



Ray Edwards Show, Episode 378

How To Get Clients Now

- Speaker 1: [00:00](#) Awesome. This is President Donald Trump and I just want to say that the Ray Edwards show is the best podcast. I've listened to all the podcasts. No, really? I have all of them. They're all lang. Everyone agrees with me and this is episode 30 seconds about how to get clients. Now. It's good to be you. Thank you. As president,
- Speaker 2: [00:31](#) this is the podcast for prosperity plus purpose, so I saw how you going to use that. Yo Young saw a bumper sticker on a truck. Of course it's on a truck. Of course. He said had a picture of Trump's hair. I said not my president. I remember there was Mr. Obama was president as well, my president, so I'm just going to say something
- Speaker 3: [00:58](#) wrong, wrong. You can say he's not your president, but he is your president whether you like it or not. He's the president. You can say you didn't vote for him. He doesn't represent you. You don't agree with him. You are a citizen of the United States and he is the president of the United States air go. He is your president. What I'd like to say to you now is just move on.org okay, so that was one thing I wanted to talk about. Don't want to also want to talk about the weather. Good God, I've had moments because of the weather where I have question debt. So I was looking at the dark skies, which is the most accurate weather forecasting app I can find. And it said in Nashville, we're headed to Nashville in a couple of days. Well how many days is it? It's actually four days, but I'm shortening it.
- Speaker 3: [01:40](#) I'm making it sooner than it really was. So anyways, like 70 degrees here today, 65 tomorrow, 55 then the day we get there, it's like 35 I saw that. What are the what we're bringing it? Yeah, the 10 day forecast. It's just I, I was lamenting a couple of it's astrology. I was like, ah, 10 day forecast doesn't change. It's just going to be this for the next 10 days. That's why we need to leave. And that's why we're leaving. I'm not wells cause you're as the king of coffee. Oh, this one. I want to talk about the podcast, all the complaints and the adulation. I stayed away. I don't really know. I mean there was a, you sent that email out with a couple of, those are the best ones. So we had, we had one that said you totally ruined your podcast. I'll never listen again.

- Speaker 3: [02:29](#) Had it many of them that said things like, I thought you were a Christian, obviously you're not okay based on the last couple podcasts. Yeah. Oh Wow. I'm praying for your soul. Those are my favorite ones. It's like criticizing me by pretending to be compassionate toward me. I'm praying for your soul brother, because I know you're going to burn in hell eternally and you're going to suffer because of the things you said on your podcast because that's the way God operates. Not Scary. And then we had, um, we had other people saying, well, we had one person who wrote in and said, you are a total effing a whole. Oh yeah. That was it. Yeah. Name names. But like was it a man or a woman? Oh, what do you think a woman know? A man. Of course women don't say things like that.
- Speaker 3: [03:15](#) Okay. So I guess I guess unless you are one and then maybe you would know better. I say that when I drive, sometimes I, but I don't say, oh well bad words. What? Just kidding. That's a lie. I've actually been in the car when you're driving and you do say things like that. So we're checking my former statement. So then we had people who said best podcast episode ever keep it up. Um, had numerous people saying the potash is much better now that you two were on here, you three are on here. Basically what they said is this better now than it's not just you ray. Thank God you found other people because we were getting so tired of listening to your yammering, your constant preaching soapboxing I don't think that's true. I mean I think a breath of fresh air was needed. They didn't say any of that.
- Speaker 3: [03:58](#) I just, that was my internal dialogue out loud. So I don't want you to wear that. You're welcome. Thank you. So what, there's a couple of points that were made that were good. Like the, the reason people came to the podcast over the years, it's become so popular. I mean, we've had 1.1 million downloads, 1.1 million downloads. Only half of those are people in India getting paid by the click. I'm joking. I haven't done that. Some people have done it. Some, some big time marketers who have like 100,000 fans on their fan page on Facebook. That's how they got it. 5 cent clicks in India. Hey, didn't we meet some people from India who need a good copywriter or that was Brazil. There's lots of people in India who need a good copywriter. We should go there. Okay. So the points that were made did I thought were really accurate, where there's things that we've been offering people for years now that they've come to count on that I think we still should give them. I'm still interested in delivering, so like the practical marketing tips, the spiritual foundations, although that'll make some of you very unhappy because guess what? My spirituality has evolved and it's a little different than it was three years ago. So

you, you asked for it. So you're gonna get it. I'm just going to tell the truth.

- Speaker 3: [05:12](#) You may or may not like it. I'll leave it at that. And then we're going to have some success stories from our, from some of our students because we have a new program that has taken off like fire. It's on fire. Our certification program where we teach people how to become a copywriter who gets paid lots of money to write copy and people are like reinventing their lives, starting new careers, starting new businesses, making money where they were making none. It's fun to help people make money. It's fun to be nice. So we're going to have all those things. Plus we're gonna continue to have the free flowing, controversial sometimes annoying discussions that we've been having the last few weeks because they've been great. And because I liked them into, because look at the podcast, look at the badge of the podcast art, it's my name on the podcasts. I will do what I please thank you very much. Name on the door. Huh? Denny crane.
- Speaker 4: [06:00](#) Okay.
- Speaker 3: [06:01](#) Okay. So spiritual foundations cue the big voice.
- Speaker 2: [06:06](#) Okay. Does anyone want to live a life that is long, prosperous, spiritual foundation? Let's take a little listener poll right in and let us know. You heard Chris a couple of episodes ago who thinks he should become the big voice so that we can talk more about your childhood and that sounds like a bad idea. Plus he has a good voice. I bet.
- Speaker 3: [06:29](#) Fun Stories. He does have a good voice in this front. I remember when he did not have a good voice like when he was six [inaudible] six yeah. So spiritual foundations. So there's this passage in James, and I'm not going to quote verbatim because I don't have it in front of me and I can't remember it verbatim. So there, this is the Riv, the rate international version. James is talking about, not boasting about tomorrow, not boasting about what you're gonna do. Like you, you say, I'm going to go to the city, we're gonna make a big profit and would make lots of money and you don't know what you're going to live tomorrow. So you shouldn't boast about it. You should say, if God is willing, I'm going to do that. So what does that mean? Does it mean we shouldn't have goals? I'm not preaching now.
- Speaker 3: [07:08](#) This is a new feature of spiritual foundations. I, part of my development of my spirituality is I've become increasingly aware and certain of the fact that I don't know everything. In fact, the more aware I become, the

