



Ray Edwards Show, Episode 373

Marketing And The Meaning Of Life

- Speaker 1: [00:00](#) You are listening to the Ray Edward Show. Today's episode is called marketing and the meaning of life. It's not ambitious. No, it's easy.
- Speaker 2: [00:13](#) Your destiny. Start, run and grow your own Internet based business and create the life of your dreams. You can do
- Speaker 3: [00:35](#) so nice to have Emerson drive back on the show. It is. I've really missed them. I have to play with the casino here. Not long ago. They did. We missed it. Oh, how cool would that have been? Can't let that happen again, so we'll get to the marketing and meaning of life stuff, but we gotta catch up a little bit. Where the heck have you been? Oh, I have been in a galaxy far, far away. A long time ago. Sure. No TV shows have begun to pick up on the fact that time travel is about more than just time travel. It's also about space travel, right? There's a show called travelers. There's a time travel show. I'm not gonna. Say anything more. If you haven't watched it, it's on.
- Speaker 1: [01:22](#) You should watch. You should binge it tonight. Binge it all three seasons. Maybe not tonight because you need to sleep, but anyway, they, they talk about this problem and it's a, it's a real problem because if you go back too far in time, you show up in space. Right. Well I've thought about that, like if you, uh, like I've, I've even played around with my own storylines that deal with time travel and I'm like, okay, if you. Yeah, like how, I mean when you look at those youtube videos of like, have you seen any of those videos of how the earth is actually moving through space in relationship to like the galaxy? It's very complex. Yes. And, and so even, even if even if not even time travel, I mean this is time travel, like if you use them to star trek transporter and you're just being yourself across the room, which that's a whole other can of worms because it really you.
- Speaker 1: [02:12](#) Well I, I, I debate that but okay. I, I think if there's a way that you can interpret the transporter is that it's actually maintaining you. It's not just destroying you and creating a copy. Alright, great to wormhole. Well, no, I think it's supposed to convert your data. Data your matter into energy. Okay. Let's don't go down that road. Okay. Nice. Warm Hole. Uh, what was I saying? Time, travel, time,

travel. So like even if you were just gonna like if you had snapped your fingers and you had a transport or if you're just going to beam someone or something across the room, the second that it takes it to beam across the room. The earth has moved like thousands of miles. Yeah. Yeah. So if you don't get your calculations right, you can end up in the heart of a star, the middle of an asteroid and your trip real quick, wouldn't a kid.

Speaker 1: [03:01](#) So I mean that's not even taking like trying to go back or forward in time into account. That's just keeping the same time in moving through space. Trying to, trying to. Yeah. So every time I hear anybody say the phrase back in time, I hear that song back in, I don't know, from back to the future. Oh, you lose the news. Yeah, yeah, go back in time. Okay. Okay. So anyway, it's very complicated by the way. Speaking of playing around with doing storylines, remember that idea you had for a story about what would happen if the cure death? Yeah. There's a book. Oh yeah, a novel critically acclaimed for literary novel. I just started reading it. Joel Miller told me about it. I was in Nashville, Franklin recently for Michael Hyatt thing and Joel's has content director and he told me that there's this book you gotta read is called postmortal.

Speaker 1: [03:47](#) Oh, so someone's already done it. It's about the ramifications of if they cured this, what would happen? What would happen? I'm sure it takes a very positive outlook on it. Not so far. No, because most of those books don't because there's. There's problems there. There are and there aren't. Well this book addresses some of these sociological problems that arise. Power plays. Yeah. No, I'm sure that coal interests. Yeah. I mean it would create a definitely a different dynamic spiritual stuff. Stuff that's not what today's episode is all about. Those. Well it could be. It's about marketing in the meaning of life. That's true. So we'll get to that, but first we should talk about today's sponsor. Today's sponsor

Speaker 4: [04:33](#) is us. Ah, okay. If you've ever wondered, how can I master the art of writing persuasively and get people to do what I want them to do by what I want them to buy? Well, you should get my book called how to write copy that sells and I bought you a copy which I'll send to you for free. I won't charge you for the book. If you bought the book on Amazon, it's 1795. If you have prime and get it for I think 1495 or you can just get a free copy. Just pay the shipping. There you go. Seven bucks. He might say, well I can get free shipping if I have prime, but you have to pay the cost of the book, which is more than seven bucks. So you save money either way. Plus if you order through Amazon, I can't sign it for you.

