

Ray Edwards Show, Episode 383

From Comedian to Copywriter-An Interview With Kevin Rogers

- Speaker 1: [00:01](#) Ray Edwards show, episode 383 from comedian to copyrighter.
- Speaker 2: [00:10](#) The Ray Edwards Show. This is the podcast for prosperity with purpose. All right,
- Speaker 1: [00:19](#) we're going to get to the guy who was a standup comedian and turn that skill into the powerful form of copy writing he does today. I think you're gonna love this story, but first I want to talk a little bit about the recent kind of shake up in the content of the podcast. We went through a period of a few weeks where we had co hosting the show, Tiffany, my assistant Adrian, one of my other assistants and Sean and we've had some great fun having freewheeling discussion is about life and how we feel about it, about marketing and about just some silly stuff.
- Speaker 3: [00:50](#) A lot of people have really enjoyed it and then again, there's a lot of people have not been so happy. Many people have said to me that, hey, I came to this podcast to begin with to get tips on how to start running, grow my own business about copywriting, about marketing, and that's not what you're doing now. And well, I feel like we have been covering those subjects in a more tangential way. I understand and I want to respect those of you who supported me from the beginning of this podcast. Many of you had been with me for years, so I want to reassure you that all those elements that you've come to know and love in this podcast are back. We started back last week and we're back again this week including spiritual foundations. I don't want you to panic though if you love the new stuff we've been doing as well because we're actually creating a second podcast that will include all the people who've been on the show with me the last few weeks and the fun freewheeling conversation and silliness that we've been enjoying so much. So now if you like both, you can get both. If you for one or the other, you can choose the one you want to listen to and the one you don't. So stay tuned in the next couple of weeks we'll be launching a new podcast to hear more about that. Right now though. Let's get into this episode with the comedian who became a copywriter that's coming up.

- Speaker 1: [01:53](#) Does anyone want to live a life that is long and prosperous? Spiritual Foundation, spiritual foundations? Let's talk about praying for your business. I know quite a few Christians who have been taught that it's selfish to ask God for anything, especially material gain, but I just can't find that
- Speaker 3: [02:11](#) in the Bible itself. God does say, don't worry that he knows what we need, that we should seek his kingdom first and trust that he'll provide for us. What it does not say is that it's wrong to come to him about those needs that we have. In fact, in First Peter Five seven it says, give all your worries and cares to God for he cares about you. Our Father in heaven cares about us. Yes, he knows our needs already, but he always welcomes our prayers about those needs. I think that the prayer doesn't change God, it changes you. It changes me and it's important to realize that worry is not prayer and prayer is not worry. Let that soak in. It's in prayer that we often hear from God about how he plans to provide for those needs we have. It's often in the midst of prayer that will get clarity about our situation and be able to see clear direction for our business and for our life.
- Speaker 3: [03:02](#) So don't be shy. Take your needs list to God in prayer today and ask him to open your eyes to see his plans for what's about to come. If you want to build up your faith and you want to start seeing more answers to prayer, start a business prayer journal and jot down the needs and situations that you pray for with God, and then keep track of when those prayers get answered because you'll find that they always do. Highlight the answer needs in the solve situations that will build your faith. You'll be blown away at what you see. I'm absolutely sure of it
- Speaker 1: [03:30](#) now, simple hacks that make live cheaper, easier, and faster. Raise tip of the week. My tip of the week is an iPad
- Speaker 3: [03:38](#) app called card flow. Plus. I've been looking for a storyboarding APP for the IPAD. I'd like to draw my storyboards for my videos out on actual paper, but sometimes I don't have that luxury. I have only my iPad and the iPad pro is a good drawing tool, but I couldn't find the right tool for doing storyboards until I found card flow. Plus it's like a stack of virtual three by five index cards. You can draw on with your apple pencil using your iPad pro and you can use it for notes. You can use it for parts of speech or a book outline or you can use it for storyboarding your videos. This is a very versatile and easy to use program. I really like it a lot. Check it out. It's called card flow plus. We'll have a link to it in the show notes. Episode three eight three so that's [inaudible] dot com slash three eight three for link to cart flow plus, you

know one of my favorite books about turning what you love to do and what you get paid to do.

Speaker 1: [04:29](#) Real artists don't starve. It's written by one of my best friends, Jeff Goins. It's required reading for anyone who ever wishes they could turn their art into income. Over the last few years, I've had the privilege of helping a small group of remarkable people transitioned from a boring, humiliating soul sucking job into a fun, fulfilling and financially rewarding career. For instance, Dr. Douglas Pew, a composer and conductor whose music was performed at the Kennedy Center and who is well on his way to becoming an a list copywriter. Then there's Mike Kim, the branding expert who turned the company he worked for completely around, made it prosperous, then started his own company and started his own hip podcasts as well and who now runs marketing for John Maxwell's team. Then there's Sarah and her powers who left her six figure job as an attorney and started her own freelance writing practice. Now she's running her own live bootcamps and high end coaching programs and it set up for her first million dollar year.

Speaker 1: [05:20](#) Would you like to be a real writer and trading the boring nine to five straight jacket job for a life you love? There's one thing these three real writers I just told you about having common. They are all graduates of my certified copywriter program. Would you like to know more? Go to [inaudible] dot com to find out the details and see if this is right for you. Maybe you could be one of us. This could be the new beginning you've been hoping for and now our feature presentation, my guest today spent years traveling the country as a dead broke standup comedian until he discovered how simple joke formula to be used as a powerful marketing hook and then he began teaching to marketers much to their amazement, entrepreneurs and business owners all over the world have used Kevin Rogers techniques to skyrocket their profits and grow their business at record paces. Today, Kevin is one of the most in demand sales consultants and copywriting experts anywhere. He runs a great website called copy chief is a great podcast called the copy chief radio show. It's my pleasure to welcome to the show Kevin Rogers. You you have an interesting background as do all copywriters. I find that no copywriter I've ever talked to says as a young boy, I always dreamed of being a copywriter. There's always a difference

Speaker 3: [06:36](#) story. And you were in a totally different field. Tell us a little bit about that journey.

