



RAY EDWARDS

Ray Edwards Show, Episode 381

Phantom Pooping Prospects

- Speaker 2: [00:17](#) This is the podcast for prosperity and purpose. Social media marketing world conference we go to every year except for mine. And this year San Diego has those lines. That's all. I'm so sad that that's one of the things about six. No, it's one of the things I'm most excited about. What am I talking about? Ever since we started this, this explored to, I mean the thing about those lime scooters, well I love them here in Spokane, is they make a downtown way more accessible on foot. You can get so much further. He like as a pedestrian, you can enjoy a downtown so much more with those things that actually if I lived closer to downtown or in a city like San Diego, I probably would get one and keep it charged in the back of my car. Pick. Yeah. So I think again, Sean needs a date. Need. My God, Sean is 34 oh no single. How tall are you,
- Speaker 3: [01:13](#) your son? How tall are you? You should know this. How old are you? 32 Oh, you're 32 how ties right. And we're not doing the sixth floor. We don't need to. We can edit it out. Six for handsome, smart, bearded owns coffee shop about tone and a bunch of more very opinionated and confident needs a tall blonde woman detain him. Yes. I'm not as committed to the blonde thing anymore. Oh, finally. So no, that changed several years ago. I mean blondes are beautiful. Tells me nothing. Don't get me wrong, it tells me nothing. Tell him more. She just needs to be beautiful and headstrong and very fit well, but was in the beautiful and willing to put up with a lot of credit. A lot. Well I'm expecting, I'm going to have to put up with crap too. Headstrong. Right. So it's just going to be a lot of crap.
- Speaker 3: [02:03](#) Both of us are going to have to put up with. So if you know somebody or you are somebody who interested, you send an email to Tiffany at was no picture in your vital stats. Oh, that'd be so fun. Kidding me. He's my personal, my personal Tinder service for you. Wow. This is an awkward about it. It could be like just a fun competition. Oh yeah, yeah. A fun competition. It's our versions of bachelor. Oh No. Oh, I would love it. This. I will love this because it's going to happen. You just said it's not going to happen. How it's edited out, but I knew you were aligned. That's the wrong, it's fine. You'll have screw trying to low

me and I'm still happy that you're not totally unlovable, which is what I was told I am this morning. Oh, okay. Gotcha. Lynn is the only totally, but she said Lynn is the only person on earth who would put up with all your crap.

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This is his interpretation of what I said. That's my interpretation of her exact words. Well that's, that's a true statement. It is your interpretation of her. Exactly where it may not be her exact words. Okay, so your interpretation of them obviously were a little giddy before going to the big conference. Why is social media marketing world so good, Sean? You've been a couple of times. It's just a lot of high caliber people. I, I'm gonna, I'm gonna be honest. This, this industry we're in define this industry. We're in what? Online marketing. Okay, that's good. And like, um, predominantly dealing with like thought thinkers, I mostly thought thank Gosh, you know, like speakers and teachers and stuff like that. Coaches and consultants, it's a real, there's real value in this industry and there's a real tendency to slip off into, let's just say it, there's a lot of scumbags, well not just scumbags, but people who are even deceiving themselves.

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There's lots of those people. There's just a lot of like, Hey, I think I'm accomplishing something but I'm not as, what I like to say. These are the people who confuse activity with accomplishment. Right? And, and so there are a lot of people in this industry that their whole business is basically a pyramid scheme. They don't realize they're part of a pyramid scheme. I remember the first Internet marketing that's different than online marketing, right? Internet marketing is the pyramid scheme, but, but people didn't even to, and you watched the guys talked for the first part of the first day and you said to me, dad, this is like an was like Amway. Yeah. Because they're just selling people into their downline. Right. And I was like, Oh, oh, you're right there. All right. Because what they're doing is they're just selling how to market to people online teaching you, they're doing it.

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We're in a Brittany Spears microphone, right. Anyway, so there's a lot in this industry is a lot of people in this industry who end up in orange jumpsuits just what you're saying. Either they're thieves or they're just kooks and they don't know what they're doing. And there's enough people saying, hey, this is, this is good. I like what you're doing that they feel like they're accomplished. And, but social media marketing world actually has people who are doing stuff and who works for real businesses works for real businesses or they own real businesses that are actually turning profits and are actually figuring out strategies and and how to do this. They're not just people like, Hey, I'm about to start my business and I'm here at

this conference and let's be clear about something being trying to get my online business going for two years. There are plenty of people who are in the online business world who are legitimate.

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We don't talk about nobody you've ever heard us name is a scammer or a fantasy liver. Right. Cause you know like people like Michael Hyatt, Dan Miller, Mike Kim, these people know what they're doing. They offer value, they bring the products and teaching and training to the world. Yeah, we don't, we just don't give the Kooks and scam artists any airtime. We don't give him any airtime, but they're out there. You know, they are, you see their stuff. So social media marketing world is totally different. There's a lot of people there from the fortune 500 they're just, they're just people who, who are doing stuff. It's not talk. It's action. Yeah. And there's people who are experts in all these different social media platforms and how to approach marketing on them. And there are people from [inaudible] and also at a lot of these, a lot of worlds in the marketing world, conferences and stuff.

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You get a lot of people from kind of the same industry. Again, it can kind of be this thought leader in some shootings, kind of some grading, right? Yup. But social media marketing world has people from all different industries and I mean it's not like, yeah, yeah, it's 80% thought leaders and 20% other industries, like retail stores. It's a complete auto manufacturers of, of people. Whatever you can think of. Yeah. The, that know that they need to market. There's already 6,000 people registered to this year. It's awesome. I love at the San Diego and I have a party on a freaking aircraft carrier. What, what all are you planning on attending? All right there. I want to go to all the parties because they're fun. There are many parties and they are fun. I, it's a bunch of marketing like executives and dorks cutting loose. Finally when I, the last time I went there, they bought out a club when there, cause they're there, most of them without their spouses.

