



Ray Edwards Show, Episode 353

7 Lessons Learned From Jeff Walker

Female Announcer: Coming up on the *Ray Edwards Show*.

Ray Edwards: Only sell what the market wants. That means don't sell anything else, no matter how much you believe they need it, because if they don't want it, they won't buy it. You are listening to the Ray Edwards Show. Episode 353, 7 Lessons Learned from Jeff Walker.

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Male Announcer: The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray: Today on the show, I'm going to share with you some of the lessons that I've learned from one of the most influential people in my life, Jeff Walker. I love Jeff like a brother. I have known him since 2005. I would have told you he's been very influential in my life. I just realized as I was preparing for this episode, that he is one of the most influential people in my life for real. I think by the time I get finished with today's episode, you'll understand why I say that. We'll get into it in just a few moments. I have seven big lessons that I've learned from Jeff Walker and I'll share those coming up next.

Male Announcer: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray: I think it's just fitting for this week's Spiritual Foundations because this is something that Jeff Walker is good at. All the other mentors and teachers and the really powerful, impactful friendships that I have in my life, all hold this one principle in common. It comes from Proverbs 20:5, which says, "The purposes of a person's heart are deep waters, but one who has insight, draws them out." If you think about this, it might seem like common sense at first. As Brendon Burchard says, "Common sense is often not common practice."

What drives us is deep inside our heart. It's like deep water, the deeper you go, the darker and the more difficult it becomes to see what's really going on. A person who has insight is able to draw those things out of you, out of me. A person who has insight can speak with me, ask me a few questions, can see things I cannot see and bring out the purposes that are hidden, even from me within my own heart. That is the sign of a powerful and wise person.

Male Announcer: Now, our feature presentation.

Ray: Let's dive right into Seven Lessons I've Learned from Jeff Walker. Now, I first heard about Jeff back in 2005. I'm pretty sure it was 2005 when he first launched his product Product Launch Formula. The story behind that product is something like

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this if I remember correctly. At the time, it was unusual or had never been done before, that anybody in the online business space had made \$100,000 in a week. Jeff had somehow managed to do just that. He got a nickname, which was Six in Seven, six figures in seven days.

He was at a seminar, I believe it was Armand Morgan's big seminar, standing in the back of the room with a group of guys. Some of whom, you may or may not have heard of Frank Kern, John Reese, I can't remember who else was there quite honestly. Jeff was sharing with them about how he had done this six figures in seven days. He thought everybody was doing it and they were all like, "How did you do that?" Jeff began coaching some of these names that would become the top names in the online marketing business, about how he had done it.

He coached several of them to million dollar launches in a week or so. In fact, John Reese, I believe, was the first person to ever clock a million dollars in 24 hours and that was with help and coaching from Jeff Walker. Finally, Jeff decided he would start teaching this to other people. He did a small coaching program. Then ultimately created the Product Launch Formula which laid out as a blueprint how to do this very thing. Of course, he's gone on to become a phenomenal success. He's been the person who has fostered through his teaching, billions of dollars worth of sales online with his students and people who are using his methods. He's built an incredibly successful business. He serves people at a high level. Anybody who knows him, knows that he's a genuine deep hearted-good person. I got to know Jeff. I was one of the first people who bought PLF in 2005. I think I was one of the first 10 people who bought it and it has literally made me millions of dollars and been responsible for most, well I'll say much of the success that I've enjoyed. I mean there are other factors. There's God. Of course, God is at the foundation of everything I do. He's the source of all the good things in my life. I want to make sure I make that clear.

Throughout my whole adventure of having my own online business, Jeff has remained a constant and bright-shining light of influence in my life. If I sound like I'm gushing, I really I'm. I love this guy. I love his family. I love his brother John. These people are dear to me. Without further build up here are seven things I've learned from Jeff Walker and they are all valuable things, so they all start with the word, 'The value of'.

Number one, the value of launching instead of starting. This actually took me longer to learn than it should have but we are in a culture where you can't afford to just start a business because to most people starting a business means you open the doors hang out your shingle, so to speak, and wait for people to start showing up. Maybe if you are aggressive and daring, you might buy some advertising, pay for some kind of marketing plan. According to the U.S. Department of Bureau of Labor and Statistic, I think it is, most businesses will be out of business in five years.