Speaker 4: [06:42](#) Yeah, yeah. It was standup comic, uh, in, by virtue of having no idea what I would do in life that, you know, I dropped out of high school. I just always wanted to be

doing something interesting in school, wasn't a fit for me. And so, uh, it was detailing cars and I was studying comedy. I was like really into the process of what made things funny. Right. I had the instinct, I could kill the room, but uh, the beginning of course it was other people's material. Um, but I was always analytical about it and it's interesting now ray, because my son is 12 and he's super analytical about why things are funny, you know, so he'll, he'll be watching family guy to show you what a conservative parent I am.

Speaker 3: [07:27](#)

Yeah. They'll call.

Speaker 4: [07:29](#)

May I enter the room and play me a bit and we'll laugh and then we'll spend 15 minutes breaking down why it's so funny and how if they had just changed one thing or the timing would have been different on the fart noise or something, it would not be nearly as funny. And so it's just cool to have those conversations. And it reminds me that that was how my mind worked. So I think of it like I've always kind of been a writer. It's just that it's, it's manifested in different ways. And so for the first phase of that was through live standup comedy.

Speaker 3: [08:02](#)

Now I, before we started chatting, I, um, I asked you a question and it's funny now because I realize that we're kind of mirror images. You were, you originally wanted to get into radio and you ended up being guided towards standup comedy. And I was, I wanted to be a standup comic and ended up in radio. Wow. Interesting. So, and I had a lot of, I would have a lot of comics on my show because I loved that world and I was never quite brave enough to step out. I mean that's, that's tough to step step, step up in front of strangers and say, I'm going to be funny now. Well he would instead be the first thing not to say

Speaker 4: [08:37](#)

exactly right. It really is a crazy idea. Honestly. It's like a cause. I mean, you're there and you're there. You're, you're a person with them holding a microphone and the purest form immunologist with no guitar, no bag of props, you know, it's just, if somebody once said, this was really interesting to me that I give, if alien came down and saw through the roof of a comedy club, they'd say, I don't get it. Why is the guy on stage everybody's, why is everybody looking towards him and reacting so, so outrageously too. He's just hocking, he's not, you know, like w there's no hierarchy here and that's the magic of it. It's just a, a man walks up or woman walks up in front of a group of complete strangers and begins to tell stories and you know, 20 minutes, 45 minutes later, a man, it's like, it's a real exchange of, of energy and bonding. It's a fascinating thing, right?

- Speaker 3: [09:35](#) Well, it is, and I think of a standup comics really as philosophers and courageous people because there's no net that, I mean, you've got to, it's the purest form. People think they're scared of public speaking. They should try this exact step up in front of a room full of half the people of which are, are thinking to themselves, okay, make me laugh. Yeah. Arms folded. Smart Guy. Make me laugh. Yeah. That's the thing.
- Speaker 4: [09:58](#) It's true. It public speaking alone is a nerve wracking, but this is a different level. It's definitely the scariest thing I ever did the first few times. But then, you know, like anything, uh, you, it's like the guy shows up for first day of loading trucks at ups. He sees a wall of boxes and goes, there's no way. There's no way to do this in eight hours. And, you know, three months later he's, he's like reading a book while he does it, you know, it's, uh, it eventually over time people would say to me, do you still get nervous? You know, uh, before you go up there. And I'd say only on the good gigs, you know, the bummer was when I had quit being scary because like anything you can get complacent and it starts to feel like work and that is not at all would come. And he should be.
- Speaker 3: [10:46](#) No. And I, there's a story, you probably have heard it, that Henry Fonda, even in his seventies, when he was on Broadway, would still throw up before every performance. I have heard that. Yeah. Yeah. So, and I think that's just a testament to, you know, he still had the, that life inside of him for performing and it meant something to him and that's, that's important to your performance or else you're just phoning it in and nobody wants that. That's just okay. Yeah, exactly right. So now, okay, now help me out here because now you're this world famous copywriting, if I may use the word in the best sense of the word Guru, you're a, you're a mentor and a teacher to many, and you work closely with John Carlton who's a living legend in the field of copywriting and a super nice guy to boot. And, uh, how did you get from that comedy world to this world?
- Speaker 4: [11:32](#) Yeah, so I'll give you the short version cause it's a crazy twist, twisty turny story. Um, essentially, uh, a guy I knew. Here's the interesting thing. I want to give some, some weight to this. Here's, there've been a couple of running themes in my life. First of all, I've been amazingly blessed with, with you mentioned John Carlton. Uh, he was my hero. I got to a point when I started in freelance copywriting where I couldn't finish the job because I was learning so much that I kept starting the job over, right? Clayton Makepeace peace blog. And I'd go, oh my God, wow. Fireworks. And if I don't start over, I'm ripping off this client. Yes, yes. And so I finally came out, I was like, I can't keep doing this,

you know, this is crazy. So I said, all right, I'm going to choose one, one guru, one great copywriter, and I'm just going to turn off everything else off and I'm going to study that person so closely that maybe I can get 30 40% is good as them because you know, I'll, I'll, I'll, it'll be like, they're sitting there next to me and when I come to a difficult crossroads in the copy, I'll be able to turn to them in my mind and say, what do, what would you do here?

