



Ray Edwards Show, Episode 372

Words Into Wealth

- Speaker 1: [00:00](#) Ray Edwards show, episode 372
- Speaker 2: [00:03](#) the Ray Edwards show of your destiny by design. Start, run and grow your own Internet based business and create the life of your dreams. You can do this is the Ray Edward Show,
- Speaker 3: [00:32](#) one skill to rule them all. One skill to find the one skill to draw them all in the market, but I don't know where I'm going with this. It seemed like a cool idea when I started thinking about Lord of the rings and the one skill, but I could not carry it through to fruition. Today. I'm asking you a question. We're starting with the quiz, if you will. What's the highest leverage skill you could learn in business? What is it? Do you think you know? Imagine this.
- Speaker 1: [01:16](#) Imagine there was a skill you could learn that would allow you to create a new product or company from thin air and would allow you to create cash windfalls, on command that would make it possible for you to convince others of your belief or cause. Imagine that this one skill could let you decide your income and make that reality. You could become location independent and work from wherever you wish, doing whatever you like. Imagine this one skill would allow you to attract and grow your tribe, to get a raise or promotion to launch or relaunch a product, to start a movement, to lower your marketing costs and increase your revenue and profits and to spread your ideas around the globe. There is one skill that can do all this and more, and we're gonna. Unpack this skill, identify it, and tell you how to acquire it and master it. That's all happening today. Stay with me.
- Speaker 4: [02:30](#) Today's edition of the Ray Edward Show is brought to you by my book, how to write copy that sells. This book is you are simple but effective guide to writing persuasive copy that sells your products and services without being pushy or salesy, and this is not a book of theory and just big ideas to book of checklists and sample copy things you can start using today to write that copy that says, check it out at [inaudible] dot com slash freebook. I bought the book for you. I'd like to send it to you free. Just go to

[inaudible] dot com forward slash freebook to get the details on the dean. Hurry before random books

- Speaker 2: [03:23](#) and creating prosperity with purpose. This is spiritual foundations foundation.
- Speaker 4: [03:36](#) Whether you're a believer, a follower in Jesus or not, you've probably agree that the commandment to love your neighbor is a good one. You probably would agree that if we all loved our neighbor and we loved our neighbors, well, the world will be a better place. There'd be less crime, less violence
- Speaker 1: [04:04](#) your needs. Now is love, sweet, love my friends, but how do we love our neighbor? Well, it's not going to come by trying harder by working at it. You might say, well, what's the point of talking about it? I didn't say there wasn't. Work involves just not your. You're not working in loving your neighbor. You have to start by loving yourself. If you look at that verse where Jesus gave that commandment that he was asked what is the greatest commandment?
- Speaker 3: [04:47](#) And his answer
- Speaker 1: [04:49](#) was to love the Lord your God with all your heart, all your mind and all your strength and to love your neighbor as you love yourself.
- Speaker 1: [05:02](#) Now, if you are engaged in the practice of self-loathing, you hate yourself, you're constantly berating yourself about how stupid you are about what a loser you are, about how you're always late about how you can't handle money, but how your relationship's always go sour about how you just keep screwing up your life month after month, year after year, after year, if that's the kind of dialogue you have going on inside, even from time to time, you're not loving yourself very well. Would you talk to your friend at work like that? Probably not, at least not consciously, but if that's the way you're talking to yourself, that sets the bar, sets the limit on how much you can love your neighbor. You can only love your neighbor as well as you love yourself, so loving our neighbors well starts with learning to love ourselves. Well, my suggestion to you is this week in your journal, maybe every day write a question and write the answer to the question. The question I would suggest is how can I love myself well today and come up with one concrete thing you can do to love yourself. Well, today maybe it is, drink 64 ounces of water. Maybe it is. Take a walk in the sunshine. Maybe it's get a massage, whatever it is you. You already know what you need to do. Just write it down and then do it. I think you'll find once you begin loving yourself better, you'll begin to love your neighbor well, and that is a good deal.

