



## Ray Edwards Show, Episode 413

### Bookology: Book. Brand. Business.- With Dr. Fred Jones

**Male Announcer:** Ray Edwards Show Episode 413. Bookology. Book. Brand. Business. With Dr. Fred Jones. The Ray Edwards Show. This is the grow your business entrepreneurs podcast for prosperity with purpose.

[music]

**Female Announcer:** Let's change the world and watch your business grow. Welcome to the Ray Edwards Show. Ray Edwards Show.

**Ray Edwards:** I love playing the jingle for our recording. You start jamming.

**Tiffany:** [laughs] I like that. I like it.

**Ray:** It's cool. We're transitioning. We're in fall now in Spokane, which means winter is coming.

**Tiffany:** Don't say that.

**Ray:** I'm not super thrilled about it, I'll be honest. I'm going to try to redeem my attitude.

**Tiffany:** By going to Arizona?

**Ray:** Exactly. That's exactly how I'm going to do it.

**Tiffany:** Perfect.

**Ray:** So cool. This has been a tremendous week. We had a couple of folks in for a private copywriting workshop. It was not cheap for our participants, but this has been so rewarding. To be able to work with people one on one on their copy, it's what I love doing. I've rediscovered my passion for writing copy because I think the ability to persuade, to get your message across in a persuasive way is more important now than it ever has been because if you think about it for yourself, you got a message that you want to get out to the world. If you don't get it out to the world, who have you let down?

There are people who want to hear what you have to say and what I believe God gave you to say. That's your gift and the gift is not just for you, it is for other people. There are people waiting to hear your voice and maybe, as Alex Mandossian told me one time, I was working about 80 to 100 hours a week writing copy and it was killing me. I talked to my coaches. At the time, it was Armand Morin and Alex Mandossian and they both told me the same thing.

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All three was in my phone at the same time, they said, "You need to make a course to teach people how to do what you do." I said, "There's already so many courses about copy. Who am I to make a course?" This exactly what I said, "Who am I to make a course when there's John Carlton and there's Gary Bencivenga--" I named all these other copywriters and Alex said, "Ray, don't be stupid. There are people who will only respond to your voice and your viewpoint. If you don't put this material out there, you're letting those people down. Who are you not to do it?"

And that's why I did it. I feel like that isn't working with people in their copy and helping them grow their businesses. That's what I think we're doing. We're in the business of-- We talked about multiplying capital, but capital is not just money, it's the people and the value those people bring with them to the world, the message they have, the service they have for the world. We're multiplying the impact they can have and that's what keeps me charged up about this business. Makes me feel like we're doing something important. Okay, feels like time for spiritual foundations.

**Tiffany:** Bring it.

**Male Announcer:** Does anyone want to live a life that is long and prosperous, spiritual foundation?

**Ray:** I've been reading from this devotional by Joseph Prince's called *Healing Promises*. You can get it at his website, I'm pretty sure still for \$5 but it's been so nourishing to me because it's about how to think about health and illness and healing from God's perspective. Joseph wrote this one that really got to me is called *Rescued from Death*. I'm going to read a little bit from this for you. It says, "God never meant for man to die. God counts death as an enemy. He hates death." All things that lead to death, all forms of sickness and disease are not from God.

Jesus wept at Lazarus's tomb because he remembered that it was ever God's heart for man to fall sick, grow old and die, but because the consequence of sin is death. God sent Jesus to bear the punishment for all our sins. At the cross, Jesus conquered death once and for all, setting us free from sickness and disease forever. Today, God's hardest for you to be healed and hope. He loves you so much that He sent Jesus to redeem you from death. The cross of Jesus is the reason you can enjoy His divine health, peace and abundant life today.

In John Chapter 10:10, it says, "The thief does not come except to steal and to kill and to destroy. I have come that you may have life and that you may have it more abundantly." Now, that is a good word.

**Male Announcer:** Now, our feature presentation.

**Ray:** Today, we have the pleasure of having in the studio with us, one of our participants from this week's private copywriting workshop, Dr. Fred Jones. Welcome.

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**Dr. Fred Jones:** Thank you. Glad to be here.

**Ray:** You are the world's only Bookologist.

**Dr. Jones:** [laughs] Wow, that's something to think about.

**Ray:** What is a Bookologist? What is Bookology?

**Dr. Jones:** When I think about that word, I have to think about where it came from and the person that named me. I was named biologically after Frederick Douglass and I remember my mom telling me that. I remember the lady that was Ms. Eva was the first person to touch me after I was born. Eva Pleasant, mom's friend. When I think about this name idea. Bookology and the world's only Bookologist was birth during this private time here in Spokane with Ray. I've been in awe the whole time before I sat down in a chair.

