



Ray Edwards Show, Episode 406

Make A Different Noise

- Announcer: [00:01](#) Ray Edward Show, episode 406 make a different noise. Ray Edward Show. This is the podcast for prosperity with purpose.
- Ray Edwards: [00:16](#) Okay, welcome to the Ray Edwards show. I'm here with my co-host is Tiffany laughter. So, we have been thinking and talking a lot about marketing around here lately, which is not surprising since it's the business that we're in, but I've been paying attention to what a lot of our certified copywriters are experiencing in marketing their own businesses. And it's interesting that a lot of them are just relying on our copywriter listing page, which is, it's a benefit of the program. It's good. I'm not saying there's anything wrong with that, but I've encouraged them from the beginning to start building up their own platform and have their own following and their own message. And some of them do and some of them don't. And I've been frustrated by it. You've heard some of my frustration behind the scenes.
- Tiffany : [01:07](#) Yeah, why do you think that they haven't gone for that? Do you think that they're afraid?
- Ray Edwards: [01:12](#) Yes, I think fear is part of it, and I think fear is most of it because I was going to say they don't know what to do, but they do. I've told them 100,000 times. Do this and they don't and there's, I think there's two. There's two reasons. There's the fear thing and there is an element of knowledge that I haven't given them. I've just realized this in the last week or so.
- Tiffany : [01:38](#) Is that what we're launching into?
- Ray Edwards: [01:39](#) Yep. That's what we're going to talk about today. The problem is there's so much noise in the marketplace. There are so many copywriters and it doesn't matter if you're copywriter or not. You could be, maybe you're a fitness trainer or you're a fashion consultant or image consultant or you're, you have a legal practice. Whatever your business is. The problem is noise. Just go to Google

and type in whatever you do and see how much competition you have.

- Tiffany : [02:05](#) It's pretty competitive.
- Ray Edwards: [02:06](#) In fact let's do that right now. Let's just pick something like what business.
- Tiffany : [02:10](#) Like copywriting.
- Ray Edwards: [02:12](#) Let's be really specific. Let's say copywriter about 55,500,000 results in 0.8 seconds.
- Tiffany : [02:22](#) And this explains why they sign up to be a Ray Edwards certified because that makes them stand out a bit from that.
- Ray Edwards: [02:28](#) It does. And that's actually part of what I want to talk about today, although you don't have to be Ray Edwards certified to make use of what we're going to talk about today. There is a way for you to stand out. I mean, it's a lot of noise and most people think the way to get through the noise is to be louder.
- Tiffany : [02:46](#) No is it to be weirder?
- Ray Edwards: [02:48](#) Yes. It is that. So it takes some courage and we're going to get into, I have a specific plan to help you be weirder. I know this is what you've been waiting for. So that's what we're going to get to. First, I want to talk a little bit about the certified copywriter program because we have a certification event coming up in November in Arizona, which is a great place to be in November.
- Tiffany : [03:13](#) Sure.
- Ray Edwards: [03:13](#) Let's list the reasons why.
- Tiffany : [03:15](#) Warmth, palm trees.
- Ray Edwards: [03:16](#) Sunshine.
- Tiffany : [03:16](#) Sunshine.
- Ray Edwards: [03:16](#) Warmth.
- Tiffany : [03:16](#) Hiking.
- Ray Edwards: [03:21](#) Sunshine. Hiking. Yes.

Tiffany : [03:24](#) If you are into that kind of thing.

Ray Edwards: [03:26](#) Should we take our copywriters for a hike?

Tiffany : [03:29](#) That would be awesome to that one and experience like a sunrise.

Ray Edwards: [03:32](#) That is kind of a scary idea for me, but I like it.

Tiffany : [03:38](#) You could go as far as you could go and then have everybody else. I mean that'd be awesome for photos.

Ray Edwards: [03:46](#) I wonder if people would be interested in that. We could just make it,

Tiffany : [03:49](#) I think so.

Ray Edwards: [03:50](#) If you want to come do it, come with us.

Tiffany : [03:51](#) Sure.

Ray Edwards: [03:53](#) Let's do this.

Tiffany : [03:53](#) Yeah, let's. Because I mean we meet for dinners with them a lot and different things and I think a hike would be awesome. I think people be totally into that.

Ray Edwards: [04:05](#) I think that would be great. So we're going to do it. We're going to hike with the copywriters who are brave enough to hike with us.

Tiffany : [04:11](#) Yeah.

Ray Edwards: [04:11](#) That's going to be fun. So to talk just a bit about the certification program, why would you do it? Part of it is it will help you break through the noise because I mean let's face it, people are looking to hire a copywriter. They're afraid of getting ripped off, they're afraid of paying a lot of money for something that doesn't work. And because I have a certain amount of name value in the market, me saying I've certified you helps. So it helps establish your credibility, gets you more leads, multiplies your income, and we've got a whole system. I'm not going to go into the whole thing here. Just go to Edwards certified.com and read the details on the page. And if it looks like something you're interested in then click to apply. You can't just pay us money and show up and get a certification. You have to apply. So you have to jump through a couple hoops to get in because I've got to make

sure you can write. Because we sometimes get people who want to be copywriters who can't write.