- Speaker 1: [06:41](#) No simple hacks that make live cheaper, easier and faster. Raise tip of the week. My tip of the week this week is kind of have a mindset. Better way to think of it would be a thinking habit hack. I first heard about this from Jordan harbinger of the Jordan harbinger show. If you haven't listened to show, you should check it out. Some of it may be edgy for you, but this guy is super smart and I heard him talking about what do you call the doorframe trigger, and that was putting a reminder above the doorframe that you walked through most during the day is set to trigger the thought for you. What you want to be reminded of when you walk through the door. So for instance, what I wanted to do was conditioned myself so that whenever I walked into a room, I would walk in with my shoulders back, can standing upright, and I would be cheerful and I would bring grace into the room.
- Speaker 1: [07:53](#) I'd be happy, I'd be upright, and I'd bring grace into the room. I would edify the people in that room. So I wanted to trigger myself to stand up straight, put a smile on my face and begin pouring out grace to the people in the room. And that was a habit I did not have. I really had a habit of slouching into the room, kind of being withdrawn, sort of observing as you had situations before I put myself forward. So I started putting postit notes above the doorframes in my house and every time I walked into a doorframe and saw that posted note, I would stand up straight and put a smile on my face and prepare to pour out grace and edification on whoever was in the next room. Often it was just my pugs. So they benefited wildly from Miss Bobby and butterfield. Very edified.
- Speaker 1: [08:37](#) These days I'm probably nearly as often it was my wife Lynn or my son Sean, who is maybe coming over for dinner and I began conditioning myself to do this. Whenever I pass through any door frame, and if you do it often enough, it doesn't take very long until you or reminded you walk through a doorframe and you just automatically stand up straight, put a smile on your face and begin edifying people and your doorframe trigger maybe for something different. It might be to breathe, take a deep breath, or it might be to center yourself and be present with the people in the room. Whatever it is you're trying to instill in yourself as a habit, using a doorframe trigger will make it easier and more automatic, and I think you can install a habit much more quickly using a simple little tool like the doorframe trigger. Try it out. I would love to hear what kind of results you have, so be sure to let me know in the comments so you can do that@RayEdwards.com forward slash three seven two. That's the number of this episode. Now let's get down to business now, our feature presentation,

- Speaker 4: [09:47](#) all right, we're off and running with the one skill to rule them all. I made some big Tz promises. Tz is Tz at word. I don't know that it is, but I think it is. Now we've just invented the word Tz,
- Speaker 1: [10:05](#) Tz promises that I made. I said, this skill could let you create a new product or company from center. It can do stuff like create cash windfalls on command, let you decide your own income and make that reality attracting goal of attraction, grow a tribe, launch or relaunch your product, getting raise or promotion, spread your ideas globally, one in the world. What skill is this that makes all this possible? I must have this skill, ray, tell me what it is now.
- Speaker 3: [10:35](#) Well,
- Speaker 1: [10:37](#) the skill is that of communicating persuasively to move people to believe or think or do as you wished him to do, and in my world we call this skill the skill of copywriting. Now, this doesn't just apply to sales copy, although let's see the place where the term originates.
- Speaker 1: [11:08](#) As Nora Ephron was fond of saying, everything is copy because copy is yes, it can be the copy on a sales page. It can be sales copy for sure. That's one of the most lucrative forms of writing. There is, if not the most lucrative for writing. There is, but everything if his copy, because we're always trying to convince people, persuade people to do something or believe something aren't we think of anything you've written and asked this question about whatever you've written, whether it's a blog post or an email or social media posts, what are you asking people to do, believe or become
- Speaker 1: [11:47](#) because of this post or email or piece that you wrote and you'll find that every piece you write has one of those objectives in mind. So for shorthand purposes, we're just gonna refer to this as copywriting or persuasive writing. This is the one skill. There are businesses in this world that are 300 to \$500, million to a billion dollar businesses that were built on the foundation of good, strong direct response copy. A Gore publishing comes to mind as does Rosetta stone, the language learning program, as does some older, a few older names like Columbia House records. Remember Columbia House or the book of the month club or the Franklin mint or the trump presidency, all founded on good direct response copy principles, and if you learn these principles, you can shape your own world. Words create worlds. It was words that formed the United States of America. It started with the declaration of independence. It was words that inspired millions when they were spoken by Dr Martin Luther King, who's Davis is we honor Dr. King today. It was words that John F

Kennedy used to propel the United States into space. It took us to the moon words. It was words that brought down the Berlin Wall that dissolved the Soviet Union. Words create worlds. Words create wealth. You need to master the skill of writing. Persuasive words of writing, good copy.