Speaker 4: [12:54](#)

And I'll know it'll be as if they were sitting there talking to me. And I chose Carleton because for me he was the guy. Hey, just a, I just related to him the most, he talked about rock and roll. He was a, he loved the Travis Mcgee novels. We had all these things in common. And so John was an easy choice for me and I just started stocking is material. And the interesting thing right back then there was nothing on the market. You couldn't buy anything beyond a kickass copywriting secrets of a marketing rebel. That was the book that was out there. And that was it. And so it was like, uh, yeah, the deadheads go around and they, and they share bootleg tapes and stuff. Right. It was like that. I would go to a conference and all I wanted to ask people, I'd find that a copywriters and he's like, you got any Carlton stuff?

Speaker 4: [13:42](#)

Like, and they'd say, Oh yeah, you know, and somebody would like, you know, send me the pdf of his collected letters or something and I would print them out. And, you know, it's like you are, it's like you're making any illicit drug deals in the hallways looking for some Carlton Carlton. Man, you guys hooked me up. Yeah, exactly, man. And so, you know, to, to now to then get into his world and, uh, have him be interested in what I was doing. Uh, and that was our bond Yak. He was really interested in, in the comedy stuff. And it was funny because it was him who said to me, um, why aren't you talking about that? You should be writing about that. There's a lot of parallels between those worlds. [inaudible] people will remember you for that. And because I had buried it, you, you know, you're asking like, w was the question.

Speaker 4: [14:35](#)

How did I make the transition? Yeah, I forgot the question. Sorry, again the rabbit holes, but, um, that was the thing is that I had learned to stop talking about being a standup because every time I would try to fill out these, you know, legit job or, uh, applications, I would put it stand up and people would be fascinated by it. And then they would never hire me because they're thinking this is the waiting for the next gig. He's not going to stay here with parking cars at the vanilloid a hotel for more than a month, you know. And so, uh, I learned to bury it and I got, I got lucky man. Uh, I was working for an old comic friend who started, he was, he had a marketing

company and he hired me just because he knew he could trust me and he didn't have anyone in his world.

Speaker 4: [15:24](#) Uh, he felt he could trust. And he said, I'll pay you to sit next to me and learn my business. And that was a great opportunity to finally learn business. I had no business sense at all as a comic. I was sure artists, you know, and so a guy named Chris Thomas Soulo came in, walked in and changed my life and introduced me to this craft. And you know, uh, I started to learn some of the names of who was who. Um, and you know, a lot of the people I'm now friends it with a and who are still mentors. I mean, John to me is my still, even though we're good friends and my number one mentor, uh, because he's, you know, very rarely, right? It's like, I'm sure there's people you admire so much, you don't want to meet them. Right? Yeah. He like, I don't want, I don't do not want to meet Tom Waits.

Speaker 4: [16:13](#) You know, I love Tom Waits, his music. I'm going to look like a dork talking to Tom waits. I don't want that memory. But when it came to Carlton, it was the opposite. He was a, like you say, he's just the nicest guy, the most generous guy, incredible. And so, uh, I've been really blessed with mentors and you know, through people wanting to help me and me accepting that help. That's kind of what led me from my standup career into copywriting. Okay. So you, you covered a lot of ground. I want to circle back to a couple of things. First of all, rabbit holes are good because that's where the rabbits are. All right. Secondly, Thomas Soulo, there's a legendary name in and of himself. Chris Thomas Zulu. Explain a little bit about who he is. Yeah, Chris is, he's kind of an enigma, you know, he said one of these cats is not looking for attention.

Speaker 4: [17:04](#) Uh, he, when I met him, it was funny, man. Uh, we hit it off. He's a, he's from New York, right? And I'm a Massachusetts kid and I remember he had a mailbox, you know, a couple of miles down the road and he'd say, come, come with me to get my mail. And you get in the car and, and he's, he's listening to guys talking. I'm like, what is this like bad? I had audio of guys talking and it turns out it was like the Halbert tapes or whatever, you know? And he's like, oh, this is that. I'm like, this is what's the guy's weird, you know? And then we'd go to his mailbox and we'd make three or four trips carrying boxes out to his trunk and it's, you know, it's copywriting courses and it's like all this direct marketing stuff. And slowly I got fascinated and he's just an amazing student of the craft.

Speaker 4: [17:55](#) He's a, he's a really bright student of, of persuasion and NLP. And I'll never forget the one time that this whole

direct response marketing thing finally made sense to me was know. He told me, he said, he said, you don't understand. It's about specializing. He said, there's a guy who is, uh, uh, uh, carpet or he teaches carpet cleaners, uh, how to market their business and they pay him \$25,000 a year to just to meet with them like four times a year. I said, that's crazy. I said, why would they pay \$25,000? He said, because he teaches them how to make half a million dollars with their business or more, right? Yeah. So, and I was like, oh, it a first time, it's the simplest business transaction finally made sense to me. And I thought, okay, I get it. Special information. This guy was one of them, now he's the guy who can tee, you know, he got to a place in his business and then it all clicked.

Speaker 4:

[18:59](#)

And then I remember the next book I read that really brought it all home was Dan Kennedy's the ultimate marketing plan. A man that is just one of those books where again, it's, it's got Dan's magic all through it, but it's, it's just so simple. And if, if you've been thinking about how direct response works and how real marketing works, you read a book like that and you're like, yes, I was right. I, I get it. I think I get this, you know, and it gets really exciting. So Thomas Soulo was to me again, you know, he's, he's a master of a, Oh, we did incredible things. Um, he just really understands how to sell in a way that's very human. And in the other thing he really understands is the difference between, say, taken an inbound lead or cold calling outbound, right? Like that was, that was a huge revelation we created.

