



Ray Edwards Show, Episode 389

The Perfect Business

- Speaker 1: [00:00](#) So there was having lunch with a friend of mine. We were talking about our businesses and I said something about my business being my mission in life. And he said, Ray, the purpose of your business is not to be your mission. And I said, really? What's the purpose of your business? And he said, the purpose of my business is to create wealth for me and my family. It is not my mission in life. It's there to make me money that believe it or not, rocked my world.
- Speaker 2: [00:26](#) The Ray Edwards Show, this is the grow your business entrepreneurs podcast For Prosperity With Purpose. I have missed that song. So I wanted to play it today. It's about me. So of course I wanted to play it. So I had taught for a long time, your business should be your passion. It should be your mission in life. And my friend told me the exact opposite and he's very sick, stressful,
- Speaker 1: [01:02](#) much more successful in business. If you just look at the dollars, the metrics of dollars and profits earned than I am. And he told me, no, the purpose of your business is to create wealth for you. And your family. And I realized after thinking this through quite a bit and wrestling with it, that he's right. That is the purpose of your business. Now some people will say, but the purpose of your business to serve your customers well, that's not really the ultimate purpose. Because if that was the ultimate purpose, it would be done in regardless. I know Irregardless is not a word. So the, there you go. It's regardless of of whether you are serving your customers or not. If you do it regardless of profit, then you're going to be out of business and you'll be helping no one. So the first priority of your business, the purpose of your business is to make a profit for you, the business owner and Notre.
- Speaker 1: [01:47](#) To do that, you do have to serve people along the way. So I like to say it this way. Your business is a mechanism to multiply money. That's it. Say it with me now, my business is a mechanism to multiply money. And the better you can make your mechanism at multiplying money, the better your business will be. That's a fact. Now, this challenged me, but I ultimately accepted my friends conclusion because if you think it through like I

did, you'll find it's flawlessly logical. Now, this does not mean that your business cannot also serve as your mission and your passion. For me right now in my life, my business is exactly that is it is my mission and my passion. I love what I'm doing, teaching people to multiply their money through marketing copy and techniques that bring more customers more often at a cost you can afford for acquiring them so that you can profit more and in turn serve more people.

Speaker 1: [02:47](#) I love doing this, so it does not mean that your business cannot also serve as your mission and your passion, but that can't be the only reason you're doing it. It does mean that your business being your mission or your passion is not required for your business to be perfect for you. You may have a business that you're not passionate about, that's not really your mission in life, but it's very profitable and it just runs on its own. We have people that run it for you and it makes you profit, brings wealth to you and your family and that's all you need from it and that's perfectly okay. Now, I do believe that your business either needs to do one of these two things. It either needs to fulfill your mission like mine does through its existence. It's through the nature of what we're doing or it needs to facilitate your mission. In other words, it supplies you with enough wealth that you can go out and do your mission because you have the funds, the money to do that and that, oh is a fact.

Speaker 1: [03:41](#) If you're a business owner or entrepreneur who would like my help multiplying your money, I'm available for a very limited number of day with ray engagements this year. This is an intense day long consult with me personally from 8:00 AM to 5:00 PM the investment is not small. It's \$18,000 if you come to my place in Spokane, if you want me to come to you, it's 25,000 plus my travel expenses. Now please only inquire into this if you are serious and the investment does not pose a problem for you. Note all personal copywriting engagements which are few and far between, but if you want to engage me to write copy for you must begin with one of these nonrefundable consultation days to make sure we're a good fit for one another. If you want to book a day with me, please fill out the application@daywithre.com that's day with re.com now simple hacks that make live cheaper, easier and faster.

Speaker 1: [04:34](#) Raise tip of the week. The tip of the week this week is a dual tip. I have two tips that go together. First, Ulysses, this is the ultimate writing APP for writers and it works on Mac, iPad and iPhone and it synchronizes between all three. I'll get to that in a moment. This is a focused writing environment kind of APP. You've seen distraction, free writing. This is what this is like, but it also has

effective document management. It has fast saving and flexible export so you can make your list is your first choice to do all your writing, which is what I'm doing right now. I'm doing all my writing in Ulysses helps me organize my writing, keep it in an orderly fashion work and find what I'm looking for at a moment's notice. It helps you focus on what you want to say instead of how you're saying it and you shouldn't be worrying about layout and all that stuff while you're writing anyway should be thinking about what you're trying to say.

