

Ray Edwards Show, Episode 382

Interview With David Garfinkel

- Speaker 1: [00:00:01](#) Hi there. It's ray with a quick note about the recent changes in the podcast. You'll notice in today's episode it's just me and the person I'm interviewing, but never fear the other players in the podcast will return soon and we'll have both marketing and copywriting tips plus the fun free wheeling discussions you've learned to love so well in recent weeks. Just letting you know all is well. We'll be back with a full compliment and full crew before very, very soon. Now let's get on with the show. Ray Edward Show, episode 382 with David Garfinkel, the world's greatest copywriting coach,
- Speaker 2: [00:00:38](#) the Ray Edward Show. This is the podcast for prosperity with purpose.
- Speaker 1: [00:00:47](#) Well, I'm super excited about this episode this week. Uh, it is a solo sewed a sort of, I don't have the rest of the team here with me. Tiffany, Adrian and Sean are not in the studio because we're all traveling in separate directions this week. So we just couldn't work it out. So the next couple of episodes will be me with some interviews I've done with top a list copywriters, and I'll be digging into their secrets about how they do what they do and what their different philosophies are about writing. Powerful copy that sells. Enjoy this episode as we dig into the secrets of copy mind of David Garfield. Cool. Does anyone want to live a life that has long and prosperous spiritual foundations? Spiritual foundations this week is about expecting good things, being positive and our attitude. I don't want you to go to work and make a single effort in your job until you've been reminded that you have been created for a purpose and that God has a plan for your days.
- Speaker 1: [00:01:47](#) Everything is happening for a reason. We often can't see the reason. Knowing this to be true, we should have press your activities with enthusiasm, with excitement, but that's not always the case. Now is it? I know it's not for me. Some days we drag ourselves out from bed. We kind of sigh and we have these inward feelings of discouragement or maybe just not excited about what we're doing. As we come along. In future episodes, we'll be covering the importance of choosing work that you enjoy. Something we talk about a lot so you don't need to dread your work. You can change that. If you don't like your job or your work, you can change it and do something else. You're not a tree. You can move for today.

I just want to encourage you to approach this day with an attitude of hopeful, expectation of good things.

Speaker 1: [00:02:33](#) Maybe you don't love what you're going to have to do to make a dollar today, but you have the opportunity to make one and that's worth celebrating, isn't it? If you're not 100% satisfied with your business or your job today, you can still kick off the work week with an attitude of grateful, appreciation, and intentional excitement. First Thessalonians five 18 says, give thanks in all circumstances for this is God's will for you in Christ Jesus. That's hard to swallow sometimes because we can't see how this could possibly be God's will for us, and I admit sometimes I'm just puzzled. I don't, I can't explain things that happened in the world. I want to ask God, why didn't you do something about this? Why didn't you fix that? You but I'm not God. Whatever you do, I suggest you don't grumble and Groan about it. Why? Because the words we say matter words are important.

Speaker 1: [00:03:25](#) You might expect that coming from a copywriter. Proverbs 18:21 in the new living translation says, those who love to talk will experience the consequences for the tongue can kill or nourish life. If you're going to talk about your work or your business or your job, shouldn't you be saying positive words about it? Here's a real life example. There's a young lady named Alice who has a young virtual assistant business that has no steady clientele yet, and she's worried about whether her promotional efforts are ever going to pay off if she's ever going to get the business off the ground. She's got a couple of options. Option a, she can wake up stressed, spend some time whining about her problems, verbally meditating to a friend or worrying or fretting to a friend that she may have chosen the wrong business to be in the wrong target market or the wrong promotional tools.

Speaker 1: [00:04:14](#) She finally gets down to work with a total lack of confidence and totally discouraged. Maybe that sounds familiar. Option B, she can wake up determined, spend some time praying for her business and she could talk to a friend about how glad she has to be creating something that she really enjoys and she really cares about if she chooses option B, would it be a surprise that she tackles the day with excited expectation? Attitude is everything. My friends and the words you speak do matter. I'm not saying you can speak magic words and have magical things happen. I am saying you cannot speak negative words all the time and be encouraged and uplifted if you tend towards negativity or if your situation really is stressful right now or bad. Even choosing to be positive with your words may be challenging, but I'm asking you to stretch your faith to stretch your intentionality and your willpower and give it a real effort.

- Speaker 1: [00:05:11](#) I've never heard even one single person express regret over having been positive all day long. Now, simple hacks that make live cheaper, easier and faster. Raise tip of the week. My tip of the week is the latest gadget that I bought. It's actually just a replacement for an old gadget that I wore out. I'm talking about my Bose QC, three five noise canceling headphones. Now these are bulkier than the earphones I used to have from Bose, which wrapped around your neck. I'm more of a sport model but those did not give me full enclosure, my ears. So I wear these primarily when I'm on an airplane and it, believe it or not, it really affects how tired I am at the end of the long flight because even if the flight is not noisy, if there's not a lot of talking or loud children or other things of that nature, the constant droning of the engines and the sound of the air being circulated in the cabin of the aircraft is fatiguing.
- Speaker 1: [00:06:02](#) Whether you realize it or not. When you put on these noise canceling headphones, all that noise gets shushed. You have absolute quiet and if you listen to something powerful like great classical music, I've been turned onto a lot of great classical music lately by my friend Doug Pew or if he listened to good positive mind building and attitude building materials like Tony Robbins or Jim Roan or cliff Ravenscraft. That coupled with the quietness of the Bose QC three five s can leave you refreshed and energized at the end of the flight instead of tired and weary. So I strongly recommend them. They are bigger. They cover your entire ear so you have to, you have to put them inside a little case, but it's worth the extra room and your luggage. Trust me, I wouldn't travel without my Bose QC 35 check 'em out. Hi there is Ray Edwards and I have a question for you.
- Speaker 3: [00:06:50](#) Copy keep you up at night. You have a sales letter. This is not performing. It's not making sales for you. You wish you could fix it but you don't know how even questioned am I any good at copywriting is my copywriter. You need good at copywriting. What do I do about this ray? Well, we're offering a new service through my agency called inklings LLC and the services this. In the past I used to review copy for people onscreen doing a line by line edit of the copy, showing them how to fix it and improve and improve their conversions. And when I did this, I charge \$10,000 for it. But right now through the agency, you can get the same service or just \$2,500. We'll go through your sales letter top to bottom stem to stern, sentence by sentence, paragraph by paragraph. We'll show you the opportunities for improvement,
- Speaker 1: [00:07:30](#) things that need to go and things you need to add at. Our goal is to improve your conversions. Uh, not incrementally but exponentially by a multiple. I can't

guarantee that of course, but what I can guarantee is we will make your copy better than it's ever been before. The problem is there's only a limited number of spaces for this kind of service, obviously, because it's very time consuming and very individualized. So what you need to do right now is click the button, enroll in the copywriting fix program is just \$2,500 as it a onetime charge to have us review your copy from top to bottom all the way through and make it better, make it convert for you. So go ahead and do that now. And once you have enrolled, we'll have you submit your copy and we'll get right to work on your project.