less I have to think I know. So now spiritual foundation is maybe just more me exploring my own questions and hoping you guys can help me with some answers. So if we're not supposed to boast about tomorrow, cause you don't know if we have tomorrow we should say, well God willing, I'll be able to go and make a profit and build a business, which is actually the example James uses, which I think is fantastic. I love that. But what do you guys think? Should we not have goals? So we not make declarations that will, we think we're gonna make \$1 million next year. Is that what that means? I think it's foolish to say we will make \$1 million next year.

- Speaker 4: [07:51](#) Yeah,
- Speaker 3: [07:52](#) cause you don't control that. Right,
- Speaker 5: [07:55](#) because it makes people not totally believe in you because what if it's too lofty and you're like I'm going to, we're going to do that and then people don't trust what you say because it's obviously not too,
- Speaker 3: [08:05](#) I think there are actually two issues here. There's the our pupil actually going to follow through on the goal like you're pointing out and then I'm saying there's a difference. Insane. Our goal is to do \$1 million in revenue and to say we're going to make \$1 million in revenue. Totally. To say we're going to make \$1 million in revenue is rather presumptuous.
- Speaker 5: [08:24](#) Well, Michael, Ohio, do you remember what he said at that business accelerator that were the goals that you'd say have to be somewhat realistic? Otherwise it,
- Speaker 3: [08:35](#) oh, he said, do you want your goals to be challenging and stretch you but be realistic and not delusional because then your staff can be on board within. The question is what's delusional? I think it's one thing just to say our goal is to make \$1 million in revenue in its day. As you said, Sean, I mean just to declare we're going to make \$1 million, no matter what it's going to happen.
- Speaker 6: [08:56](#) You're just setting yourself up for potential failure and an Irishman. No, I think people do make plans and they do. They do operate that way and that's a practical piece of advice of not to see. Youth might think, Oh Sean, that's a point of semantics. I'm like, no, that's, that's a wave. Like your words are are important and the guide your thinking and so we're not going to talk about on this episode, but I still highly recommend that we talk about the fire festival at some point. I got to watch the movies. I know. Have you watched him to know, but he was just telling me about it this morning. It seems like something that you should watch and discuss is this guy like the PT Barnum of

this day? I don't know. Okay, I'm going to watch the place. Yeah, you need to. And they make great fodder for the podcast.

Speaker 6: [09:35](#) But um, the one of the problems they got into is they would just say, oh well we're going to make x amount of money on this. No problem. And people wouldn't question it. And so it's just one example of, and then it wouldn't happen. So they'd make plans, they'd spend that money before they had it. And, and that was just one of the many, many, many problems with FYRE festival. But I mean, people live like that, so you're like, oh yeah, this is what's going to happen. I'm, I'm pretty sure of it. I'm just going to make plans based on that. And then, and then they're, they're not very, they're not very wise. This sounds uncomfortably familiar. I'm just to be honest, not to, not to conning people through the fire festival, but ti just saying, well this is what's going to happen. So I'm gonna go ahead and spend the money.

Speaker 6: [10:21](#) Anyway. So the real question I want to make sure we touch on is James is saying you should, if you're going to talk about what you intend to do, you should say God willing, if God is willing. So do we take that literally, do we need to actually say that every time or are we not being humble enough if we, like I will say this is what brought this to mind. I've had several instances over the last couple of weeks where I've been talking about something with some individual, different people and I've had them insert that into correct me and say well you mean if God enables you to do that, you'll do it. And I, and frankly my, I don't know if it's right or not, but my reaction is I want to slap them.

Speaker 7: [11:00](#) Okay.

Speaker 6: [11:00](#) Cause if I feel like why didn't ask you to correct me.

Speaker 7: [11:04](#) Okay.

Speaker 6: [11:04](#) So am I off base here? No, I just feel like there's a lot cause me or just the whole question to the whole question vague because I mean

Speaker 6: [11:15](#) cause then we're going to get into some metaphysics and it's like, well what do you mean by that? Are you saying that God is actively manipulating every aspect of reality and he's actually the one causing ever a lot of people do say that. I know a lady who's so convinced of that that she is asking the Holy Spirit, why should I wear today? Where are my keys? Should I turn right or left? Should I go to the bathroom now? Should I wait? I mean you don't see that modeled by Jesus and, and you don't, you don't see it modeled by the, the disciples getting, getting back to

what this guy is saying. Uh, James, he's also the guy that talks about your tongue being a rudder and, and, and how your words set the course of your life and what you're going to do. And so I think he's actually making the point, uh, as, as to what I was saying earlier, beat like cautious.