Speaker 4:

[19:56](#)

Uh, he wrote a, um, uh, a newspaper ad and I would listen to him, take the calls that would come in off the ad. And normally these phone reps are just, you know, everybody, the manager showed him, get on the phone, make your calls, and uh, somebody would call in and Chris would say, Oh yeah, that person, uh, you're calling about is not not in right now. Uh, but I can take your name and I'm thinking, I'm like, this is a hot lead and you're going to, you're not transferring the call. And then he would say, you know what, I just saw her pull up. Let me see if she can, uh, take your call, you know, and he would put them on all of the, for a second, and then he would put, and then, you know, the close rate on those was, was astronomical. And again, it's just this little bit of psychological difference where it's like, could be in desperate. You don't need the Gig. What you have is valuable. And if you, it's not just about the words you choose in the information you give. It's the posture in which you deliver it that does so much to further the sale.

Speaker 3: [21:04](#) Yes. I remember when I got that message, it really was through Jay Abraham. You talk about guys who don't want to meet. Um, I've revered Jay Abraham and still do so much that when I was able to make a connection and get him to agree to be on this series, I realized, no, I'm terrified because I'm going to talk to Jay Abraham, uh, and I've listened to him and bottle this material from him on all these years. I've had him up on this pedestal. And, you know, I know we're all human beings. We all have the same bodily functions and we all ended up in the same place, but still I was very nervous. And, uh, he then, then I get this call from him day before yesterday or from his assistant and she says, uh, Jay would like to talk to you before you do the interview.

Speaker 3: [21:47](#) Can you call him 15 minutes early? And, and he says, we'll see where we go from there. And I hung up the phone and I thought, oh my God, now what's going to happen? So like an audition. And I know, I'm like, what did I do? And we haven't even spoken yet. And so I call him and we start talking and we talked for an hour. And, uh, he, he said, well, halfway through the conversation he said, look, I know we're supposed to be doing an interview, but I really wanted to serve you at the best level I could possibly could and serve the people who'll be listening. So I really want to get to know why you're doing what you're doing, where you're coming from, what you're about. And I want to have some dialogue back and forth so that we know each other before we do this interview.

Speaker 3: [22:24](#) Is that okay? And I'm like, yes, that is okay. And you are an awesome human being on top of being a genius. So that's just incredible. And I felt the same way about John Carlton and we had kind of met a couple times at seminars, but you know how that is. You meet a thousand people and um, I'm sure he didn't even remember, but I told him when I interviewed him, I told him, you know, I came to a seminar with the express intention. I knew you were going to be making a \$5,000 offer cause I knew the guy running the seminar and he told me this is what John's going to be selling. And I came to the seminar to buy at that time, everything John had to offer. And I did. I spend five grand. I actually ended up spending more than that because that's what happens at seminars. But that was the reason I went. And, uh, he's just a prince of a guy. And this business is, you know, I think people think copywriters, direct sales, direct marketing. You guys are a bunch of sharks, but this business is filled with the most humane, caring will bend over backwards and give you the shirt off their backs. Kind of people that I think I've ever encountered.

Speaker 4: [23:23](#) So true man. It's so true. I think it's because we all needed help, you know, and we all got help. Uh, I dunno

who started the chain, who is the first most generous one? Right? Cause this history is not that far back of our little pocket. Right? I mean, we got there like Pennsylvania, those guys, it was almost more of an agency Gig then. It was this freelancer working with a lot entrepreneurs thing that we do. I go back to Halbert and I'm not sure how many people before him it was, you know, um, but uh, it's just continues and it's, I'll tell you what, why it happens because we're, I'm, I'm taught to pay it forward. Like when, when I say to John, John, I could never repay you for what you do for me. And he says, uh, you'll know what to do because lots of people are going to come to you some day and you'll, you'll learn to identify the people who are really worth helping.

Speaker 4: [24:22](#)

And you'll do it. Just do it. And I guess, but it's an amazing blessing. I mean, you know, how rare is it? I didn't really, I forgot how rare it was. My wife recently started a interior design business. Um, not unlike what we do, freelancing out there, networking, trying to get going. And I said to her, I said, you know, here's a good idea. I said, call some local successful designers and offered to help them say, Hey, look, I'm really passionate about this and I would love to, if I could in any way be of assistance to you sort of apprentice or, uh, you know, and they would, they were all fascinated by the call and, and, and gracious and then nothing. Right. And I, and I thought, of course this is, this is a different kind of India. We're spoiled. They're freaking out thinking this person has tried to steal my clients.

Speaker 4: [25:15](#)

They're trying, they learn my tricks. Right. It's, it's so much paranoia. Uh, I'll tell you the greatest thing John tells me about this. He said to me once, um, he said, give away your best stuff to the right people and nine out of 10 times it'll come back to you better than how you gave it. Right. And it's like, man, that is so true. It's like if you just share everything, and most of us do when we get in behind closed doors, I mean, at what point when you're enjoying a conversation was with a colleague, are you going, I'm going to stop at this point. I'm not going to give away that. So you're given everything and then they go and they take it and they go and they go, ray, you know, I, I did that thing you said and it was really cool. And then, you know what? I added this other twist to it and then, wow. And then you try that and it's just amazing. We're so blessed to be in this business.