- Speaker 4: [05:12](#) Right? But I can't. If you get it for free by going to [inaudible] dot com slash freebook. If Amazon offered that service, that would. They could charge extra for it. It'd be weird. It would be weird. Yeah, because how the hell would I do that? I don't know. Especially if I sold like a million copies. I guess you could sign like a million books and then send them to an Amazon fulfillment center, but that would mean they'd have to print a million books. I have to pay for them. Yeah. Yeah. Right now it's all print on demand, right? Well, we're ordering like, okay, so here's the real story stuff. The music,
- Speaker 1: [05:46](#) the longer story. We're really giving away books for free. Really cost us more than \$7 to send you. Send you a book. Yeah. We lose money every time we do it. Right. Why do you do that? Because we are going to sell you other stuff. That's the plan, right? It's convinced you that we know what we're talking about. Yeah, and if we don't, then you keep the book and we'll even send you the \$7 back or whatever because we're confident that our stuff is good. Right. However, we underestimated the response to this offer I ordered. I wondered if that would happen or ordered a few. What was a big. It was a big bulk order for me is one of the biggest bulk orders that were placed. Now I remember we both. We talked about it. We're like, you how fast you think we'll go through these and it was gone in a day.
- Speaker 1: [06:25](#) Yeah. We were like, I don't know. First day I was like, I wonder if we're going to sell through these in like an hour. I get an urgent. I get an urgent text from Tammy, our operations manager saying, you need to order more books now. Holy Cow. So anyway, you can still get them were we ordered a lot more. So Ray Edwards.com/free book and we'll send you free book and we'll give you the opportunity to buy other stuff if you'd like to book. If you think it's. If you think it's no good and don't worry about it, I believe it's seven bucks back. If you must have it.
- Speaker 3: [06:56](#) Simple hacks that make live cheaper, easier and faster tip of the week, but I always want to make up a song when I hear this, so I lost the Irish whistle and literally I lost the file. I can't find it now, so I'm Kinda bummed out. So tip of the week. This revisits a an old tip of the week. We talked about many times will twice before, but it still holds true two years later. The best camera for making your stuff, your videos for marketing, for youtube or what have you. The Panasonic gh five. It's still reigns king. I was talking to the guys from tell studios who came to make the movie about me, which is just weird. People were asking me while they were here, what did you guys put these guys doing? They're making a movie about what? About me and how cool I am. I never actually said that to anybody.

Speaker 1: [07:57](#) It felt weird. Yeah. Anyway, I have to get over that. So anyhow, we're talking to them about cameras and they were praising the gh five, but what a great camera it is. When we talked about auto focus, which is the big issue people have with it. Yeah, it has terrible autofocus. When the movie business, they don't use autofocus. Oh, that makes sense. Actually. Ever. That actually makes sense. They have a person whose job it is to focus the fricking camera. Yeah, that actually makes sense. And you know those moves were like the first thing in the foreground is in focus shifts. Someone's actually doing that. It's called pulling focus, so once you realize that, it's like, oh, well this is how the pros do it. Right? So I'm gonna have to do when you're by yourself though. Well that's true. It's kind of hard, but it's not impossible.

Speaker 1: [08:37](#) Cody water did a year's worth of daily blogging, daily blogging, daily flogging, where he used the gh five manual focus all the time. Well, actually after I said it, I realized you could probably just get your favorite cardboard cutout of your favorite character from a movie or TV show and stick it where you're going to stand and then you focus in on the cardboard cutout and then hit the record button. Remove the cutout and the right office. Totally. I was using a tripod. But this cooler what you said. Yeah. So anyway, it's the Gh five is darth vader or something. It's fourK , 60 frames per second. 60 frames per second today. That isn't like groundbreaking because there are a lot of cameras. Don't. It's got high frame rate at Trinity P, you can shoot up to 180 frames per second. Right. But it was the first camera really?