That's kind of scary but it's a fact. That's what happens when you start a business. You have high hopes, you open the doors and you sit and it's crickets. I've seen it



happen so many times to people both online and offline. How many retail stores or restaurants have you seen that opened up, they look bright and shiny, fun and interesting and they were empty for week, after week, after week and then finally one day there is a sign in the door that said, Closed? That's what happens when you merely start a business. Then there's launching a business using a strategic set of tools to create excitement and fervor in the marketplace so that people are anxious. They can't wait for you to open the door so they can come in and buy whatever you are selling. I mean, think about Apple and how they get people lining up overnight to get the new phone.

I think back to the iPad, when it first came out there was a joke on *Saturday Night Live* on the news portion, the parody of the news they do, and the story was about the first iPad the day after it launched. The story went something like this, "Apple today made billions of dollars, by selling people a product that people bought just to find out what it was." That is the sign of a company that has learned to launch. Make no mistake, Apple does use the techniques of Product Launch Formula. Now whether they actually bought the product and followed it step by step, I have no idea but I know they use their principals to do their marketing. I know that other businesses that you are very familiar with actually do use Product Launch Formula, as in they have the stuff, they have the course, they go through it step by step.

These are big fortune 500 companies that if I said their names you'd recognize them, I'm not going to out them because I don't know if they or Jeff would want me to do that but I know it's a fact. The value of launching versus starting can mean the difference between failure and success.

Number two, the second thing I've learned from Jeff Walker is the value of publishing. I didn't realize oddly enough when I first started putting my blog posts up and doing my podcast that I was publishing, that I was in the publishing business. Here's a quote from Jeff Walker, "Anyone today could be a publisher in five minutes or less and when you are a publisher, you are in business." Boom, wisdom bomb dropped. This is revolutionary there's never been a time in history when anyone could publish their thoughts, their ideas, their teachings, their trainings at the click of a button for free or almost free.

I mean, certainly, for less than 100\$ you could have a full-fledged online presence business and publishing operation underway and be distributing to the world and selling stuff. If you don't find that amazing, that you can have access to a global market, then you haven't properly understood what's going on. You might want to take some time to think it over. I named my company Ray Edwards International Incorporated not because I was trying to make it sound like a big deal but because one day and I went through my customer list and realized I had customers on every continent, in many different countries. I realized I was truly an international business. Although, at that time, I had never been out of the United States, astonishing. I have since crossed the borders and left the US from time to time.



The third thing I've learned from Jeff Walker is the value of knowing your clients. I know we hear this from all sorts of different people but when I say I learned it from Jeff I mean through example and through experience of being one of his clients. Also, through seeing how he treats clients from outside the relationship just watching what's happening with other people and Jeff. I understood at a deep level, like in my bones, how important it is to know your clients and know them so well that you know what they want. Even if they themselves don't really know what they want, which is often the case. They can tell you what they think they want.

Jeff is-- he's got supernatural radar for figuring out what the market wants and he actually says this is the quote from Jeff Walker, "Only sell what the market wants." That sounds so simple, you are probably tempted to say, "Well, yes that makes sense." Again, common sense is not common practice. The market is full of the wreckage of businesses that sold stuff that nobody wanted. I think it's important to really parse this sentence, this quote from Jeff Walker, "Only sell what the market wants." That means don't sell anything else, no matter how much you believe they need it, for instance, because if they don't want it they won't buy it.

Now, this doesn't mean that you cannot sell them what they want and also deliver what they need. That's a pretty good idea you should probably do that.

Lesson number four learned from Jeff Walker, the value of focus. Now, focus is a big deal for me because I have so much trouble with doing it. I get caught up in many different ideas. I get excited by new stuff, new technology, new ideas, new tactics, new ways of doing things. I am the first to admit I'm easily distractible that way. I spend so much time talking about focus and productivity because those are things I have to work on to keep myself in check. It's not just me, it's the world we live in today. I have started referring to our computers, our laptops, our tablets and our cell phones, our smartphones as distraction machines. That's what they are, they're distraction machines.