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Who's the only person on earth who could possibly loves him. You've right. But I mean, and so there you're at this club and it's filled with norm with marketing people. And so no, it's, it's dorks. It, he said it but some of them are dorks but he's, let me just put it this way Tiffany. He's not, they're looking for the dorks. No, and there are man, so you got no one that, it's just so cool. So uh, coming up we'll talk about a cool new APP, which I know is surprising because we got to bring back the tip of the week and what we've got to, I want to talk to you about being like a snake, the value of being like a snake after we just talked about scammers and rip off artists. That'll be fun. And

Phantom pooping prospects now. Simple hacks that make lives cheaper, easier and faster.

- Speaker 3: [07:41](#) Raise tip of the week. A couple of new apps for making Instagram stories, which I'm finally thanks to Tiffany. I mean really you're the person who pushed me into this. Um, there's this, there's an app called Mojo video, which creates all these cool video frame that you can put your Instagram story videos in. And then there's one called two apps for the price of one. Actually there's two extra. The price too. You have to pay for both of them to get the cool stuff. You get the APP for free, you get some pretty lame templates that you can use for free. But if you wanted to, cool and you've got to pay, how much is it actually the least expensive one is called story art. What's cool about it is it puts your picture in the frame automatically. Just select the picture and you can kind of Scooch it around zooming in, zooming out and make it look exactly the way you want it to. But it's, it really makes your Instagram stories stand out, which mine apparently need to stand out. They have been lately revel needs and Instagram story. Uh, you should totally up your revel. Oh, I'm going to, I have plants. Well, and when we have Katie in for the podcast, so that's something we need to discuss when I'm not working. She's working and well, and she's only one of you. I'm working. Only one of you was in control of the schedule, Huh? All right. That's it for the tip of the week. I'm not trying to torpedo
- Speaker 4: [08:56](#) that at all. No, not at all. You don't want Katie on the podcast fray. What she's going to say that just makes it more certain. It's going to happen. Did she possibly say, I don't know. That's what I have some ideas so I just can't, I can't wait. It's going to be so much fun in here.
- Speaker 5: [09:14](#) It does. Long, prosperous spiritual foundation, spiritual foundations. There's a verse in the Bible and the New Testament. For those of you who are sticklers for such things, urges you to be like a snake.
- Speaker 4: [09:30](#) Could you read the first? I'm referring to Sean, please. Behold, I am sending you out like sheep among wolves. Therefore be a shrewd as snakes and innocent as doves. Now I've heard various interpretations about what the sending you out as sheep among wolves means. I don't think it's anything more subtle than what it sounds like. I think it's exactly what it sounds like. Sheep among wolves, your dinner, right? So it's not safe sending you out as prey into the midst of predators, so you need to be gentle as doves. That's pretty self explanatory, right? That's how most people think of Christians, the Christians who are trying to emulate the feminine Jesus, right? Yeah.

- Speaker 4: [10:13](#) Right. I mean, just look at the paintings. I know he looks like a woman. I know he did not look like a woman may know. And so we understand that gentle as doves because we're supposed to be gentle and kind and meek and all those things except think about how Jesus was, he was not that way a lot of the time. He was angry. He called, he called his own follower. His number one guy who we talked about this before, he called him Satan. Right? The guy who's going to head up the church. Well, I mean come on in revelation.
- Speaker 6: [10:42](#) Okay.
- Speaker 4: [10:43](#) He said he was going to come back with a sword with the sword dipped in blood to stand on the necks of his enemies. Yup. And then he, he got mad at the professional religious people in the temple. So he made a whip. I mean that's, and if he made the whip, that's not as gentle as a dove. I've heard this point made before. If he made the whip, do you think he was lying by making it like threatening something he wasn't going to do? I think he intended to use it. No. Yeah, he used it. That's why I bet too. So what does the shrew to surface when you think that means?
- Speaker 6: [11:12](#) Okay,
- Speaker 4: [11:12](#) well, serpents have a
- Speaker 4: [11:15](#) kind of a cultural understanding or something that they're sneaky. They're crafty, crafty. He was hunting, he was cunning. He was able to use his words to trick and he needed money. He used to truth, but he twisted it, twisted it. So I don't think that Jesus is suggesting that we twist the truth, but I do think he's suggesting that we'd be crafty and it'd be smart. We'd be smart about how we move in the world so we don't get eaten. Well. And then also if you look, I mean snakes crawl on the ground. They're very prone to being hunt, even though the predators, they are also pray and, and they have to avoid their predators and they have to be very smart and how they evade, uh, the people are the things they're trying to kill them. So I think he's also saying, hey look, I'm sending you out a sheep among wolves, so needs to be as gentle as doves.
- Speaker 4: [11:59](#) Don't fight back. Like don't, don't just get revenge us and kill people trying to kill you, but you need to be really crappy, really smart. He really smart so you don't end up being tortured and killed. Right. And you know, one of the things that occurs to me is snakes are low to the ground. They stay low. I don't think that means it's not about being like self deprecating. It's a tactic, right? It's you. You keep low and you keep out of the line of fire,

right? Yeah. So you should be a generalist, dove and shrewd as a serpent. That's still advice that holds true today. I think even more so than then.

Speaker 1: [12:39](#) This episode of the [inaudible] podcast is being brought to you by the Ray Edwards certified copywriter training. This is your opportunity to become a professional copywriter or if you already are one, to really expand your reach and your credibility by becoming certified by one of the most sought after most acclaimed copywriters in the online direct response marketing field. And it's feels a little weird to say this, but that would be me, Ray Edwards. So I would love to work with you and help you get certified as a copywriter that we can recommend and put our endorsement and stamp on and say this is a person you could hire to write copy. If you want more information about the certified copywriter program, simply go to Ray Edwards training.com that's ray enriched rich training.com to learn about becoming a ray Edwards certified copywriter, our feature presentation.