Speaker 1: [00:08:07](#) My goal. While I can't guarantee any specific results, my goal is to make your copy convert at a multiple. What a converse at now. Now there are some requirements. First of all, you have to be finished sales letter first review. We can't write one for you from scratch for this kind of money, but you have a finished sales letter that is already performing even just only performing very, very poorly. If you're making one or two sales a month, that's okay. We can help you just submit a real live sales letter. Once you've enrolled. I look forward to helping you make your copy convert and giving you the copy fix you need to know how are you

Speaker 3: [00:08:40](#) free and presentation. Today's podcast guest is David Garfinkel. Now David, I remember from the early days when I first got interested in copywriting because his was one of the first courses and I bought, I bought a course from him called breakthrough copywriting, which these copywriting

Speaker 1: [00:08:56](#) templates which I have really loved and they helped me learn a lot about the art and craft of writing. Good copy. David is currently the president of overnight marketing in San Francisco. Specializes in results driven direct marketing for entrepreneurial businesses, helping them get more sales back from the advertising that they do as a marketing consultant and a master copywriter. David has worked with businesses in 81 different industries, 81 different industries. He's an established teacher of business writing skills with a long list of successful clients in the corporate entrepreneurial and professional services arena. David's clients include such well known companies is IBM, United Airlines, Pacific Bell time, life books and MCI. Today most of his clients are smaller and prosperous. Let's get into it with David Garfinkel.

Speaker 3: [00:09:39](#) Welcome. David Garfinkel is so good to see you. We haven't talked in a while. Okay. I was gonna say, we haven't talked in quite a while but we did talk a couple of weeks ago when we had technical issues. Yes, so we have talked recently but it was for very few minutes and it was

kind of a frustrating conversation because we couldn't hear, we couldn't keep a connection and now we've got a super fast connection. It's clear and I am so happy to reconnect with you because we spent time in the same circles, uh, some years ago. And then we sort of both went in our different directions and you have had some stellar successes and different projects since then. So I thought we'd talk about those things and what you're doing now because I'm very excited about what you're doing now. It's, I believe it is the future for people who do the kinds of things that we do in one way or another. And we can, we can kind of bat that idea around. We haven't, we haven't talked about this in advance, so you may not agree with me, but that's okay. Because if we both agree on everything, one of us is unnecessary.

Speaker 4: [00:10:37](#)

Yeah, that's true.

Speaker 3: [00:10:38](#)

So, but let's, let's zoom back in time if, if we may, and um, let's talk about this thing called copywriting. How did you become a really acknowledged top master level, a player, copywriter? How did, how did you get started in copywriting?

Speaker 4: [00:10:55](#)

I had been a journalist. I was really successful with that and it was one of those unfortunate situations where the better I did the worse it felt that there was something, it wasn't a good fit for me. Maybe it was being a journalist, maybe it was the company. McGraw Hill I was working for, um, sort of regimented and bureaucratic. But anyway, um, I was San Francisco Bureau chief for McGraw Hill's World News Service and I left and people thought I was crazy and I thought, no, I'm not crazy. I don't know quite where I'm going, but this isn't it. You know, I need to do something else. Fast forward about five years and my income's going down. I, I'm not doing well financially. And I've started teaching and I started to learn about sales and my business partner, I was teaching public speaking at the time. One of his friends gives him a six month subscription to Gary Halbert's newsletter.

Speaker 4: [00:12:00](#)

Ah, I've never heard of Gary Halbert. I didn't know who he was, but I looked at it and I looked at it and I read this thing 20 times. I, I did not. I had, I don't know what he's doing, but I want to know what this is and I want to do it myself. And so one thing led to another hurricane Andrew hit south Florida, terrible hurricane. And there isn't a very kind giving side to Gary. It most people don't acknowledge very much. But it was there. Gary put on a seminar, it was free, but at the end of the seminar you were instructed to write a check, not to him, but to the Red Cross in the amount of value you thought you received at the seminar to help the victims of Hurricane Andrew. Wow. That seminar definitely changed my life.

That was where I met Dan Kennedy, Ted Nicholas, John Carlton, David Deutsch and Gary and and probably a lot of others I'm not thinking of right now.

Speaker 4: [00:13:06](#) And so I worked harder at learning copywriting and I've ever worked at anything. My girlfriend, Sally at the time lived in Phoenix, knew this woman, I guess from like a networking group, you know, who had a travel agency and this was early nineties, so it was way before the Internet and what orbits and all the online, you know, Kayak, all those things. Yeah. And, and this was a special kind of travel agency. It was a, a business travel agency where they would go into a company and they would install a ticket printer and they would essentially help the company sort of manage their own travel. People love them. The people who worked with them love them. They, they had entrepreneurs in the Phoenix area, they had summer stock groups for theaters. They had film industry, you know, movies would hire them or production companies would hire them, but they, the, the only way they could get businesses by referrals and they had this brochure that was just gorgeous, you know, slick for color.

Speaker 4: [00:14:22](#) Um, he could have hung it in the museum of Modern Art in New York. Probably should have, they should have. It would have done in about as much good. Um, so they hired me and I wrote a one and a half page sales letter and we put it in a number 10 envelope. Everything was done by laser printer. And writing that letter was one of the hardest things I've ever done in my life. I, uh, a guy named Glenn Osborne who'd been one of Jay Abraham's early protege, uh, sorta Kooky Guy, but great guy, um, uh, mentored me through it. I had to rewrite the thing seven times. Now these days, rewriting saying seven times, it's no big deal. But remember I was coming from the rip and Read School of Journalism where I would, you know, hear a story, take down notes and have it on the wire in one hour. So this was, it was quite a change of mind neurology really. It was painful. It was like a death and rebirth kind of thing. Long story short, they made \$40 million in sales from that letter.