Speaker 3: [26:06](#)

Well, we really are. And it's, I to forget that everybody else in the world, practically everybody else works so differently. I was talking to a family member not long ago and I was telling them about mastermind groups and they were like, what's a mastermind group? Is that some kind of cult that you've joined or what is that? And I'm like, I

told him how it worked. And I said, you know, like I'm in a mastermind group with a bunch of other copywriters and there's silence and then then she says, but you're all in the same business. Yeah, well, but you're competing with one another. I'm like, no, no, no, no. That's not how it works. We help each other. But no, you're in competition so you're, you're not going to be taking each of clients and, and um, and I realize just like you said, it was the same moment of enlightenment of, Oh, you really don't understand how this works. And it's funny to me. I have a, a one short story and then we'll get back to you because this interview's about you. It's not about me, but I think you'll appreciate this. I had a client who was in the, um, how do I say this without, he was just in the self improvement, the human potential movement. Okay. And, uh, he was in abundance teacher.

Speaker 4: [27:07](#)

Okay. Yeah.

Speaker 3: [27:08](#)

And he was the most paranoid, selfish, stingy. Um, everybody's stealing my stuff. Don't you tell them why did I can't give him the truth? Uh, I hate my customers. I was like, dude, no wonder you're miserable because who you are and who you pretend to be or so different. And we actually hit, here's how it all came out. We're in a meeting and I'm at his office. And I said, so tell me. And his whole staff is there. And I said, so tell me about your customers. And I'm, I'm wanting to hear, you know, who are they? What, what's their, what are their problems? What are their fears, their frustrations? He says, without even looking up from his newspaper, I hate them. I'm like, oh, well, we're in trouble. So we are, we are blessed. We are in a very generous business. And, uh, I, I think sometimes we're, we know more about abundance than the abundance guys do. Um, but I digress. So how did you end up working in a Carlton's your mentor and now you guys are working together, you're doing the podcasting stuff together. How did that all come about?

Speaker 4: [28:09](#)

Yeah, again, just you, well, I'll tell you, it was very fortunate timing. Uh, and it was kind of ironic because like I said, I had gone to great lengths to stalk his material and, uh, I went to meet him. This is a good story. Uh, so I, I got into his world the proper way that anybody should, I paid to be there and I joined. Uh, he had, uh, uh, uh, it's still there, the marketing rebel insider's club, 69 bucks a month or something, which was considerable investment to me at the time. But I thought, all right, I'm ready. I'm ready to get in here and really see how John Operates. And I just, I, I just waited, you know, and I looked for opportunities and so John was going out of town and he would do a critique every week. Can you believe that 69 bucks a month, you could be in judge and

you, and he would critique someone's copied on really incredible.

Speaker 4: [29:06](#) And he said, uh, Hey, I'm going to be out of town. Why don't you, what do you, what do you hot shot? Uh, copywriters take over the critique this week and let's see what you got. And I said, Oh, here it is. This is my chance, you know, and, uh, took the submission and I got my Camtasia and Telluride recorded this thing like four or five times, you know, I just like one. And it was like I was directing a film, you know, so I do the critique and I'm just, you know, I'm thinking because John has to watch it, it's his community. He's got to make sure I'm not giving crazy advice, know, right. And, and he did, and he wrote me and he said, hey, you know, thanks for doing that really good stuff. And that just crack that door open. And so he might've said, if I can, you know, let me know how I can return the favor or something.

Speaker 4: [29:53](#) And I said, John, all ever want from you, I just need, um, and this is a thing a lot of copywriters go through. I had imposter syndrome, right? I was just starting to get some traction and I got results for a few clients, but I still had that thing where it's like, you know, you're charging pretty good money and you're going, don't even know what I'm doing. How do I know I even know what I'm doing? And I said to John, I said, man, if you could just look over some of my stuff and tell me if I even know what I'm doing. And he goes, yeah, okay, fine. He goes, I'll probably be a week or so, but you know, I'll get to it. I send it to him. And He, uh, writes me back like two days later he said, hey man, um, I looked at your stuff and he goes, and I disagreed with a couple of the things you wrote.

Speaker 4: [30:44](#) I had written a report and he's like, I didn't, I didn't quite agree with the thing you're take on empathy. He said, but overall you got the goods. I can tell you know what you're doing and you've got a bright future. And, and man, it was like that. Now we're now we're dancing. It was like, you know, I had the stamp and he's like, no matter what anybody else said or, or how lonely or weird it gets, I just felt like, all right, I know what I'm doing at least. And then, uh, so then John was doing one of his hot seat events. Right. Um, he would do the, uh, he was, there was a thing, you might've been at it re, uh, it was an Eben Pagan is called the green room. It was in Chicago. Oh, I did not go to that. And I, so I kicked myself every time somebody brings it up.

Speaker 4: [31:26](#) So thanks. Well, I certainly wasn't invited, but it was that event. And so John and Stan were invited. And so, uh, John, uh, you know, being a great marketers sided to make himself a few grand while he was there. And he

held a one day hot seat event the day before the event in Chicago. And I lived in Chicago for years. So I wrote to John and I said, hey, you know, I saw you're going to be in Chicago doing this, this hot seat. I said, funding, funnily enough, I'm going to be in Chicago that same time and I'm free that day. So if I could hold a clipboard or anything, ah man, I'd love to help out and shot. You got back to me like right away. And he's like, Eh, yeah, that sounds great, man. He says, ah, I'll check with stand and make sure we got enough room because it's a small board room.

Speaker 4: [32:14](#)

He goes, but if there's an open seat, it's yours man. And, and we're going to dinner that night and you're invited. I just couldn't believe it. Unbelievable. And so I run into my wife and I tell her that this happened. I said, I'm going to meet John and going to Chicago. She says to me, what are you going to tell him when he asks you why you're in Chicago? I go, he said he's care if I'm in Chicago, he's John, Carl. He's not going to remember that. Why I'm even there. You know? So, um, so I, I get on the plane, I get there, I stayed at the cheap hotel a few blocks away. I show up before the hot seat thing and I walk in the room and there's, you know, five or six business owners and there's a standoff sitting in the corner, not really talking to anyone.

