



Ray Edwards Show, Episode 365

The Amazing Story Of The Symphonic Copywriter

- Announcer: [00:02](#) Coming up on the Ray Edward Show:
- Doug: I called my wife on a Wednesday morning in March of Twenty 15 and she had to tell her, honey, I just lost my university teaching job. I started looking online for some help about what is this online business stuff? Where do I go? What do I do? I find out about this Guy Jeff Walker. I bought his book launch and then in his book he talked about this other guy, right Edwards. So I bought his book, how to write copy that sells, but I wasn't sure it was a little skeptical. Like is this really gonna work, you know, from from the academic world. I have a phd in music composition used to the academic kind of writing. Copywriting seemed a little, you know who he to me like I don't know, a little touchy feely, a little, a little funky, but we started using it and something amazing happened and I'll tell you more about that in a minute.
- Ray: Ray Edwards show episode 365. The amazing story of the symphonic copywriter
- Announcer: [01:06](#) The Ray Edwards Show. This is the podcast for prosperity with purpose.
- Ray: [01:16](#) Okay. This episode is a little different than usual. We won't have all the usual segments this week because this is really a story about one of my students. He is so amazing. He's really just blown me away with what he's been able to accomplish in a short period of time. He just learned how to be a copywriter and he's already making big impact in the world of copywriting and marketing and I'm talking about Doug Pew. You may have heard me, mentioned him before. He's an interesting guy,
- Ray: [01:37](#) super interesting story about how this all came about. So without further ado, I'm just gonna. Go ahead and let Doug start telling it.
- Announcer: [01:43](#) And now our feature presentation.

Ray Edwards: So at the beginning of the show, you were hearing from Dr Douglas Pew, which sounds very formal and he is a very well educated man. Very well accomplished man, and I've gotten to know him and so now I get to call him Doug. I do get to call you Doug don't I?

Doug: Absolutely.

Ray: Yeah, because we're friends now, but it's an amazing thing that happened. I actually had not really heard the depth of that story until today.

Ray : [02:12](#) So you really were in a tight spot.

Doug: Oh Man. Yes. And it came at the worst time. Two months before that I had my big opera premiered at the John F Kennedy Center in Washington DC, and it got rave reviews in the press sitting in front of me at the premiere was Ruth Bader Ginsburg of the supreme court. Wow. She as much as she could, jumps to her feet in a standing ovation with the rest of the audience at the end. It was the most incredible composer moment I could possibly imagine, but re-entry to Earth's atmosphere after, after that was not easy. And it was about two weeks later, the department chair called me in, sat me down, said, Doug, we're going to ask you to not come back in the fall.

Ray: That's crazy.

Doug: Uh, what? So yeah, it was a pretty, a topsy turvy moment in my life.

Ray: So in a desperate moment of your life, you
[03:13](#) turned to the dark art of copywriting.

Doug: Thought what copyright. I know about the copyright within our. All my music has been copied right by Douglas Pew, Blueshore music. It's all protected. I have, you know, an Ascap license that protects me. It's the American Association of composers, Authors and publishers, so I know lots about that kind of copyright, but copy writing with a w, what the heck is that still? When I tried to explain to people, they're like, what are you, what are you talking a little bit about?

Ray: This next part, this is a little bit of a twist to [inaudible]. You used copywriting to do what kind of business?

Doug: So the day I lost my job, I came home. I have a little pity party with my wife and my brother in law. My wife's

brother texted me because my wife had mentioned it to him. They were really close and she had texted him.

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Doug lost his job. Not sure what we're going to do a by the way. I had to finish out the semester even. Nice. Yeah. And so like all the faculty wouldn't talk to me. They would just kind of look the other way. I was totally. Blacklist is ridiculous. Anyway, so I'm having to finish out this awful semester and my brother in law says, Hey, I have this big drop ship company. We saw tons on Amazon, we sell everywhere, but we don't really know anything about online marketing, but you're welcome to come work for us and maybe we'll buy some books and could try to learn it, not knowing what else to do. I said, okay, for the rest of the year I had enough commissions from the opera at the success of the opera. Got Me like 12 other music commissions, mostly from churches. Um, I ride a lot of church music, so I rode the rest of the year out half day.