Speaker 1: [09:22](#) They could do four K, 60 frames per second. Yeah. But the only other camera that really does that was any respectability is the Canon. Um, oh, one dx mark to one DX mark two. It's a \$10,000 camera yet once you buy the lens of the camera, it's \$10,000. Five is way cheaper. Jff was like 1500 bucks. What's crazy is, I remember when we were looking at cameras, uh, I did, I did the Google search and I found the gh five because we were looking for a four k with 60 frames so that we could, not that we want to publish it, that resolution or frame rate, but man, it looks so much better when, when you shoot it, that you capture more data and you use the way you can crop, you can crop it if you need to. Yeah. And even. And even if, so if you shoot it fourK , 60 frames per second, and then you scale it down to 10 80 slash 30 frames per second, it just looks way better than if you had shot at 10 80 slash 30 frames per second.

Speaker 1: [10:11](#) We need to get into the whole 30 frames per second versus 24 frames per second discussion. Now we don't need it. Okay. All right. But what I'm saying is I think it's interesting that that camera for at least two years ago

still, and it's still, there's a, there's a whole resurgence of people you tubers who are publishing videos now saying the gh five, still the best camera in 2019. And one of the things that we have discovered is that it's not just because it does four K, 60 frames per second. The image sensor is just really good. Yeah. And it writes, writes at Hooper Hooper's popper who? Precise speed. Super high speed. I'm such a horrible head. So Gh five. That's typically still how the hoople had come into it. Want me to tell him a nice snow? Yeah. Wants me to tell him something pretty. Wants me to tell him something pretty. Oh my gosh, you're so weird. In so many ways.

- Speaker 2: [11:07](#) And creating prosperity with purpose. Spiritual Foundation. I heard something that made me angry. Not Unusual. I've been. I'm not even going to name the book. I was reading a book,
- Speaker 3: [11:22](#) brilliant through audio@audible.com. We should get an affiliate link for them because I. I can talk about them every week. Anyway. I'm reading this book. It's about one person's take on Jesus and the scriptures and things that he talked about. You know, it's that Christian book, the one that's been written 100,000 times, right? Yeah. With a slight variation from each author. Right.
- Speaker 1: [11:47](#) And said, made some blanket statement like Jesus was totally anti materialistic. Whoa. Really? Wow. You actually read the New Testament or a. let's define materialistic. What exactly was this person's definition of materialism? Materialism is in an inordinate interest. Enriches that was how they defined materialism it, which is not what it means. No, no. So how do you define materialism?
- Speaker 1: [12:18](#) Go ahead. Well, I mean it really depends the context, what you're gonna use it. So I have to say the way that most people use it. If I'm going to, if I'm going to induce a definition from observing how most people use it, so you're not deducting it, you're, you're under. Then I'm inducting. Alright. Dan is doing me some little logic. So if I induct from what people, how they use it, materialism, it means something along those lines. It means that you have, that, you, that your desire for material wealth and possessions and status, uh, is, is out of alignment with what is good for you as an individual and for society as a whole. That's what I would do. That's how I think most people use the term materialistic. Yes. I love that. That's good. Well said. So if you're upset by this, just draw your pistol. Now Joel, you'll pistol smoke wagon. Boy,
- Speaker 5: [13:18](#) I,
- Speaker 1: [13:20](#) I have such a hard time with these sorts of things because they seem so like now that I've studied the philosophy,

but it seems so obvious to me that that is such an in. Well the problem I have with these kinds of discussions is people don't mean the same things with the words they use and they don't know what they're talking about, right? They'll say things like, materialism. And we have to start the discussion with what do you mean by that? Because even if you go with the definition I gave you, then you have to start defining some of the things. So what is an over obsession? Like what does it mean to want these things as defined? It's defined by who, by what criteria, what, when does it compromise your, your soul? So, so now, so now we have an assumption of, of what is good for the wrong, for the human soul baked into that term materialism.

Speaker 1: [14:05](#) So what is good for the human soul and what is bad for the human, how do you know that? And how do you know that will cause the Bible says so that's how I know. That's right. So what I'm saying is this is a far more complicated issue and people just, they just love the sound of their own voice and sound bites and they want to sound like they know what they're talking about, but they're just saying nonsense. Like, like it when someone says Jesus is not concerned or whatever, it makes that statement. It's almost like, to me at this point, they could have just said, uh, Tunisia rose brick

Speaker 5: [14:36](#) pig.