Speaker 4: [32:59](#)

And I come in and I'm all excited and I'm a chipper and stances. All right, so it over there and fill out your, your placard, you know. And so I write my name and my placard and I put it up and I, and, and it's sitting there and uh, you know, it's nine oh five still? No, John, uh, you know, a couple minutes. So finally in Mark's Carlton, you know, wow. Like there he is flesh and bones and, and he walks over and he looks disgruntled and he picks up an ink pen and he tries to write something and it doesn't work and he throws it against the wall. And I'm like, oh wow. Like something him and Stan or fighting or something's going on and jug is high. It's good. God, I guess Kevin Never made it. And Stan and goes, ah, Kevin would be the guy sitting in front of the placard that says Kevin. And uh, and John Goes, oh, Kevin, you made it. And he walks over, shakes my hand. So I'm standing, he's standing in this tiny room and he goes, so what are you doing in Chicago?

Speaker 4: [34:04](#)

I was so shocked. I didn't have anything. I couldn't lie. I go, I go, I, you know, I lived here for a long time and I thought I'd come visit some friends and, you know, meet you. And he just got this creepy look like, why are you so you're stocking me? Literally, you know? And, uh, anyway, it was, you know, that was it, man. The day that changed my life, uh, Dean Jackson was there while a, because of course he was at the oven thing and he did, you know, so, wow. I mean there's the Jackson and um, we went to

lunch that day and we had just sat down and Stan says to me, hey, we're doing, uh, we're about to launch a course of John's copywriting system and we're going to teach it live and we're inviting, you know, copywriters to help us teach it.

- Speaker 4: [34:51](#) Do you want to be one of the instructors? Are you kidding me? I mean, first of all, I can't believe that the thing I've been piecing together and parking garages over the last two or three years is now coming out in one clean system and now they're asking me if I want to teach it. I haven't even seen it yet. Right. And I was like, absolutely. And uh, everything just fell in line. It felt natural and, and that was it, man, often running. And it was a, an extra blessing because that's when I discovered how much I love teaching copy and coaching writers, uh, and business owners on how to write copy. So man, I tell you what, you know, sometimes you got to lie, it got a little white lie ray go along way. What are you doing in Chicago?
- Speaker 3: [35:38](#) Oh, that's awesome. Uh, so, um, do you, are you still writing for clients or are you strictly doing the coaching and teaching thing now?
- Speaker 4: [35:49](#) Yeah, I started at a community two years ago, uh, called copy chief, and it's basically my version of what happens at a conference when a actual business owners and actual copywriters finally discover each other. Uh, so I created, you remember, um, uh, Michelle Ford and his board? Oh yes. That was, I was like, man, where is this? We need this back. Right? So I built it and it's very much like that. I mean, heavy giving, good at, unfortunately Fortis board got ugly, like a lot of communities do. It was too bad. It was a shame. And we all woke up one day and it was gone. Right. And Man, I got, you know, I, I learned to find my, my writing voice on that. Eddie, you know, authority. I you too, right? I mean, it was, ah, and so, um, I, I, that was my guy said I have to recreate it.
- Speaker 4: [36:42](#) And the only way to make it work, I got to pee. It's gotta be paid. It's gotta be a gated community because we see it's too, that's why, uh, Michelle, uh, close the other one, he said, I don't need this. Everybody's fighting and backstabbing and writing me personal messages with all this drama. Yeah. I got a, I got a business to run. I'm not making any money off of this thing and it brush, it was gone. And I thought, yeah, if I'm going to put up with any of that, I'm going to be getting paid for it. And the interesting thing is because it's a paid community, uh, and because I just don't, I don't, I don't celebrate drama. Um, it's, I've never had a problem. Can you believe in two years? I have never once had to pull someone aside and go, quit being a jerk or delete a thread because somebody was spamming a, none of that stuff. Um, and

so answer your question. No, this is the first year that I don't work with clients anymore because, uh, you know, there's this amazing community and I want it to go all in on focus on building that and a and not do client work anymore.

Speaker 3: [37:47](#) That is awesome. And uh, this, this kind of sad thing is it's not uncommon for copywriters to go through this cycle where they get really good, they write really successful, really effective copy. And then they began to figure out that, hey, um, I'm getting paid good money, but the guy I'm writing for is making 20 times or 50 times or a hundred times the money I am. So maybe I should be in my own business. And so a lot of, a lot of us end up doing our own thing. Uh, like Gary Bencivenga you mentioned earlier, is now selling olive oil, olive oil and the has a really successful gig going with that. And you know, people keep trying to pull him back into the copywriting world and he's like, ah, I'm done with copywriting now. I know because I him to be on this series. And he's like, Ray, I would love to, but I think I've said everything I need to say about copy.

Speaker 3: [38:40](#) It's such a shame, you know, I promise you have SSI felt, I'm trying to be respectful, but no you haven't you. So, um, and it doesn't surprise me that you haven't had problems because I mean you just exude a very, uh, community friendly kind of vibe. And I think that all comes from the top, the leader of the community and Michelle's deal was different cause he's the nicest guy you'd ever meet. But he had some people that had sort of become little, they had their own little groups, they were leading inside that board and it just got out of hand and it's like you said, it was free. So there was no criteria for getting in and he just had bigger fish to fry. So he did. So, um, so copy chief, now you've got, you had both business owners and copywriters who come into this community. That's a, that's a great combination.