Speaker 6: [12:02](#)

Like, I don't think he's saying because he has other passages where he talks about you taking responsibility for things. I don't think he's saying God is, is controlling everything and you need to say God willing. I think he's talking to people who are saying like, Hey, the Christian, God's on our side. Things are going good. We're going to do this, we're going to do that. And they're just making cavalier plans and they're not thinking properly. And so he's talking at times about like, Hey, be careful with your words. They set the course for your life. And then here I think he's saying don't boast about that cause you don't know if it's, I don't think, he's not saying don't make plans. He's saying don't be prideful. You don't know what tomorrow holds enemy. Jesus even says that you don't know what tomorrow holds. So you can't like boast.

Speaker 6: [12:44](#)

You can't say like, I'm going to do this tomorrow because you may plan to do it, but you don't know it. So I really think that that he is hitting this point. Why can't you though? Why can't you? What? Why can't you boast? Because you don't know what's going to happen tomorrow. You can boast and say we're going to attempt to do this and we think we have a high level of success and we're very confident and we're proud of our abilities. But to say that you're going to pull it off means that you're omniscient and that somehow you know all the variables, you know exactly what's going to happen if you need, you've accounted for the mall. I really think that's totally true. I mean I think that's underlying for sure, but I don't think anybody really lives their life like that. You know?

Speaker 6: [13:21](#)

Like like what we just kind of go forward setting goals for ourselves. I don't know. I mean I get what you're saying about we don't boastful and prideful, but who, who really is that way? You know who, who really looks at the future like that? I, I dunno. I think people do it every day and I mean not everyone does it, but I think it's a, it's a common enough thought pattern and process. I think we just assume there will be at tomorrow rather than, I don't think this passage is saying there won't be a tomorrow. I feel like what the passage is saying, you have a plan, you're, you're good to try to accomplish it. Don't be like stupid and foolish and think that you have a 100% chance of pulling that off tomorrow and then don't make plans. But to talk like that to yourself like, well this might not happen, but it might happen. Like to make that a habit, don't get it. That sort of annoying.

- Speaker 8: [14:14](#) I think it's more positive to say to, to talk about it. If it's a goal we're talking about, say we're talking about a goal, it makes more sense to positively talk about something you want to have happen, something you want to do. Then to say, well, you know, if God lets me, right, because honestly I feel like if you want to do something, you can do it. God's probably not going to totally block your path unless it's something he really doesn't want you to do.
- Speaker 6: [14:44](#) I mean, I get what you're saying, Sean. I told you I need to, I don't think you do. Oh I do. But I don't think there's any way to like, no, cause I'm not defending the point. No, I know. I know we, I get what you're saying. I get what you're saying. I don't, I don't understand why we'd need to live under that. The thing to think about here is g James probably isn't just throwing out like a good piece of advice that is generally applicable in most aspects of life. He is in all likelihood speaking to a problem at the church to which he is writing. So there is probably a behavioral issue at the church he is writing and he's saying, hey, you guys can get pretty cocky about the future. So I don't think he's saying as a as like a general, you need to live your life like this.
- Speaker 6: [15:29](#) Just like when Paul says, well you need to keep your women quiet in church. Whoa. I thought you were talking about like today what we should all be living like while I was, that's how I posed the question. I think a lot of people live in that mindset and I think they're wrong. The mindset of prideful. He looking for it? No, I think they live, no, I think they live in the reverse. What you are talking about is the people who live in this mindset that God controls everything in the us. You have to live in this position of well I want to do this, God willing that I believe it was a misapplication of this first. Um, and it's the reason I said it's a lot of, because it's based on a faulty metaphysics understanding of how reality works. So you said something earlier that I want to, I want to wrap this discussion up with and then invite listeners to send in your comments and your thoughts about this very question.
- Speaker 6: [16:15](#) But you said it was addressing a specific problem at that church he was writing to and I think we forget and lots of people don't even realize or know and some people are offended when I say this. Every part of the Bible was written to a specific group of people in a specific time, in a specific situation. It was applicable to what they're going through right then. It doesn't mean it's not also apply applicable to us, but it's applicable differently. Right. You have to think about why did he write it? Who did he write it to him? What was going on, but why, but what was the just then like were you saying that's how we should all be living because James said this to the church

that was currently dealing with those kinds of, my question originally when I set this up was should we, is it wrong for us to say even even to say, my intention is to make \$1 million in revenue this year.

- Speaker 6: [17:05](#) That's our goal is what we're working toward. Do I always have to add the phrase God willing, right. That's what I was asking. I do not think that is what James to say. I believe James is confronting a mindset and he's in the specific problem in a specific community and he's saying you guys, you don't know what tomorrow holds, but you're acting like you do. No, I don't know what specific air, I haven't done a deep study. I'm not even a hundred percent sure that there was an error that the t to the church that he was writing, but he is writing to someone about something and there's a reason he says this. And if, if we look at the Bible, the new testament particular the pistons as a whole, it is usually because they are writing to address an issue or multiple issues. Add a location. So we'd love to get your voice on this and I really mean your voice. So here's what you do. If
- Speaker 3: [17:49](#) you want to make a comment, keep it to two minutes or less, keep it friendly. You can be, you can be adamant, you can be passionate, but it'd just be nice. Don't be nasty and send it as an MP. Three file through Dropbox. Do not email us at MP3. Send us a Dropbox link to support@rayedwards.com if you have a comment out of the show cause we'd love to get your voice on the show itself. And now,
- Speaker 2: [18:11](#) well now simple hacks that make live cheaper, easier and faster. Raise tip of the week.
- Speaker 3: [18:18](#) Remember we used to do a thing called tip of the week. Yeah, we're going to do that again this week. I don't know. I don't know if I'm gonna keep doing it or not, but we're going to do it this week and see if people are glad that it's back or if they're like no need to talk about apps anymore ray. Okay. But I did find an APP I want to talk about because it's super cool. It's called just press record and you can get it in the APP stores five bucks. But the way it works is you press this big red button record and your record, like you dictate a, an email or an article or a blog post or whatever you want to dictate. And then when you're done, you click stop and there's a button at the bottom. It says transcribe. Oh Nice. And you click it and it uses a Apple's speech recognition technology to transcribe it.
- Speaker 3: [18:56](#) And it's a like 80% accurate. True. Obviously it's going to require some editing, but it's uh, it's doesn't cost \$15 a month, which dragon anywhere does and drag it anywhere. Has Gotten less and less accurate over time.