Speaker 3: [00:15:24](#) \$40 million.

Speaker 4: [00:15:27](#) Yeah. Over the course of eight years, a lot of it was repeat business

Speaker 3: [00:15:30](#) still. Yeah.

Speaker 4: [00:15:32](#) Yeah. So I said, ah, this is something I need to do more of. And next time I'd like to get paid a little more than \$300 and no royalties, but, oh my gosh. Well, you know, you always got to start somewhere. Yeah. In some ways,

usually at the bottom. So I mean, in a way it was one of those curses because I've never been able to duplicate that feed. I don't know too many other people that will duplicated my feed either. Not that anyone should, but you know, it's pretty hard to write a letter like that. Um, I mean, uh, my friend Ryan Mcgrath, he wrote a tremendous lighter for a gore last year. I think it only made \$25 million, you know? Oh, uh, maybe it made more, I'm sorry Ryan, if I got that wrong, but in any event, you, you know what I'm saying? It's um, but, but know that I don't feel any or I, I'm glad it, I'm glad it was over the top because it really got me going and I kept working at it and I, I work with so many companies. I worked with companies and over a hundred different industries and um, wrote a lot of letters and I worked at a day and night and I, I went through whatever pain I had to go through and whatever effort I had to expand and whatever insecurity is I had to deal with. And you did it,

Speaker 3: [00:16:49](#) you know, that's, that story contains a lot of valuable insight, especially for people who are new or Newish copywriters. Because what I see today is, uh, an unwillingness or even an unawareness that that rewriting seven times ethos. It needs to be present that you need to be willing to do that sort of thing. And a lot of copy that I read today is definitely from the rip and read school. Um, and that means they wrote at one time, probably proofread it, proof, read it with Microsoft word, and that was all the glance at got. And we need, we need to dive deeper. And I think that working at it the way you did and the way you do so systematically and so thoroughly is really what made it work for you. And you know, it's true of all kinds of writing. I mean, Stephen King says he, I don't think he originated this saying, but he says writing is rewriting. If Stephen King has to rewrite dear viewer. So do you,

Speaker 4: [00:17:47](#) oh, absolutely. I mean, Stephen King, from what I remember in his book on writing, he will completely rewrite a novel five times. And I'm taking a screenwriting course online now from a, not me personally been, you know, a online course from Aaron Sorkin, the great, um, TV and screenwriter

Speaker 3: [00:18:09](#) taking the same class.

Speaker 4: [00:18:11](#) Oh, you're taking it too. Yes. So you remember, I don't know if you've gotten to the point yet, this isn't exactly a spoiler, but, uh, when he writes a screenplay, he'll write it, then you'll take it to a director in New York. I'll go through it for three weeks. He'll completely retype the whole thing. Yes. You know, you know, it, it, it might seem like make work to someone who hasn't done it, but you know, the question is how good do you want to be

and how much money do you want to make? Because at the end of the day, you know, I'm, I'm playing with an idea right now, ray, that what's the difference between, okay, what's the difference between 90% and 99%? Well, it's nine percentage points. What's a difference between 99% and 100% everything.

Speaker 3: [00:18:57](#)

Yes. I love that. I love that.

Speaker 4: [00:19:01](#)

Thank you. Because when you're really giving it your, all that sort of, when the magic happens, that's when there's divine intervention. That's when there's synchronicity. That's when there's, you know, it's like, um, so you, you're, you're not far from Idaho, right? You're in Spokane,

Speaker 3: [00:19:18](#)

about 30 miles. Yeah.

Speaker 4: [00:19:20](#)

And um, my, my favorite speaker of of all time was Jim Rowan, the business philosopher. Yes. And one of the things he said is, if you want somebody to help, don't go to them like some, and I'm paraphrasing, don't go to them like some flailing victim. Give it everything you got first and, and then bring it to them and asked her how, which, you know, was something I wish my parents or my teachers had taught me. I never heard that when I was a kid. It's very valuable advice. And the same thing sort of works on a larger scale. When you give it everything, you got it. It's sort of like that Scottish expedition Grits, a quote, you know, there've been mushed together. It's like things show up, things happen. People come to you when you give it 99%, that just doesn't happen.

Speaker 3: [00:20:13](#)

You're exactly right. I mean, shockingly, there are a lot of people, I believe he'll give it 90%. So the, it's like if you're the greatest musician in your local high school and you go to Juilliard and you discover that you're the worst musician at the school, uh, there's a lot of people that are really, really good and are willing to work hard. There are very few people who work at the 99% level and there are, there's virtually no one that's willing to go 100%. And I think that's why what you said is so true that that 1% is everything.

Speaker 4: [00:20:45](#)

It is, it sort of gives it a different, um, a frame to the term. 1% thought about, you know, before we actually started recording, I just telling you, I picked up music after really having not played much, um, guitar for 40 years. And one of the things I learned is that music is kind of unforgiving in that you gotta be, if you're going to be recording or you're going to be on stage, you know, pass the local coffee shop. If people are paying money to come see you, you got to be giving 100%, a hundred percent of the time. And that sort of reminded me of, of what I learned when I first started copywriting and I, I've,

I've set a higher bar for myself now and also for my clients are willing to do it, you know, um, some people aren't. Um, I tend to want to intend to work with people who do, um, people like coach.