Speaker 4: [13:36](#) All right, so you probably still wondering what is this stuff about Phantom pooping prospects? Yes. Okay, so I've got this idea from my friend Ben settle action. He was talking to me about his dog, who you've seen this behavior in probably any dog around for very long. They go outside to poop and they start sniffing around and it started in that circling thing and you think they're going to do it and they stopped and they move to another spot and they start sniffing around and they circle and circle and circle. You still don't do it and moved to third spot. Sometimes they had to stop four or five times before they actually, I only do the deed, right. So Ben said it occurred to him, those were phantom poops. They didn't really happen, and then he sought. That reminds me of how my customers are sometimes not, not your customers are dogs, but think about it in your own experience as a prospect for any product, that's a significant investment.

Speaker 4: [14:25](#) If I'm going to think about it before I buy it, I sniff around a little bit, right? Yeah. I may circle the product. I may circle the training or the mastermind group may circle a couple of different companies that make similar product and I may look like I'm going to spend my money and make an investment, but then I don't. Right. So it's a, it's kind of a phantom purchase. We see this all the time with people who we've got on the phone, we get email exchange with them. They're like, I'm going to come to your conference. I just needed to move some money around. I'm thinking about it or need to talk to my spouse. I don't think people are lying. I think they're sniffing around to see is this the right place for me? So what's the lesson that we take from this?

- Speaker 4: [15:02](#) If we recognize that they intend to do it, the dog intends to do what it looks like they're going to do, right? They're never faking it, right? It's going to happen. It's gotta happen, right? But just not where you think it is. So they're looking for the right, the exact right spot. So I think the lesson did we learn is we need to be aware of that and give the signals that tell our prospects that this is the right decision for you to make. This is the, it's not the time for Phantom purchases. I know it's a bit of a stretch. So this leads me to three reasons why we ended up having Phantom pooping prospects. Phantom pooping. Reason number one is we don't understand what their pain is. We don't understand how they describe it. For instance, if I'm a coffee, if I need coffee in the morning and I'm driving by the coffee shop and I come into your coffee shop and I'm in a hurry, is it likely that I'm gonna sniff around and then leave if I'm in a hurry? If you're in a hurry, no,
- Speaker 5: [16:03](#) no.
- Speaker 4: [16:05](#) I mean, if you're in a hurry and you don't get your coffee, you'd have to go somewhere else. Which means that's what I'm saying, take you more time than to just get coffee with people. People don't think that way. I've seen people in the coffee shop because we, we make artisan coffee. It's handcrafted. Every cup is handcrafted, right? So it takes time, right? That's part of our ethos. We're not a fast food joint. Totally. So good cup of coffee takes a little time to prepare. If somebody walks in and they're in a hurry, I've seen it happen. They would be faster if they just stayed and got the coffee right there. Right? But instead they get in a huff and they turn around and leave. They do. Generally. That only happens when we're really busy and we have a line. We have a long line, but yes.
- Speaker 4: [16:44](#) So but can you see how that happens in our own, in our, in this business? Yeah, absolutely. Like I'll tell you one example that we have going on right now. We open up applications for our certification program. We've got like 120 people who filed an application. Guess how many of them we've been able to talk to so far? Like 30 Oh yeah. So those people were sniffing around, right, and maybe they moved on by now. I don't even know that. I mean that's upsetting to me. That's, that's a problem, right? So not understanding their pain and in this case, not understanding their timeframe. If somebody to this, the second mistake people make in their business that I think drives business away and that is not being responsive to what the customer needs. Have you ever had that happen in any business that you frequent? Tiffany? I said, you go into your shopping and you have certain needs that you're talking to them about, like what you're looking for in, they're trying to sell you something else. If were here,

have you? Oh yeah. Actually I'm not shopping, but just yesterday I went to have a massage and she, I told her that my packs were like super tight and to work on

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those and then like she worked on my legs for like a half an hour. And then I told her about an overuse of my shoulder over my own massage therapy career. And then she totally fixated on my shoulder, which I did not want because I didn't try to stay away from it. Yeah. But she jumped on it. So I dunno. Is that kind correlates? That's exactly what I'm talking about. It's not listening to what the customer says. Yes. Not being responsive to their actual needs. So like I think in our copywriting business, one of the things that we're working on right now is streamlining the communications process. When somebody knocks on the door or they sent an email to fill out a form, they're interested right now, not 10 days from now, maybe not at all. 10 days are not moved by the end they've bought from somebody else or decided they don't need it or moved on to something else.

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They want to know right now, can you help them? So about sidetrack us this, this raises a question that I've been working through that I'm trying to find an answer to. I have an apparent contradiction. This, this is a case where you're asking a question. Yes, not, no. Well, I mean I have telling us a truth from Mount Sinai. No, I have not received the dot yet. I have not received the the tablets. Okay. All right. Go for it. I just have the question. In rebel w were growing and rebel is rebel 77 it's our coffee shop here in Spokane. As we're growing, it's been on my mind that we need, I need to think about our culture and who we are and then I need to actually define the culture and and figure out what our culture is. Just so we're clear. What do you mean by culture?

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The values and virtues that guide and dictate the business, like the goals and how we're going to get there. I feel like you need to go to the Michael Hyatt, um, business accelerator or should have gone in the last time we were there probably. But, um, what I've been doing is, uh, one, one of the things, one of the virtues that I personally want to embody and I think is good is the idea of independence, which is this, this concept that you don't, from an objectivist standpoint, independence means you use your own rational judgement to determine what you need to do and you don't really care what other people think of what you're doing or how other people are doing it. Right. So like if somebody told you you were totally unlovable, would analyze that statement, you think you know what, that's all analyzes, right? Right. Yeah.

Speaker 3: [20:19](#) You would have to name the independent person would say, well, okay, that's your opinion, but I don't agree. But you want the culture of your coffee shop to be like that. No. What I what? Yes. I want people to be independent. I believe independent is a virtue that every person, what if they're independent and they defy your instructions as the boss? Oh my God, can you just let me get through the freaking question. I have answers to all of those. Those are not problems to me, but that's not what we're talking about. All right, go for it. So the whole, the whole idea is thinking freely and not, not being like afraid of the opinions of others or thinking like, like so well do other coffee shops do that? No they don't. Oh well then maybe we shouldn't do it either. You know, that kind of thinking like just based on, well, if other people are doing it or not is, is not, uh, is not a wise way to make decisions.

