahead what others cannot see and to help navigate a course to your destination." Until next episode, I pray that God will bless you and keep you, and He'll make his face shine upon you, that you will prosper in all things and be in good health even as your soul prospers. My prayer for you is peace to you and peace to your house.