- Speaker 4: [00:21:47](#) But, um, yeah, that, that makes a difference. I was, I was talking to one of them yesterday. I don't know, I don't have clearance to, um, share the specific information. But this guy, uh, he said, we're getting one k a day. I said, oh, that's great. And, and uh, in dollars. He said, no, that's customers. Each one of them is spending \$73 and 90 cents. This guy works his ass off and he always has. And it took them a while to take the work ethic and develop it into skill and he just stuck with it. You know, there's, um, finally there's a book out by the guy who came up with the deliberate practice concept. The thing Malcolm Gladwell mislabeled as the 10,000 hour rule, cause it's not 10,000 hours per any of the two categories according to the guy who invented it. His name is Anders Ericsson and he wrote a book called peak and it is specifically about how people get better and get to the top of their field. And um, so all this stuff swirling around in my head right now and, and becoming part of my work and in, in everything I do, including the really newbie music stuff I'm doing, I'm realizing I got to get the basics right before I, I go on to intermediate, much less advanced syndrome.
- Speaker 3: [00:23:12](#) Plus you gotta play those scales, Baby. That's right. Hang on. I got my notebook but I didn't have my pen so I need to write down the name of that book. Okay. If he pee pee
- Speaker 4: [00:23:23](#) Kay. Um, by Anders Ericsson and he has a coauthor, I think it's Robert at pool is his last name. P. O. L most amazing book.
- Speaker 3: [00:23:33](#) Awesome. Thank you. I'm a voracious reader of books and I, when somebody cares enough to mention a book and it had meaning to them, I know that there's something important in that book.
- Speaker 4: [00:23:44](#) Oh yeah, you'll, you'll love this one. Right?
- Speaker 3: [00:23:46](#) Thank you so much. You know, this makes me, this whole discussion makes me think about something I heard Tony Robbins teach once he was talking about, he was coaching one of the top cosmetic surgeons in the world. This person was sought out by the top level celebrities, actors, TV people, and this gentleman shared with Tony that the difference, the adjustments that he makes are not radical. He said, in most cases it's a two millimeter difference between maybe a sort of average appearance and beauty, two millimeters, two millimeters. And I, I took that as a, as a metaphor of, well that's the

difference between Tony Calls it, the difference between, uh, excellent, which we think is the top, but really the top is outstanding instead of two millimeters. It's that 1%. And that's what I want to shoot for in my work. I know it is what you want to shoot for in years, even in your practice as a musician. I really admire that because you're not planning to hit the road and play blues professionally, are you?

- Speaker 4: [00:24:45](#) Oh No, I, I really, I don't want to perform. Um, and you know, I'm not camera shy. I don't know stage fright you guys speak,
- Speaker 3: [00:24:53](#) but this is something you're doing for yourself. And even in that, you want to put in that extra 1%. That's, that's amazing
- Speaker 4: [00:25:00](#) because otherwise, you know, what's the point? It's it, it's like checking boxes on, you know, on a farm. It's, I mean, so here's another book for you and for everyone else. Um, it's called mindset by Carol Dweck, the w. E. C. K, she's a Stanford professor and she's remarkable. Like, like with the Aetna to see the all the Erikson books where academic until this one. Um, her, her stuff is very accessible and, and she says there's two types of people in the world. There are a fixed mindset people and there are growth mindset people. And it may not be quite that simple. There may be people who have very fixed mindsets in some areas. One of my clients told me that who was really into her work and the difference is profound. As a coach, I could never work with a fixed mindset. People, you know, they, they might as well get a review of what they're doing.
- Speaker 4: [00:25:59](#) Like a, like a checkup with a doctor or something. Not what I do. The fixed mindset person is someone who says, well, you know, I went to high school, I went to college, or I went to Grad school. I learned what I need to know. I'm a, you know, I, you know, maybe I need to take my continuing education or read a book every now and then or not write a bug. Every now and then. I basically got what I need and I'm going to keep working until I retire and then I'm going to have a happy retirement. And a growth mindset person says there's always something new to learn. So for me, the enjoyment of the music is a big part of it. But you know, bringing a growth mindset to it. I also realize I can play now about as well as I could play when I was 20 and it's not because of the skill level with my fingers, it's because of the, the mental bounds of, of what I've internalized and I, I need to learn new frameworks and, and new, new ways of thinking about it. And, and you know, hearing it and playing it without thinking about it, which requires a lot of work. It'd be boring to me otherwise.

- Speaker 3: [00:27:08](#) Well, and it's, it shows up. I mean, you're, you're meticulous, accomplished a writer already and yet you're taking an online class about screenwriting. And then recently, I mean, fairly recently in the last few years, didn't you go and get, go back and get some advanced education? I did.
- Speaker 4: [00:27:25](#) I did. I got a master's degree in education, I'm thinking that would help me with teaching copywriting. Um, a little bit. And I actually got into a phd program. I'll tell you why I got out of it. By the way. I dropped out. I'm a dropout. I'm a phd dropout, drop out. But in the course of um, uh, taking this a phd program, Oh, well, one thing is there was a complete certificate programming coaching, which did help me a little bit, uh, taught me some new frameworks and some new skills. But I remember, you know, they, they had this little seminar where they had all the professors in there and there was this very confident and somewhat belligerent writing teacher there. And she said, if it does not have five sentences in it, it's not a paragraph. And I thought, okay, that's, those rules aren't, and it got to the point where I thought I was writing my academic papers. It was starting to hurt my copywriting.
- Speaker 3: [00:28:30](#) Those rules are idiotic. That's the word I was hearing in my mind. That's a good word for it. Idiotic. Yeah. Well, I think the real lesson for all of us is that you went back and you got to masters and you join the Phd Program and you, uh, you, you joined it out of your own choice and you left it out of your own choice because you knew it wasn't correct for you and you didn't stop learning then either. And so I think that's vitally important that we continue. We continuously are learning and expanding. And I mean, I, I'm a, if I stopped learning and stopped growing, I would feel like I had begun dying.
- Speaker 4: [00:29:04](#) Well, frankly, that's how I feel. Also. Um, it was, it was very personal. Uh, my mother died and she was, she was a very learned and learning person. She, um, and she had dementia, which is as you know, a fatal disease as well as a terribly humiliating disease. And so I've been on the lookout for things to minimize the chance of that happening to me. And it's, you know, the kind of learner she was, she would books and accumulate knowledge and she even go to museums and stuff like that. Um, what I'm getting from, from the peak book and from a lot of other sources is it's learning to do new things. It's learning to think in new ways. It's not amassing knowledge. So part of this is insurance for old age. I'm hoping to keep it at least part of my brain working.
- Speaker 3: [00:30:05](#) I'm right there with your brother. Um, so I think it serves more than one purpose. That definitely is one of them.

And I'm really sorry for your loss. I don't know. That was a difficult, I've experienced the same thing and in my own family with my grandfather and it was very difficult to watch and it made me, it made me acutely aware of thinking about what can I do to possibly stave off or avoid that kind of, I don't have to go out some way, but I'd rather not go out that way.