Speaker 3: [21:05](#) So we shouldn't make decisions that way. We need to make decisions based on reality, the demands of reality and our business goal and how we need to get there. And if other shops aren't doing it, who cares if they are or aren't doing it. The other part of that is we are a business. So he has to make a product that people, this is where the question comes in. This is where a business, we have to create a product that people will sell. But we are well by the people we have people will buy. But we are also not just a mob vending machine producing blindly what people want, like making it an lowest common denominator product so that people will buy it. Right. And I think of Henry Ford, he's like, if I had asked the people what they wanted, they would've said a faster horse.

Speaker 3: [21:50](#) And so in my mind, I've been working through how does this play out? How do we encode and embody the virtue of independence and free thought, but not like completely skip off the rails of meeting the demands of the market. But secrets, what the genius of what, what Steve, not just each of Henry Ford did is he saw the pain of the people. He and he saw a solution that no one had thought of before. And he knew that it would solve the problem better than the horse. Uh, and so he made it happen. So it wasn't that he just thought, hey, this is cool. I'm going to make this product and people will need to buy it whether they want it or not. It's like he anticipated their needs before the people even realize they had it. And so I'm trying to figure out as a business, where is that line? Where do you, where, where are you independent? Where do you let your goals and your values set the course? But you also have to be sensitive to the needs of the market so that you're not trying to build a faster horse. You're coming up with the next car.

- Speaker 4: [22:49](#) I actually know the answer to this. Oh, okay. You start with who is your perfect customer? And by perfect customer, I mean who do you want to do business with? Who Do you want to serve? Who Do you want to see Philip to coffee shop everyday. You'll be glad to see them walk in the door. See, but I feel like that's making you dependent upon other people again. Okay, look, you're dependent upon other people to buy your stuff. At some point. That's what I was saying. So what I'm saying is do you set the criteria of who it is you want to sell your stuff to instead of just, I mean, you could sell to the mob and you ended up with Starbucks. Oh, I mean a big fast food type, like the Mcdonald's of coffee, like that, right? The lowest common denominator, like the biggest, highest calorie sugary crap that you could possibly shoved through a window in two minutes or less. Not that I have an opinion about it, but I think it's you or you're independently deciding this is who I want to do business with. This is the kind of people I want to have commerce with. Okay. So I think it's actually a slight tweak of that. And it might just be a word thing because it's not the kind of people, it's the, the, it's a kind
- Speaker 3: [23:46](#) of problem you're trying to solve because, because, because people have problems. I know, but if you're not just looking at, oh, these are the kind of people like because I want to serve coffee, hipsters. Like, I'm not saying that's what we want to do, but at the same that's different from saying, I want to create an environment. This is the kind of environment I want to create in these [inaudible]. That is a solution. That's a desire of these sorts of people. Does this, that's exactly what I'm saying. Although I actually said was people have problem. Well, but what I'm saying is people could easily have interpreted, oh well you know what? I want my ideal client to be rich executives, and I'm like, okay, but no, you need to have a, you need to be more specific than that. What kind of Richard says, what is there?
- Speaker 3: [24:23](#) What are their values and virtues? What are their rights or ethos? What, how? How do they do business? What kind of business are they in? Because Henry Ford, he looked at his person, but he didn't just look at, Hey, I want to find a way to make a bunch of money selling to the common man. He said there's a better way to travel. And so this is a problem they're experiencing and I can create a better solution to the problem. So, and you are selling coffee and how many different ways are you going to be able to do this? We'll see. But see that line of thinking is also dependent thinking because now you are dependent on people coming in and buying your product. This is, this is why I'm saying this is the tension point. This is the tension point. Um, what was the first thing you said?

- Speaker 3: [25:05](#) This is coffee. How many other ways? So it's easy for people to hear this idea and think, oh, so you just want to be original and know if, if we determine no, that's not what I'm saying. No. Which kind of what you were saying, cause you're like you said, if, if you making coffee, how many different ways can you make coffee? Well not even just make coffee, but having an environment. I mean there, I almost think that you're thinking beyond coffee. Maybe you should step into some other bigger business. No, no. Cause I've, I've already come up with some ideas recently that people in industry have said, I don't know if anyone else is doing that, which can be a great innovation or it can be a bright, total folly, total, total folly. Uh, you need to be able to objectively analyze reality and see if your solution is going to be able to sell the packs.
- Speaker 3: [25:52](#) Have a question. I have a question. So when you were, you're no longer a massage therapist, but when you were, you worked at a therapy place, what do you call those places? Studio Studio, let's call it a massage parlor, call it that. That is a song about that. No, but I mean you probably had opinions about the kind of people that you would like to serve as a therapist. Yeah. And they probably had certain personality traits, ways they behaved, how they, how they were in terms of generosity, how they were in terms of interaction with you. So you, you probably could, could have written out a profile of well if I could just pick the perfect people to work on as a therapist, it would be this kind of person, couldn't you? Kinda, but I like to work on a lot of different types, but the, okay, but were there people that you're like, oh my God, not that.
- Speaker 3: [26:38](#) Not that person. So that's, that's a beginning of the setting that criteria. So then your marketing and the way you set up your massage therapy practice would be made to attract the kind of people you wanted to do business with. Yes. So you are dependent upon somebody to do business, but you want to pick the people that you're doing business with. Sean, I'm curious, what are the types of people that you want to be doing business with? I'm not at that question yet because I also want to hit this point cause I think it's important, even though you may not have raised it, people are thinking it on the podcast. This, the position I'm arguing does not argue originality for originality sake. No. Because Ford was not original. Cars were being invented by other people and jobs is not original and people had made MP three players and also that is a dependent mindset that is not independence.
- Speaker 3: [27:25](#) That is dependence. Again, just flip, well, this is a point. This is what, this is something that people are thinking as they're listening to the podcast. They're shouting at the,

at the, at the, at their phone right now saying, but you are dependent because if people don't give you money, you're out of business. Let me make my point and then I'll answer that, but please do make your point. I just want you guys keep freaking jumping in and derailing. It is called a conversation. Not a monologue, but go ahead. No, I'm done. Let's move on. Can you at least answer our two question? Nope, I'm done. No, you can't be done. Be the waste of like a half an hour. Yeah, it would be. So we're gonna, we're gonna be silent now. You explained the rest of your calendar if you are original, just because you don't want to be like everyone else, which is I fear of how people are hearing me say even though you guys you won't accept that is that you're still dependent upon the opinions of others because instead of doing what you feel like you need to do for your business, you're now saying, oh, everyone else is doing this and I need to be different.