Speaker 1: [14:38](#) Like it makes it, makes no sense. Well exactly. And so before we go any further, I just want to just because I made that comment and that weird voice just now, I'm not saying that the Bible saying so it makes it untrue. No, I'm not. I'm not contradicting you. If, if the Bible speaks of truth and I believe the truth, but a lot of times when people use that same, it's um, it's, it's brainless because they haven't thought through it. The Bible says they don't even know what the reference. Now they'll quote things from the Bible that they don't even know where to find it in the Bible. They don't know the context in which it was written, who it was written to, what the purpose of it was, what it would have mentioned the original audience, and they'll quote things that they think is in the Bible that are not in the Bible, the Bible, or they'll quote things that are in the Bible out of context with interpretation.

Speaker 1: [15:16](#) That has nothing to do with what was originally written there. Right? Or the intent or you've read so much of it is just dressed up platonic aestheticism not. We're not saying that it wasn't. The Bible is dressed up now. Asceticism is, it's the interpretation, right? It's the Christian culture at large. Oh my gosh. So it's just a whole thing. So like my, and my point in bringing this up was not

the materialism discussion. It's the, it's the discussion of people don't think through their positions on things. I got a tattoo recently. Yeah. The reactions that I got when I posted it on Instagram, on Youtube, I literally had people accusing me of being a satanist. Yeah. I had people tell me I'm not saved. Well, it's an al two. Those are, yeah. Demonic, uh, demonic according to what source, I don't know. And there's probably some random passage guidelines has some guy quoting leviticus to me about why shouldn't have a tattoo, which is not even what it says on the video because that's open for debate to. It had to do with blood markings of a cult. Well, that's a little different. Well, not to this guy because his, his cult that he's in says tattoos. A wrong cult is right. My. That's the difference between mine and yours. Mine's right. We the truth because it's mine, because there's 3000 or so different Christian sex that we have currently in operation in the world that we know of. Estimated mile and one of them is right.

Speaker 1: [16:45](#)

One of them is, of course it's yours. I'm sure. Yeah. I'm sure it's yours or mine. It's mine. No, it's actually. I don't even know what mine is, so I somebody, somebody about the tattoo thing said you call yourself a Bible believing Christian, and I'm like, I wanted to say no. I've never called myself that. I believe in the Bible. Probably use that statement at some point. I block a probably so, but I don't identify self identifying tag because that's loaded with all kinds of baggage transfer. Christian. Okay. I think that wraps it up. Let's just move on. Just my, my point. My point is this, if you're going to make blanket statements about the absolute truth of something like tattoos or wrong, right? Or Jesus was anti materialistic, at least know your sources and why you believe what you say. Believe don't just be quoting somebody whose book you read.

Speaker 1: [17:34](#)

So and also just to go, yeah, actually no, it Jesus, his position on something was because here's, here's how identify. Instead of saying, I'm a Bible believing Christian, I do believe in the Bible. Yes, I believe in the existence of a book called the Bible. Yes. I also that it is the word of God, but you and I may mean something different by that. Right? So we should talk about that. If we want to have that discussion. And I believe, I believe I'm a follower of Jesus, right? But that may not mean what you think it means. No. So we should talk about it before you make assumptions and pronouncing us about the state of my soul based on, uh, youtube post might be perceptive of you to do that. Just saying no feature presentation. I don't have any better music. Somebody use this again. That one.

Speaker 4: [18:20](#)

Okay.