Speaker 1: [14:00](#)

So how do you do it? How do you acquire this skill of copywriting or persuasive communication? Well, a good place to start is with my book, how to write copy that sells and this book is it's extraordinary, extraordinarily popular with marketers and I believe it has an application for more people than just marketers. Although if you're in business and you want to sell more of your product or service, this is definitely the place to start. If you're in ministry, you want to sell your ideas. This is definitely the place to start. I give you a simple six part framework for writing more persuasively, whatever you're writing, whether it's an email or a podcast episode or a sales page, and it's not just abstract concepts. I give you checklists and examples you can use to start writing better today and you may think I'm trying to sell you my book.

Speaker 1: [14:59](#)

You can buy the book if you want. You can go to Amazon.com. It's available for sale there. The retail price is \$17 and ninety five cents. Usually you can get it on Amazon through some special dealer through prime for 12 to \$14, but I've already bought your copy of the book for you. I have it waiting right here, I'll sign it for you and send it to you for free. If you will simply cover the shipping cost of seven bucks. It's all there is to it, so if you want to get that deal and get my book for free, then just go to ray at [inaudible] dot com forward slash free book. That's Ray Edwards.com forward slash free book and get your book periphery that will get you started and on top of the fact that you get the book for free, you also get an online membership for free.

Speaker 1: [15:46](#)

No strings attached with a whole pile of resources, digital swipe files, instructions, and a whole lot more. Go to [inaudible] dot com forward slash freebook. So that's step one. Step two is study the greats of the copywriting craft. I would start with the great copywriters, Eugene Schwartz, who's the author of breakthrough advertising, Claude Hopkins, who wrote a book called scientific advertising. Robert Collier, probably what you want from Mr Collier is the Robert Collier letter book, John Caples, David Ogilvy, Jay Abraham, John Carlton, Clayton Makepeace. These are the Mount Rushmore of copywriters. So study their work, study their books. Now you may find this a bit of a challenge because in most cases with these folks, their language is out of date. It seems kind of old fashioned. That's okay because what

you're attempting attempting to do by studying these great copywriters of the past is not to copy them word for word, it's to understand the principles and the structures they used to build their case for whatever point were trying to make her product or trying to sell.

Speaker 1: [17:09](#)

So the colloquial, timebound nature of the language is something you can easily disregard and just look for the underlying structure behind the great copy. So now you've got my book, how to write copy that sells. You studied the greats and we'll put links to their books in the show notes for this episode. The next thing I might suggest is you take a course, you can do it online or you can do it in person. I think online makes a lot of sense because you can have access to the best courses in the world from the best copywriters in the world and we offer a course that you can find out more about when you. Your ordinary free book will eventually send you some information about the course. So that's a good. Another good reason to order the free book. I would also suggest you consider attending a workshop.

Speaker 1: [18:02](#)

My friend Michael Hyatt told me about a workshop he attended years ago, put on by a w, a l. It was a copywriting workshop and he said the greatest thing about this ray was all we did was sit and write copy for two or three days and we had great copywriters in the room to look at our copy and review it, give us feedback, and we just made her copy better and strengthen it. And he said it was one of the best seminars or workshops he'd ever been to. So we actually, in my company we do workshops and if you want to know more about that, you can reach out to us at our support desk and ask about the next upcoming workshop. You might also consider apprenticing are becoming certified under some well known copywriter or copywriting organization. There are plenty of folks out there and organizations out there that will certify you.