This is more accurate than drag it anywhere and it's five bucks one time. One, I bet apple likes it because every time they, I mean they their, their uh, their speech recognition thing is, is AI driven and it learns. So here's, here's one more features that I like about our content. You put through it. The more it learns, it's got a share button. So you can actually, you could take your audio file and the transcription and share it with somebody like your assistant. Oh, cool. Who could then listen to what you said and clean up the editing of the text and you'd be ready to go. Nice. That's cool. Just press record. We'll put a link in the show notes

Speaker 2: [19:41](#) and now how our feature presentation, how to get clients. Now this is the number one thing if people ask me about being a copywriter, so we're focusing on, just so you know what's going on with our business these days. We've got a coffee shop, empire building. It's right. That's separate from Ray Edwards International, which is about marketing and copywriting and our businesses now where we sell the book, how to write copy that sells. It's about writing copy that sells. It's a really complex, really close.

Speaker 3: [20:13](#) Yeah. We, we disguised it as something else really like artsy name that kind of leaves you wondering what is that book about? And then you read the goes Ophelia. Yeah. Right. Then you read the subtitle, you're like, oh that's what that's about. I remember when I heard Michael Hyatt first mentioned that, which is funny cause he doesn't actually follow this on his books. Oh No, wait a minute. Say more about that. And that's, that is funny. It was at the first tee copywriting academy, Tca live. He came in and spoke, he did a great job and he gave this excellent piece of advice on picking book titles that he doesn't awfully small. So his advice was people when he's, like, when I worked at Thomas Nelson, people would, you know, they'd have this like pithy artistic title to the book and then they'd say what the book was really about and the subtitle.

Speaker 3: [20:55](#) And I would say, how about we get rid of that artistic, pithy title and we just use the subtitles, the title of your book so people know what it is. As soon as they read the title. And I was like, Oh that's brilliant. And so we just started doing that with all your books, how to write copy that sells. I mean some of the random ones we do, it just makes more sense. But he's come out with some books and then don't follow that rule. Um, Adrian Curie thick green book on the top left shelf. I want us, I want to take a look at this. Sorry Michael. If this doesn't your best year ever subtitle a five step plan for achieving your most important goals.

- Speaker 7: [21:35](#) It was great advice. Well what are, you know, so we've got, I'm going to,
- Speaker 3: [21:43](#) I'm going to spill the beans on something. We've got a new book we're working on and I say we, because I have a co-writer, coauthor, which I haven't had. I've had people help me edit stuff. I had somebody help me write a book that I'm having to rewrite now. Totally. Cause that didn't work out. But I've got, this is working out really great and it's with Dr. Douglas Pew and we're writing a book called writing riches, how to build \$1 million copywriting business. There you go. You might have to hold on to that title for the reason you're rewriting the book. Here's the reason why are writing the book. My first copywriting book was called writing riches and then I published a new version of rewrote, probably 80% of that book and published how to write copy that sells. So the old book is out of date and it's out of print, but people still buy it through Amazon because you can buy used versions of it and they get mad cause they, they say, I thought this book was about how to get rich writing copy, but it's really just a worse version of your copywriting blueprint of how to write copy that sells.
- Speaker 3: [22:40](#) So I was talking to David Hancock, my publisher, and I said, what if we just kept the title and fill the inside of the book with what people actually expect to be in there? And he said, brilliant. Did you listen to Amy Porterfield's I know third newest podcast about, that's how I think of them collaborating with other people. Wouldn't know. What did she say? She said, well maybe she's directing this more of a at a startup company, but she said that you be careful of them because sometimes they don't pan out like you think they tried to do two of them. I don't know. I've had that experience. This is, and I, I that's good feedback is good advice cause I tell people like when they go into partnerships, I quote Dave Ramsey who says partnerships are sinking ships, which usually they are not always, but usually, but this is a little different because I'm the senior partner.
- Speaker 3: [23:34](#) How are we supposed to be talking about how to get clients? Yeah. So anyway, how to get clients. How do we get off on this subject? I Dunno. All right. Back on the rails. How to get clients. Oh it's the number one question. I get it. That's what we were talking about. So the reason it's the number one question is we're focused on copywriting, how to write copy that sells your products. We have two audiences really that buy from us now and listen to this podcast for copywriting and marketing event advice. One is entrepreneurs who wanna know, how do I sell more of my stuff as an as a store owner, as an attorney, as a ecommerce person, whatever info marketer of whatever the case may be. And then we have

people who want to be copywriters who get paid to write copy. That's what they want their business to be. The majority of the revenue for our company is actually coming from those ladder people these days. The latter day copywriters, you might call them boy.