- Speaker 1: [18:22](#) So marketing and the meaning of life. I feel like we've covered the meaning of life already. Here's what I wanted to say about this and this is open for discussion because we haven't done a podcast together in quite some time. No. Which I've missed you. Yeah, they're fun. I started with that. Where have you been in people? People miss it too. I know they do. They tell me all the time. We're shawn. I feel like it is the Ray Edwards show,
- Speaker 4: [18:46](#) but
- Speaker 1: [18:47](#) maybe it should be re in sean show. I've been. I've been running a coffee shop
- Speaker 1: [18:53](#) and we can't talk about this stuff yet. Can we? By the time this airs? No. Get make that bed. Good things happening there. Secret. Yeah. So I mean some of the stuff we can't talk about, but like the increase in revenue we can talk about. Let's talk about that a little bit. Yeah, let's do right. Let's talk about it. So a rebels doing good. It's doing really well. Our coffee shop is called rebel 77, R E v e l seven seven. It's a current location is three, two to three east, Fifty Seventh Avenue, Suite K, spokane, Washington, 99 to two three. Yup. There it is. She'd come by, have some coffee.
- Speaker 1: [19:31](#) It's what go to. Right now I'm drinking coffee from rebel 77. So we've been. We bought a coffee shop. I don't know if you guys know that. We May. I don't think we brought it up enough. Been over a year now. It's been almost a year and a half. Yeah, almost a year and a half. So February I think will be a year and a half. Well, what's the six month mark from September, October, November, December, January, February, March. So march will be six months or when we're at social media marketing world. That'd be fun. Yes. Come on. I'm Kinda wish we could take our team. Um, let's see how the free book promotion goes.
- Speaker 1: [20:12](#) The marketing. I want to talk about the marketing [inaudible]. [inaudible]. Yeah. Well you go, you wouldn't want to talk about. Let me give this context. I don't want you talking about the marketing stuff. Um, we had to make a lot of investment in the shop. We, I don't think we counted on when we dove into this thing at first. No, we didn't understand the red tape and the bureaucracy to have to deal with. We didn't understand that and I mean like any business venture, we, we knew what we were getting into and we didn't. No, we were getting into and I want to give total props to Mike and Deb, the people who started this whole thing when we purchased it from [inaudible], they, they, it was a labor of love for them and I appreciate everything they've done and continue to do for us. Um, and then there's also the fact that when

you run a business, you come to accept certain things and you don't change them because it's just how they are.

Speaker 1: [20:52](#)

Right? Like the fact that we didn't have a commercial dishwasher, right? Yeah. We didn't have any dishwasher except the Baristas. Yeah, the free the people. We are the dishwashers. It was me. I wash the dishes. I had no Dishwasher, I had no leisure time. So yeah, we had to make some investments in the shop. We bought a dishwasher, we bought a Roomba. We bought about sunshades because the sun will come in and you couldn't sit in half the shop, right? Yeah. You have to ecosystems and the store. So we invested in Hue Lights. Yeah. We invested a lot in equipment and stuff and people. That's the biggest investment we've made. But I mean, especially if you look at the balance sheet and the and the. Because it's bent sheet. Mike and deb and I think paid themselves. They did not pay themselves. So they worked. There were two full time employees that didn't get paid to part time protect.

Speaker 1: [21:41](#)

Well, okay, sure. Yeah. Two part time, you know, better than I. Well, okay. No, they. Okay. I don't know. You're talking about them. They were probably full time. I was thinking. I thought you were going to say then they just had two part time, right? They had to, they had two full time employees themselves into two parts I employees. Yeah. And they ran the shop only paying the part time employees, which we could not do. No, that didn't work out for us. So, um, yeah, they really laid the foundation and honestly when we were talking about buying it, even Mike, the guy said it's like he just needs someone to take it to the next level and really what that means is marketing. So I mean the first six to nine months was just learning the business and dealing with all the red tape. So like the health department and the permits and the, all the learning all complaining because we had dogs come in the shop, right.

Speaker 1: [22:28](#)

And all the, the labor law people will get over yourselves. Yeah, all that sort of stuff. And then just learning the coffee industry to just learning how coffee shops work, learning, um, you know, what works, what doesn't work, what are people, what are people like because it's more than just a transaction for us. It's, we, we also love it. Yeah. But, so we've been doing, we've been playing around with all sorts of different little facebook ads, different things like that. But honestly, the thing that's the really worked, uh, and we're running a campaign right now is we do a physical, a direct mail campaign. What? Yeah, direct marketing, direct mail, marketing, copywriting, copywriting in the mail, in the mail, crazy physical piece of mail. Never work going to people's houses, Internet scammers, right? So, and honestly, some

people we talked to before we did this for skeptical because the shop did, did, they did a mailer a couple of years ago, but it was a Bogos, a buy one get one free. Um, I love it, you know, the retail terminology and Lingo Bogos a Bogos and that's racist. So.