Speaker 3: [28:15](#) So now you're defining your actions based on other people. Again, so the question at point is how are you not dependent? You are dependent on the people you're doing business with in that in order to do business, you have to have customers. But the, the, the, the trap that I, I was falling into and so many brick and mortar shops do fall into is, oh, maybe we should add this product or this service to get more people in the door. And what you're doing there is you're just pandering to try to get as many people through the door as possible, but you're not actually like you're there. You're, you're making yourself dependent to all the caprice and desires to anyone who might come along. Whereas if you say, no, this is the problem we're solving and this is how we're solving it. As long as your solution has value and you're an and you're not and you're not worried about all of these random things of trying to meet every need of all the customers to get everyone else, you come up with true genius.

Speaker 3: [29:09](#) Like the reason that Ford was genius because he wasn't worried about what his customers, like all the different ways as customers might re might not respond or trying to figure out how to get the most customers. He's like, this is a solution that will work and I believe that it will work. And that's, that's, that's the point where I believe you cross him the true genius and most people are stuck in this middle area of, well, I have this goal in this vision, but I also kind of have to give way to the, to my customers and I'm trying to figure out where is that line? Where's that? Where do you go? Yes, I have customers, but I also can't just listen to my customers. I have to determine

Speaker 4: [29:42](#) what needs to be done. I have a question. Yes. You keep referring to wanting to, to do, to create genius. Are you more interested in being a genius or being profitable? I

know the answer. Yeah. I'm more interested in being profitable. Okay. So what the, what the genius is, what gets you there? I think what people, what many people think of as genius is really just concentrated focus. Sure.

Speaker 6: [30:07](#)

Okay.

Speaker 4: [30:08](#)

So it's not saying it's like unique to certain class of humans. It's not us. It's not, yeah. And it's not a spark of originality. I think it is concentrated focus on what is the real problem we're solving. Like in the beginning when Starbucks began to be successful, this is what I think the genius was. It was an environment they called it the third place you had work and you had home and there was a place in between called Starbucks. It was the third place when you, when did those original shops, they felt like an Italian coffee shop. It was a different environment and it felt like it felt more cultured. It felt calmer. It was a good transition point between work and home. It was a place you go and have community now. I think it's evolved into something a lot more like McDonald's. It's just my opinion and there's a place for McDonald's in the world as much as I rail on them. There's a place for Starbucks in the world as well. It's just not my place. So I think that the answer to your conundrum is what's the real problem you're solving for people who would come to an artisan coffee shop?

Speaker 6: [31:04](#)

Yeah,

Speaker 4: [31:05](#)

and then you have to think about, well, who are the people? What kind of people do I want? This comes back to what I originally said. What kind of people do I want to be in this coffee shop who fit our values or virtues are culture, the kind of people we want to hang out with. Does that help? Yeah. Yeah. Why is it so important to you to be independent as a coffee shop all it's important as an individual. I don't want to be dependent upon the opinions or thoughts of others. I want to decide what is true and right for myself into yourself. Independent of what other people think. Okay. I agree with that. I agree with that, but it's, Tiffany was saying earlier you and we've made this point over and over again and you keep saying it's not the point, but there is a point at which you are dependent upon making something that people actually will buy. Yeah. I mean you have to create value. I mean, if you're not creating value, you're not really a bit, so then you have to answer the question, who are the people who will buy it for whom this is valuable?

Speaker 4: [31:59](#)

You have to answer that question. You do, but I guess I'm wondering where, again, I haven't fleshed the question out enough obviously to communicate it because I'm obviously not communicating the the point [inaudible]

not getting the answer you want. That is not true because I don't have an answer. Well, I will be curious to follow up on this thread on a later podcast to see what your answer ends up being because I think it is, it is centered around who you're serving as a customer. I'm sure all of those aspects of play into it. It's almost like you don't want to say it please. Customers like you don't really, it's like you're kind of floating

Speaker 3: [32:39](#) around that Nazi. Yeah. It's no soup for, you know, uh, I don't see myself that way. No. Or you're resistant to actually giving them something that, let me see. Let me see if I understand your question. We try to reprocess it and let me just tell you what I'm hearing you. You're a proponent of the value of independence not being swayed by every wind of opinion by other people using your own reason and senses to decide what things mean, what is real and what's not, and making decision based on that, not in the opinions of other people. Right. Okay, so that's an important individual value or virtue for you and you're trying to figure out how does that fit into the culture of your retail coffee shop. So where's, what's the point? What's the, how do you exercise independence as a coffee shop and yet still have enough customers to stay in business?

Speaker 3: [33:31](#) Is that the question? No, this is why it's important to think through your values and virtues as a business carefully because if you don't, you could end up, this is not what's happening with you. I know you and I know the business well enough to know this is not what's happening. But many businesses don't even ask these questions, right? They don't think about what are their core values and how does it, how do they live those values as a business? And thus they get off track and they wonder why is this not working? So they start trying every tactic that will please anybody desperately trying to get a customer when they don't even know who their customer should be or why they are serving them or what they want to serve them or how they want to show up as a business or how they want to show up as a person or as a, as a representation of a certain.