- Tiffany : [05:10](#) Why do you think they want to be copywriters then?
- Ray Edwards: [05:12](#) I can ask myself that a hundred times. I don't know. So I think this is what.
- Tiffany : [05:18](#) Well, I've noticed that sometimes people say they want to be copywriters, but it's actually something else that they really want to do. And copywriting is a way to get there.
- Ray Edwards: [05:29](#) Yes, that's true. Like one of our first certification events, we had an MD show up who had no interest in being a copywriter but wanted to know about how I'd built my business and about how you could use all this stuff to build his business. And he's actually become a good friend of ours. Dr.Gus Vickery. The first thing he did with us was this copywriter event.
- Tiffany : [05:52](#) Yeah, and maybe some people use that to get near you to have those kinds of conversations. What do you think about that, like using that program to do that?
- Ray Edwards: [06:03](#) I think that's totally valid because we do teach you to write copy and how to market your, copywriting practice, which you can transfer to whatever your business is. That's a vital skill regardless. And this is a way to be able to hang out with people who are focused on writing and marketing. So a lot of people, a lot of, quite a few people have gone through the program and gotten certified even though they didn't want to be a copywriter for hire. But I mean, if you want to be a copywriter for hire, this is how to do it and how to get paid. Well just apply. You have to submit a writing sample. We actually read the samples to see if you can, write. Because how embarrassing is it to have somebody show up at your writing workshop who can't write?
- Tiffany : [06:44](#) Well, and there's a lot of writing at these workshops, so.
- Ray Edwards: [06:47](#) Yes, be prepared. So Edwards certified.com is where to go. End of commercial. Let's proceed to the miracle moment.
- Tiffany : [06:56](#) Go.
- Ray Edwards: [06:56](#) So first I want to say if you've got miracle stories, like a miracle has occurred in your life, it doesn't have to be

through this podcast or through my work. If it is, you get extra points. But I just want to share stories that will encourage people that miracles can actually happen in their life.

- Tiffany : [07:14](#) And not just physically. Right?
- Ray Edwards: [07:17](#) Right.
- Tiffany : [07:19](#) I mean just kind of what would define a miracle?
- Ray Edwards: [07:21](#) Anything that is outside what you consider to be probable or even possible.
- Tiffany : [07:29](#) Okay.
- Ray Edwards: [07:29](#) And I'll tell you a miracle story I've never told on this podcast before. I'm pretty sure I've never told this on the podcast before. We had some friends who we got to know when we went to the, well, I say we, I mean Lynn, my wife and I went to the Bethel School of Supernatural Ministry. I just love saying that. And our friends had listened to a message about prosperity and they called us, I'll never forget, we were in our RV and they put them on speaker phone and they said that, we've got to tell you this story that just happened. We were driving home after this long trip. We had no money and we prayed and we said, God send us \$1,000 just because you love us.
- Tiffany : [08:09](#) Oh, I remember this.
- Ray Edwards: [08:10](#) And we got home and in our mailbox was a check for \$1,000 this is them telling us. And my first response was, oh, bs, it's come on.
- Tiffany : [08:19](#) It's refund from something. I just know it. wait wasn't it?
- Ray Edwards: [08:23](#) It was, but still.
- Tiffany : [08:26](#) Right.
- Ray Edwards: [08:26](#) So Lynn and I said, well, let's just test that. So we said the same prayer while we're driving an RV. The next day we got \$1,000. It was an affiliate commission, but it was for something I'd totally forgotten I'd promoted it just had been in passing and it came the day after we prayed the prayer. A thousand dollars unexpected. So I stopped scoffing at things like that, and began believing. So, I have one more story to add to that. This morning, Cliff

Ravenscraft sent me a link to a podcast to listen to about the law of attraction and how it works with money. And I know some of you are Christians and you think, Oh, law of attraction, that's witchcraft. No, it's how God made the universe to work that's what I believe. So the podcast was about having a prosperity consciousness versus having a poverty consciousness. And this is something I've been working on in myself lately. This is not what this podcast is about, so I don't want to go on too long about this, but I feel it's important to share this concept. If you are praying for or believing for or visualizing more money, often what you're actually focusing on is the fact you don't have any. And what you focus on is what you get. So if you're focusing on God, I need money, so send me some money. I need money. What you're saying is I don't have money and what you, what you project gets reflected back to you. So I listened to that podcast and I thought, okay, I'm going to, my meditation today is going to be on how I feel about prosperity. And I discovered that one of my beliefs from time I was a little boy was you got to work hard to make money.

- Tiffany : [10:28](#) You don't believe that now?
- Ray Edwards: [10:31](#) I think that the amount of prosperity you enjoy is not tied to the effort you put in your work.
- Tiffany : [10:39](#) Say more.
- Ray Edwards: [10:42](#) Well, think about this. Bill Gates is a billionaire. Does he work a billion times harder than the rest of us?
- Tiffany : [10:49](#) No, not now.
- Ray Edwards: [10:50](#) Not ever. It's not possible to work a billion times harder. You can't work a billion more hours in a day. There's only 24. So, there's a point at which that equation of how hard you work at, how long you worked as not relate to the money you get. So, my meditation today was just on being grateful for all the wealth and prosperity in my life. I mean really being grateful, not just saying I'm grateful, but feeling the gratitude.
- Tiffany : [11:18](#) Right.
- Ray Edwards: [11:18](#) I got up from my meditation. I clicked on my inbox, my email, and I got \$4,000 sent to me. It was a commission for something I did. Actually it was something somebody else did for us at our event.

Tiffany : [11:31](#) What? Okay, I'm going to try this when I get home.

Ray Edwards: [11:33](#) I know that's challenging for some of you, but it happened. I'm just saying I'm in. Prosperity consciousness. We'll be talking more about that in the future. So those are a couple of miracle stories. Your miracle could be about your health, about your relationship, about, it could be a small miracle. It doesn't have to be a big deal. Share them by sending an email to miracle@rayedwards.com we want to share your stories, not just mine. We want to share your stories. So send them in. If you want to send an audio file, put it in Dropbox and send us the link to miracle@rayedwards.com or you could just write it out in email. Looking forward to more miracle moments. Okay, so let's say you're an author, you're a speaker, you're a fitness trainer, you own a car lot. I don't care what business you're in. I believe you need to have a personal brand, but when I say that, I cringe a little bit because I know what people are thinking. They're, they're like, I got to have that certain website. I've got to have that certain look. I got to have all those pictures we talked about yesterday. Well, time shifted. It was yesterday to us. You'll hear about it at a different time, but no, not all that stuff. The problem, the key to getting noticed and cutting through the noise is not to make a louder noise. It's to make a weirder noise because that's what gets you noticed. It's a different noise. Think about when you're like, you're in a, you're at a party and there's lots of talking and chatting and laughing and music going on and somebody says your name across the room, not loud, they're just in conversation. Have you had the experience of suddenly your attention turns to that person across the room and you're like, yeah, why did you mention my name? Right. So what do you think is going on there when that happens? How did you notice your name? I missed all that noise.