Speaker 1: [23:37](#) And so they, Mike thought that that did decently well, but he wasn't like blown out of the water by it. They didn't do it again. Let me put it that way, you know, so it didn't go so well that they decided to do it again. Which by the way, I just wanna interject here. When you're in business, if you do to promotion and it made you money, even if it didn't make you a profit, don't stop doing it right? Because now you've got something that works. Just need to adjust it, tweak it, tweak it. You got to figure out the public. Our Free Book Promotion Right now is a physical promotion. We send an actual book in the mail, right? Internet scammers, right? Um, and so we don't know yet whether it's going to make us money right up front. Probably right up front. It won't know it's costing US money. Send every book out.

Speaker 1: [24:13](#) We have upsells that helped liquidate some of the cost of the promotion, but it's the longterm relationship that we're investing in. Yeah. So anyway, armored. So. Well, I immediately identified why they didn't work out so well. And that's one of the things that we teach our students, which is, which is if you're going to give something away for free, you need to give something away for free. Don't all like how like don't act, don't make them do something. Don't make them buy something to get something like pay the shipping. I, you know, I hadn't made that connection so I was going to draw that parallel, but I just in defense that I think it's different because we are giving the book for free. We are. Because if you buy it from Amazon, it's \$14 and you get shipping for free if you have prime, but you don't if you don't have prime.

Speaker 1: [24:54](#) So it's still works. It still works out. But buy one, get one free is not free. No, it's not like I have to buy something first before you gave me this stuff. So, uh, and so this honestly with even within some of the ranks was like, well, I guess we'll see how this goes because I decided the mailer would be no, no controls, no caveats. Just here, come in, get a free drink. And so the front, it's just a big oversized postcard that says one drink for free. Now. It wasn't just black coffee or energy drink. And on the back it says any drink any size. So I could have come in and said I want to just go ball latte. Yes. You could have ordered our biggest, most expensive drink and we would have given it to you for free. Did people do that?

Speaker 1: [25:36](#) Oh they. So I don't know if you're familiar with, for those of you that aren't familiar with direct mail in different

industries, response rates are very, but from what I've gathered, pretty much anything between the one and two percent is considered good. That's a winner. That's a winner. You're, you're getting a good response at anything. Over four percent is like a home run and you might ask, well how does that work mathematically? How do you make a profit? Because companies who do this for real, they will lose money on the initial promotion because they're. What they're doing is they're getting a customer. Yeah. And they want the longterm relationship so that then the work becomes working with the customer and make them a repeat customer. That's where the money is. Yeah. So that's why they can get by with one or two percent response rate.

Speaker 1: [26:14](#)

Yeah, exactly. So you know, our thinking is they come in, they try our coffee, it's obviously going to be better than whatever they're drinking, obviously. Especially if it's sore bucks. Right? Yeah. And there'll be back. And so. So again, anything over four percent, four percent or above is considered excellent. On our first test campaign, which went out to over a thousand houses and apartment units nearby. Nearby, we got 11 and a half percent, 11 and a half percent response rate to like, I'm surprised, but it's just, I'm amazed every you said it. It really is because we didn't, we thought we do. Well we didn't. We do that well. We thought we might get three or four percent, 11 and a half, 11 and a half percent of the people we sent that to broaden. That's nuts. And so, uh, we had to wait a little bit but we pulled the trigger on a second drop to twice as many people and we're currently in the middle of that promotion and it is working like gangbusters because we had another idea.

Speaker 1: [27:03](#)

Yeah. How to make it even better. I'll say, before we get to this one, let me just say how we did that in June. We did that promotion in June or July or I can't remember, does it? I can't remember exactly when we did it, but if you look at our revenue numbers, we start seeing if you compare like the 20, 18 months, like July 20, 18 to July 2017, you, we start seeing measurable substantive revenue increases over the previous year's same month. So though that ad did bring more business because we've got new customers coming in or pillars. Exactly the people who came back more than once. That's, that's the key. That's the key. And so, you know, we talk about, you've talked a lot about Jay Abraham's three principles of how to grow your business, right? And um, I don't know, you want to run through those two, remind people just three ways to grow your business.