Speaker 3: [24:21](#)

So the three pillars of building a copywriting business or making a career out of that, our number one pick, the lucrative for the most lucrative form of writing, which is writing direct response sales copy. That's the the kind of writing that makes the most money most reliably. And you can make more money as a novelist, like if you're Stephen King, but there's only one Stephen King. He's kind of like the exception that proves the rule. You might be Stephen King or JK Rowling, but you might also get struck by lightning and win the lottery on the same day. It's true. So the, the most lucrative form of writing I know of is direct response sales copywriting, if you're good at it. So part one is picked a lucrative kind of writing, which is sales copy. Part two is get good at writing copy, Duh. It's a tough one. And you do that by studying, by getting feedback from somebody who knows what the heck they're doing.

Speaker 3: [25:07](#)

It is hilarious. Well, okay, sound hilarious. It's sad. And I, and I laugh the number of people that sometimes slip through the cracks and even getting to our workshops that they don't think they have to be good at what they're doing. Part of it's my fault. I think they, they think you're the magic pill. Everything is my fault. Which by the way, I found a tee shirt, which is made by Tom Bilyeu. I think is how you say his name. He's the guy who founded quest nutrition. Oh, quest bars. He has the, this show on Youtube, which I love now. It's like my favorite show called impact theory. He interviews, it's like the best of the best in all fields. Ooh, Nice. It's really cool. So he, um, he actually makes a t shirt that says everything is my fault. So I ordered two of them as a trial run.

Speaker 3: [25:52](#)

We'll see how the, how they look and if they look good to a motor once for everybody on the team. Did they make hoodies? I don't know. We're going to find out if they don't, we will. So get good at it. I was gonna say, part of that's my fault because in the past I've said, you don't have to be a great writer. I still stand by this. You have to be a great writer to make a lot of money as a copywriter, but you don't have to be a good writer. Yeah. But I think people interpret being good as being crappy. I think the, I think some people interpreted that as like, well I don't really know what I'm doing but I probably can get good so I'll go to this anyway because I'm not talking about just people who come to the workshop.

- Speaker 3: [26:22](#) Even just the people that you talked to or whatever like that aren't even looking to be copywriters. And they show you, they show you their writing and you're like, is this English? Yeah or whatever product they're selling. And it's like they don't understand it needs to be good. Yeah. So to make a go of it, you need to be competent. Let's put it that way. You don't have to be great. You have to be dusty, Husky. And if you're, if you're, if you're stuff isn't good, that doesn't mean it can't be good. It just means look at it objectively and go, is this something people are actually going to want or is it, do I need to polish this up some more? In fact, I got to update my, my reference to dust asking you, cause you don't want to be dust. Cause that means you're going to take 10 pages to say what could be said in one.
- Speaker 3: [27:00](#) You know, [inaudible] was a great romantic writer, but he was very verbose and those Russian names. Yeah, good Lord. I mean I love you Russians, except when you mess with our elections. So anyway, get good at writing copy. And the third pillar is get clients. And this is first of all the one everybody wants to start with, right? Again, going back to what I think is funny, so it's like you look at their writing, he said, well the first step is you gotta learn to write. That'd be the first thing to do before getting clients. Because if you get a client and you're a crappy writer and they pay you money, it's a real good way to not get another client. We're not going to be happy. Yeah, you're going to have to change your phone number. So how do you get clients? Now, let's assume that you, you understand that writing direct response sales copy is the thing to do.
- Speaker 3: [27:44](#) You're pretty good at it and you just need to get some clients you can get paid so you can get some Moolah, some cash, some breads, some greenbacks. Greenbacks yeah, no it's not, don't even go there. I'll, I don't know what you're, I was just thinking like at terms kind of falling out of vogue. Lots of terms I use are falling out of the house. Probably go public from a point where people won't know what that means. So I was, I was at, um, pathfinder, which is a healthy place to eat here in Spokane. It's inside a bicycle shop, which is both weird and cool. And uh, I order something and she said that'll be right up. And I said, splendid. And she said, splendid. I don't think I've ever heard anybody use that word. Oh, thanks millennial. Okay. Wow. Okay. So three ways to get clients.
- Speaker 3: [28:30](#) I want to share them with you right now. These work, um, number one be so good they can't ignore you. This, this doesn't work for everybody. Not everybody who makes a lot of money as a copywriter. Is that good? They're just competent. They show up on time and deliver what they

say they will on schedule and on budget. That puts you ahead of 80% of the crowd by the way, the copywriter. But if you're really good, like Doug Pew is really good. He's so good, you can't ignore him. So that's strategy number one. Just be so good they can't ignore you. Now how are they going to know about you though? So you've got to publish somewhere either on your blog or maybe on medium or some other outlet where people can actually read your stuff. So that's number one, publish stuff. It's so good they can't ignore you. Number two, you need to alienate the right people.

Speaker 3: [29:17](#) And what I mean by that is you've got to figure out who your perfect client is and speak only to that person. So if you love, like there's a guy in our certified copywriter group who's really into health and nutrition and alternative medicine and he's focusing on just writing stuff for those people. Well that alienates people who are like wanting to sell stocks and bonds and finances. So that's what you should do. You should specialize because if you have, if you go to a doctor, would you rather see somebody who specializes in heart problems if you have a heart problem or would you rather see a general practitioner?