Tiffany : [13:35](#) Well, because it's your name, you know, like you can, you pick it out, it's been your name. So you're very accustomed to hearing it.

Ray Edwards: [13:45](#) And it's important to you. Like your, your subconscious mind is always scanning for that. Like somebody saying your name. And it's a different noise. So it matters to you and it's different. So, you know me, I had to come up with some points about how to do this.

Tiffany : [14:06](#) Okay.

Ray Edwards: [14:06](#) Because I don't want to just share a principle with you and have you go, oh yeah, that's good. I get that. That's very wise. And then you don't know what to do. So I have six steps. How to make a different noise. Number one, identification. You have to know who you are. And everybody right now is saying, I know who I am.

Tiffany : [14:32](#) Yeah, but do you?

Ray Edwards: [14:33](#) Exactly. This is the hardest part.

Tiffany : [14:38](#) And it goes back to people being kind of afraid to show their true selves too.

Ray Edwards: [14:45](#) Yes.

Tiffany : [14:45](#) Like, oh, is this appropriate for what, my marketing business or whatever.

Ray Edwards: [14:49](#) And you've seen me walk through this whole process of having to get free of being afraid of what people will think.

Tiffany : [14:56](#) And it's a while. It's not like immediate.

Ray Edwards: [14:59](#) And it's a process. I mean, I've gotten more and more freedom from worrying about what people will think now. I'm not saying I don't care at all what people think. Obviously I don't want them to think evil thoughts about me overall. I don't want to create a persona that people hate in the marketplace. Although sometimes that's exactly what you want to do. Like think of, Rush Limbaugh. People either love him or they hate him. Why, why is he so different from other talk radio people? Because he's not afraid to be who he is.

Tiffany : [15:45](#) And he just puts it out there.

Ray Edwards: [15:48](#) Yup. And so that's what I've been doing. I've been just putting it out there. And um, I mean I think strategically, so I was concerned as we began this whole journey of me being more transparent.

Tiffany : [16:01](#) Well, and it was more difficult for you because you had already created a certain persona.

Ray Edwards: [16:05](#) And it was working.

Tiffany : [16:07](#) Kind of.

Ray Edwards: [16:08](#) I was making money, I was working hard to make the money, but I was making money and I was a little concerned that my biggest supporters and promoters might be turned off by that.

Tiffany : [16:21](#) Well, it got to a point where you were sort of faking it because the persona that you'd put out wasn't really you anymore. I mean, parts of it certainly are. But you are shifting.

Ray Edwards: [16:33](#) Yes. And this is when I realized I'm doing the right thing. When I got a note from Michael Hyatt who said, I want you to know I love who you are and who you're becoming and that person that I am and, and becoming is very different from Michael. And that was just a, an illustration for me of stop being afraid of being who you are.

Tiffany : [17:06](#) Right. And it came from somebody that you are friends with and you respect. Yeah. And you have get really great business advice from. So it was almost like, okay, I'm okay here. Not that he's like the end all say all.

Ray Edwards: [17:21](#) But I mean his opinion has a lot of weight with me. And so for him to say that was a real affirmation and made me realize I'm on the right path, which should be obvious because what I'm really doing is just being honest about who I am. But I recognize that like for our copywriters and for other people that we teach who listen to our advice on marketing, that's the hardest thing for most people is to be who they are.

Tiffany : [17:49](#) Absolutely.

Ray Edwards: [17:49](#) They want to be like this other person that they see that is so successfully. We want to be like that person.

Tiffany : [17:54](#) Well and sometimes I think it's hard for people to understand that their true selves can fit into their business. You know, it's like they think they have to have it separate or something when they don't.

Ray Edwards: [18:06](#) Totally. That is the, that was the biggest thing for me. I mean it started with me coming out about my faith cause I was told by the mastermind group I was in at that time, don't do that, keep that separate. But it was a huge part of me. So I mean right there I was divided. I was keeping a big part of my life out of view. Yeah. Hidden away. So, you got to get into your own identity and start being comfortable being who you are.

Tiffany : [18:35](#) And it's kind of great for some of these people cause they are just starting out so they can jump on this without having already created a fake persona.

Ray Edwards: [18:43](#) And, and they can do it without years of getting in the habit of faking it. Which in other words for faking it would be lying. We can all agree that's wrong. So identification is number one. Number two is amplification. This is cranking up the volume on who you are. You've got to turn up the volume and not change the radio station.

Tiffany : [19:11](#) Explain.

Ray Edwards: [19:12](#) So it's like being who you are louder. I said earlier you have to be different, not just loud, but once you figured out who you are, then what I'm saying is be bold about being who you are.

Tiffany : [19:27](#) Again, how would you, how would one do that?

Ray Edwards: [19:30](#) Okay, so when I got my first tattoo, my inclination was to keep that out of my public persona because I knew a lot of people would disapprove and I thought that could hurt me. Like in terms of my business, there would be people who would stopped doing business with me because they would see I had a tattoo and they'd be like, oh, he's given his soul to the devil.

Tiffany : [19:53](#) Which was an actual comment.

Ray Edwards: [19:56](#) Yes, yes. So by when I say amplify it, I mean make it part of your public. I was going to say persona, but that's wrong. It's don't hide it. Broadcast your personality as much as you broadcast more than you broadcast your marketing message.

Tiffany : [20:19](#) You just saying that makes, makes me excited because that's exactly the kind of person that I would look for and follow and watch. Maybe pay some money to, to help.

Ray Edwards: [20:33](#) Hello.

Tiffany : [20:33](#) Whatever I'm doing.

Ray Edwards: [20:34](#) I like the pay money part. I like all that. Yeah. Um, and like, so this means more than just if you get tattoos or do something that some people might not like, but other people might say, oh that's super cool. It also being

transparent about your process. Like the fact that we're going through these changes right now and I'm actually talking about it while we're doing it. I mean my, my past approach would be try the changes carefully, see if they work and if they work then talk about them. Not this is what we're doing and let's see how it works. I wouldn't do that publicly because I would, I would've thought in the past that is showing weakness, which as you know, cause you pointed it out to me has been a big hang up for me not wanting to appear weak.