- Speaker 4: [00:30:34](#) Well there, there's a great book called younger next year and it's by a lawyer and a doctor and said, have you seen the book? I read that book. There's two ways to go. You can go like this or you can go like this. And I'd like to go like this and not necessarily a, you know, a massive heart attack, but just like one day, boom, you know, then your sleep peacefully leave or something.
- Speaker 3: [00:30:57](#) Yes, I'm better. I'm praying for laying down, having a nice peaceful snooze and waking up in the next reality. That's what I'm hoping for.
- Speaker 4: [00:31:04](#) It sounds pretty good to me. Hopefully it will be awhile from now, but sounds pretty good to me.
- Speaker 3: [00:31:08](#) But I, I tried to spend not too much time thinking about that particular moment in my timeline. No, it won't do you any good. If you do, it won't. So let's, uh, let's kind of, we sort of took a left turn, but it was an important one, so I don't regret it. Uh, let's, I want to go back though to, you were successful as a copywriter and you were making money doing that and obviously that you had respect and accolades and, um, there's a story that I know I just learned of this morning and I want to investigate this a little bit because one of my heroes that I never got a chance to meet was a gentleman named Jay Conrad Levinson. And you actually knew this gentleman.
- Speaker 4: [00:31:46](#) Yeah. Um, uh, a friend of mine, Mark Essay Smith who I had met through the National Speakers Association, mark was a coauthor with Jay on guerrilla trade show, selling marks and expert in on trade show selling. And I live in San Francisco. Jay at the time lived in San Rafael in Marin County, California about 30 miles north of here. And just so happened he was having a meeting with a lab as coauthors. And so mark invited me to come by, which was, you know, amazing and very, very kind and generous of him. And I can remember this like it was yesterday. Um, uh, mark says, Jay, I'd like you to meet David Garfinkel. He is a very good direct response copywriter. And as Jay says, that's a skill shakes my hand says, would you like to write real direct mail with me? I said, yeah, and uh,
- Speaker 3: [00:32:47](#) let me think about that. Yes. Yeah, yeah. What do you say?

- Speaker 4: [00:32:50](#) Someone says like that, you know, if you're a writer and, you know, um, and the funny thing is that book never got written me start, it fits and starts. But Jay and I did three other things together. Um, the, the thing we did most together, it was a little, uh, audio program called Gorilla copywriting, which I think you can still get on Amazon. And I was also a contributor to a book called digital guerrilla marketing and, and then they include some of my work. And in the final book, you know, Jay passed away a couple years ago, but, um, we, we became great friends. I, I love to talking with him. Um, I would go up and hang out with him. He was, I think his brain mood. He typed it around 120 words a minute, Lord. And he said, I'd write more books if I could only type fast. And he was funny, but it, his brain works so fast. I think he probably could have done that. Wow. And you know, he has, I don't know, 2030 books out and supposedly the world's best selling marketing author. I think it's gotta be true. Certainly in bookstores. You'll, you'll find a section of guerilla marketing books.
- Speaker 3: [00:34:08](#) Right. I think you're undoubtedly right about that. And I, we have a mutual friend, David Hancock, who was the founder of Morgan James Publishing. And, um, David told me so many great stories about Jay. And right before, shortly before Jay passed, uh, David was arranging for me to be able to go and visit with him and meet him. And I couldn't make the dates. I thought I couldn't make the dates that David had suggested. And it certainly thereafter, um, Jay passed away and I thought, I'm, what are, what are I really blew that one? Because if I had known that was going to happen, I would have changed my other plans. And this, this is a point that, uh, since we're talking about big important things, this is a point I would like to underline. If something, if some opportunity comes along in your life, like the opportunity to meet someone that you, would you really think it's important to meet?
- Speaker 3: [00:35:00](#) Don't pass it up thinking, well I'll do that next year or the year after because we never know whether that opportunity will come again for whatever reason. So it's just something that I've, I, I had the opportunity to meet Jim Roan and he passed away before I met him and I had the opportunity to meet Gary Halbert and I was so intimidated. This is funny now knowing the things I've heard about Gary, I really had no reason to be intimidated, but I was, I was at a seminar that I actually wrote the copy for the event that brought the people into the room. Well, it was partially responsible. You and I both know that it's never only the copy that makes things happen, but it was part of the picture. And, um, Gary spoke there and I, I go up and shake his hand, but we never really connected. And that was me being

intimidated. Like I don't know what I would say to him. And now I look back on that. I think, Ray, you big goofball, at least take this learning, take this lesson from it and don't ever let that happen again. But it took me a couple more times before I finally got the message. So I just, this whole conversation about Jay made me think of that. So I don't know if it's worth anything, but it was worth me saying so at least I was amused by it.

- Speaker 4: [00:36:04](#) Oh No, it's, it's, it's very true. And you know, Astra Gary, I didn't know him very well. I'm actually pretty good friends with his son bond. But uh, Gary Gary was easy to talk to. He was, he was like the guy who'd made a diner in the Midwest, you know, little higher energy and a little more interesting than your average guy, but a little, but he wasn't one of those guys who had try and intimidate you and shut you down. There are guys out there like that. We don't need to mention their names, but no, Gary wasn't like that.
- Speaker 3: [00:36:39](#) No. And I, you know, I built that up in my own mind and the, it's just, it's something I learned, I learned from. So I, I did get that valuable experience out of it. So you now you no longer write copy for clients, is that right?
- Speaker 4: [00:36:52](#) I don't spend the majority of my time or make the majority of my money writing copy.
- Speaker 3: [00:36:56](#) I'm in a similar position. And I'm curious what led you to that place?
- Speaker 4: [00:37:02](#) Well, clients can be difficult to work with. Um, and you know, I got stressed out for sure. Um, I think ultimately it's, it's discovering who I really am and what I'm really good at and what I enjoy doing that other people enjoy, where I'm able to deliver the most value and maybe where I'm able to grow the most. Um, so, you know, I, I still write a lot and writing books. I write emails. I'm, I'm even getting on Facebook very soon after. Yes,
- Speaker 3: [00:37:38](#) David Garfinkel is going to be on Facebook.
- Speaker 4: [00:37:42](#) Pigs are flying in hell has frozen over and I'm going to be on Facebook
- Speaker 3: [00:37:45](#) dogs and cats are sleeping together. Chaos.
- Speaker 4: [00:37:50](#) Yeah. The, I like that. I have to use that. I'm going to steal that. Dogs and cats are sleeping again. I never heard that before. So yeah. Um, but uh, writing copy and I might've burned myself out on it a little bit. Uh, but I also remember, so you know Michael Fortin. Oh yes. And, and Michael is a good friend. We haven't really been in touch a lot lately, but he, he supported me tremendously when

