



Ray Edwards Show, Episode 359

Why Every Business Is A Writing Business

Announcer 1: Coming up on the Ray Edwards Show.

Ray Edwards: Even the world's most viable company, Apple, has to use words in copy to make their products sell. So do you, so do I. You are listening to the Ray Edwards Show Episode 359, Why Every Business is a Writing Business.

[music]

Announcer 2: The Ray Edwards Show. This is the podcast for Prosperity With Purpose.

Ray: Here's my proposition for this episode. Every business, no matter what business you're in, what service you render, what product you sell, is a writing business ultimately. If you're going to do business and you're going to succeed at the highest level possible, you're going to have to learn to write persuasively. In other words, you're going to have to learn to write copy.

All writing is copywriting. In fact, if you don't believe that, Nora Ephron took it a bit further and said, "Everything is copywriting." *Everything is Copy*, I think is the name of the TV special. Look it up. *Everything is Copy*. We'll put a link in the show notes. It's worth watching if you're interested in writing or copywriting, you should check it out. Nora Ephron, responsible for movies like, *You Got Mail*, *Sleepless in Seattle*, et cetera, et cetera, et cetera. Every business is a writing business and everything is copy. How can I back that up? Well, stay tuned, you'll find out.

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That's where you can apply to become a certified copywriter, and I will help you in this endeavor. EdwardsCertified.com is where you'll get all the details. Our next session is coming up in November, very, very soon from the time you hear this. Check it out right now. EdwardsCertified.com.

Recording 2: Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

Ray: Spiritual Foundations this week is from 2 Corinthians 5. We'll pick it up in Verse 16, where Paul says, "Even though we have known Christ according to the flesh, yet now we know him thus no longer." What he's saying is, we've known Messiah

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according to the flesh because he was a person, His name is Jesus or Yahshua, and He walked in the flesh with people. Now, Paul says we don't know Him that way any longer because He's left this life. He's in the eternal life, whatever that means.

Paul goes on to say, "Therefore, because of this, because that Christ was in the flesh, now He's not in the flesh anymore, He's something else. Therefore, if anyone is in Christ, he is a new creation. All things are passed away. Behold, all things have become new." This is a big deal. This is a huge deal. What is Paul saying? He is saying that if anyone is in Christ, so being in Messiah, in the spirit of Christ, you are a new creation. A new creation.

All things are passed away. Behold, all things have become new. That not very vague. All things have become new. In other words, Paul is saying if you have stepped into this realization of Jesus and His Grace, and his gift of righteousness, and the freedom that comes in being in Christ, then everything becomes new to you. I don't think this is a metaphor, I think this is reality. This is what Paul sees in his own experience. Everything become new to him, because he became the opposite of who he was before.

Remember, he was the guy who persecuted the Christians, he was at their stonings. He held the clothes of people who stoned Christians to death, yet he had an experience with Christ and he certainly became the opposite, he became the most zealous promoter of Christ that existed in the land.

Paul goes on to say, "Now, all things are of God." What? "Now, all things are of God who has reconciled us to himself through Jesus Christ." Remember that Jesus Christ is not His first and last name. Jesus, Yahshua was His given name. Christ was a title and is a title, the Messiah. Yahshua was the Messiah. He has reconciled us to Himself. He's given us this ministry of reconciliation.

What does that mean? It means we're in the business of letting people know that they've been reconciled to God. That everything's cool between them and God. That is, Paul says, "That God was in Christ reconciling the world to himself, not imputing their trespasses to them and had committed to us the word of reconciliation." Now, this is the way I read this. If you read it straight forward, if you don't read it through the lens of your preconceived doctrines, Paul is saying all things are of God, so everything was created by God, who has reconciled us to Himself, so we're okay with God, through Jesus the Messiah.

God has given us the Ministry of reconciliation. He's given us the work of ministering or administering to people the work of reconciliation. What does that mean? Paul says, "That is that God was in Christ reconciling the world to Himself, not imputing their trespasses to them." In other words, not holding their sins against them, not holding their shortcomings against them. "He has committed to us the word of reconciliation." In other words, He's committed to us the duty of, the job, the work of telling people that they've been reconciled to God.



Paul goes on to say, "Now then, we are ambassadors for Christ as though God were pleading through us. We implore you on Christ's behalf, be reconciled to God. For he has made him who knew no sin, as Jesus, to be sin for us, that we might become the righteousness of God in Him." Our job is to tell the world that they've been reconciled to God. That He doesn't hold their trespasses against them anymore. That's what it says. If you have a problem with what it says, take it up with Paul, not with me.

I think this is good news. That's why they call it the good news, the gospel, [chuckles] because it was good news. God made a way, a door, an open door for us to be reconciled to Him. In fact, Paul says, "He has reconciled us to Himself and has given us the ministry, the word of reconciliation", to let everybody know they've been reconciled to God. That is good news indeed. That's worth celebrating. Let's do it. Let's celebrate right now. Just a little bit. Celebrate just a little bit in your heart. Come on. Happy face. It's good news, reconcile to God. Most important thing in life taken cared of. Boom. You're cool, let's move on.

Recording 2: Now, simple hacks that make life cheaper, easier and faster. Ray's Tip of The Week.

Ray: Now, for something completely different. Have you seen this video that Kraig Adams made? What? You don't know who Kraig Adams is? He's a digital storyteller and a nomad. A minimalist, if you will, on YouTube. He just made a video about digital minimalism that has blown my mind. I've talked about minimalism in the past and I think I was wrong about it in many ways.