Speaker 1: [05:21](#) You can organize all your projects in one place. I can you tell him in love with this app, I don't have an affiliate link for him. I'm just telling you I want you to try this app. If you're a writer and you love to write and you want to be more organized, going to put all your writing in one repository, one sole source where the truth lives about your writing. This is the place to do it. And if you, if you're like me and you don't like all the countless menus on Microsoft word, you're, this is a clean, intuitive workspace. Having many options on your word processor can become too many options and complex usually turns into complicated. You'll list these, brings you what's essential for writing, and it keeps us advanced features out of the way until you actually need them. So it's beautiful.

Speaker 1: [05:58](#) It's focused and it turns work hours into fun time. Happy, wonderful fun time writing you lyses.app ulysses.app. Check it out. They have a free trial. You can check it out. It works on your Mac, your iPad, and your iPhone, so you can write on any of your devices. They're always synchronized. It's a beautiful thing. Now the second tip is what led to the first one I discovered Sean [inaudible] learn Ulysses video course on the sweet setup site, the sweet setup.com. Shawn Blank, if you're not familiar with him, is a fantastic writer. Independent blogger has been doing that for quite a number of years. I love his work and I just happened to see one of his videos promoting his learning Ulysses course, and I'd heard of Ulysses, I'd heard people talk about it. Michael Hyatt had been praising it. I thought, we'll check this course out and see what it's like.

Speaker 1: [06:45](#) So I started watching some of the sample videos and I bought the course before he even had the APP. This is a video course and helps you take your notes, your ideas and writing. As Shawn puts it from scattered structured, he'll show you how to use Ulysses to capture your ideas, organize your writing and save time with a new improved writing workflows. And this is what I really love about this course. There are 30 lessons in here. They show you how to use the interface of the APP, shows you all the features, how to make use of them, how to organize your writing. But what I really like about this course is the

workflows and the writing setups that other writer's share. And the two videos that I liked the most, or both by guys named Shawn, Shawn Blanc and Sean McKay, both give their whole workflow of how they use Ulysses, how they set it up for their writing, and these two videos, in my opinion, are worth the entire cost of the course in total.

Speaker 1: [07:35](#) If you got nothing else with these, it'd be worth it. I've rearranged the way I organize my writing thanks to these two guys in these two videos and there are more setups in there to take a look at, but those are the two I liked the best. So the course, how much is it? It's like 50 bucks. Sean, you should charge more for this, but I'm glad you didn't before I bought it. So I bought the course, then I bought Ulysses and then switched all my writing to Ulysses. So that's how strongly I feel about this. Check out Ulysses the APP and check out the learn Ulysses course@thesweetsetup.com [inaudible] does anyone want to live a life that is long and prosperous? Spiritual Foundation? I feel like on spiritual foundations about once every three months, I have to hit this subject again because there's so much misunderstanding about it and it is about the idea that if we're followers of Jesus, of Christ, that we must be selfless.

Speaker 1: [08:22](#) That being a business person who wants to make a profit and become wealthy is wrong. That it's against the Christian ethos. And this begs the whole question was Jesus and Christian. We'll leave that discussion for another time, but if you follow Christ, then I'm here to tell you that in my opinion, it's very clear to me that having rational self interest in building a successful, prosperous business in life is not only not wrong, it is the right thing to do. And if you're one of those people who likes to say, well, you're too on yourself, you should be focused on others, it'd be other focused. Well, you can't be focused on others the way Jesus instructed you to unless you first are focused on yourself because he says the greatest commandments. He was asked teacher, what is the greatest commandment? And he said, love the Lord your God with all your heart, all your soul, and all your mind.