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Being a freelance composer half day doing this online marketing woo stuff I didn't know anything about. And that's when I got your book and Jeff Walker's book. So a little bit after that we moved to Utah. This was all in Cincinnati and our kids had never lived near their grandparents and I didn't have a job that tied me to a location anymore. So my wife's from Utah and I'm from California, but my parents had moved to u dot 10 years ago. So we thought, well, the kids never been close to the grandparents. No reason for us to stay. We moved to Utah. So here we are in Utah and I was sort of in the depths of despair trying to redefine myself. I spent my entire life. I started the piano when I was five years old. I sang professionally from the time I was nine years old.

[05:36](#)

I have been doing everything that imposition should do, to have a career, had reached some amazing peaks and now all of a sudden who, who am I? Right. So I was stuck in this Rut for awhile. So my wife, they moved to Utah. She had had to have her spleen out a few years ago. She had an autoimmune disease that had to take her spleen out. So that's another long story. I was a fulbright scholar in Poland and while I was there we did. There was not enough money for the whole family to come. So they, my wife and three of our kids, we only had three at the time. We have five now. They lived with my parents for those nine months while I was gone. It was kind of a crazy tale of two cities time. It was the best of times and it was the worst. And when I left I came home for Christmas for two weeks.

[06:22](#)

But when I went back I got this phone call from my dad, uh, we're at the Huntsman Cancer Institute and your wife's getting a bone marrow biopsy to see if she has

leukemia. Oh my gosh. I was already very deep in the guilt of, you know, dad guilt, what am I doing 5,500 miles away from my church. I felt like God had abandoned them and now my wife might have leukemia. Luckily it was not leukemia. It's a blood disease called ITP. But the only thing that would solve it was taking her spleen out. Anyway. So a few months later she had her spleen out. So my wife got really conscious about chemicals in the house and her health and when she gets a cold now she, she keeps the cold for several weeks, so she was interested in trying some alternative means of cleaning and keep being healthy. And she found out about this company called Norwex, so network marketing company and um, she loved the product that helped her a ton.

[07:16](#)

Then she decided to become a consultant about the time I moved to Utah. So she was doing okay. She was making four or \$500 a month, which was great. We weren't ever expecting that it would be huge. We're just glad that there was something, you know, most network marketers don't make anything so it was good. But I was reading your book actually and you set some things in there, like no copywriters should ever be broke, you know, stuff like that. Like what? Like you can write your way into money, like I gotta check this out. So I convinced my brother in law boss to buy the copywriters academy your course, which was great. And so I went through that and you had this whole extra module at the end, it was like an hour and a half about creating a six figure business as a copywriter.

[08:03](#)

This blew my mind. This was like, I mean, I can stand in front of an orchestra and know what every single person is supposed to play and not even blink an eye that's easy to me. But this whole idea about let's run a six figure business with just writing words. What the heck? So I list, I must have listened to that module six or seven times doing the dishes just like what in the world is re document. So I thought, well let's try some of this. It's. And so we did. I started writing daily emails from my wife's business, both to her consultant team and to her downline. And within a month we quadrupled her business. It was that whole, you know, the fortune's in the followup kind of thing. So we had some customers from facebook parties and home parties, but we started doing character based kind of fun emails to sort of cultivate a relationship with her people. And in 30 days she was making four times what she was making before. Wow. Crazy thought, man. Maybe we're onto something. So that's when I kinda got the bug and I started looking up all these other copywriters. You had mentioned a bunch of the old school, you know Eugene Schwartz, Claude Hopkins, John Caples, Gary Bencivenga. So I started

checking all these dudes out. When I, when I catch the scent of something I'm interested in it go a little crazy.