Speaker 1: [18:58](#)

Um, some certifications are more meaningful than others. We have just started offering a certification program that's available. If you go to Edwards certified.com, you can find out more about becoming a certified copywriter with my seal of approval on you. And that has been very helpful to the certified copywriters we've already minted. And in many cases they are meant meaning they are making money. So that's the idea. So again, you can get information about our certification program@Edwardscertified.com. So now my resources are not the only resources you might access for this stuff. You can take advantage of many opportunities to excess resources where you can learn more about writing great copy and being a persuasive writer. I just happen to think we have some of the best there is, so I would encourage

you to consider doing that, but whatever choices you make about your education and how you pursue this skill, this master skill of business, of writing, persuasively, writing, copy, I would urge you to follow the path of mastery.

Speaker 1: [20:11](#) What do I mean by mastery? I don't mean that you one day arrive at the point where you are the master and now you know all and you see all and you have enormous cosmic powers of persuasion. Little that may maybe true, but the path of mastery is a commitment to constant and never ending improvement to being a lifetime learner. I've been writing copy for a long time now. I've had some great successes and I've enjoyed a lot of praise from really fancy pants people, which is cool. It helps me get students in business, but I never assume that I know everything. I'm. I'm a constant in lifetime learner. I'm always studying this craft of writing better copy, so that is the passive mastery. Really, the path of mastery is where you tell yourself, I'm not really the master of this yet. I need to keep walking this path. Follow the path of mastery, and you'll find your skills constantly and never endingly improving.

Speaker 1: [21:21](#) This is this, this one skill, this skill of writing great copy, persuasive copy that sells products, services, and ideas is one of the few skills you can learn and prosper while you practice. You can really get to a point very quickly where you can be prosperous writing, copy and you can freelance and get paid to continued to continue learning and working on your mastery and you're prospering while you practice. You're being paid to practice that. My friends is a good deal, so I'd encourage you to think about doing that if maybe you don't want to be a copywriter for hire for anybody. You just want to learn to write great copy and you need to make some money. In the meantime, this is a way to get paid while you learn and then you can turn your skills to writing, copy for your own products or services and thus make all the money. Make all the money, all the dollars that you want by prospering while you practice. It's a good deal. I encourage you to consider it. It's been very good to me and very good to many of my students.

Speaker 4: [22:38](#) This episode is brought to you by my book, how to write copy that sells wherein I give you free access to my six part framework that will help you write more persuasive copy to sell your products, your services, your ideas. The book is full of checklists and sample copy that you can use for your own fact. You could be writing powerful persuasive copy within an hour of getting your hands on this book. You can buy it on Amazon.com for \$17, ninety five cents, or if you're in prime and get it for I think

- Speaker 1: [23:16](#) \$10, something like that. Or you can just let me buy it for you. I have purchased a copy for you for free and would love to give it to you. Just you take care of the shipping or seven bucks to learn more about this deal. Go to [inaudible] dot com forward slash freebook [inaudible] dot com. Forward slash free book to get your free book and Gosh Darn it, a music stopped. Start the music in France.
- Speaker 4: [23:47](#) I'm not even going to edit that out. I just couldn't leave it in there. It's real. It's got real up in here. Yo. Hey, I hope you have enjoyed this week's presentation. About the one skill to move them all. I'm going to have more practical, useful shows like this coming up. I did want to take a moment to let you enjoy a case study of success profile, if you will, of successful copywriting with one of my top students here now from David Robertson,
- Speaker 5: [24:24](#) so it was August or September of 2016 and I'd come to raise academy first academy, live copywriting academy live and I ended up going there. I didn't have any money and I was sleeping in my car and come. I would go in early going to the bathroom and get ready hoping no one would notice me, get, get all dressed up and ready for the conference and I had no clue what was about ready to happen at that event. I came for copy, but what I got was a whole lot, a whole lot more than that. Okay. David, I had no idea that at that event you were sleeping in your car and bathing in the public restroom at the factory in Franklin, Tennessee. What was going on? What happened?
- Speaker 5: [25:08](#) I had just come out of, I'm making a couple business mistakes, you know, had, and was in a really low point in my life and um, I know God was asking me and I felt led to, to take that experiences and some of the negative experiences and some of the positive experiences that I've had and to pivot that into coaching, but I had no clue what I was doing had, um, I was a furnace guidance, my background, a heating and air and going from heating and air into how do I sell myself as coaching. So I knew I had purchased your course. I'm one of the first editions of your course in the and had this free academy live ticket. And um, I, I knew something told me in that something told me that I needed to be there. So, um, I, I borrowed money to get there and ended up, um, uh, basically just ended up kind of roughing it and I slept in the parking lot of, I'm in the car in the parking lot and um, but I, something told me I had to be there for, for whatever reason I thought I was going, I was gonna learn how to sell.
- Speaker 5: [26:20](#) So I'm my coaching services and sell, learn how to, I'm building my business. But um, ultimately, um, ultimately got a quite, a bit more in which we can talk about a little