Speaker 4: [29:49](#) Okay,

Speaker 3: [29:49](#) I mostly treat colds and scraped knees and elbows back and work on your heart. I'm cheaper than that other guy. Don't, don't buy your healthcare that we don't buy your coffee that way. So alienates the right people. And the third way is to tell client success stories. So talk about clients you've written for tell true stories about how your copy works for them. Now some of you will say, right, right, cause I know I hear this all the time. I don't have any client success stories because I'm just getting started. Well, here's what you need to do. Get some, go write some copy. Or you get into a program like our certification program where you could get somebody who knows what we're talking about, Aka me. Just say, this person knows what they're doing. You should hire them to write copy. I'll back him up.

Speaker 3: [30:32](#) That's something to think about. Edwards certified.com boom. There's one more tactic on getting clients now that you're not going to like cause it requires a, to use a four letter word, the word is work. Yeah. So here's what you've got to do. You figure out who your perfect buyer is. Let's say your perfect buyer as a chiropractor who wants to grow his practice or her practice. So now you've got to figure out how do I get in front of chiropractors who want to grow their practice, who actually invest money in doing that, who actually believe in direct response copy? I've actually used it and are willing to pay for it and know

that it costs a pretty good penny. We're going to find those people. Will you find them at seminars and workshops about marketing using direct response marketing and there are such functions for chiropractors are such functions for dentists, for lawyers, for massage therapists, for people who own cell phone stores for every business that you can think of.

- Speaker 3: [31:25](#) There's some kind of function where they get together to learn, how do I grow my business, how do I get more customers? And it usually winds up them hearing you have to advertise and market. You need to have some copy and if you're the copy person, you don't want to go to look. If you're, if you want to get copywriting clients the last place you need to go as a seminar for copywriters because they ain't going to be your clients, right? They're starving just like you, unless you've been to one of my events and you learn not to starve. He said humbly so go where your customers are who have already proven that they are willing to invest in growing their company. They're interested in doing it. They have invested in it because they've actually spent money and they know what direct response marketing is and they've, they're willing to pay for it. And you find those people at seminars about that topic because they've proven all the stuff by showing up. They're preselected. Go to those events and I know your arguments already well, it's expensive. Well, do you want to be in business or not? Well, it's inconvenient. Do you want to be in business or not? Do you want clients or not? I'm shy. Do you want clients or not? This is the way to build your business. So there's four ways to get clients now.
- Speaker 3: [32:36](#) All right, so I still can't figure out what to call this part of the show where asked these uncomfortable questions and everybody seems to love. It's like I can do all this other brilliant stuff. This is what they want to hear. So this week I've entitled this session. Um, Chris, maybe you can make a big voice opener for this. Make it say, Tiffany leads us where angels fear to tread
- Speaker 5: [32:56](#) and now Tiffany leads us where angels fear to tread.
- Speaker 3: [33:00](#) Ooh, opens, not Walmart. The floor is yours.
- Speaker 5: [33:04](#) All right, here's the first question. What is your bad habit rather than something cheesy, but what is your bad habit? Wait a minute. What's The cheesy bad habits? Like something that you would say like to appease somebody or not?
- Speaker 3: [33:18](#) Oh, it's like a, it's like, uh, allegedly embarrassing about habit. Like if the, if you're on a job interview, they say, what's one of your faults? And you say, yes, I'm a

perfectionist. I work too hard. Yes. Please don't give us one of those answers. What is your bad habits? Bad Habit. What does my bad habit is almost like a truth or dare. Um, Oreos. MCFLURRIES that's it. Good bad habit. All, I mean they're not my flurries, but I mean we do live in the great state of Washington.

- Speaker 7: [33:48](#) Okay.
- Speaker 3: [33:49](#) So quite often, like an entire thing of cookies can disappear in the evening. Now I don't understand. What does it have to do with living in Washington?
- Speaker 7: [33:57](#) Figure that out. Huh?
- Speaker 3: [34:01](#) I guess we can weed our way through the possibilities,
- Speaker 7: [34:04](#) Huh?
- Speaker 5: [34:06](#) All right. Here's another one. You actually may have answered this one. I can't remember if I asked it. I need to delete these as I go. What's always in your bag?
- Speaker 3: [34:13](#) Like when you travel, what's always in my bag? What does that mean? You don't carry over so boring. Maybe not. I should get my bag and look. No, I'll tell you what's always in my bag. My camera. Yeah. Which one? The Canon him 50. I thought you were talking about your luggage, like you're carrying on underwear. Ask you to say there's nothing interesting. It's just everything I need to survive. Clothes, toiletries.
- Speaker 5: [34:40](#) All right, so your [inaudible], that's a bad ass assessor to be caring. All right, here's the one that's juicy and you can elaborate on. Oh good. Tell us about one of your earliest memories of you either writing or discovering you want to. Right.
- Speaker 3: [34:57](#) Okay. So I was in the second grade and I, I knew, I read a book, I can't remember what the book was. It was just storybook, obviously it was not very complex. Uh, sitting in second grade for crying out loud. And I read this book and I thought, I wanna I wanna make one of those. So I did. And I basically copied the book. I just read, I've, I made up like different names and, and I thought it was being very clever that nobody would figure out that I copied the book. I even copied the drawings, the drawings from the book. What was the book? Do you remember? I can't read it with some kind of science fiction adventure. I don't remember what it was, but I do remember what my teacher's response was. Mr. Edwards. I do believe you copied this from that book on your desk, so it wasn't even smart enough to hide the book.