Speaker 1: [27:57](#)

One is to get more customers. That's what most people focus on. Yup. Like their solution is always, well we need more customers and that's what this mailer did. Instigate

more just the most expensive investment you can make. Right? The second way is to get those customers to spend more money every time they come to the store. Yeah. So that's having stuff at the checkout. You know, like when you go into a starbucks, there's a reason that the checkout is chocked full of small handheld things that you can just buy because they're trying to increase the average transaction size and they know that if they have that stuff there, you'll buy it and it makes a big difference. It does, but I mean if you can increase the price per transaction by fifty cents to a dollar just that much in our shop, you can increase our revenue for the day by a tremendous amount and then the third way to grow your businesses to increase the frequency of transactions, get people to come in more often and for a coffee shop or a large stores like that, that really translates into the language of how to make someone a regular.

Speaker 1:

[28:51](#)

And so this way I just want to. I don't want to gloss over this. Those three ways to grow your business. That's like the most ingenious marketing thing I've ever heard in my life. Yeah, and Jay Abraham needs to get credit for that. We did give him credit, but I just want to highlight and say that's Jay Abraham. That guy is a genius and you should get his book called getting everything you can and have everything you've got. Yeah, he's getting all. You can't have everything you got. So it's a great book summary of some of his best ideas. And he is a guy who knows marketing, right? He, lots of people who are like this, the shark tank guy, Kevin Harrington, curtis, Jay Abraham with his, most of his marketing acumen. I'm Tony Robins, lots of people in business. Big Business. Say Jay Abraham is a guy who taught the marketing. So Jay, if you're listening, I love you bud. So this, this campaign, uh, struck at the first one and hopefully picking up on the third one. So when we did the first drop, it was to get new customers into the door, which it did. We can go back and we can see that our ticket count starts to increase the month after we did that drop. So we got new people in the door and we got new people to come back. So not only do we get more customers, we got more regulars

Speaker 1:

[30:00](#)

this time though, I had, I had a new idea for every one of those people that brought in a flyer for free drink. We would have a bunch of \$5 gift cards preloaded. And we asked them, we said, hey, is this your first time in? Because sometimes it's not either a regular that just got it in the mail. Oh, thanks for sending me the free college thing. Will still honor it. It's fine. But um, if they say no, it's my first time, then we go, well for bringing this in, we have another gift for you. And it's after they do their order and we hand them a \$5 gift card. And I was just

thinking of that as just a way to get them to come back. Because if you get a gift card then you're more inclined, hey, is he got five bucks on it?

Speaker 1: [30:38](#) I don't want to waste it. I should use it. I'm going to go back. That's also what I was thinking. Right? And, and there's also a principal, I don't know where this comes from, this, if you can get someone inside your store three times, they're likely to become some sort of a regular. That's a Dan Kennedy idea. Holds true. Yeah. So I, you know, this isn't three, but that's to the flyers the first time in, in the gift cards the second time. And so it's not quite three, but it's better. Our hope is that the coffee is good enough. That'll bring them to the third step. Right. That's what we're hoping and we believe it is. What I didn't expect was how grateful people were would be an excited for the gift card. Really. I don't think we've talked about the. Yeah. We've given so many people the gift card and they go, Oh really? Oh my gosh, well I will definitely be back to use this. They haven't gotten their drink yet, so I'm not trying to manipulate them, but that feeling is the principle of reciprocity and it's the feeling of we want you to come back and I just up front with them. I'm like, we give you a free gift, and if they're like, wow, really? And they're like, why? I'll just tell them I want you to come back.

Speaker 1: [31:47](#) I mean, I'm just going to go with the truth, right? I'm just going to go with the truth and, and to really get into. I realized how this can really segue into the marketing and the meaning of life when the coffee shop is full [inaudible] like on a Saturday morning or something like that. I love that. And there's a line not because of the money. The money is great. That's what we're in business, but more to it, there's a line there are for baristas working the bar

Speaker 1: [32:18](#) and every seat is taken when you take a step back as a business owner. Yeah. And you look at everything that's going on because of what you're doing. All the people that are socializing, meeting up, connecting, enjoying life, enjoying life, reading, doing work. US chatting with enjoying all while enjoying a delicious drink and the super fast free Internet Wifi. Yeah. We got free Internet, the great setting and environment for people to be in. Then you've got the people just the straight up, just the exchange of value for coffee. People want that coffee, they want that. We're, we're making people's lives better by giving them superior, not overcooked and burned. Right. And we're making people's lives better by giving them the drink that they want. We're trading value for value, a win win for both of us. Right. And then the for Baristas working in the bar are getting paid and getting tipped. So when, so after that shift, I know because I

know all my employees, they're going on trips with their friends and their spouses and they're doing that because they have a job at my shop. They get to live life because they have a job at my shop and they get to live life if my, if my shop is successful and they get to live more of life. If my job is more successful, you know, there's a word for this, what winning.