bit later coming up. So let's just go ahead and dive into it. What, I mean, you went there expecting copy writing to sell your stuff. So what did you get beyond that? You know, it was actually the actually, ironically, the first day you opened up and you did an exercise where we, um, you asked us to write our life story. You asked us to write a story of our life. That was a, I'm a, I think it was, uh, the tragedy story that you asked us to write first guys to write a story where everything was true, but you wrote it as a tragedy. Yes, yes. You said, so write your life story as a tragedy where everything happened.

Speaker 5: [27:21](#) Everything wrong happens. There's failure and everything that catches everything you write has to be true. So I, I remember writing that and I was thinking, man, this, this, um, I'm living it right now. I'm sleeping in my car, I'm doing, doing all this. And then you, then you said, um, then you said, all right, now turn the paper over. Um, after I'd written that story and um, he said, now I want you to write your life story as if it were a success where everything goes well, everything is successful. And I sat and he said, then you said the only catch here also is everything has to be true. And I wrote that and I'm finished writing that. And then you ask for someone to stand up and share the story. And at that point I stood up a kind of a moment of boldness, I guess, stood up and share it.

Speaker 5: [28:10](#) And as I was standing there looking at the two stories, I just, something happened in my heart. I just burst out in tears. I'm sure you remember, remember that happening. Um, it was something in God did something in my heart where he flipped a switch and gave me the ability to subscribe to the success story and gave me the ability to see the value that he had been placing in my life to prepare me to where I can to serve and help other people in, um, with, through my experience, through watching my, my, um, family and their experience and just through he had kinda been raising. It's kinda like when, um, I've heard it said that Moses was born in Pharaoh's house. He was born into royalty who's born into a king's house because his calling was to lead the people out of slavery where he was actually placed in certain circumstances in his life were placed there so he could fulfill his call.

Speaker 5: [29:18](#) And I was in that moment, God changed, completely changed the lens through which I viewed my life as. It's now something where God is actually placed some of these things in my life. And these experiences were actually actually pure golden. They weren't, they weren't right, they weren't failures. They were actually setting setups for success. And you, you kept in touch with this after that. So I kind of knew some good things were happening for you. Your business was improving, but I got

a big shock when we opened up. We had our grand opening of our coffee shop. John, my son Sean and I bought a coffee shop here locally that we loved who was about to close. We bought it because we didn't want it to close. We had our big grand opening live meet up and you walked in the door. You, you don't live, you don't live near here.

Speaker 5: [30:08](#) Not Quite Dayton, Ohio. It's a, it's a pretty big walk now. We ended up flying and actually I flew into Seattle and drove from Seattle to to you guys and got there that morning. So, um, it was, it was a big, big trip. I remember telling Shawn, I said, see that guy over there? That's, that's David Robertson. He came here from Ohio. She was like, why not? I think he asked you that. I think he asked you why did you do that? Yeah, yeah. He, um, it was actually Sunday after I had stayed in town, I'm to church and then I went back and went to the coffee shop Sunday to, to grab a cup of coffee before I left and he said, he said, can I just ask you something? And he said, why would you, why would you come this far to come see a coffee shop opened?