I did my breakthrough copywriting seminar. And then I, I remember I would go to these seminars and Michael would be there and he could never come to the seminar because he was working on three deadlines at once and need to spend all his time in his room

- Speaker 3: [00:38:30](#) drinking coffee and writing copy. Yeah, I remember
- Speaker 4: [00:38:34](#) now there, there are other
- Speaker 3: [00:38:36](#) ways of doing this. Like I, but you know, people get a lot out of me working as a coach and a teacher and I think I have a, a natural predisposition for that. So I think you do. I mean, even in this conversation, I think that comes across. You're very, uh, communicative and empathetic. And yet, I mean, you've, you've been teaching me things as we've gone through. This conversation hasn't been lost on me. I haven't met, I've taken notes about books I need to read and I had it as I need to consider.
- Speaker 4: [00:39:05](#) I didn't do it on purpose. I don't want you to hold me against,
- Speaker 3: [00:39:09](#) it's who you are. That's what I'm saying.
- Speaker 4: [00:39:11](#) Oh, that, that, that and yeah, and thank you. And, and that's, that's what I mean. Um, so I'll tell you a story. When I was little kid, apparently I was sort of slow to talk. I, I spent a lot of time looking around and just loops buttoned up. And according to my mother, one day I started talking and I wouldn't shut up. But I look at it differently. I was just giving my first seminar and I hadn't found the right audience yet. So I think it is, who am the, the other thing is, you know, the Colby, a cognitive index that everybody loves. So, um, David Deutsch one day said, what's your Colby score in that? I had taken, I lost it. So I took it again on one of the categories. Um, and I don't even remember which one it is. I'm a four and the forest explainer, meaning I work out certain kinds of problems by explaining them.
- Speaker 4: [00:40:13](#) Interesting. So yeah, it's, yeah, it is who I am. It's just, it's what I do and the kind of copywriting maybe what I emphasize when I'm writing copy more than other copywriters. Certainly storytelling, keeping an interesting entertaining, certainly closing the sale, but making sure that people don't run into any speed bumps where they don't understand something. Making sure that you get into their mind enough to know what you, you know, the phrase, the curse of knowledge. It's very important for copywriters because as copywriters, we have to bone up on stuff. We have to become, you know, the world's greatest expert for 48 hours on a particular product or topic. And then we forget that other people haven't done

that research. And that's where it explaining comes in, you know?

Speaker 3: [00:41:08](#) And that's the curse of knowledge. You just, you're assuming that people know what you mean and you just blow right past it. And meanwhile, the person who is listening or reading is, is lost.

Speaker 4: [00:41:17](#) Yeah. And it's, it's very hard. You know, uh, my friend, Doberman Dan, uh, he says it's not original at him, but I never heard from anyone else. He said, it's hard to see the picture when you're in the frame, you know, and, and, and, and that is, that is the, the issue with, with the curse of knowledge and with copywriting and, and even with writing copy for yourself. But, um, so I, I'm also found it's, it's, wow, it's difficult to find clients who are honest and straightforward to deal with. Um, I have some, and I've had quite a few who weren't, and it's much easier to have a straight up, uh, relationships with people I'm coaching. So, I don't know what that means, but I take the path of least resistance as far as, you know, the dynamics of working, relationship to concern and not, not afraid of challenge in the work itself. But you know, when it, when it comes to doing what was agreed on, you know, people not constantly nibbling and expanding the scope of work. It's a, it's a lot cleaner with a coaching than it is with [inaudible].

Speaker 3: [00:42:31](#) I'm only laughing because I've, I've had similar experience and we've kind of gone in similar paths. I don't, I write for one or two clients a year maybe. Oh, okay. I have to really be convinced that it's going to be a good deal and then 50% of the time it's still isn't a good deal in the end. It's hard. Yeah.

Speaker 4: [00:42:48](#) And you know, it's, it's especially hard. Um, it's almost like we're talking everyone here at of becoming copywriters don't, don't want to do that.

Speaker 3: [00:42:57](#) I've got a turnaround. So if that's how you're feeling right now, just keep listening. We will get there.

Speaker 4: [00:43:01](#) Good, good. But, um, one of the provinces, if you do a really good job with the copy and you're on a royalty arrangement, which is a whole nother story and my advice is only getting royalty arrangements with people who are used to paying them, don't try and introduce them to them. So you have someone like in a Gore financial or a boardroom or Rodale? I, I've heard they don't like to pay roughly as much, but they will, but once they commit to it, they'll do it. Um, the problem with your individual entrepreneur is they'll be reading the copy over and over again and finally say, well, I said that I came up with,

- Speaker 3: [00:43:37](#) I don't need to pay that guy. I don't need to pay that guy that, that's my idea. And he just typed it for me. Yup. Yup. It's really important because I, I never got into any deals with the big publishers, so I was not in that world of royalties, but I think I would do it myself. And I made more than a few deals with individual entrepreneurs and all of them, but two turned out to be a case where that very thing happened. They eventually pretty quickly reached a point where they felt like, I don't need to pay you anymore. I've paid you enough. Yup. And so I think that's really astute advice. Not only, not only work with people who are accustomed to doing it, but work only with people who have a track record of actually paying what they owe.
- Speaker 4: [00:44:19](#) Yeah. That's, that's important. Uh, you know, um, John Carlton has a mastermind and I think you interviewed him for this series too, right? Yes. Yeah. And um, I'm on, uh, learning to co moderators there and we were talking, he and I and a guy who has very high integrity, um, both in what he says and what he actually does. And we were talking about this whole, there's a whole group of people out there in business who think it's perfectly okay to screw other people over. That's just how business is done. I mean, there's a lot of people like that and there's a first time I'd ever heard that expressed out loud and I realized, yeah, there are, there are also people. Um, I saw one this morning on TV. I, I have a belief that he's a pretty honest guy. Mark Cuban, the guy owns the mavericks, um, who, you know, make an effort to keep their word. I mean, maybe as sharp elbows at times, but you know, so it's, it's not like the world is all one way, but the world is, is not full of these angelic people who are looking out for your best interest. That's, you know, you have to filter, like you say, and I think that's great. Find someone who has a track record of paint. Other people royalties.
- Speaker 3: [00:45:40](#) Yeah. Yeah. And it takes work. It's not easy to find out whether that's true or not. I mean, if they just tell you they have a track record, that's not proof, just in case you're thinking that that is proof. You need to actually talk to people that have been paid by them. And so that takes a little diligence and a little work, but it's well worth it and it'll save you a lot of heartache. And I, you know, my approach, David has always been, um, to, well, I, that's, that's not true. It's not always been my, it has developed to being, um, I, I've got a few people that I could still be angry and bitter with because of the way they treated me and I just forgave them and they don't even know because of the people I'm thinking of right now. I couldn't even get in contact. I couldn't get any communication from them at all once they stopped

paying me. Interesting. Um, but you just got to move on and it's healthy.