Tiffany : [21:23](#)

Right, but in the end it just held you back.

Ray Edwards: [21:27](#)

Yeah. I mean I've, I would said that in the past, but there's a difference between understanding something like understanding intellectually and actually knowing it, knowing it means you lived it. So like the analogy I heard on Jim Fortson's podcast which is the one I listened to about prosperity consciousness that cliff turned me on to. Um, his example was we all know what a broken bone is. We know what it means to have a broken arm or a broken leg. But if you've never had a broken bone, you don't, you understand it, but you don't know what it's like to have a broken bone.

Tiffany : [22:06](#)

Yeah.

Ray Edwards: [22:07](#)

You only know it by experiencing it. So being courageous about just stepping up and saying, this is what we're doing in the business. We're focusing more like an, in my case, focusing more on being who I really am, sharing the miracle aspect of my life. Like the fact that my name was originally, my name was miracle. I didn't admit that until very recently. I didn't talk about it because I thought people may not believe that they may think it's weird or silly or made up or.

Tiffany : [22:39](#)

Or where does this fit in my business.

Ray Edwards: [22:42](#)

Exactly. So all these things that we're doing publicly now are part of the process of amplifying who I really am.

Tiffany : [22:53](#)

Truthfully. Is it working for you to be this?

Ray Edwards: [22:57](#)

Yeah. Yeah. It's,

Tiffany : [22:59](#)

I mean, I know, but.

Ray Edwards: [22:59](#)

It's, it's working so well.

Tiffany : [23:03](#) And you're more, you're more free and you're just able to just be who you are and progress and move and just whatever.

Ray Edwards: [23:15](#) Yeah. And I'm happier. I mean, I was, well, I've talked about my journey was depression. That's another thing. I've never would have admitted that in the past, except I was willing to say I used to be depressed. Now I'm not anymore. So recently when I came out of a long period of depression, as I was going through the treatment, I started talking about it, and I think that the treatment worked, but I also think the actual act of coming out public about my struggle with depression, I think that had a huge role to play in my getting better.

Tiffany : [23:52](#) Yeah, totally.

Ray Edwards: [23:53](#) And being happier, feeling more freedom.

Tiffany : [23:56](#) So number three.

Ray Edwards: [23:58](#) Education. So we had identification, amplification, and now education. And what this means to me is just teaching what you know and teaching what you're learning. Education based marketing instead of manipulation based marketing where you're trying to argue, persuade, manipulate people into doing what you want them to do. If you're educating, you're sharing exactly. Like one of my favorite teachers, Bill Johnson says it this way, he says, I don't learn so that I can teach. I just teach what I'm learning. That is powerful. I'm just sharing a piece of the bread that I'm eating myself and saying, this is what I'm eating now. Taste it and see if it works for you.

Tiffany : [24:56](#) I love that. And now Doug Pew came to mind when you were saying that,

Ray Edwards: [25:00](#) Oh, now tell me why.

Tiffany : [25:02](#) I don't, well his, his talk at TCA Live.

Ray Edwards: [25:07](#) Oh, the hero's fury.

Tiffany : [25:08](#) Yeah. I mean maybe that had been something he was learning for awhile, but it was just like,

Ray Edwards: [25:13](#) but no, you're right. Because as he was learning it, he started talking about it in the process of developing it.

He was talking about it. So it's not like he waited until he felt like it was ready.

Tiffany : [25:23](#)

Right.

Ray Edwards: [25:25](#)

He, he presented it at a mastermind meeting in front of his peers and I know he was nervous about that, but that was so powerful that I immediately without hesitation said, you have to share that from the stage at our event. And it wasn't his clever marketing that got me to do that. It was his sharing his heart about what he was experiencing that made me say this, this is powerful. I mean, right now I'm getting choked up thinking about his presentation.

Tiffany : [25:56](#)

Yup.

Ray Edwards: [25:57](#)

His message is not a presentation. It's a message.

Tiffany : [25:59](#)

Yeah, for sure.

Ray Edwards: [26:03](#)

So I have to emotionally make it through this whole thing.

Tiffany : [26:07](#)

Number four.

Ray Edwards: [26:08](#)

Motivation, not, I'm not talking about ra ra like motivational speaker. I'm talking about an Aha. Cause when we have that Aha moment, we realize, oh, I get it. We get excited, we get into action, we start doing stuff like, as I began working on my health seriously, like getting, I got coaching from cliff about why I was having so much trouble sticking to my eating plan, my exercise plan. And that coaching gave me an Aha of how I had associated all these negative things to the, that whole process. And I rewired my thinking about it, which when I realized why I had been doing what I was doing, I had an Aha moment. It was like, oh, I get it. I know now why I had this problem.

Tiffany : [27:01](#)

Why did you have that problem?

Ray Edwards: [27:04](#)

Can you share? Yeah, sure. I have no problem sharing. I'm, I'm saying that to myself. I had associated from my earliest years food with being loved.

Tiffany : [27:17](#)

Your grandparents, the Apple Pie?

Ray Edwards: [27:19](#)

Yes, you listened. Yes. That was a totally, I mean apple pie ice cream and I associated that with the love and

safety and care that I got from them being in their home. And so to me when I would eat apple pie, I would feel those feelings and my Aha moment was I can feel those feelings without apple pie. I can feel those feelings with Kale Salad and salmon.