Speaker 5: [31:04](#) And I told him at that point, is it kind of just real quick, I just, I said though, the first sales letter and the first campaign that I, that I promoted, um, based on, based on your materials are based on a raised materials was generated \$38,000 in annual coaching contract sales at that point. And it was, it was the, the moment where I realized, um, I, I had control over my future and the moment where I realized I now knew how to communicate value before I had to see the value, which was what the first copywriting live was experienced, was, is seeing that I had permission to prosper, seeing that I had permission to have value and permission to give value to other people. And then, um, then the next year, copywriting academy was realizing that how I can communicate that through story, how I can communicate through that, that value through words.

Speaker 5: [32:06](#) And when I hit send on that campaign and it was a webinar sequence and I'm going through that. Um, it was once, once I had figured out the copy part of it, it was a difference between me chasing after prospects and prospects chasing after me. And it was, uh, it was, uh, it was a complete switch from, from one side to the other. That's pretty big switch. Yes, it was. It was. So now if people want to find out about your coaching business, where do they go out about that? Well, it's at d, David Robertson.com. Um, that's a fairly new page. I'm switching over from the old brand, but it's the David Robertson, not com. Splendid. And you've got some. You've got a new venture that you're building, which is

really what led us to have this conversation because I'm so excited about what you're doing.

Speaker 5: [32:58](#)

Can you tell us a little bit about this new project? Yes. Um, this is something that's been interesting. I've been doing coaching now for a year and two months and this past summer I started looking at all the results in all the clients that had helped and figure trying to figure out what is, if I can narrow it down even further to, to, to the person that I'm getting the most results because I have some clients that we're getting okay results in some clients that we're getting amazing results. And looking at looking at the ones that are getting amazing results. I quickly realized that these were, these were all Christians in business and these were all, um, uh, people that wanted to make a difference in their business. They wanted to figure out how to bridge this gap between that they had a passion for business and they had a love for God and they weren't quite sure how the two fit, do I give up the business and go into ministry, do I ignore, do I fund this fund ministry through the business hat?

Speaker 5: [34:00](#)

How do I make this fit? And um, I had, had, had been a teacher for Biblical entrepreneurship for awhile. It was a course in Mba accredited course. And um, when I would talk to people about this course, I had either two reactions. Either they would come alive and say, oh, this is awesome. And they'd start sharing amazing stories in practical ways. The plumber who hires a, who hires a, I'm a pastor and has him, um, follow up with employees and make relationships with customers when they saw needs and stuff like that. Or the marketing agency who is transforming culture and all these fun stories that people would come up in that order. And more often than not, the response would be, you know, this sounds nice, it sounds good, but what does it mean practically in my business, how do I implement this? And that's as I started coming across this more and more, I started thinking, you know, there really ought to be somewhere where people could tell the story of what, what Christ is doing in business, tell the story of what it means to be in business, doing the Ministry of Christ in business.

Speaker 5: [35:10](#)

And so, um, when you and I met this past summer, we are talking about it and I'm about starting a podcast and everything. So that's what we're just in. In November I launched Christ in business, the podcast and um, that's available now and we're got some pretty exciting interviews coming up for 2019. Where can we just telling, telling them for fun stories so that you can find anywhere you listen to podcasts. So itunes, stitcher, android, Google, where wherever you listen to podcasts, it's there. And it's Christ in business. Yes, Christ in business. Well, I'm so excited. This is, this is a natural. It's right in your

sweet spot. I know this is close to your heart and yeah, I'm sure it's going to be a big success and already is. I mean the impact you're having in the lives of businesspeople already has been amazing to watch and you spend a lot of fun.