Speaker 3: [35:50](#) I copied from the view of the teacher, but I knew at that point I was like, I was captivated by the fact that this person, it was the first time I realized some person made up a story that was so real to me. I wanted to be in that world and that's never left me second grade. Do you think your mom would remember that? Probably. Hmm. I wonder what she would say. Probably something I wouldn't like. Really. It usually is. Here's another, oh, you don't want to hear about me? I see how it is. Gotcha. Is this the Shawn Edward Show? I wasn't prepared to ask you a question. I thought thought they were just questions being asked. Oh, I didn't know that. You only you are answering next time I can come up with no. Yes. I think you definitely should know that would be very interested as keep my mouth shut. I'm definitely coming up with questions for you. Here's another one to kind of go along with that. What's your earliest happy memory? Okay. You want the real answer? Like the embarrassing answering. Yeah, I do pooping. You remember pooping and that being a pleasurable thing. What's your earliest memory? What I remember, it's the first thing that came to mind. How old are you with a diaper? It was a diaper, so however old that is.

Speaker 3: [37:09](#) Do you have another [inaudible] to remember that? Well, I do. So there. How? How long were you in diapers theory? I was 17 they don't, they don't think that according according to science and science is never wrong really well this, this is an appeal to if there's a time when the royal society, he said it's ridiculous to believe that rocks fall from the sky. This is, this is actually the logical error of an appeal to authority, but I'm going to run with it anyway. Okay. They they say science. Say say science says the appeal to authority, right? Sciences, sentient being that that you don't start record, you'll start like saving memories into your brain, into your sometime after two. Well, I think that's crap because I still pooping in a diaper after too. I don't, I don't really know. When I was out of diapers, we could ask my mom that question asker right now I do, but I'm going to ask her right now. Okay. That's why I'm always a little skeptical when people say they remember like when they like when they weren't one. I'm not sure that they do. I have other things I remember from, from that period that I shouldn't be able to remember. According to your theory, Sean, while I'm just saying, there's also considerable evidence that we can fabricate memories. So what's your mom? How old was I when I stopped wearing diapers?

Speaker 3: [38:25](#) You should just call her and she can answer all of my other questions I have for her. It's actually says, hey mom, how old is I want to stop bringing diapers. Oh, I want

- Speaker 6: [38:36](#) to talk question.
- Speaker 9: [38:39](#) Okay.
- Speaker 6: [38:40](#) I also remember my grandmother giving me a bath and the kitchen sink. Oh, that's weird memory. That's sweet. It's not weird. He doesn't have kids to make it something where, no, no, I don't mean weird that way. I mean, that's a weird thing to remember. It just, I loved being at my grandparent's house. Yeah, I get it now. I also don't think, just just to go back on this, I don't, I'm not sure. I believe that conclusion that you don't store memories because you learn in that area. And so if you're learning, you have to record your memory somehow. I remember one, I remember one more thing. I think I was three when I remember this though. Um, it was, we were living in Knoxville, Tennessee. He was me and my biological dad and my mom had lived there and I remember it was Halloween because we had a pumpkin out front and somebody sets a pumpkin on fire and her, my dad going out and stomp on it, cursing. Awesome. Someone set it on fire. It wasn't you. I have one more question. Okay. If you're ready to wrap this segment. My mom always answers my texts immediately except for this one. Oh, that's funny. Like why is he asking me this? There's not even any typing bubble. It says, have you stopped? No, it doesn't. It doesn't say, are you ready for your weight? Your rather question? Yes. All right. This one you can answer too. Oh, Yay. But let's have your dad go first. Okay. All right. Would you rather restart your life or continue your life?
- Speaker 6: [40:12](#) Would I rather restart my life or continue my life continuing regardless. I mean obviously either young or old. Well, it depends. I need more information. Like will I know what I know now? No. You would just hit restart. Well then what would be the point? Yeah, you just do the same thing over it. You just do all the same thing. That'd be groundhog day. You really might not. Yeah, you would. Maybe you wouldn't. Why wouldn't you? You obviously don't understand. You've never gone back. You don't understand time or cause and effect. You would have to know you ever gone back? Have you ever hit the restart button on your life if you went, nobody? No, no, no. If you went back to the point that you were like five and you had no memory beyond the point that you went forward. So you go back from when you're 42 when you're five and you don't have five rebirth here.
- Speaker 6: [40:55](#) Okay, whatever. But what I'm saying is you don't have any memories of the original quote unquote timeline. You're going to behave exactly the same way. I know that nobody's hit restart. Why? Yes we do. Okay. Is it the restart? Right. So I'll just say, I'd rather just continue my

life if I could have hold on to the memories at some point I became aware of them and then I could make different decisions if I can at least be conscious of the fact that it was a duo over, right? Yeah. Maybe. I don't know what I did before, but I, yeah, I was told this is the duo over. Right. So here's a question. Do you think you existed before you were born? Uh, I mean, I'd like to think that people did. That's interesting. Why do you say no? I just don't. Because if you believe that, if we believe that we live eternally, it turn it, it goes in both directions, we'll start at one point and just go one way.

Speaker 6: [41:44](#)

If we believe that Aternity exists outside of time than asking the question before or after, it doesn't make any logical sense. You're born into a human body. Because I think if you believe that you only exist when you, when you were, when you came into a human body, what you're really saying is I don't exist outside of my physical body. I'm not necessarily saying that. What I'm saying is I don't subscribe to the platonic idea that you are a soul before you were a person. Is the platonic idea. Is that where we're friends? We don't kiss so, so no, no, but this is, this is, this is really big in our culture and people think it's Christian and it's platonic sync. What's Christian? This idea that to Google platonic that before it means of Plato, the philosophy of Plato, philosophy of Plato. Platonic means then why do we use it in reference to friendships?