- Tiffany : [27:50](#) Yeah. Because then you are actually like loving yourself anyways.
- Ray Edwards: [27:54](#) Exactly. So the motivation comes not from ra ra pump up, like jumping up and down on chairs saying a mantra over and over again. Those things are all useful and good, but they're not lasting in deep and they don't make a big change in you.
- Tiffany : [28:10](#) Yeah. You're thinking.
- Ray Edwards: [28:11](#) You're thinking and like now it's just different. For me, I see the menu at the restaurant and I look and I see, well I could have hamburger and fries with gravy on them or I could have a Kale Salad and salmon. I mean those, those feelings still come up for me. I'm like, Oh, I'd love to have this. Like I, I chose recently and I told you I reported to cliff. I have an app that I use to report him. I reported to him like last Sunday, I think I had a date with Lynn and I chose to have dessert. I chose to have the dessert and I don't feel guilty. I don't regret it. I enjoyed it, but I was really conscious of what was happening. I was like, I feel loved right now, but I feel loved because I'm with my wife and I don't have to have this dessert to feel that. But I had it cause I wanted it. And I reported that and I was okay with it.
- Tiffany : [29:06](#) What did he say? What did Cliff say?
- Ray Edwards: [29:08](#) He hasn't had anything yet. I'm sure I'll hear about it.
- Tiffany : [29:11](#) What was the dessert?
- Ray Edwards: [29:12](#) It was a baked Alaska.
- Tiffany : [29:14](#) What is that?
- Ray Edwards: [29:16](#) It has like a crust on the bottom and then ice cream and then, um, some kind of, like meringue. Oh, and they, they put it in the oven at like 450 degrees right at the end. And so the, the meringue in the crust has this like crispy flavor, but the ice cream doesn't melt.

Tiffany : [29:37](#) At 400 degrees?

Ray Edwards: [29:38](#) Yeah.

Tiffany : [29:39](#) Wow. Yum I'm that good. Was it worth it?

Ray Edwards: [29:42](#) It was totally worth it. One time.

Tiffany : [29:45](#) I want to know what cliff says about that.

Ray Edwards: [29:46](#) I am interested to hear what he says about it too, but I'm not conflicted. I know why I did it. It wasn't an automatic behavior and it was another Aha moment for me. I was like, Oh, I'm not, this is an insight of had I haven't talked with cliff about, I'm not addicted to sugar. I was addicted to the thinking that I had about sugar and dessert and things that are not good for me to eat. I was addicted to the ideas that I created around it and now I'm not, which doesn't mean I'm going to have baked Alaska very often because I know that ultimately for my health, for my life, it's not good, but for that moment it was good. So aha moments will motivate you knowing something motivates you. The all the ra ra stuff is external. Zig Ziglar would say motivation is like showering. It feels good in the moment but you have to do it every day.

Tiffany : [30:44](#) Or every five days.

Ray Edwards: [30:45](#) Or every five days. That's what we should talk about that in another time. Like I'm getting my sense of smell back.

Tiffany : [30:53](#) You are? Oh no.

Ray Edwards: [30:53](#) That's a miracle. We should talk about that sometime cause I've, I've been seeing some changes in my health that should not be happening.

Tiffany : [31:03](#) Okay.

Ray Edwards: [31:04](#) Like that. Like my sense of smell coming back. Losing my sense of smell. For those of you who don't know, I was given a diagnosis of Parkinson's disease. I don't, you notice how I said that? I don't accept it as it's like my fate.

Tiffany : [31:15](#) Right.

Ray Edwards: [31:15](#) And one of the symptoms of that is losing your sense of smell and I, it's, I've totally lost it. It's been gone for quite some time.

Tiffany : [31:25](#) Dang. You're getting it back.

Ray Edwards: [31:27](#) I'm getting it back. It will come back every once in a while, which was like once every two or three months I get like 30 seconds of being able to smell stuff. But this has been developing over the last couple of weeks. Just slowly.

Tiffany : [31:38](#) Maybe it's your ketogenic diet.

Ray Edwards: [31:41](#) I think you may be right about that. Regardless. Now I'm smelling things.

Tiffany : [31:48](#) Good thing we have a bigger office now.

Ray Edwards: [31:51](#) So number five, transformation. This is where I remember we're talking about how to make a different noise in the marketplace. Helping people transform, not just giving them information that makes them go, Oh yes, that's interesting. That's a good idea, but through your marketing, like this podcast is marketing, but it's not like manipulative designed to, it's not like a commercial. I'm actually sharing and teaching and showing the process I'm going through in the hopes that people will transform.

Tiffany : [32:25](#) And you, you actually do the education, the what, what was that number four?

Ray Edwards: [32:30](#) Education based marketing.

Tiffany : [32:31](#) Yeah, you share what you are learning now. I've noticed.

Ray Edwards: [32:34](#) Yes, now. Yeah, so helping people transform is the most powerful marketing you could do. You might say, well, why would they need me then? Well, here's the news. This is a newsflash. Nobody needs you. Like nobody needs me to change their life, but they may resonate with what I'm sharing, that they're able to use their relationship with me to get themselves to do what they could do on their own. Like theoretically I could have made the changes that I made with cliff on my own. I mean, I know all the tools that he used to help me do that.

Tiffany : [33:13](#) Well, it's almost like people need somebody to give them permission.

Ray Edwards: [33:18](#) Yes. And to hold them accountable. It has to be somebody you care about.

Tiffany : [33:24](#) And respect.

Ray Edwards: [33:25](#) Yes. And so they need somebody to give them permission, accountability and a method. So like one of the people I used to early on in my marketing career when I was building this business, there was a guy I respected a whole lot. I still respect him a whole lot, but he taught something that began to bother me. And it was you market by giving people information that's useful but incomplete.

Tiffany : [33:50](#) What was his reasoning for that part?

Ray Edwards: [33:52](#) Because they won't buy from you if you give them everything. So you have to hold parts of it back.

Tiffany : [33:58](#) What do you think about that?

Ray Edwards: [33:59](#) I think that's wrong. I think it's just morally wrong, first of all. Now I feel like it's, it's like a tool of manipulation and if I can share it, why wouldn't.

Tiffany : [34:15](#) Especially if you know it's going to help people.

Ray Edwards: [34:16](#) Exactly. So I give everything, like the most valuable thing I've come up with in my business is the pastor framework, which I give freely wherever I go. It's on the Internet, it's posted on my blog. I've talked about it in my podcast. I don't have like secret parts of it that you'd never heard before.

Tiffany : [34:32](#) No, but I do like the, the new is not like a rendition but the new way you wrote that out.