Speaker 4: [00:46:28](#) Why you gotta let it go? But, and that's much easier to say. Um, yes, after the fact that the time you have every right to be furious, you know, if you've been ripped off, but you don't want to hold onto it forever and you've got to let it go at some point. You're right.

Speaker 3: [00:46:43](#) Yeah. Um, I think, you know, being angry and holding a grudge against somebody as sort of like drinking poison on their behalf

Speaker 4: [00:46:51](#) and it is it a one person, but to me it's a, you're letting them rent out space in your mind, rent free,

Speaker 3: [00:47:00](#) and there's no reason to do that now. And the Lord knows I need all the space in my mind. I've got available as it is you do. Um, so now for people who just listened to that whole discussion and said, well, good Lord, I've, I'm not going to do this copywriting thing that it sounds horrible. Um, I will say this, it has been the most wonderful thing that has occurred to me professionally. I was in radio broadcasting for over 30 years and I loved it and I saw it destroyed by investment bankers who had no idea what it was all about. And I, I didn't complain too much. I just decided, well, I'm going to go do something else and this is what I chose to do. I, I had, uh, I had listened to a few audios, they weren't podcasts back then, but you could download audio on the interwebs.

Speaker 3: [00:47:42](#) And I did that and I listened to, uh, you know, guys like you and Michael Fortin and Carlton and Halbert and Jay Abraham was really the first person that I heard an incredible generous, uh, in, in flat out genius. That guy is, um, just talk to him for 20 minutes and you realize this guy thinks that a whole different level than most human beings. But anyway, I, I read a book, I was thinking about how am I going to exit to the radio broadcasting business? And I read a book by Bob Bly who I've also interviewed for this series dream come true. What a great guy. Was it the copywriters handbook? I read that after. It was a how to make at this time this, this'll tell you something. The title was how to make \$80,000 a year as a freelance writer. So that's how long ago? It was a while ago.

Speaker 3: [00:48:28](#) Yeah. Um, but I, I was in a bookstore and a borders bookstore. May they rest in peace. I remember that. Um, and I, I read the whole book sitting in their coffee shop and I slammed the book down the table and I said out loud, I can do that. Wow. And people looked at me like, who is this Weirdo? Um, and then I felt kind of guilty for having read the book and not paying for it. So I went and

bought it and read it again. And I just that night I put up a notice in a form that it was available to write copy cause I've been writing copy for 30 plus years as a radio guy. So I needed practice. But I made my first sale not long after that I got paid a whopping \$400. I did a probably 20 hours worth of work on that two page letter.

- Speaker 3: [00:49:11](#) But uh, I mean in radio, guess how much I got paid for writing copy. Okay. Zero. Yeah. Cause it was not important to them. They wanted to make the sale to the client and they let whoever was available type out something that would fill 30 seconds a word to those of you who buy radio ads. Yes. Careful. Yes. It'd be very, very careful. So, and it, it grew from there. I got paid more. I got paid, my next Gig was \$1,250. And um, that was with a guy named Mike Litman who gently educated me that I was woefully under charging and he paid me \$2,500 a piece for the next two letters that I wrote. Wow. And then I went to 5,070 500 and then I ran into a case where I didn't want to do a particular job because it was the holidays. And so I thought I'll just price myself out of the game.
- Speaker 3: [00:50:00](#) So I said, it will be \$15,000. And the person said, oh, okay, how do you want to be paid? Like zoinks because my holiday, the holidays. So that happened and I, I've had many other experiences like that and I get paid, uh, when I do work with the client, I get paid a lot of money now and I'm not trying to be impressive. I'm just trying to say it's a great way to make a living or even a small fortune. And if you love to write and you can work well with people, I would just advise you, um, a couple of things get paid up front or at least 50% upfront. Never write a project and wait for somebody to pay you. And in my book, I don't know how you feel about this David, but I recommend never write on Spec.
- Speaker 4: [00:50:36](#) I agree. Well, it, it depends if it's an opportunity with someone that you know is trustworthy from others' experiences with them maybe.
- Speaker 3: [00:50:47](#) Well, sure, if it's like a Gora or someone like that with a known track record and you know, there's a great opportunity there. Yes.
- Speaker 4: [00:50:53](#) Yeah. But yeah, it never, it never write, inspect, get paid up front. And you know, the other thing is someone's going to ask you for three references. Take some, a little bit of, um, a gumption, but you can ask them for three or for instance, to and talk to people, find out what they're like to work with.
- Speaker 3: [00:51:10](#) That's good advice. Yeah. Thanks so much.

Speaker 4: [00:51:14](#) Some of the people who hire copywriters are among the most walking wounded and I'm talking about up here in the world and there's some great, some of the greatest people in the world I've met. But you know, unfortunately the walking wounded, many of them have an uncanny ability to come across as kind and nice and generous and, and, and sensible and fair minded. And uh, you can have the best bs detector in the world and miss it.

Speaker 3: [00:51:41](#) Yeah. And there's sort of like the walking dead on that TV show, they can smell blood. Oh yeah. Oh yeah. Because it's all they got, you know, they got so then they get good at it. Yup. So really that advice about asking them for references as good. I know that I had a few bad experiences that led me to, in my actual agreement that I made people sign. I had a paragraph that I wrote, my lawyer didn't like it, but I wrote it and I said, if you live for the opportunity to torture and humiliate freelancers, we will terminate this agreement immediately. And I pointed it out to people when I, when I sent it to them, I said, pay attention to this paragraph. Good for you. You know, and some people were like, well, I'm not going to sign that good then have a great life. Yeah. So we were not meant to work together. That's right. So as a coach, now you coach, um, tell me the kinds of people that you're coaching. Now I code

Speaker 4: [00:52:32](#) working copywriters working doesn't mean they work hard at means they, they actually get paid for it. They may do it part time, they may do it full time. In other words, they have skin in the game in some ways that it matters whether it works or not and they feel a little bit of pressure to make it work. Um, I also work with business owners who want to write copy. They're few and far between, but there are some. Um, so those are the two kinds of people I work with, working copywriters who want to get better or who want to get great and, um, business owners. And the, the one, this has been a very painful learning for me. Um, but it's not painful now. It's just the way I found it out was painful. The people I can help need to be comfortable with and familiar with what we do as direct response.