Jeff says, this is another quote from Jeff Walker, "Your most scarce resource is focus." If you think about that quote very carefully you realize, "Well if it's my most scarce resource, how can I make the most of my life? How can I get the most success from my business? How can I get the most satisfaction from what I'm doing in any given time?" The answer is pour your most scarce resource into what you are doing. Focus on what you are doing and in terms of business-- There is a quote, an acronym that I learned from John Lee Dumas, I don't know where it came from originally, I think it might be something he learned when he was in the military. John Lee Dumas shared with me that FOCUS stands for, Follow One Course Until Success. That's FOCUS, it's hard, it's simple to talk about, it's not easy to do but it's so worthwhile.

Lesson number five I've learned from Jeff Walker, the value of generosity. Here's another quote from Jeff. I had so much fun scouring Jeff's material, his blog, his course for this quotes because there's so many wisdom gems he drops just casually. I think he doesn't even realize he's doing it. He says, "First give, then receive." Now,



that sounds almost biblical, "First give, then receive." For those of you who are saying, "Yes, it's just this law of reciprocity, you give people something they feel obligated to give you something back." No, that is not what he's talking about. Jeff is not talking about manipulating people's behavior, what he's saying is-- the way I interpret it, the way I've experienced it in his presence is, he gives everything he can. I mean, if you feel like you can't invest in Product Launch Formula, first of all, bologna, you can. We can always invest in what. We want we always have plenty of money for whatever we really want. Isn't that true? Don't you always buy what you really want to buy? Come on admit it. You might not be able to pay the rent but you could buy that big screen TV or that new computer or the boosted board or whatever. Jeff gives generously. If you can't or you believe you can't you've told yourself have a story that you can't buy Product Launch Formula you can buy his book for like 12 bucks and it's got enough good usable information in it. You could do a product launch or two and then be able to afford product launch formula.

In fact, there's somebody in his program who's become a multimillionaire who started with no money, broke, in debt. She bought his book did a launch made six figures. Actually, I think the first one she made like \$60,000. Second launch she makes six figures. Then she bought his course, she went to his live event, she joined his mastermind group. Now, she's a multimillionaire. That is not an unusual story with Jeff Walker and it starts with generosity first giving than receiving. He doesn't keep a tally. As far as I can tell, the guy never keeps a tally he just gives and he counts on it coming back to him as it will. Beautiful.

Then just on a personal level, he's incredibly generous. I cannot tell you the number of times he's been generous with me when he didn't have to be. We'd still be friends but he's gone over and above to be a generous friend. That's the reason I believe he attracts the quality of people he attracts and he's had the success that he has.

Lesson number six I learned from Jeff Walker, the value of investing. Quote from Jeff, "Always invest in yourself." Now you might say, "Well, that's not unique. I've heard that before." Well yes, but there is a quality about Jeff's teaching that is holistic. It's difficult to separate one part out from another part and understand the power of the whole. I believe built into the core of his being is the belief that you must invest in yourself. That's the first and best investment you can make. My friend Mike Kim would say investing in yourself is the best investment because you control the outcome. What other investment can you say that about? That is what I believe is intrinsic and Jeff's teaching.

When Jeff goes into business or starts a venture, a new product, a new approach, a new launch. He's not just throwing it against the wall and seeing if it will stick he is definitely a ready aim, aim, aim, fire kind of guy. Where one of my challenges has always been I'm a ready fire aim kind of guy. Used to be I'm changing that. I'm becoming a ready aim, aim, aim, fire kind of guy because that is a wiser course of action. Jeff invests in himself.



He invests in learning. He invests in relationships. He invests in Mastermind groups. Some people will say, "Well, Jeff's got that super expensive Mastermind group. Is it really worth paying all that money to be in his mastermind group?" Yes. Not only does he have a mastermind group that requires what for most people is a significant investment. I will not say it's expensive I think it's a bargain. Jeff invests in such groups for himself at a much higher level than what he requests of other people. He doesn't ask people to do anything he doesn't do himself first. If you think that's not a big deal just take a look around at many of the people that are at the forefront of entertainment, business, politics and you'll see that that is a rare quality.