Speaker 3: [34:15](#) So let me give you some examples of what I'm trying to work through. I went to a local coffee shop a few weeks ago, uh, to a what's called the latte art throw down, which is where all of the skilled baristas in an area come together and they pour latte art and they compete. Uh, they can be a lot of fun. This particular one was not very fun. Um, why? Well, there are a lot of reasons. One of the reasons is that this coffee shop, and this is something I've thought about doing it relevel and I'm not going to do now, uh, had beer and wine and they had drafts on tap and they had alcohol and tap. And I can tell you when you're

in there, you are subconsciously confused cause you're at a bar or a latte art or am I at a coffee shop? Cause it's a coffee shop that has beer on tap and wine. But with the taps being there and everything with some people drinking beer and some people drinking wine and some tree people drinking coffee, you go where amp like subconsciously you're like, I'm not quite sure where I'm at. And that makes you uncomfortable. Um, because you're not in a place like the like the attention of that space is divided. It's like, am I at a bar my at a coffee shop? Um, cause I behave differently in those places.

Speaker 3: [35:28](#) I should hope so. I should hope so. And so there's this idea that things are unified in that you shouldn't do things that contradict your core mission and the value that you're trying to provide people. And I feel like even though there you might be able to get some higher revenue numbers by having beer on tap for a while, alcohol for a while, you're actually shooting yourself on the foot and you're distorting your brand by polluting it with things that aren't actually part of what you're doing. Um, and people will no longer start to associate you as a coffee shop. But as this weird hybrid thing does, am I, am I making, am I making that makes sense to me. So there's, there's premise, um, one, so your business, you shouldn't have things in your business that contradict what your business is about or that don't support it.

Speaker 3: [36:14](#) You know, like one more talking about writing a book. Everything has to support your thesis. Yeah. It's like your business has a thesis. Everything you do needs to support it, not distract away from it, not pull you in three or four different directions. It needs to support what you're doing. And, and their, and their attempt to get more customers and be more profitable as a business. I feel like they violated their thesis as to who they are and what they're doing. And it produces in an environment that I don't want. Uh, and I, and I don't like, uh, and so that's, that's premise once, so when you're making decisions on, on what to do in your coffee shop,

Speaker 3: [36:53](#) we have people asking all the time if we sell beer, wine, but I now know what that would do to the aesthetic feeling of the shop and how it would change the environment inside the shop. And I don't want that to happen because it would take us off course from the value that we're trying to offer people. What is that? What is your thesis for Your Business? It is an offering, an excellent coffee experience and, and that needs to be defined. I understand. And so that requires an entire, it's the second you walk through the door to the minute you walk out, this is what I want rebel seven to be is, is this third place life giving invigorating, inspiring, delicious, warm

Speaker 3: [37:39](#) experience. And that's going to attract a certain kind of person. I'm not trying to drive home with, that's the total answer. But I think the answer is where you're independent saw it comes in is creating the identity of the business. Right? Here's, and here's another area that this question bumps into the gets clarity. I was talking about this at dinner, the Night Punch cards in specialty coffee paper punch cards are a no, no, they're looked down upon as like, you know what cheap drive through stands use or, or whatever. And so people, they don't want to use paper punch cards cause it seems low brow low class. But we've been doing this, this a mailer campaign and people have been bringing in these mailers and they'd been asking if we have punch cards. Now we have a system that's not like punch cards that that is a reward system.

Speaker 3: [38:27](#) Um, and that people do use. So we do have something for them. But I had to tell so many people know we don't have punched charge and they're asking for them. I had this one guy tell that he got a punch card at this one. I think it was a juice stand. And he said, he said basically, I didn't even really like the juice, but because I wanted my free drink, I kept going back there and, and so I'm talking with Katie. There was a person who has no independence. Exactly. Um, I'm talking to Katie, I'm like, this could really help us turn people into regulars if we had a different punch card system and, and we had this great conversation and she's like, okay, but no shops do that. No shops, no specialty shops do that. Will that make us, will that distract from our brand?

Speaker 3: [39:06](#) But she was really asking, she didn't realize it well that violate our thesis. Um, even though that's what people are asking for, will that violate our thesis? Um, does that add or detract from what we're doing? And so then that makes me go that, that forces me to ask questions like, well, is there a way we could do punch cards that does fit our system? And I have an idea, I've come up with an idea and this is why I'm on this question by tr, by forcing myself to think in these terms, I have come up with two ideas that I've never heard of before and not just for originality sake, but because the, the situation has actually like it. Just looking at the facts of the situation and understanding who we are and what we're offering and not offering, even though the customers are asking for it has allowed me to figure out, have better clarity of who we are, what we offer and how to offer it and, and, and, and sometimes that comes out in ways that no one's experienced before.

Speaker 3: [39:58](#) Can you share, I don't want to at this point. Okay. Trade secret trade secret. Well here's the, here's the thing. This to me sounds a lot like the premise of Seth Godin, his

latest book, which is called this is marketing. But the premise is people like us do things like this, right? And I think that's, that little sentence contains so much about how to market your business. And Marketing starts with who? Who is the business, right? The business has an identity and we know that the most powerful force in human psychology is that we stay consistent with our own self identity, right? It's true for a business as well. If the moment of business starts behaving in ways that doesn't fit itself, it begins to fall apart, right? Because think of Sears, there was a time when Sears was a catalog company. Then there was a time when it was a big retail store.

Speaker 3: [40:43](#)

Then it tried to be all things to all people and now what is it? Right? And I mean even just here this summer, it seemed like you were going in all these different directions and it seemed like you reign that in and focus fully on one or two. Absolutely. So, I mean, I feel like we, we got some great stuff here, but these are the questions that have been turning around in the back of my mind. Who are we and what is conducive to our goal? And where's the tension between where do you listen to the customer? Where's, where is independence in the marketplace? You see it. You see what I'm saying? Dude, I do see what you're saying. So now this, remember that this was a tangent. Yes. For the three, three ways businesses fail to, to stop their customers from being Phantom poopers, right. People who come in, sniff around the coffee shops, I nope, not for me. And they leave. So I guess one of the things I was saying is because what triggered is how sensitive am I had a phantom poopers well, you got to figure out which dogs you want. Right? So number one, like don't just blindly trying to catch all the phantom poopers I guess that's one thing I'm trying to say.