Ray Edwards: [34:39](#) The deeper meaning of.

Tiffany : [34:41](#) Right. And it totally makes sense for all of that. It's like another level to pastor framework.

Ray Edwards: [34:46](#) So I will tease that and then say we'll talk about that on an upcoming podcast only because that could be an hour long thing. We want to get into that right now.

Tiffany : [34:54](#) Yeah, totally. And it would be so helpful for people to know.

Ray Edwards: [34:56](#) So we'll definitely do that. But I want what we share in this podcast and when I'm on other people's podcasts and things I publish for free online, I want those things to change. Let people transform to get the transformation you're looking for. And you might say, well how does that end up in becoming business for you? Because here's what I've been noticing. People come to me now and do business with me and pay for coaching and to be in our programs, not because they want information, they want to be with me. They want to have conversation, they want to have an experience and that is what people are paying for. It's like when I had Cliff me, I had all the information, I needed the experience of going through that coaching with him. So transformation help people transform. Don't hold back. I've said for a long time, teach your best stuff. But I think people took it as like it's a, it's a trick. You give them your best stuff and you hold other stuff back. No, give everything, just teach it all.

Tiffany : [36:01](#) And really that, that speaks of humility. And a lack of pride to share all of that or be willing to.

Ray Edwards: [36:11](#) So say more about that?

Ray Edwards: [36:13](#) What do you mean by that?

Tiffany : [36:14](#) Well, you know, teaching zone that something that you're going through or you're learning currently and you don't have it all perfected. I think it would speak of humility because you don't have it all worked up to this perfect thing that you can sell people.

Ray Edwards: [36:28](#) I'm not saying I'll tell you the secrets of how I became so successful and so perfect.

Tiffany : [36:34](#) Yeah.

Ray Edwards: [36:35](#) And anybody who knows me knows I'm not perfect. Yeah. Just ask my wife or anybody who knows me. Uh, and the final step is activation. Now remember we're talking about making a different noise. Activation really ties into the transformation part. It's, I work to get people off the couch to get them to do something. One of my colleagues in the copywriting world has this concept he teaches called the somnambulant blob. Somnambulant means sleepy. And he says, your job as a marketer, as a copywriter is to get these somnambulant blob to get off the couch and go get their credit card and pay you money. And he says, think about what you're fighting against. A person who's on the couch eating potato chips,

drinking beer, watching their favorite TV show. That's a lot to overcome.

- Tiffany : [37:33](#) Yeah. Cause that's kind of fun too.
- Ray Edwards: [37:35](#) Yeah. So the way you do that is all the things we've said already. You go through this, I mean if I had to boil it down and not in my six steps, but just boil it down, I would just say be yourself in public. You have to have some knowledge or expertise or something to share a product or service to share, obviously. But the way to market that, the way to cut through the noise is not to come off as this perfect person who's got it all figured out, which is what so many people in this industry want to do. But the secret, and it's not a secret, is just be yourself. Be Real.
- Tiffany : [38:16](#) Not fake-real.
- Ray Edwards: [38:18](#) Explain that. What do you mean by fake-real?
- Tiffany : [38:20](#) Oh, okay. We've talked about this before. I don't know if it's been on any thing yet, but like the Instagram thing, like where people are faking being real and it's so annoying.
- Ray Edwards: [38:31](#) I'm so real. I'm so,
- Tiffany : [38:33](#) yeah,
- Ray Edwards: [38:33](#) Authentic.
- Tiffany : [38:33](#) Look at my perfect feed, look at my, you know, whatever. It's just annoying and you just end up being really disinterested in those.
- Ray Edwards: [38:39](#) I know you think I'm perfect, but yesterday I broken nail.
- Tiffany : [38:42](#) Right. I got to get my shellac redone. Which I mean I like doing but I don't want to.
- Ray Edwards: [38:51](#) But that's not what we're talking about. We're talking about when we say be real, be yourself. I mean like I now am comfortable talking about like marketing efforts we've made. It may not work so well. Like I'll give you a, for instance, we have invested quite a bit of money over the last couple of months in Facebook advertising and it wasn't working and it wasn't the agency's fault. It was my fault because I had a part to play in this writing the copy

for the pages that they were sending people to. Which I didn't do.

- Tiffany : [39:29](#) You didn't write the copy?
- Ray Edwards: [39:31](#) No. So they're going to the wrong pages.
- Tiffany : [39:36](#) Oh.
- Ray Edwards: [39:37](#) So I mean some people will say, Ray, don't admit that in public, but this is what I know. I'm not the only person who's been guilty of something like that. And I think the days of being the perfect example of everything as a way of getting authority and getting people to buy from you, those days are over. Because now we have a thing called the internet. It doesn't take much looking to find out people are not perfect.
- Tiffany : [40:03](#) And people want to see the imperfect. They want to see that because they can relate to it and learn from it.
- Ray Edwards: [40:10](#) Yeah.
- Tiffany : [40:11](#) All of that.
- Ray Edwards: [40:11](#) Because if I see somebody who's like, if I see a guy who's teaching me to be successful and he's six foot four has perfect hair, perfect teeth, perfect body, perfect house, perfect car, perfect spouse, perfect life, perfect vacations, I don't look at that and go, I want to become that. Cause I know I'm not going to ever be that guy.
- Tiffany : [40:30](#) Well and if the, I mean and if the guy, I think if he was just throwing all that perfect stuff out there, that's one thing. But what about all, if he mixed in the real parts of all of that, like how much more interesting and then you could learn and.
- Ray Edwards: [40:46](#) Yes.
- Tiffany : [40:46](#) Follow and relate.
- Ray Edwards: [40:49](#) A good example of somebody who's darn near like that.
- Tiffany : [40:52](#) Ben Greenfield.
- Ray Edwards: [40:52](#) Ben Greenfield. I mean he is, he's got some would argue the perfect body. Perfect hair. Perfect.

Tiffany : [40:59](#) I don't think so?

Ray Edwards: [41:00](#) Some people would say, where were you going with that when you brought up his name?