[09:25](#)

Like in Grad school, my favorite part of how my five years of Grad school was, I had unlimited access to the library resources. You know, I learned about four or five new things from my teachers, but I spent all my time in the library. I read everything. I studied every composer. I listened to all of them, like literally all of their music. I got all of their scores. I just, I had to know everything. A composer has to know everything. I have to teach the conductor what to do. The conductor has to teach the players what to do, but the composer has to teach everybody what to do. I got to know how the elbow does this, how the trombone does this, how the tube is this, how they fit together, how an opera works, how symphony works, just have to know everything. So it was the same when I.

[10:10](#)

After that moment we had this success with the Norwex emails. It's like, oh, okay, something's going on here. So I stopped. I bought breakthrough advertising from Brian Kurtz. This was like the week that he released the book was when we had that success. One hundred and 40 bucks. Holy Crap. But I gotta have it. So I popped breakthrough advertising. I found some things on Ebay I probably shouldn't say on there that I found, but I got a whole bunch of stuff. So I did my whole crazy composer thing. But with copywriting a boy, it's just been like a love affair ever since. So you, you've got to this point, I know because we were sitting in a workshop together where you were like thinking you're just gonna have to live the whole composer thing behind you, right? Yes. Well that was just this past August. Well, you know, reading all these guys.

[10:59](#)

I just thought, okay, I've just got to go all in. That's just kinda how I do stuff. If I'm going to go. The being a professional musician is not an easy road and I had the come to Jesus many times with my students. Like, okay, why are you a music major? This is not easy. I have a phd. I won the number one student composer award in the nation. I had a fulbright grant. I have an opera at the Kennedy Center and I'm on food stamps. I can't hardly afford to feed my children. So you better think really seriously about being a music major. Like if you can't breathe unless you're doing this, then it's right for you. If not, I'm sorry. I don't think the admissions office like it's true. It's like, so that craziness of going all in. I just, that's how it was with music.

[11:52](#)

So when I caught onto this copywriter I think it was like, all right, I've just got to go all in. I've just got to put everything else down. Google 100 percent into

copywriting. So I figured that meant leave my past life behind. But boy, you helped me see a new way and actually that's the introduction to my book that I'm writing. I'm writing this book, symphonic copywriting. I love this because I've had this conversation with so many people about not leaving their past behind them, not trying to bury it and becomes something new, but trying to incorporate their story into who you are. You can't divorce yourself from yourself and you really. You did your thing. Now I see. Now that I know you guys see what happened when you got that idea that Oh, the two go together, man. You put them together. Oh man, it was a lightening bolt that I can.

[12:41](#)

I see myself still in that room in spokane, Washington and the hotel right where I was. I know where you are in the role and you said if I were a composer trying to become a copywriter, I wouldn't hide that man. I'd been telling people and you started using this musical terminology to explain copyright. And I was like, Whoa, wait a minute. Whoa, really? I can see all that stuff. Like, oh my goodness. It was a true lightening bolt epiphany for me. It's like it gave me permission to be myself and bring these two sides of what I'd been going crazy about together and wow. And it kinda birthed my big idea, right? Like we're always looking for the big idea in any kind of marketing or copywriting. This was my personal big idea, symphonic copywriting and it works so beautifully. Actually, it was the next day that I came up with that title.

[13:45](#)

We, you were talking about product launches and you're kind of warning us a little bit. We were talking about Jeff Walker, whole big long sequence because these, these suckers are big, right? You've got the prelaunch sequences and the pre pre launch and all the emails and the video sales letters and the running the ads and the followup stuff for 60 days of follow up a sec. Wow, that's a lot. So you were kind of warning us, like if you're going to go into this, you gotta understand this is not for the faint of heart and. But you were saying that the really hard thing is to make sure that you keep the emotional state of the prospect in the front of your mind throughout all of that different kind of writing. And I was like, well, that's not that hard. That's, that's like writing a symphony that's thematic and you stopped and you're like, yeah, you get it.