Speaker 5: [41:50](#)

Ah,

Speaker 4: [41:50](#)

you took me so far off the rails. I don't even remember what number one was. So whatever that was. Then number two is not being responsive to the customers. Uh, number one, I don't remember. I don't want, number three is okay. Number three, the third way businesses fail and ended up with customers that ultimately don't buy from them, is they don't tell the story of who they are in a way that's meaningful to the customer. Yeah. And that's how, that's how you send the signals to identify this is the place, this is what you're looking for. It's what you're sniffing around for. And to do that, you have to know the customer. You have to know who your identity as a business, the personality of Your Business, if you will, and the values of your business and represent them in a way that signals to other people who are, who put themselves in that same category so that they say, ah, people like us

do things like this. This is how I do coffees, how I want to do coffee, therefore I'm going to hang out in this place, not the other place. So I think those are three ways to avoid the fandom. Sniffers I could just can't say the word again.

Speaker 5: [42:47](#) Ha Ha.

Speaker 3: [42:49](#) So I think this was a good discussion and it's kind of a kind of a consulting session on the podcast. But I mean I hope people get value out of it cause I feel like there's there, there is some real gold in this and thinking through these things because you know, one of the points I was trying to make is if you're not valuing independence, like if I didn't value independence, as soon as Katie said, oh, specialty coffee shops don't do paper punch cards, I probably would've just stopped thinking about punch cards. But you said you thought, well how does, how does our kind of coffee shop and do something like that? You're right. Yeah. How could I come up with, how could I come up with a way to, to meet it? But if I had been dependent and just, okay, well I guess this isn't what the industry does, I would have stopped and I wouldn't have thought through it anymore and we would have just started to look like every other specialty coffee shop out there. So let us know what you think. So we can tailor the content of the podcast needs of the masses,

Speaker 5: [43:40](#) Huh?

Speaker 3: [43:42](#) We, we do care. We do. We do like you to join the discussion, but let's cause so many businesses are diluted. They in in their attempts to do cool, crazy things and get as many customers as possible. I think they dilute themselves. That's why they go out

Speaker 1: [43:54](#) many of them. Yet this episode of the Ravers podcast is brought to you by the book, how to write copy that sells. This is the book. Then I have written to be the definitive summation of my best knowledge and ideas about writing copy that sells without sounding or feeling salesy or pushy. And right now you can get a copy of my book absolutely free. All we ask that you help out with the shipping seven bucks anywhere in the world and the book is yours for free right now. While it's on your mind, go to ray at [inaudible] dot com freebook and request your free copy of my book, how to write copy that sells the step by step system for more sales to more customers. More often. I know it will help you sell more.

Speaker 4: [44:43](#) Whatever you sell. That's [inaudible] dot com forward slash free book.

- Speaker 3: [44:50](#) All right, let's move on to something in lighter now. All right. I've decided to rename this segment. Tiffany asks embarrassing questions, but more than that too, cause I actually have a serious one. Oh, okay. All right, well let's start with that one. No. Okay. Well whatever one you want to start with, however you want to start. Um, I, I've heard from several people that they like to know some of your stories from, you know, where you've come from. So, and the one I kind of was thinking about and want to try to ask is like, what are one of, what's one of the most difficult things that you've had to overcome, not your physical, um, in order to maybe like the daring piece, like a jump off of a cliff toward your now career. Do you know what I mean? Like what, what to you seem to risky at the time, but you're really glad you did it, but it was really difficult.
- Speaker 4: [45:52](#) I've talked about this before, but I was, I've always been the risk taker in our marriage and Lynn is not a risk taker. She is a safety maker, risk taker, safety maker. And so to me, one of the biggest leaps I ever, I really took it seriously. It was what I wanted to leave the radio business and start my own business that was going to supply all of our income, is going to supply our insurance coverage, our healthcare, our retirement. So I sold her on that idea and we made an agreement that as soon as my income from the copywriting business match the income from radio, I could leave radio. But it was, it was still a big scary leap for me because I thought, what if this doesn't work? I didn't say this to her. It's time cause she needed to see me be confident.
- Speaker 4: [46:34](#) It's like that scene in u five seven one oh yeah. You remember the scene? Oh yeah. The Guy, the captain is killed and the x I'll have to take over and he's in a crunch situation. Things are anything mcconaughey. Yeah, I know. It's probably they may die and he basically says, I don't know what to do. Yeah. And His XO takes him into a private room and says, never do that again. Can never do that again. The men can. I see you that way. So it was a big, it was a big leap for me and it was scary because I, I knew I was right mostly right. But the thought did occur to me, well, if this doesn't work and it all relies on me now,
- Speaker 3: [47:14](#) I still have some of that. Yeah, a little bit. Every now and then. Yeah. I'm sure there's more people to exactly does that. Yeah. That's kind of all right. I think that's good. All right. Now for a fun one, light and immature, would you rather sell all of your possessions or sell one of your organs and if it's an Oregon, what would it be? Oh, I don't need my appendix. Right. How much do I get for the organ? For the or for the Oregon, I don't know. Okay. If you sold all your possessions, how much money would you

get? You think? Oh, like that, like that. Then that's how much you would get for one Oregon. I would rather sell all my possessions because you know you cut an organ out of your body. There's no putting it back. All the stem cells these days. Well, but how am I go back a few years from now, but we're not there yet.

Speaker 3: [48:04](#)

But then you can start all over with your possessions, which I think it'd be really fun. Yeah. Well since I don't need an appendix and I could get supposedly in this scenario from getting a lot of money for it and just take my appendix, I don't care. What about your gallbladder? I am less convinced that I don't need that. Okay. I'm just not convinced we have any extra parts, but that's just me. I can understand the argument that's like evolutionarily this Oregon used to do this but we didn't like some people think the appendix was when we used to eat grass like way back in the day. Now why we still have that in our bodies? I don't know because we haven't eaten grass in a long time. What'd you rather give a bathing for a month or give up the Internet for a month bathing the Internet.