Tiffany : [41:04](#) Well, I just knew you were going to say Ben Greenfield.

Ray Edwards: [41:06](#) Well, he's a good example, but I was actually going to say Michael Hyatt.

Tiffany : [41:09](#) Oh really?

Ray Edwards: [41:10](#) Because Michael,

Tiffany : [41:12](#) We've talked a lot about Michael.

Ray Edwards: [41:13](#) I know. So I thought it was good that you brought up somebody else's name. So I was going with that. Both those people. I mean I've gotten to know Ben pretty well. I mean we're not like best buds, but I've been to his house, had dinner, we communicate, I know him as a person, not just as the persona that's online and something he did recently that I really admired was, I mean he's an ultra athlete. He does all these super crazy marathons and grueling, punishing athletic things that I will never do.

Tiffany : [41:42](#) You might do.

Ray Edwards: [41:44](#) Okay. I might do. Sure. Of course. Yeah, they might do them. But he, he, he didn't make it through a competition. Like he just didn't make it all the way through. And he admitted that and wrote about that and wrote about his struggle with that. How it was, it was tough for him to deal with, like thinking about how did that happen to me cause I'm Ben Greenfield. I thought that was, that was some of the best stuff I've ever seen him put out. Because I mean if I look at Ben just externally, I think I'm never gonna be that guy. But getting to know him, understanding his humility and the reality of what he, what he actually deals with and he's a believer and he, it's just knowing a real person versus knowing a shellaced, fake, photo-shopped fantasy of what a real person might be like.

Tiffany : [42:33](#) It's just so much more interesting. It's, I mean, not that it's, he's just a, you know, whatever, but like, it's just so much better to get the full picture. And I think now in

our world, people just want to see that enough with the fake-perfect, enough.

- Ray Edwards: [42:52](#) Yeah. And Michael Hyatt is a person who's on kind of a different spectrum. He's not in the fitness market, but he seems externally you could look at him and say, wow, this guy's got the perfect family. He's got the perfect house. He's, he dresses sharp. He's, he's morally upstanding. Everybody respects him. But he has his own struggles with things and he talks about them. He talks about his relationship with his father as he was growing up and how he's been working through that and he's, he's very self-disclosing, and that's, that makes him a hundred times more interesting because I think in my experiences, I realized, well I may not ever look like another person exactly. Which I don't want to anymore. I used to think, well I could get hair plugs and I would have hair like other people. It is. It's just, it was a dysfunction. I no longer suffer from that cause I sweat a lot and I realize if I had hair that would be a problem. It'd be like all sweaty and matted to my head.
- Tiffany : [43:47](#) Right like mine gets after five days of not showering.
- Ray Edwards: [43:48](#) I'm just like, you should shave your head.
- Tiffany : [43:50](#) Huh? Me?
- Ray Edwards: [43:51](#) Would Troy be okay with that.
- Tiffany : [43:53](#) Oh, no.
- Ray Edwards: [43:57](#) So it's being real about who you are, your processes that you're going through what you're learning and your failures as well, your, your shortcomings. I think that's even more interesting.
- Tiffany : [44:08](#) I think it's so brave that people are willing and wanting to do that honestly. Because I say how much I like that. I think it's so cool. And how people should be doing it. I mean, I really am a proponent and proponent of that, but I cannot do that. I am not, I mean I can, but I think,
- Ray Edwards: [44:26](#) You don't want to.
- Tiffany : [44:26](#) It is so scary to put yourself out there like that.
- Ray Edwards: [44:29](#) It is still kind of scary. Like the whole thing of just sharing. I was while I was doing it in the back of my head,

a little voice going, don't talk about this. You don't have to talk about this. Nobody has to know this. But I feel a lot more free now than I did it.

- Tiffany : [44:40](#) Yeah. And like your a 10 things that you didn't know about you and all of that.
- Ray Edwards: [44:45](#) Yeah, and the upcoming 10 worst things I've ever done.
- Tiffany : [44:47](#) Yeah! Let's not forget to do that.
- Ray Edwards: [44:49](#) I'm reminding myself, holding myself accountable to it right now. So the key difference maker in this whole thing really goes back to number one, identification, identity. Knowing who you are, you can't do any of the stuff we just talked about until you figure out who you really are and you become comfortable with saying this is me.
- Tiffany : [45:05](#) Yeah, and not who you want to put out there, but really who you are.
- Ray Edwards: [45:10](#) And so that's why we spend a lot of time, even in our workshops people get a little frustrated cause I spent a lot of time on mindset stuff.
- Tiffany : [45:16](#) That's huge though.
- Ray Edwards: [45:18](#) Without it the other stuff doesn't work. And that's why people say, well I've been working so hard at this and it doesn't work. Why not? Let's because you don't know who you are and why you're doing what you're doing and you're afraid for people to know you.
- Tiffany : [45:30](#) And sometimes people haven't even been asked that they've just gone along, you know, thinking they're doing the right thing, nobody's asked.
- Ray Edwards: [45:38](#) Or if they do get asked, they give the answer. I'm a transformational coach who helps people overcome your limitations and become the total person they were meant to be. They have this stock-phrase that they spit out and that's not, I'm not condemning that. What I am condemning is the teacher, the coach who says, okay, that's great, and moves on when that coach knows better. Because it's, it is work to discover who you are and to become comfortable with that and work through your emotional issues with it.

Tiffany : [46:08](#) And not have pride.

Ray Edwards: [46:13](#) Yeah. Pride is a thing in our business. It's a thing.

Tiffany : [46:17](#) And it's really unattractive.

Ray Edwards: [46:21](#) Is it?

Tiffany : [46:22](#) Yeah.

Ray Edwards: [46:24](#) Well, good thing I'm working on having less of that. So, you have to know who you are. You have to know whose you are. Like for me, the who,

Tiffany : [46:40](#) Your Lynn's.