[14:36](#)

It's like, yeah, in the best symphonies, the composer takes the theme from the first movement and the theme from the second Lumet and the theme from Third Movement and the theme from the fourth room, and then the grand finale fits them all together in this grand climax summation. And it was like, oh, that's when

symphonic copywriting just hit me. You outlined an entire book, I think in one evening because you came back in and you started reading off the stuff and it's like, Whoa, where did this come from? After that night, I went down to the. There's a red robin down the road from that hotel. I sat there for about five hours watching tennis. The US Open was on Venus and Serena were playing. So I was there watching that. And it had my notebook and I just saw the whole thing come together. It was actually kind of like writing a great piece of music.

[15:25](#)

You're hunting and hunting. What am I trying to say? Who am I trying to say it to you? What's the whole thing? And then just suddenly hit this Aha. Now I just saw it start writing out chapter titles, hashing out loud to make every head a chapter would be like a cool headline. And actually I pulled your book out of my backpack is okay. How did re organize this? It was like me. It was just like me looking at a Beethoven symphony. Okay. How did Beethoven decided to do this? This. Oh, I see, okay. The pieces fit together written by Beethoven. Ray was showing me the way and it was like, oh, okay. I feel probably maybe switch these chapters because I understand it this way and that's my own twist and fine, you know, but by the next day it was like, okay, got my outline.

[16:05](#)

What next? You know, and this is where I know somebody has written something really good because we want to read it, I get a little jealous and I think I've written that. I wish I'd written that. It's, it's really so brilliant and you suddenly not suddenly you dove in. Like you said, you read everything. You went through the course, you went through every module of the course more than once you went through other books, other courses, and the next thing I know you've got this book outline. You've got it started. You're talking to Brian Kurtz about it and you're David Deutsch San. I'm interested in seeing that book and so now you've got clients that are beginning to line up and I've already hired you because I know I won't be able to afford you pretty soon. I mean it's just, it's been so much fun watching you just take this thing up and run with it.

[16:46](#)

Thank you so much. I can't thank you enough because I don't know. It wasn't putting it together. It was all right in front of me. It was like, but I didn't see. I don't know. You helped me. Make that connection. It's like, um, what's his name? Earl Nightingale. Seeing the acres of diamonds right in front of you. It's that old story of the African farmer who sold his farm and went off to some distant shore to the mine for diamonds and the Guy who bought his farm found these interesting rocks and the river running by his house and someone came by and said,

where did you find those? I don't know, just out in the river as a whole bunch of them got acres of them. You got haters. Those are, what's the word, unrefined diamonds. It was right in front of him the whole time.

Speaker 1: [17:31](#) That was exactly what happened to me. It was all right in front of me. I just needed someone to help me put the pieces together and it was. It was miraculous. Truly you are prepared, you are ready and it was a beautiful thing to watch all. It's don't forget to wind up the story because when we left you in our last, you are hanging on the edge. You just experiment with this copywriting thing and then what happened? Right. So we'd had, we'd quadrupled my last business and a month using email, so a few other months went by. She actually won a trip for herself to Panama with her, her business, which is fantastic. But when she came home from Panama, she had a new bit between our teeth. She's like, the next trip doug is to Maui and we never had a real honeymoon. Ours Kinda got botched.

Speaker 1: [18:18](#) Another story for another day. We had just had our 15 year anniversary this past may, May 16th, and we didn't really have the funds to go do something special and we did go to a hotel like down the street to get away from the kids. We won't get into that. We thought let's go on a trip, what are we going to do? So this Hawaii trip came up. I thought okay, we tested out this email stuff. We did a bunch of like the seinfeld character based kind of emails, but I'd heard about this autoresponder thing, like a soap opera with open loops and all. So we. We put together this enormous sale was going to be for 10 hours only and it was to get, she had, she had a certain number of points. It was a dollar per point or something to win this trip for two all expense paid trip to Maui at a resort, the flights, the hotel, the food, everything.