Speaker 3: [48:46](#)

Internet. Really, but that's your job sort of. I wouldn't go. I could still do my job. I figure something out. I think it'd be more of a problem if I walked around smelling like a walking sewer. Well, I know, I know for myself that, but just because of early conditioning that I need to shower and we're to start the day. I'm not one of those. Those people that can, that can go throughout the day, like I don't feel cognitively in the right headspace if I don't shower. Does he need to talk to Ben Greenfield feel like there needs to be a conversation with that man between the two of them and they right. Maybe. All right. Would you add, oh, did you answer? Yes, he did showering? Yup. Okay. Would you rather have hands that kept growing as you got older or feet that kept growing as you got older?

Speaker 3: [49:32](#)

Oh Wow. What's the rate of growth flippers? Flannery show maybe like an inch a year, I guess maybe feet because your hands could get you or you're, so you're saying an 80 you did 80 inch feet. Yeah, would be sure. Tolerant me, my feet would be low like, yeah, but think of your hands and say we've got that bit. I know this is new. Any horrible situation. Horrible question. But it's like feet. They'd like feet, feet because it worst case scenario, I would just chop them off, chop them off and use prosthetics and that's terrible. Well, I mean, I'd rather still have my hands and my feet. True. Yep. I feel, yeah. Okay. Last question. All right. This one is cool. Would you rather be transported permanently? 500 years into the future or 500 years into the past? Oh, easy. Easy Future. Why? I don't want to go 500 years in the past, but if you knew all the things you know now, okay,

- Speaker 3: [50:33](#) do I get to take anything with me? No. Let's not say no. No, because because he, you know, how likely it is that we will die from some random disease that they are not vaccinated against or is running rampant around what's going on or all of the poop in the drinking water or all of that. All of that stuff. I don't want to do it by, by, by, but if you go with 500 years in the future, what are the chances we've destroyed the earth with a nuclear weapon? I think that's, I mean that's a possibility, but I don't think that'll happen. I think it could happen. It could happen. It would be huge. But say you were to go 500 years into the past and be like vaccinated and you could prepare for the journey past. That was kinda part of my question. If I could take anything with me now, if I could prepare and I could be like vaccinated and stuff like that, then maybe, but good God likes even some of the ways that like people behaved.
- Speaker 3: [51:25](#) That'd be so cool though. No, not 500 years ago. No, I think it'd be so rad. Like knights and stuff and Europe were just like totally able to just run around and like kill peasants. They were, the past is not all it's cracked up to be. Oh, the good old days were not so good. The good old days were not so good. So cool to see it. Now. I do think that if you had enough time to prepare, you knew exactly where you were going. Um, it could be, it could be a lot. It can be very fun and interesting and a fun adventure. But if you just blindly, you're going to say, all right, right now, snap my fingers. You're going to 500 years in the past. You don't know where, no, 500 years in the future you could prepare. Then I might go to the past because that could be fun, but I also just want to know what's going on. What about you, Ray?
- Speaker 6: [52:11](#) Future
- Speaker 3: [52:14](#) disease. Filth. No, no. Thank you. What if it is disease and filth that just 500 years in the future won't be. I have more faith in us in there. Yeah. The world's been getting better and better over the years. The world, the world, the physical world and the behavior of the people in the world. Yes. Wait, wait. Yeah. Statistically, yeah. Yeah. How, see, this is the problem with news and the news media if you, so there's, there's several books on this now. The one I discovered years ago was called the improving state of the world. How we're, why we're living longer, healthier lives on a greener planet. And it's basically when you look at the statistics and like the CDC, World Health Organization, UN, all that sort of things, people across the board are living longer, wealthier lives. Like even people in Subsaharan Africa are better off than they were 50 to a hundred years ago.

Speaker 3: [53:03](#) Um, there's less genocide, there's less side mortality, there's less Casey's, there's less per capita, there's less tyrants in the world. There's, there's less murder in higher education rates. It doesn't matter what statistic you look at. Uh, in the long term, over the last millennia or two, things have gotten significantly better. And the only reason think people think things are getting worse is because that's what, that gets your attention faster and easier. And so news networks have figured that out. And so if they play a bunch of chaos news, they can sell more ads at a higher rate because they have more viewers. Well, what about the world? What do you mean by that? Like the earth. So Nasa just released a report that the world is greener today than it was 20 years ago, primarily due to India and China because the planting so many trees. But the thing is we have huge environmental issues, but if we look at the objective facts, who've actually made huge strides, what about plastic that could be dealt with that? Yeah. And here's the, here's the facts. You may not like this. The world, the planet doesn't care. It has no moral values, right? It's just a rock in space. Now it's our home. We should take care of it.

Speaker 3: [54:20](#) But it's in many ways it's better off than it has been. Yeah. And it's getting better because we figured out better ways to take care of it. And we will continue to do so. That's what I meant when I said I have more faith in us than that. Yeah. We'll figure it out. I think 500 years from now, there'll be less plastics, absolutely. And environment to be less pollution in the air because it's usually at that point we'll have colonized. Everything else in the world is getting better. Why would that not get better colonized beyond earth? Yeah. So you ain't like that. No. I would basically the, once we establish a permanent colony on Mars or something and space, just pressing. Yes, but here's the thing. One of the things is, as a species we will almost be insured not to go extinct. It will. It will not be depressing once we have a casino there. Yeah. And as soon as we start colonizing places that aren't earth, humanity will survive for eons. Guys,

Speaker 4: [55:07](#) I love this discussion. I'd like to go further, but I have a big call, a big client for a multimillion dollar agency, like I go talk to them. Sounds good. Thanks guys. I hope you enjoyed this weird podcast. If you've had an interesting, the transcripts will be@redof.com forward slash three at one please leave a review on iTunes once. What was the number again? Three eight one not (301) 301-3813 eight one please leave a review in iTunes and subscribe and the Apple podcast directory. You thank you very much and bless you. May you live long and may you prosper. Amen.

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