Ray Edwards: [46:42](#) I'm first God's, then I'm Lynn's then I'm the follower of Jesus first. I'm the husband to my wife next. I'm the father to my son next. I'm a spiritual father to the people who have been placed under my care. That's who I am. And then you have to be not just know it. You have to own it. You have to embrace it and say, this is who I am and I'm not saying my answers have to be your answers, but you need to know your answers to those questions. And own them and embrace them and be happy with them. Be In love with who you are and whose you are. I don't think I have much more to say about this.

Tiffany : [47:28](#) I have a question. How do people do a morning show on the radio so early in the morning, like when you're driving to work at 6:00 AM and you're hearing people talk and it sounds like they've been awake for hours and they're lively and happy?

Ray Edwards: [47:40](#) They have been.

Tiffany : [47:40](#) How do, how do they actually, I was thinking about this, like we can delete all this, but I don't know if this sounds fascinating. So when they're in a, in a room together and they're like bouncing off each other and exhausted are they just sucking down the caffeine?

Ray Edwards: [48:01](#) Yes.

Tiffany : [48:01](#) And how do they, how do they not fight? Like if they've been together and doing morning shows.

Ray Edwards: [48:06](#) Oh, we fought.

Tiffany : [48:07](#) How do you have a good rapport and good conversation with somebody that you're just like, you Jack Ass, you just, you know, like.

Ray Edwards: [48:14](#) Well that makes the best show if you.

Tiffany : [48:18](#) I've never heard it.

Ray Edwards: [48:19](#) We, I eventually got to a point with the people I was working with on the morning show, the longest running morning show I was part of where we did do that. We would just say, you're pissing me off right now.

Tiffany : [48:31](#) Oh, see, I would love that. I'd love to hear that. But everybody sounds like,

Ray Edwards: [48:35](#) They're super happy.

Tiffany : [48:36](#) They're having a great time.

Ray Edwards: [48:37](#) Those are the morning shows I think that are boring to me, that kind of just cringe when I hear them now. So that was like Howard Stern's thing. Even though you may not like his content or the things that he says. The real reason he, he was so successful is so successful still is because he's just being who he is. And he would, he would totally say to his team on the air, they would argue they would fight. They would, if they're angry with each other, they would say, well, we're not getting along today. So it's really, it's an illustration of the same principle.

Tiffany : [49:12](#) Yeah.

Ray Edwards: [49:13](#) I used to do the morning show that started at six o'clock. I's get up at three o'clock to be ready for that show.

Tiffany : [49:18](#) Well, did you guys like, I mean every day, how did you guys come up with some things to go over?

Ray Edwards: [49:24](#) Totally. Totally. Yeah. We had, we had show prep time, so I get up at three I'd be at the station by 4:30 and we'd go from 4:30 to 5:30 preparing for the show today saying this is what I want to talk about. This is what I have in mind. What about you? We'd share ideas and bounce them around. And I was always the guy who was in control of the mixing board, so I got to turn their mics off. I didn't like what they were saying.

Tiffany : [49:46](#) And you're done.

Ray Edwards: [49:47](#) but that's how I mean by, by the time it was 30 minutes before the show started, we were awake and ready and either we were happy with each other or we were pissed or whatever we were.

Tiffany : [49:57](#) But it's live, isn't it?

Ray Edwards: [49:58](#) It is live. So there's no going back. No. When you say something, it's out there.

Tiffany : [50:03](#) Oh, I would love that.

Ray Edwards: [50:05](#) And sometimes it was a mistake to say the things I said.

Tiffany : [50:09](#) Oh well.

Ray Edwards: [50:09](#) but it was fun and this is more fun cause there's no FCC or boss to tell me what I can and cannot say.

Tiffany : [50:15](#) Yeah, you can just roll.

Ray Edwards: [50:17](#) And some would say that's a good idea. And so I would say maybe not so much, but I love it. I love what we're doing. I love how we're able to contribute to people. I love the freedom now to just be who I am. And I want you to love who you are and be who you are and be free about that. And I believe in my deepest parts of my heart that if you can do that, that's what will start making this fun for you instead of being a difficult slog every day of showing up saying, I have to do this. Because I literally wake up every morning now and say I love my life. I love what I'm going to go do. Like this morning I was so excited about coming in doing this podcast.

Tiffany : [50:52](#) Me Too.

Ray Edwards: [50:53](#) All right, so we'd love to get your feedback on the show today. What did you, what did you like? What? What'd you take away from it?

Tiffany : [50:59](#) Yeah. And don't forget to send your miracle happenings to that. What is it?

Ray Edwards: [51:04](#) miracle@rayedwards.com.

Tiffany : [51:06](#) I'd love to read some of those out.

Ray Edwards: [51:08](#) Me Too. So we want to share those, share them with us because when we share those stories, it helps build people's belief so they can experience the same thing. And we would love to hear your stories and share them, so.

Tiffany : [51:17](#) An it could be small. It can be small ones.

Ray Edwards: [51:21](#) Yeah.

Tiffany : [51:21](#) Don't be afraid.

Ray Edwards: [51:23](#) Tell us the miracles. They may seem small to other people, but even when the little stuff happens for me, I get super excited about it. It's a big deal to me.

Tiffany : [51:32](#) Yeah, can I share one right now?

Ray Edwards: [51:33](#) Oh, would you?

Tiffany : [51:34](#) Yeah. I told you this one already, but I really, I keep remembering it. I was on a hike with Troy and our kids and I was, we were trying to find this lake that I'd been to when I was 18, which wasn't that long ago.

Ray Edwards: [51:47](#) No, not at all.

Tiffany : [51:48](#) I was starting to get really exhausted. I hadn't slept well the night before and I was just like, I am done in my head and suddenly there was this breeze, like a heavy breeze across my face, just my face. I looked up and there was nothing moving. There's no leaves or branches moving at all.

Ray Edwards: [52:05](#) How do you interpret that?

Tiffany : [52:06](#) I just feel like God was helping me along.

Ray Edwards: [52:09](#) Yeah, I think so too. That can be the most powerful kind of miracle. This makes me feel good that you shared them.

Tiffany : [52:17](#) Thanks. You're welcome.

Ray Edwards: [52:20](#) I think we're done now.

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