Speaker 4: [39:27](#) It is, man. It's, you know what I, I just knew that and I think I learned this from that board, is that comics are copywriters, man. They love an opportunity to show off, right? Like again, we always want, we need the validation, but you talked about it earlier. Just try and explain what a mastermind, just trying to explain what a copywriter does out in the real world. Forget about it. We don't even bother. Most of us. It's like, don't even say the word. Just, I don't know. I write, I'm a writer. You know,

Speaker 3: [39:54](#) I just did that today. I was getting my hair cut, believe it or not. And The lady asked me the same question. What are you doing? I'm like, I'm a writer. What do you write?

Marketing materials? I said, try to say the most boring thing to shut the conversation down.

Speaker 4: [40:09](#)

Yeah. Don't make the mistake of telling them, I take people who are good at stuff and help them get rich online. Oh wait, I'm good at stuff. You know, that's the worst hair cutting people you, yeah. So that's the cool thing is that I thought, all right, you know, in business owners, uh, you get the same thing ray, like constantly that the copywriter is going, how do I get better clients or how do I get better at this? And constantly entrepreneurs, business owners going where all the good copywriters. And I want to say you guys meet. Yeah, that's it. That was it. I was like, I just got to put everyone in a room together. Right. And so what will be the nucleus will be some training. And then I wrote a, I wrote a book. I can't even say I wrote a book. I, I transcribed a talk I gave and put a cover on it, but the material's great. And so it's a book. Um, it's the called the 62nd sales hook and that was a revolutionary thing. It was Dean Jackson who, uh, who helped me do it cause you know, you know, Dean, he's like, uh, it's the, it's, it's the cover that matters. That's the 80, it's 80% right there on the cover.

Speaker 3: [41:14](#)

Oh my God. That is, that is eerie. How will you do that?

Speaker 4: [41:19](#)

I paid a lot of money to get that impression down, but uh, but um, uh, so all of a sudden I had this nucleus of Ooh, copywriters who I'd never met. We're coming across the book and reaching out to me. So I was making these interesting new relationships, a copy writers and a lot of business owners are going, oh, this is amazing. It's exactly what I'm looking for. Can you help me perfect my hook? Which is a good problem to have, but you know the problem, right? It's not scalable. Right? How much can I charge to get on the phone and tweak somebodies Hook? How many times can I do that before I kind of want to lose my mind? And then, uh, another great mentor, James Schramko said, you need to go from one to one to one to many, and your tea, it's the same material, but everybody gets to pay less to learn it and you get paid a whole lot more for teaching it.

Speaker 4: [42:08](#)

And I was like, sign me up. So he helped me build a community and I opened the doors not knowing it was really kind of a throw your hat over the fence proposition. And I said, I'm closing this off to a hundred people, uh, because I thought that's a perfect 80, 20. Like I have to figure out what kind of bandwidth is it going to take for me to run this thing. It was wise and yeah, in hindsight it was, I told James is like, you know why, why did you do that? Why would you, he's like, that was dumb, you know, uh, because your founders are going to get special pricing and you want that, you know, but I

thought hundreds, perfect. And so a hundred amazing people came rushing through the doors and uh, formed this community that, uh, has been just a crazy blessing.

Speaker 4: [42:55](#) It's been, um, I dunno man, it's a B, two B. You know, what's amazing about a community is that you think it needs you like everywhere and you quickly find out it doesn't. In fact, you, you can get in the way if, if you're to present, right? And they're in and it's a nucleus forms. And I used to get paranoid because I'd have some hyper responsive members and I think, Oh man, you know, like, uh, if they go away, we're in trouble. Like they're doing so much, you know, they're giving these great critiques and then for whatever reason they would go away and other people would step in. It's Kinda like when the superstar football player with a bad attitude finally gets kicked off the team and everyone plays better. It's sort of this, this, this nucleus and sometimes the thing you think would hurt actually helps.

Speaker 4: [43:52](#) And so it's been this amazing group think case study of, of what motivates people and it's like a marketing lab, you know, people post up, uh, ads and other people give them ideas and advice on how to improve it. And in the best cases they go out and implement that stuff and then they come back and share the results. And so we're all learning and growing in real time together. That is super cool. Now is that a copy chief.com? Yeah, copy chief.com. So that's definitely, I'm going to check that out as soon as we finish up here. Oh yeah, you'll love it. So we're getting

Speaker 3: [44:32](#) close on time. I want to kind of get your perspective, since you're working with both copywriters and you're coaching them along and you're working with business owners, entrepreneurs, and you coach them along, what do you, what do you see as the challenges for both groups? Like what's the biggest challenge that you see with copywriters who are coming up or just maybe beginning to make their mark?

Speaker 4: [44:53](#) Um, I think it's confidence. Uh, and I mean that on both sides I find that new copywriters are either overconfident in their abilities or way under confident and their abilities. And it, again, I just talked about having that imposter syndrome and I don't know what it is. Um, that it's the thing that makes us great because we care a lot and it also makes us insecure because we care a lot. It's a need. It's a neediness, right? Yup. And so, um, yeah, I think confidence is the thing and that's why, uh, our slogan in copy chief is nobody writes alone because as you know, any great ad has had quite a few eyeballs on it, you know, and so, and especially for copywriters, man, just to have somewhere to going and even if you only

make one or two relationships and go, hey dude, is this okay?