Speaker 4: [00:53:22](#) They don't need to be good at it. They need to believe in it. They need to accept it. I just wrote a blog post, which I called the primal factor, um, or the primal edge. And it has to do with the fact that some of the motivations of human beings are not pretty, they're not necessarily ugly or sinful or destructive. But, um, for example, when parents a year selling a course, it helps little kids how to read, learn how to read. Um, you would think the reason parents would want to buy that is to help the kids self esteem and, and to help the kid to have a better life and this and that. But as copywriters, we know the bigger

reason is the parents want to look good because they have a kid that reads well, the parents don't want to get shit from grandma because the kid's not doing well in school.

- Speaker 4: [00:54:19](#) The parents don't want their own inner critics to be beating them up cause they're kids. Right. That's not pretty. Some people can't deal with that and as a oversimplified dividing line, people who are familiar with and comfortable with direct response either they may not know that, but they can deal with it when confronted with that. There are some people who are very high minded and see things in idealistic terms and use the word should a lot in terms of the way customers should respond as opposed to a, the customers do respond, so yeah, the people I'm working with are people who have some experience and familiarity and look, it's not a totally comfortable thing that we do. Right. Let's, let's face it there a, I'm not even talking, I'm not talking about moral questions. I'm talking about when you, when you send out a letter or when a client is about to do a lot, there's a certain amount of anxiety going on.
- Speaker 4: [00:55:16](#) Oh yeah, yeah. But, but people who are comfortable with the general notion of, of direct response marketing, people who are comfortable with or familiar with it. And so yeah, those are my two groups. The other thing I do is critiques for similar people. For people who have copy, they want to sell something with whether it's, um, haven't done any radio ads yet, but um, uh, they need you badly. Look, if, if I, if I could find a way in, I do it. I actually started at Jingle company with a guy who does the jingle chorus. So lived there, um, assessment was really, yeah. Uh, but we haven't figured out how to get to the radio stations with the client.
- Speaker 3: [00:55:58](#) Well, the problem nowadays is the radio businesses in trouble. T. R. O. U. B. L. E. Oh yeah.
- Speaker 4: [00:56:05](#) It's, it's in trouble. It's all the private equity guys. And then just,
- Speaker 3: [00:56:10](#) and I just look at that and I think if I could get my hands on some stations and run them as a direct response marketer,
- Speaker 4: [00:56:16](#) Ooh,
- Speaker 3: [00:56:16](#) yes. That would, that would be good. Now, um, I want, I don't want to get off track here though. When you're coaching copywriters, do coach them only on their writing or do you also coach them on like their mindset and how they run their business and all those kinds of things?

- Speaker 4: [00:56:29](#) Oh yeah. Um, all of those kinds of things. And it's just may not be a surprise to you, but the work on the mindset will affect the copy a lot more than any work on the editing of the words. Um, yeah. But, um, I, uh, I'm sort of all in, I mean, one of the problems I had with the Phd Program, the coaching thing is your, it was, if you're familiar with psychotherapy, it was like Carl Rogers light. It's like you were supposed to be this, um, this, uh, you know, uh, indiscriminately, uh, admiring mirror of the other person. And
- Speaker 3: [00:57:10](#) that's helpful. Not exactly
- Speaker 4: [00:57:13](#) play. I mean, I, I talked to my first coach, he, when we're talking about these people who died, but he just passed away, Jim, Jim camp and I was, I sell, I was so upset and he said he'd like to go in there. This is a tough guy of yet I'm fighter pilot football player. He wanted to go in there and tell them what for, you know, uh, all, all of my teachers at the Phd Program. But um, no, I go all in. I'm, I need to believe in the person and I do and I help them. Um, and I don't help them until I think they're ready. I don't, they say, David find me a client said, no, you're not ready yet. I'll introduce you to people when there's a match and when you're at that point. But yeah, I, I, I go all in and I helped them with their pricing, with their pitches, with, um, I've come up with branding. Um, Chris had Dodd Mr money fingers. I didn't come up with the words, but he told me that when Joe Barton, one of his clients said, okay, I just, I'll give this to Mr money fingers and you can, and you know Chris [inaudible], Chris, stop. Stop. That's it. Mister money fingers. That's your brand. And he's actually has a company now called money fingers inc.
- Speaker 3: [00:58:24](#) Yeah. That's awesome. That's the state of, well, I didn't realize that you were the guy who helped him pick that moniker.
- Speaker 4: [00:58:32](#) Yeah, I met her at Chris. You know,
- Speaker 3: [00:58:34](#) I did know that. Yeah.
- Speaker 4: [00:58:36](#) Yeah.
- Speaker 3: [00:58:37](#) You've mentored some pretty, very successful people.
- Speaker 4: [00:58:40](#) I have. I'm really proud of it. I mean, that's another reason I continue to do it is, uh, people get results. I, I can't say I get results. I'm sort of a catalyst. I'm a pride. I'm a nude New York. I'm a pain in the ass. I'm a teacher. I'm, I'm, you know, uh, hopefully a positive influence too. Um, but yeah, I've, I worked with some people who've gone off to do great things.

- Speaker 3: [00:59:05](#) Well, um, I, we need to wrap this up, but I want people to be able to get in touch with you. If any of that resonates and somebody thinks I need to connect with David, how do they do that?
- Speaker 4: [00:59:15](#) Okay. Um, it's Garfinkel coaching, G A R F I N K e l.com
- Speaker 3: [00:59:22](#) and uh, check me out on Facebook and a highly recommended I recommend uh, David without reservation because I know what kind of guy you are and it's clear what kind of teacher and mentor you are just from talking with you for the last hour. Anybody who listened and didn't get that was not paying attention. So go back and listen again. Thanks Ray. I appreciate your saying that so, well thank you. I appreciate you taking the time to do this interview. I know you don't do a lot of things like this, but, uh, I sure appreciate it. Thank you so much. My pleasure.
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