I'll talk more about that in a future episode. For right now, just cast your eyes upon this YouTube video by Kraig Adams. It's called *Digital Minimalism*. We'll link to it in the show notes. You can just search for it on YouTube, you'll find it. It's the most popular video with that title or anything close to it. Just click to the link in the show notes to get to this video and watch it. It will blow your mind too, I believe.

Recording 1: Now, our feature presentation.

Jay: Okay, onto our main topic which is less esoteric and more practical, *Why Every Business Is A Writing Business*. It's my contention that every business is a writing business. Now you would say, "Well Ray, of course you'd say that because you want everybody to learn how to write, which means they should learn from you, which means they should pay you to do that." Well, yes, I think that's true, but I know it won't happen. Not everybody will learn from me but most people can. In fact, if you want to become a pro and get paid to write, you should check out our certification program at EdwardsCertified.com. A blatant and shameless plug. Why shameless? Because it's worth it, that's why. EdwardsCertified.com.

Every business is a writing business, even if you're not a writer "*per se*". Maybe you are a person who does landscape architecture, or maybe you're a person who is into scalping out the viability of new IPOs and you're reporting that to the press, you're



still in the writing business. Let me tell you why. I have five reasons why every business is a writing business, and you must master the art of persuasive writing if you want to succeed at the maximum level possible for you.

Number one, all business is founded on the principle of communicating that we have a solution to a problem that people perceive they have. Now think that through carefully. If people don't have a problem, we have nothing to offer them. If they have a problem but don't know they have a problem, we still don't have anything to offer them because you do not have a solution to a problem they do not think they have.

They must know they have a problem, they must know they need a solution, and we are communicating to them that we have the solution. Yes? Agreed? Again, to recap number one, all business is founded on the principle of communicating that we have a solution to a problem they think they have.

Number two, the number two reason why every business is a writing business. There are more and less effective methods of communication. Would you rather communicate more or less effectively? If you're just communicating off the top of your head, it's going to be less effective than if you thought it through and wrote it down. Yes?

Reason number three why every business is a writing business. Writing is the doing part of thinking, and thinking without writing is fantasizing. What on earth do I mean? Well, if you just thought through why you have the answer to people's problem, you just thought through why your product is better than other people's, if you just thought through why your service is superior to other services of similar nature, then you haven't really done the thinking yet, you've just been fantasizing about the thinking, because writing is the doing part of thinking. You haven't completed thinking the thing through until you've written it down on paper or typed it out on the keyboard. That's what my premise is. In order to have completely thought it through, you must write it down.

Reason number four every business is a writing business. In an over-communicated world, your communication must be more precise, more persuasive and more powerful than ever before. We received something on the order of the estimate currently that I've heard most recently is 7,000 communications per day in some form or other. It used to be 3,000 when I first started in the radio business. I thought that was amazing. 3,000 messages a day, now it's 7,000. Obviously, most of those messages do not get through.

This is why your writing has to be more powerful, more persuasive, more attention-getting than ever before, because it has to work harder to punch through all the noise. Your headlines have to be more sensational, more attention-grabbing. Your first sentence, your lead or your copy has to be more compelling. Your stories have to be better. Because if they're not, you're dead. You're dead in the water. Your message is not even going to get read or heard.



Reason number five, because of the aforementioned noise, you must learn to communicate your value in simplicity, sincerity and sizzle. Simplicity, because you don't have the time to build up complex arguments anymore. Now, once you've brought people into your world, once you're communicating with them over a period of time through a sequence of communications, you then have time to develop more nuanced arguments and reasons for buying your product or service. Especially in higher price services, this is important, but you must lead with simplicity. Even in the most complex writing you do, you still must present complex problems and solutions in a simple manner that's easy to understand.

You also have to communicate with sincerity. If people don't feel your sincerity, if they don't feel like you mean what you say and say what you mean, they will never listen to and trust your messages. Never. Finally, you have to communicate with sizzle. That means excitement, enthusiasm.

Zig Ziglar said, "The process of selling is simply the transference of enthusiasm." Have you ever seen a movie you loved and you sold it to your friends? Like, "You got to see this movie, it's so great." When you believe in something, you can sell it with enthusiasm and without any fear of being salesy because you're just happy to tell people about this thing that has made your life better or easier. Selling is the transference of enthusiasm. It is not about manipulation, getting people to do things they don't want to do. That's not selling, that's manipulation.

What does that make writing? This may sound bizarre, but I believe that writing is a physical delivery system that transfers emotions from one person to another across remote distances and even across time. Let me recap the reasons why every business is a writing business. Number one, all business is founded on the principle of communicating we have a solution to a problem people think they have.

Number two, there are more and less effective ways of communicating. Number three, writing is the doing part of thinking, and thinking without writing is merely fantasizing. The number four reason why every business is a writing business, in a world that is saturated with too many messages, you must write more powerfully and more persuasively so that you can punch through all the noise.

Number five, you must learn to communicate your value with simplicity, sincerity and sizzle. My challenge to you is, name a business which is not dependent upon words or writing to make it successful. Even the world's most valuable company, Apple has to use words and copy to make their product sell. So do you, so do I. It's universally true. Every business is a writing business at heart. Learn to write, learn to communicate and succeed in business and in life.

If you liked the show, subscribe on Apple Podcast or your favorite podcast directory. If you will leave us an honest rating and or review, that helps make us more visible and more people can find out about the show. Of course, we encourage you to share with your friends. Here's this week's quote worth to note. It comes from Tony



Robbins, surprise, surprise, who said, "The quality of your business and the quality of your life is dependent upon the quality of your communication."

Aha. Proof. Until next time, may the Lord bless you and keep you. May He make His face shine upon you, and may you enjoy a long life in prosperity. Peace to you and peace to your house.

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