Speaker 4: [45:51](#) Like, you know, I'm about to turn this in and I don't know something's bugging me about it. Uh, it just, it's, it's really good to have that backup that that's really helpful for someone who should have more confidence and doesn't see their own sort of genius. Someone who is overconfident, uh, they're just, you know, some point they're going to get slapped down and, and hopefully come to reality. Cause though, Jay Dawg copywriters, the humble is people in the world I made because, uh, they, I mean you need some ego and swagger to pull off the Gig, but in reality, we all know we're only one one campaign away from being humbled and in school again, it's just how it is,

Speaker 3: [46:29](#) right? Yeah. So, Yup. I was telling somebody earlier today that, um, every time I, uh, I don't write for clients very much anymore, maybe once every year or so, if it's something really super interesting and they're willing to pay an obscene amount of money, which I originally put up as a fence to stop people from asking me to work for them. Every once in a while somebody would say, oh, sure, okay. And then I'm like, oh, I guess now I better put my money where my mouth is. Uh, but, uh, it's interesting that every time I sent a package off to a client, I, there would be that little gnawing in the pit of my stomach thinking, oh, what's going to happen? Is this going to be horrible? This is gonna suck. Is it going to work? And, uh, I, I really think it's important that we keep that in mind. You know, some, the overconfident folks are, um, they're in for a rude awakening at some point because it will happen. Yeah.

Speaker 4: [47:23](#) Yeah. I, I tend to notice those names, uh, often disappear off the radar. Yes. It's a good reason. Yeah. Because they, they do get that wake up call and they don't, they don't survive it. They, you know, it's that whole growth mindset compared to fixed mindset. And if you come into copywriting with a fixed mindset and you can't accept criticism and you can't accept the market telling you you're off, you're not going to survive. Yeah. Amen to that. So what about uh, business owners as it comes specifically when it comes to writing, working with copywriters are using, copying their business? What do you see is their challenge was, I mean, I know there's a lot, but I mean, I guess the one that jumps to mind first is not understanding what to look for in a copywriter. Uh, not understanding it is not a handoff.

Speaker 4: [48:21](#) It's, it's a partnership. Yes. It's a collaboration and you know, so yeah, disaster happens when, uh, unknowing, uh, entrepreneur hires green copywriter and says, go

crush it for me. And they give them barely anything to work with. They don't even understand their market that well. Right. Uh, and so I, I would say to any business owner, um, you don't, you don't have to get good at copy. You really honestly may not belong with a pen in your hand. Some people just don't. But you need to be the most qualified person to, uh, help somebody understand why they should have your product. If you can't be that for our copywriter, then, uh, what a copywriter does far beyond write the words that sell your product is they, uh, reignite the fire, uh, uh, inside of you for your, for your product, for your market. Yes. That's why I love this Gig.

- Speaker 4: [49:27](#) And I never got tired of working with clay. I got burned out on having deadlines in the process, but I never tired of teaming with a, a business owners who loved what they did because I would feel their energy and I would get really excited and they'd get more excited, you know, and all of a sudden you created something new together. Uh, oftentimes you can be sure this happened to you, ray with me to new products because you, you, you know, you just think, oh, we can also do this and this and this. So it's 100% of collaborate is not a handoff. It is not words. It's not wordsmithing. If you're, if the word, if the term word smithing comes up when you're thinking about why you would pay well for a copywriter, you don't get it yet. You need to really understand that a copywriter is a marketing expert with copy as their specialty. Uh, they're not just some hack typing away on a keyboard. That was, that's a
- Speaker 3: [50:28](#) tweetable moment right there. Say that again. Uh, a copywriter
- Speaker 4: [50:33](#) is a marketing expert with copy as their specialty, not some hack a tapping away on a keyboard.
- Speaker 3: [50:40](#) Oh, that's, that is, uh, that is a killer line and it's deep truth. Um, yeah, I, I've experienced, uh, you know, clients who would just sign the papers and hand me a check and say, okay, let me know when you're done. And I always knew that his trouble, that's going to be trouble. And I would work really hard to get them involved from the beginning so that we could dig through and understand the process together. And so if people want to join your community, they come to copy chief.com. Yeah. And then what else? What other ways can we experience? How can we have the Kevin Rogers experience?
- Speaker 4: [51:19](#) Uh, well, uh, I do enjoy podcasting. So you mentioned the one with John. Thank you. That that is kind of a labor of love. We just enjoy it. Our rule for that show is if it ever stocks, we stopped, uh, if it becomes unfun. So it's that it's, we, we joked that it's the best kept secret, you

know, with the two most who to marketing, uh, you know, uh, experts, the worst promoted podcasts in history, but it's just John and I will have you having a conversation sometimes only by email and go, oh, this is good. We should record this. And that's all it is, you know? Uh, and so I think over two plus years, we've got like 29 episodes or something, you know, but I have a more, uh, show them a little more dedicated to called the truth about marketing. And that's coming up on a hundred episodes.

Speaker 4: [52:13](#) That's a weekly show. Um, that I, I'm, I'm very proud of. Uh, have got some great interviews on there. Um, and look forward to having you as a guest on that show, Ray, for sure. Um, and then there's a third show called copy chief radio, which is a lot of fun because it's a reflection of what we do in the community. So I'll take a really meaty thread and I'll invite the thread, uh, the original poster or somebody who was very active in the thread to come on and we'll just discuss it. Right. And that's a lot of fun because a lot of times it's their first time doing a podcast and you, and I mean you're from radio. We take for granted that this is a nerve racking thing. And so they show up and they're scared and nervous and I got to teach them how to get a decent mic and that, you know, uh, they're like, I'll just, you call me on my cell phone, right? I'm like, what do you know? How are you on your cell phone? You got to get a microphone and the headphones and so it's a cool way to kind of get them to level up a little bit. And uh, so yeah, the podcasts. Cool. And you can find everything on and you get the book, download it for free at ad copy, chief.com as well.

Speaker 3: [53:18](#) Awesome. Well we'll have links for all those resources that'll go along with this interview and uh, Kevin has this, let me say, I really appreciate you being part of this. It would not have been complete without you and uh, this has been such an incredible conversation so I look forward to getting to know you better and uh, I got to come hang out with you and John. Now it's just a given. It has to happen. Let's make it happen. All Right, great meeting you ray.

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