Speaker 1: [33:35](#) But I mean, so we were open on Christmas Eve for the first time this year. Yeah. And someone made a comment. It seems kind of evil to be open on that day. And I understood where they were coming from because some kind of scrooge scrooge, like making your employees work on Christmas Eve. So I totally got that, but we took volunteers, you know, we're not going to make anyone work on Christmas Eve. We'll pay a time and a half now. Did anybody say yes to every? I mean, I mean it was within. It wasn't even a half hour. We send out the message. Every employee volunteered but. So it's Christmas Eve. Yeah. And it was busy a Christmas eve and I just stepped back at one moment and I went. I just looked at everyone who was in there buying gifts for their friends and their families, the employees getting paid time and a half and join interacting with our regulators, our customers.

Speaker 1: [34:29](#) And I was like, how is this evil? There's nothing evil about this. This is in fact, this is good, this is good, this is not. This is. And it would really just dawned on me how just by, by being open and doing business, we are making people's lives better because where would they have been if you hadn't been open? Maybe they'd gone to a different coffee shop or maybe they would have gone home and been depressed. We don't know, but what I'm saying is value is being created in that environment for people. Wealth is being generated and and people are experiencing both material and spiritual benefits from it, but and not because we're a nonprofit or charity or or an organization trying to make the world a better place, which there's nothing wrong with. Those were just a business. We're just a coffee shop making coffee. What we're doing though is we're changing the world, right? And watching our business grow. Exactly. Welcome to the Ray Edwards show, so that's marketing in the meaning of life. When you mark it well and you mark it, honestly, life happens. Well, Dad Gum. That makes me feel good.

Speaker 4: [35:37](#) Good about being an entrepreneur. That is marketing and the meaning of life and that's why we do what we do and hopefully it holds true for a copywriting business, for this podcast. Youtube channel for all the stuff we do. Because I mean, the real magic moments are when people call us or they see us at an event or they come up just after we give a talk and then they're like, you made such a

difference in my life. Like David Robertson guy whose life was totally changed by that book and by the live copywriting academy event. Yeah, and your business, whatever you do, whatever service you render to people, it's about. It's about making, making money. Yes, but there's more wealth created than just dollars and those dollars and something to keep in mind. Those dollars just represent the. The value that you created either in your job when you were working, it was converted into a paycheck or whatever.

- Speaker 4: [36:27](#) When I. When someone hands me a \$5 bill and I hand them a latte value that that \$5 bill represents like I'm trading a crafted cup of coffee for \$5. Like a present. It's, it's, it's your value. It's what you've produced, converted into a trait medium. That's what money is. So that is marketing and the meaning of life and that my friends is our show. Sean, I'm so glad you're back on the show. Me Too. Are we still doing that? Wrap up? Yeah. Can you do it? Can still do it? How about this, but wait, wait, wait.
- Speaker 1: [37:01](#) Okay. All right, well, if you found this show helpful, you can go to know. Please leave a review in itunes and subscribe to the show on Apple podcast directory. Yes, very good. Very well done. Then if you would like the show notes or any of the links to anything that we may have talked about, you can go to a red, rich.com forward slash. I don't know what episode number this will be. Just go to Raymond, stuck
- Speaker 4: [37:27](#) on look for marketing and meaning in life. It'll be there,
- Speaker 1: [37:32](#) so until next time. My prayer for you is that God will watch over you and make his face shine on you. He'll make you live longer, be healthy and prosper like crazy. Until next time, peace to you and peace to your house.
- Speaker 2: [37:49](#) Thank you for listening to the archives of all the episodes@RayEdwardspodcast.com, or subscribe for free through Apple. Never miss an episode. Ray Edwards international incorporated all rights reserved. We bring you a message of prosperity with purpose and freedom. The truth. Jesus Christ.