Speaker 1: [19:08](#) And so shit with one month left she was \$15,000 short. So I said, okay, we're going to go crazy here. I'm going to write an email every single day and we're gonna tell our life story in this email and there's going to be an open loop at the end of every email scheme like Jack Bauer on steroids, but with our life. Okay. So, um, we've had some drama in our life to but she almost died in childbirth and we have five kids. There was always a funny story about every birth, the whole spleen issue and being married to a crazy musician. There's always interesting story is pretty easy and pretty fun to kind of put our life story. But to do it in a, in a copywriting way where the whole thing was driving these, these ladies, she has over a thousand ladies on her list.

Speaker 1: [19:56](#) They're all customers. They've all purchased to drive them towards this enormous sale that would only last for

10 hours. So for 20 days, I think it was 20 days they didn't even have a call to action except for sign up for the notification email when the sale goes live. So all these storytelling emails went to that landing page of just sign up for when the cell goes live. One day I was an hour late posting the email and we got like seven messages to what happened, what, what happened next? I got to know, I can tell me because the previous email that the subject was the first time my husband left me. Oh this all ghostwritten. So it was in her voice. I was reading all these. Well it came the day of the sale, 10 hours and it worked. We made the extra \$15,000 and we got the trip like, Oh my heavens to Maui, to Maui, and me this February for an entire week, just the two of us.

Speaker 1: [20:50](#)

The grandparents are watching the kids and we're getting the honeymoon. We never had. Behold the power of copy. Yeah. Boy, that's amazing. That's remarkable. I mean lots of people read the books and take the course, but not everybody applies it with that much dedication and look what happened. That's amazing. It's funny when your back's against the wall, what you do. No kidding. Well, I know you've got a family thing to get to, so I should probably let you do that. Got An orchestra concert tonight. Musician's life. I'm the associate conductor in a local group that my dad founded in tonight's our first Christmas concert, so and about a half an hour I'll have my Tuxedo on and I'll get my base out and we'll get in a place of Christian music. So now when does the book come out? That's a good question. I'm going through the Chandler Bolt, self publishing way, so I don't yet have a from a release dates.

Speaker 1: [21:42](#)

Currently I'm have a firm I got to finish this Dang thing date, which is December fifth, and that's going to happen. Um, and so as soon as that's done, I have a, I have an editor actually ready to help me. We'll go through that, you know, get a drafter to finished and I'm going to, I've got a clever idea, which I'm not going to tell you because I'm going to use it on youtube. Actually, I've got a clever idea for getting some really cool testimonials. I expect nothing less from you. I just got something in the mail and when uses as a grabber to help me with this, of other testimonials for the book. So I'm hoping January, February to get it out. What's the full title? The full title is symphonic copywriting. The harmonious interweaving of words composed to stir your customers deepest emotions.

Speaker 1: [22:28](#)

Fat is pros like music and it's in three parts. Part one, preparation part to composition, part three, performance, whether it's music or, or, or your sales message. You got to, you got to prepare you to do research. Then there's the creation phase, but then it's

got to perform right. You got to go out and you got to test it on an audience, see the reaction, maybe sharpen it up, all that kind of stuff. Yeah, you get it. I understand you have a little gift. For my listeners. I do. I have prepared the first two chapters of my book as a free download for all your listeners, right? It's at a symphonic copywriting.com/book, so just the word symphonic copywriting. So there's two cs in the middle, symphonic copywriting.com/book. It has the introduction, which is called a copywriter's Ode to Joy, Chapter One, a master songwriters strategic sales cipher in chapter two, which I'm really excited about. John Williams skywalker's secret to singing your customers tune. It's like Mozart meets Gary Halbert. Actually. I have a Mozart chapter that's chapter 11. Mozart's masterpiece

Speaker 3: [23:46](#)

method for orchestrating the perfect clothes. I can't wait. I can't wait. So good. We're going to put a link in the show notes to that download so you can get the first two chapters ahead of everybody else. Yeah, and Doug, I really admire you. You're. You're a man after my own heart in the way you love this business and they love this. Art and craft is a mixed me happy all over again about being a copywriter, so thank you for being who you are. Oh, thank you ray. I appreciate it so much.

Speaker 2: [24:17](#)

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