Someone who doesn't ask anything of other people that he has not done himself first will always be investing in yourself. It's your first best investment.

Lesson number seven I learned from Jeff Walker is one that I couldn't find a quote for this because I've just seen him live it out by example and that is, the value of believing the best. It's not just being positive or being a positive thinker it's more than that. It's the value of believing the best about people. When there have been people that have come into Jeff's orbit that I look at them and thought, "That person is not going to succeed. That person doesn't have the work ethic, doesn't have the business knowledge, doesn't have the experience to make this work." Jeff never-- as far as I can tell, never prejudices someone. He believes the best about them. If they believe that they can take Product Launch Formula and their business idea and build an empire, Jeff believes it along with them.

I would be quick to say he's not going to let somebody do something or hurt themselves. If he sees that they're about to run off the edge of a cliff. As far as I have known, in my experience, he has never said a discouraging word to anybody. Even if he's offered a course correction, which he has done with me several times he said, "Ray I wonder if you thought about maybe doing it this way instead, might be better." Gentle and yet always believing that I could do it. That if I felt the desire to do it that I must do it and always believing that people can succeed. Even people that I looked at and said that there's no way that person is going to succeed and then surprise-- I believe Jeff's belief was in large part responsible for releasing the power that person had within him to go do the thing that they dreamed of doing.

Does it always work? No, because we can't control everything that other people do. If we could that would be scary. Always believing the best about what people are capable of even down to the point of believing the best about people's intentions. Even if they say something mean. There have been many people who criticized Jeff. There are many people who do criticize Jeff and his business. All I've ever heard him say about those critics is something on the order of, "Well, they believe they're doing the right thing. They're wrong but they believe that doing the right thing." He's believing the best about them. Intertwined with this is the value of loyalty to other people. I'm sneaky at number eight but Jeff is a loyal friend. I've known him now for 13 years. Good grief. That's a while.



I remember one time in particular where he was quoted out of context about something he had said about me. Jeff has never said a bad word about me ever but he was quoted out of context and I heard about it and dismissed it immediately. I never mention it to Jeff but Jeff called me and said, "Hey I want to know if you've heard this and if you have I want you to know that it was absolutely taken out of context." That's loyalty. There's so many people who profess to be loyal but it's hard to find a loyal person. When you find them you stick to them and that's why I believe Jeff has people who followed him for 13 years or more.

Those are eight lessons I've learned from Jeff Walker. The value of launching instead of starting. The value of publishing. The value of knowing your clients. The value of focus. The value of generosity. The value of investing in yourself. The value of believing the best and the value of loyalty. You could take those lessons and build a lifetime and a career on those lessons.

Of course, the number nine lesson I've learned from Jeff is, how to launch a business. How to launch a product using the Product Launch Formula. Yes, I am a paid affiliate if you buy a product launch from me through the link I'm about to give you I will get a small commission. It will not be enough for me to retire to Italy but I do get compensated for it you should know that upfront. If you want to learn the best way to launch your business or your product instead of starting your business or product, just go to reyedwards.com/plf. As in Product Launch Formula, PLF.

He's got a free workshop that he's conducting starting today. The day this podcast is released and I believe you'll find immense value in it. This week's podcast is brought to you in part by the all-new Ray Edwards endorsed service provider and certified copywriter program where I help anybody who wants to make big money from their writing without getting a publisher or having a bestseller. Even if nobody knows who you are. If you'd like to make money from your writing, get my proven methods, systems and even my endorsement. To find out more about how this program works, just go to rayedwards.com/espc. That's rayedwards.com/espc, as in Endorsed Service Provider Certified Copywriter. There's a link in the show-notes that will take you there if you go to rayedwards.com/353.

All the links and everything I've mentioned in this show are available for you there. That is it. If you like the show, subscribe in Apple Podcast, or your favorite podcast directory. Leave us an honest rating and review, we'd love that and share with your friends, please. Here's the quote worth-note for this week. The quote worth to note for this week is, "The asset you must protect at all costs, is your confidence." Jeff Walker. Until next time, may the Lord bless you and keep you. May He make His face to shine upon you, and may you enjoy long life and prosperity. Peace to you and peace to your health.

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Male Announcer: Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

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