Speaker 1: [09:15](#) And the second one is like it. Love your neighbor as you love yourself. So what does that presuppose? It presupposes that you must love yourself before you can love your neighbor and you cannot love your neighbor any better than you love yourself. So if you want to love other people more, you have to love yourself more first. That'll mess with your theology a little bit. Just let it soak in. And now our feature presentation, so a lot of my readers are looking for the perfect business to be in. And I started this podcast out starting about the purpose of

your business is to multiply your money and to create wealth for you and your family. And you want your business to be a mechanism to multiply money. So the next logical, yeah, if you're looking to start a business you should ask is, well, what is the best mechanism for multiplying my money?

Speaker 1: [10:05](#)

And I haven't answered what the perfect business is. I'm going to tell you the answer shortly, but first, let's kind of set the stage and talk about why you're looking for a business to start or a side hustle to get into. It's got to be because you're not totally satisfied with the one you have is your main hustle, right? Maybe you're feeling like you need a new gig. Maybe you feel like you're gonna be downsized or fired. Maybe you had been fired. Maybe you're just sick of what you're doing. Maybe you'd like some more freedom and autonomy. Maybe you're tired of asking people when you can go to the bathroom or when you can go on vacation. I remember when I worked in radio at, one of the things I resented was at four weeks of vacation that year I left radio, but I couldn't take them all at the same time. I can only take them one week at a time. That was totally lame.

Speaker 1: [10:48](#)

I wanted to take a month off, and if they let me, I might've still been in radio, so thank God they wouldn't let me, but I wanted freedom. Maybe that's what you want. Maybe you, maybe you're afraid that if you don't do this now, if you don't start a business now, you're never going to realize your dreams. You may be at that point in your life where you're like, you know, I'm not as young as I once was. I've got stuff I said I was gonna do. I gotta do it now. Whatever your reason for wanting to start a business, as you look around at what's available online, which is where most people turn, most people think, well, I should start an online business. All these businesses are making money online, but then we started thinking maybe it's too late and there's so many different choices to think about.

Speaker 1: [11:25](#)

You could get into adsense or Facebook ads or Facebook groups or Instagram. You can become an Instagram influencer, whatever that is, or a youtube influencer or maybe a digital course builder. Maybe you could do live events, big ones, small ones, medium size ones. If you could speak at events and sell stuff, maybe you could do coaching or be an expert and maybe you can get into affiliate marketing or you could be a JV broker. You can do product launches, you can do content marketing, you could do social media marketing, you can do so many things. A fulfilled Amazon business. Friend of mine worked at that for many, many months. Finally abandoned it now because it didn't work, but he was working too much on it, I think was the reason. There's an

opportunity here in all these things I just shared with you if you can see it, because all these business opportunities I just told you about and there's many more.

Speaker 1: [12:11](#)

That was just a sampling is just a smattering. The scratching of the surface. The opportunity is something that all these businesses have in common. They all need the same thing. What is the common thread that lies at the core of all these businesses? What is the one skill in business that rules all the others that allows you to multiply money? What is the mechanism for multiplying money? It is persuasive communication isn't it? Isn't that at the root of all success in business, making the sale, getting a job, convincing your boss the new plan is a good plan. Persuasive communications as the heart of all success in business and what is copywriting? It is persuasive communication in print or on a screen typed out on a screen is the written word and you might say, well, what about the spoken word? What about podcast?

Speaker 1: [13:07](#)

Well, I wrote notes before I started this podcast. I wrote copy before I started the podcast. I think it's starting a copywriting business that is the perfect business. You don't have to be dusty FCE, you don't have to be Faulkner, you don't even have to be Robert B. Parker or Lee Child. They write very simple, punchy pros. It's the late Robert B. Parker loved his books. You don't have to be a great writer, you just have to be a competent writer and become a good copywriter and you could have a business that pays you very, very well. That's what's happened for me. I've been doing this since 2005 full time. It has not let me down in any single year since then. So why do I think copywriting is the perfect business to start? I'll give you five reasons why coming up next. I just want to remind you not to forget. We have a worksheet from today's episode. We turned to key ideas from this show into a worksheet that helps you turn the ideas into action. Get Your Free worksheet@rayedwards.com slash three eight nine it's reyers.com/three eight nine and while you're there, subscribe to the show. It's free, it's convenient, and for simple instructions about how to subscribe, just go to [inaudible] dot com slash subscribe we'll show you how to do it so easily.