Speaker 6: [42:36](#)

Because we are, we are poor users of language. Well, and also he, he advocated in the perfect society that, uh, that you, you, you would not be married based on passion and love and because those emotions from material and and didn't really exist, so you'd be friends but not kiss you. You would, you would have affection but you, you would not really care about the emotions. And so the relationships in that construct came known as platonic, meaning they didn't have a romantic aspect to it. So give me a real intimate and affectionate, affectionate but not sexual. Yes. Um, so this idea that, so he, he was struggling trying to figure out, well, how do we, how do you, when you look at a horse, how do you know that's a horse and that it's different from a dog and still the way it's like everyone knows that that's a horse.

Speaker 6: [43:21](#)

But how did they come up with that? That's a horse of that. There's no six foot high doors. How do we know that that's a table? That table looks different from that table, but we both know that their tables what? Just wait, I'm sorry. And then just wait. Just wait then. Then you like, you look at that horse and you look at that horse and they're different, but we both know that their horses how, and so I won't go through all of it. He concluded that part of his metaphysics and everything that we exist in the material world in this like shadowy, quasi evil, quasi

real, not real state, and that we existed in a more perfect, immaterial state before we were born. And we were exposed to all of the things that have ever existed. So when we're born and we look and we go, oh look, that's a horse.

Speaker 6: [44:05](#)

The reason I know that all those things are horses is because I'm remembering back to when before I was in my body. How would anybody I know I don't, I don't buy that. How does anybody know they live after death? I don't, I don't buy that idea that I'm just remembering something that I forgot. But so, but you'll hear that in a lot of Christian talk of like, Oh, well you just need to like in really reflect and you'll discover the truth. This idea that you have these innate ideas or things are a part of you come from this sense that you existed metaphysically well as this is this thing. Well, some of the, some of those ideas are in your DNA, right? That's been established. I just want to say this, I don't buy into that platonic philosophy because, and it stopped. It's not boring.

Speaker 6: [44:46](#)

It's important because what it does is it causes people to believe this world that we live in, there's something fundamentally wrong with it and we need to need, we need to wait. We get to it a better world. That's the one that really matters. And I don't think that's correct and I don't think it's biblical. If you want to get, if you want to get there, if you want to go biblical on me, let me go biblical on you and say fine. Find in the Bible where it says that. So if you remove the platonic ideas, what I'm saying is that I don't think scripture gives much. There's no reason to believe that you would exist before you were born, other than the fact that it makes sense. I don't it see it doesn't, I'm not sure that it does, but nowhere does it say you're, it does say before you were created, I knew you.

Speaker 6: [45:25](#)

Yeah, but that doesn't mean you existed really. What does it mean if he exists outside of time? It just means that he can look at the whole of time at one thing and in the globular of time you did exist in that point, not to us. That happened might not have happened yet or it's already happened, but so he can actually look to the time when you will exist and say, yes, I know you. And so from your perspective, it's from before you existed, but that doesn't necessarily mean that you are a soul before you were born. But he doesn't say you weren't nobody. You can't prove a negative. Right. Apply that to the whole Bible then. That's what you were just trying to, I'm just saying Ray, are you afraid of anything? I kind of know already know the answer, but what do you think of the answer is in your words, I'm not sure, but in mine, no, you are not afraid or at least you try not to be afraid.

- Speaker 6: [46:19](#) I'm afraid of very few things, but there's some things I'm afraid of. Like I'm not afraid of dying, but I'm in the process of getting dead concerns. Me Getting dead. There's ways that could happen that would be very unpleasant. I would like to avoid them. I was, I've been watching this show on Netflix called the last kingdom, um, which is about vikings. I mean it was totally inspired by this fine. No, it was totally inspired by the history channel's, uh, Vikings show. Netflix decided they wanted to get in on that action and it's not as good. But the reason I watched as a side note is still about Alfred the great, which I studied in college. And so I know a lot of the actual history and so I know what's going on. But there's this one point with this vaccine, the vaccines, these vikings have sacked this church and their society. They've got this priest above a fire and they're trying to get the priest to tell him where the silver is and they're like, and the priest, like, we don't have any silver. And they're like, if you don't tell us for the silver is we're just going to lower you into this fire and cook you to death. And the guy goes, he's praying and he's like, Lord Lord, I do not fear death, but I fear the path. I did not fear death, but I fear the path. Exactly. That's just what you made me think.
- Speaker 6: [47:25](#) I'm going to use that phrase for dawn. It sounds much smarter than what I said. I don't, I'm not afraid of dying.
- Speaker 3: [47:30](#) I'm just afraid of getting dead. I don't know if your desk, but I hear the past some past. Not all of them. Not all of them. Well this one looks pretty bad, but you know it's, it's interesting to think about that cause it is the final frontier. It's true. Did I answer your question? You sure did. All right. So are we done? That's it on my end. Okay. So if you got feedback on this show, what do you think about the new format? Do you like it? Do you not like it? Do you agree with us? Do you disagree with this? What do you think about how to get clients? Anything that you heard you want to comment on?
- Speaker 2: [48:02](#) Do so and we will respond if we like when you say, and if you found this show helpful, please subscribe to it and the Apple podcast directory. Leave a review in iTunes and if you like the show notes and transcript, leave comments or anything, you can go to [inaudible] dot com forward slash three 78 okay. All right. See you next week. See you next week. Thank you for listening to the Ray Edwards show. Find the complete archives of all episodes. I'd really Edwards podcast.com or subscribe for free through apple podcasts and never miss an episode. This program, copyright Ray Edwards international incorporated all rights reserved. Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.