Speaker 5: [36:09](#)

It's fun to watch when people partner with God and they learned that they can have a profit with a purpose and then a large part of the podcast talks about how we can go beyond building a world class business and build again, kingdom class business. So what is it? What does it mean to take, to go the extra mile so to speak, go beyond what the world standard is and and build a business that has Kanombe class in the way we treat our customers, the way we manage our profits way. We communicate the value, the way we impact our community, all, all of that. So all around 360. How do we, how do we raise the standard in our businesses? Well, you know, I love that. I've never heard anybody say it that way before. Go from being a world class business to being a kingdom class business.

Speaker 5: [36:58](#)

Yeah. It a beautiful description. Yeah. Well in, in acts, it's, it in acts. It talks about the world, saw the church and they weren't quick to join them, but they, they held them in high esteem. And um, when I, when I look around, in fact, I was in a business meaning couple, couple of weeks ago, a couple of weeks ago, maybe a couple of years ago now. Um, but I was in a business meeting a couple years ago and we had, we were talking about how the church, how the business Christian business community can serve the city and what one of the guys stood up and said, I'm not sure if guys, Howard criminal communicate this. Whenever I see Christian business, I want to grab my wallet because I feel like I'm being being taken and that they're using the gospel. They're using Jesus. They're using the Bible as a marketing gimmick as opposed to the real thing. And when I heard that, it cut me to the heart because that's not, that's not our faith should have in our faith. Should change the way we do business and if our faith doesn't change the way we do business and we don't really have a true faith, it really should impact every. There is no division between sacred and secular. It's either sacred or simple.

Speaker 5: [38:17](#)

I love it. I love it. So the podcast is Christ in business and the website to find out more about what David's up to his d, David Robertson.com. Yes. So excited for what's happening for you these days and you've got a big change. You're not going to be in Ohio anymore. No, we're uh, we may not be. Actually, we probably want to edit that out because my wife's employer doesn't quite know. That'll admit that ever happened. We were never here. We

never had that part of this conversation. Let's just do this, do it. Pick it up like this. Thank you so much, David, for being a guest on the show. I really appreciate it and I appreciate you. Thank you, ray. I really do appreciate everything that you've done. And I was just in a group with, um, cliff the other day and I said I was recording a kind of, a summary of a campaign I was doing and I said everything that's happened since the over to over a client that paid me \$200 a month, now they're now my clients do pay \$25,000 a year.

Speaker 5: [39:16](#) Anything over \$200,000 I bought, I blame and I give her a credit for, um, for at least catalyzing given me the resources to get started. Well, I think I would say that I helped you see your own resourcefulness. Well, I remember when we mapped out that plan on the whiteboard in the office here, it's like, eyes light up and then you just went out and did it. That's what I love about you. You're a doer. Oh, that's what you do. And when you see opportunity and you see, you see some, you see, I see potential in just about everything. And when I, um, you've, you've shown quite a bit of potential. I'm just reveal quite a bit of potential just through your knowledge and through your content.

Speaker 1: [40:01](#) Thank you David.

Speaker 4: [40:03](#) Always a pleasure. I hope you found that inspirational inspires me whenever I talked to David. Hopefully has the same effect on. Well, thanks for listening. I so appreciate it. If you'd like to help us spread this idea of prosperity with purpose of changing the world for the better and then watching your business grow as a result, then here's how you can help. You could help spread the word about the show. First of all, you could subscribe in the apple podcast app or whatever app you use to listen to podcasts. You can listen to each episode. That helps us as well and comment on the episodes. Today's episode, you can find a place to come in at [inaudible] dot com forward slash three seven. Which number is to Ray Edwards.com forward slash three, seven. To think your comments. You can also share this podcast with somebody you think needs to hear it or write up a review or rating in the apple podcast directory. We appreciate it. I appreciate you listening and that's all you do. You just listen. I thank you. You have my deep gratitude, and until next time,

Speaker 1: [41:22](#) Lord bless and keep you, may he make his face shine upon you. May you prosper in all things, even as your soul prospers. Peace to you and peace your house.

Speaker 2: [41:38](#) Thank you for listening to the Ray Edwards show. Find the complete archives of all the

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Speaker 3:

[42:03](#)

fruit, Jesus Christ.