Speaker 1: [14:24](#)

All right, back to the five reasons why starting a copywriting business is the perfect business. Reason number one, those who write rule writers wield influence and shape people. They shape cities, they shape nations, they shape history. Think about the American revolution. What was it? The heart of the beginning of the revolution? What fueled the fire? You may or may not know this. It was papers written by the founding fathers, pamphlets, the federalist papers. So much material was written and passed around. It was copy. It was persuasive

communication in the form of writing and you might say, well yeah, they didn't have the Internet back then. What we do now, so it's even more applicable now than it was then. The Gettysburg address, powerful communication written. The Apocryphal story is on the back of an envelope. Nelson Mandela spoke to the world about freedom and forgiveness and changed the course of history. Martin Luther King Junior, John F. Kennedy, Ronald Reagan, Mr Gorbachev, tear down this wall. Those are words that live in history. Al Gore, just so I can go to the other side in case you get her upset, cause I've mentioned Ronald Reagan, Al Gore's inconvenient truth has had lasting impact on the world. Whether you agree with them or not with you like it or not, both Reagan and Gore have had lasting impact because of the words that communicated. Persuasive communication, persuasive writing rules, those who write rule the world count on it. What part of the world do you want to rule?

Speaker 1: [15:58](#) Reason number two, a copywriting business is the perfect business. You can write yourself out of any situation into a better one. Now think that through with me. You can write yourself out of any situation into a better one. You can write a letter to somebody you love, that you're having problems with or somebody that you know that you want to have love with and you can write them a letter that can change the whole relationship. You can write yourself a letter that gets you out of the job. You're going into a new job. You can write a very short letter that just gets you out of the job. You're in like goodbye. I quit.

Speaker 1: [16:33](#) I discovered in radio that I could write mind movies. One of the things that distinguished me from other program directors was I wrote these little cinematic audio pieces that promoted the radio station in a way that was sounded like a motion picture trailer. It was very unusual at the time. I had fun doing it. It changed the perception of our radio stations. It got us good ratings. It got people talking about us. Not only that, I wrote sales letters, I learned about sales letters from Jay Abraham initially on a power talk he did with Tony Robbins. If you've never heard that power talk, you should listen to it. They talk about how Jay helped Tony build his empire in the beginning days. Fascinating interview. So I wrote sales letters and I disguise them as reports to upper management and the radio company I worked for at the time with citadel broadcasting, led by a gentleman named Larry Wilson, one of my real heroes in the radio business.

Speaker 1: [17:24](#) There's probably only two guys that could have talked me back into radio back when I first left for five years or so. I kept getting calls of people saying, well, you come

program this station, we come be on the air at this station. I kept saying, no, no, no, no, no. And I kept hoping that neither Larry nor Steve Cody would call me because I would've caught, would have gone back into radio for those guys. They were that good friends through that. Good mentors. Larry and I were never buds that hung out, but I respected him a lot and he was a mentor to me whether you knew it or not, but I wrote marketing pieces, sales letters to upper management about our internet presence, our streaming presence online and I was trying to convince them that I had a vision for what we should do as a company and some of those ideas got translated into actual business practices and that company, they didn't know I was writing them.

Speaker 1: [18:06](#)

Sales letters, copy, you can write yourself out of any situation into a better one. I wrote marketing pieces for our radio stations to grow our audience and our ratings. I wrote ads for our clients to grow their businesses, which made me virtually unfavorable from the radio business because they couldn't fire ray because he was in charge of the marketing for this account and that account writing the copy for this account and that account, they like him too much. I began to see the power that copywriters who know what the game is about wield it. If you understand the power of persuasive writing, you can change any situation from what it is now to what you want it to be is powerful indeed. Having a business that powerful, it makes me excited. It should make you excited to the number three reason copywriting is a perfect business to start is everything is copy.

Speaker 1: [18:57](#)

I often talk about this thing I call strategic influence. It's the idea that every piece of your communication should connect to your operation. She pointed some facet of your business, some belief that you want your customers to hold some behavior. You want them to engage in some ideology you want to sell them on and you influence people before they even meet you and before they even take, you're selling them anything but you're selling them on ideas and beliefs on a culture, on being part of your tribe before they even meet you and when they meet you, they feel like they know you and you've got influence with them that nobody else has because you wrote in advance and you realize that everything is copy your business cards or copy. The sign on your door is copy the way your phone is answered, his copy, your email signature is copy.

Speaker 1: [19:42](#)

Your book is copy. Your podcast is copy. This podcast is copy. Think about that copy for what? I'll go into that deeper in a future episode if you're interested. Reason number four, copywriting is the perfect business to start. Now, there is a starving market for good copywriters.

There's a story that's told about copywriting, great Gary Halbert who talks about what you want to do is you want to sell a product that people are starving for. In his analogy was if you had a crowd of starving people around you, literally starving, hungry people just came out of the desert, what would you want to have? Well, hamburgers. There's a starving market. Sell them hamburgers. You have no problem selling hamburgers to starving audience. Hundred starving people in front of you. You've got hamburgers, you got sales. There's a starving market right now for good copywriters. All online marketers share a need for copy.

Speaker 1: [20:43](#)

All of them. Even the big name Gurus, especially them, even the beginners, especially them, they're either good at it themselves or they hire or partner with somebody who is good at it or they perish. So the same publisher perish in the marketing world is absolutely correct. Publishing content, which is copy is what keeps you from perishing is what builds your tribe, build your audience, build your culture, spreads your message. If you want to do one of these other businesses I mentioned earlier, someday you want to be um, marketing guru. You want to be in the business of affiliate marketing or you want to be a coach or you want to be a digital course builder or an Instagram influencer or any of those things we talked about earlier. You need to know how to write copy and needs to be a course is the core skill.

Speaker 1: [21:37](#)

If you don't have that skill, you're not going to last or somebody in your company doesn't have that skill. You're not going to last. And if and if you don't have it and somebody in your company does, then they're willing the power. You need to be the first copywriter for your own business and the best way to do that is to become a copywriter for higher. First, have a copywriting business because everything is copy and when you understand that, you begin to see the power, the marketing you can do in all your activities, not just in advertising that you buy, but in all your activities. You're always marketing, you're always writing copy and there's a starving market for good copywriters. Now you might say, how do you know that? Right? Because everyday they're banging on my door saying, can you connect me with a copywriter?

Speaker 1: [22:19](#)

For the longest time I said no, because I wasn't in that business. I wasn't writing copy. I was teaching copy to entrepreneurs who wanted to know how to write copy for their own business, but I didn't want to write copy for clients anymore. It wasn't scaling for me. I figured out a way to do that. Now we have an agency that we used to do client work. I occasionally do a personal project myself, but there's a starving market that these marketers all need copywriters. They're banging on my

door everyday saying I need a good copywriter and now I've got a source through our certification program. I can supply them with writers, but whether you're part of that or not or something like it or not, if you're a good copywriter, you are in demand. There is a market for your services if you know where to look for it and the best part is you can earn while you learn.

Speaker 1: [23:00](#)

If you want to be in the seminar business, for instance, you go to work for somebody writing copy for their seminars and then you're at the seminar, you're in the company. See how everything works. You understand how to put seminars on how to fill the room. You'll learn it often the back side of the stage and you don't know the good, the bad and the ugly. You watch them make mistakes. You don't have to and you're writing their copy. All the mean well, getting better, better at writing copy and you can go from copywriter, enter the seminar business. If you want to, what we do in our certification program is we nurture people from just being a writer who wants to be a copywriter into being a copywriter. Then becoming a freelancer who makes money by writing. Then becoming a business owner, having a copywriting business that's different from being a freelance copywriter.

Speaker 1: [23:39](#)

Having a copywriting business is different. The number five reason why copywriting is the perfect business to start now, starting a copywriting business is almost all upside with no downside. Almost. Think about it. What do you need? You need a laptop or a tablet or you could even do it like Halbert used to do it with a pen and a legal pad. I'm pretty sure Jay Abraham still writes copy that way. Pen and legal pad to start a copywriting business. There's no inventory. There's no employees needed. There's no office needed. Stop right there. If you listen to my show at all, you don't have an office. I have employees. We have products that we sell. We have some inventory because we've been sending out my books for free, so how can I say? There's no inventory, no employees in the office. In the beginning there was none of those things.

Speaker 1: [24:27](#)

It was many years before I got to this stage, so you don't have to worry about that right now. You don't have to worry about it ever if you don't want to. Some of my colleagues were successful copywriters don't have any of this stuff because it just wants to keep the simplicity of their business as totally up to you. There's no manufacturing required. There's no cost of goods sold. There's no shipping. There's no need for a single location. You can do this from anywhere. You can be a vagabond if you want to. There's no capital risk. You don't have to buy a building or a franchise. You have to put your retirement

nest egg at risk. You've got to invest a little bit in training. Maybe some in some mentoring, maybe in some books and courses, but there's no big capital. I mean, it's way different for starting a McDonald's franchise.

Speaker 1: [25:04](#)

Trust me. I looked into it and if you want to quit at some point you want, do you figure out I'm just going to quit for now forever. For Awhile you just fold up your laptop or tablet and close your business down whenever you want to. You don't have to back up whenever you want to as well. That my friends is freedom. That's why we get into business, to have freedom. So many people say, if I, if I talked to an audience, I can say, who here started your business for freedom? Hands go up. All the hands go up. Who has freedom? Keep your hand up. Most all the hands go down and everybody laughs. This kind of business can give you the freedom though. The freedom that all those people are looking for. A copywriting business is a lightweight ultra business that can yield big dollars.

Speaker 1: [25:51](#)

So those are the five reasons why copywriting is the perfect business to start. I suggest if you're thinking about starting a new business or getting into one of those Internet marketing businesses that I talked about earlier, this is the best way to get in. You can earn while you learn without making capital risk. You can make money. You have a side hustle that actually pays you and you can decide to start your own business, whatever you want to. There's some books that can help you. There's so many of them. I've read so many great books. I'll just recommend a few that come to top of mind for me. There's one by this guy named Ray Edwards is called how to write copy that sells. That's a good primary writing. Good copy. Lots of people say it's good. Michael Hyatt said it was good. It must be good.

Speaker 1: [26:24](#)

There's the entrepreneur's guide to getting your shit together by John Carlton. Love that guy. Love that. Book three books by Stephen Pressfield, or recommend the war of art going pro and do the work. All Steven's books are good, but those three are my favorites. Seth Godin has two books that I would recommend tribes, and this is marketing. Again, I love all his books. He's written like 500 bucks. I think it put those two are where I'd start. Secrets of a freelance writer by Bob Bly. That's the one that actually got me started in this business. You just wrote a new edition a few years ago. Check it out. The secrets of a freelance writer by Bob Bly. That's just a few books you can start you off on this path of starting a copywriting business. It's the best business to start. Now, if you already know you want to be a copywriter and you'd like personal mentoring with me for a year,

checkout ray training.com and fill out an application there.

Speaker 1:

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But don't do that. If you're not willing to make a sizable investment in your career. It's not cheap to get mentored by me because you get access to my network, to my context, to my leads, to me even possibly have me get you gigs or hire you for work with our agency, no promises, but it could happen. Find out more by going to re training.com and don't forget we have a worksheet from today's episode available. We turned the key ideas from this show into a worksheet that helps you turn these ideas into actions. So get your free worksheet right now at [inaudible] dot com slash three eight nine it's ravers.com/three eight nine and while you're there, if you haven't already subscribed to the show, it's free. It's easy, it's convenient. We have simple instructions on how to subscribe. If you don't know how to do that, you just go to [inaudible] dot com slash subscribe we'll show you how to do it. So why do you think of today's episode? Do you think copywriting is the perfect business for you to start? Is it the perfect mechanism to multiply your money? I think it is. Tell me your biggest takeaway from today's show on the social medias on Twitter. I'm at Ray Edwards on Instagram. I'm at Ray Edwards on Facebook. I'm at Ray Edwards. I'm at Ray Edwards everywhere.

Speaker 2:

[28:13](#)

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