I'm preparing for this talk. Everything about this weekend has exceeded my expectations. Actually, after the first day of being here, I said to myself, "I've already gotten my money's worth," but I kind of said, "I didn't want to say that."

[laughter]

**Ray:** You want me to slow down.

**Dr. Jones:** I want you to slow down. Bookology is a name and a title that Ray came up with while we were creating copy and he named me the Bookologist and I teach Bookology. I help you write your book, build your brand, and grow your business.

**Ray:** That is brilliant and that is all you. The name is something that I feel fits what you already are doing. You have the most-- the story of how you came to be teaching people how to do this book, brand, business thing is amazing to me. Tell the story of your first book.

**Dr. Jones:** My first book was a book entitled *About My Father's Business*. I'm from a family of 14 children, nine girls, and five boys. I'm number 12. Dad moved around, mom and dad moved around. We used to live on this person's place, and that person's place. We were sharecropping. There's 14 of us. All of us graduated from high school. Daddy believed in education. He got us all through high school, dad and mom. 11 of us got a college education. Now, daddy is then built a house in Waynesboro and moved off of the farm.

One of my sisters said, "You ought to get daddy's story and writing." I sat down and with a cassette recorder back in 2002, 2003. I begin to let dad tell me his story. Dad was a journalist. He would keep a journal and he had everything in that journal. He writes things down, so he always kept record. Dad told me a story. I transcribed the story, got it all together, and then my family was going to come to Atlanta, Georgia for a book signing.

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I paid this gentleman to put this book together because I'd never written a book, but I had the story, had it all typed up. Sure enough, he didn't have anything for me two weeks before mom and dad and all my sisters and brothers were going to come to Atlanta. Within two weeks, I had to learn how to publish a book and get it in print. Sure enough, I didn't sleep very much, but within two weeks, I managed to discover self-publishing back in 2006.

**Ray:** Your daddy had his book?

**Dr. Jones:** Daddy had the book, he sat out on the front porch with his overalls on, looking over his glasses, and I managed to get a picture of him. In that moment of catching him off guard, looking at that book, I said, "Wow, there's something special about writing a book about somebody because I can see the pleasure in his eyes."

**Ray:** You went on to write other books about other people?

**Dr. Jones:** Wrote a book about my high school teacher because I wanted to pay tribute, so I'm going to honor these people. I'm like writing a book will honor somebody, and that teacher was the one who told me back in eighth grade. She says, "Fred Jones, you're an embarrassment to the Jones family name."

**Tiffany:** And you wanted to honor this teacher?

**Dr. Jones:** Because that was the statement that turned my life around. She saw more in me than I saw in myself. I think what happened there, there was an importation. I think that might have been part of why I've learned to see in people more than they see in themselves. I like to just call out the awesomeness that's in people and that's what she did for me.

**Tiffany:** Wow.

**Dr. Jones:** Yeah.

**Tiffany:** That is very cool.

**Dr. Jones:** I wrote a book about my judge and then I went to the United States Supreme Court. I captured that moment in a book and then I wrote a book at the university when I was there. It was just a hobby for me. The first five books were just hobbies.

**Ray:** The first five books just hobbies.

**Dr. Jones:** Yeah.

**Tiffany:** How many have you written?

**Dr. Jones:** I think it's six or seven, but I got an assignment this weekend that I got to write another one.

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**Tiffany:** What's this one going to be about?

**Dr. Jones:** Bookology. [laughs]

**Ray:** Yes, I think I said something like, "If you're the Bookologist, people are going to want to know where's your book on Bookology."

**Dr. Jones:** Coming soon.

**Ray:** How many of the books you've written have been bestsellers?

**Dr. Jones:** All of my books went on to become bestsellers because I learned the bestseller Amazon's bestseller system.

**Ray:** Now, this is fascinating. Explain what you mean by that.

**Dr. Jones:** Well, in February 2015, I decided I publish an eBook. A lot of times people get caught up and think they have to have a paperback book or a hard book, but eBooks came out. Amazon had Kindle readers and I'm like, "eBooks?" Then, I studied the categories and I saw that they had short reads, long reads, and a lot of different categories that books could go into. I began to understand how the numbers work. I said, "Wait a minute, I need to put my book out." Well, actually, I spoke on a Wednesday night doing Bible study and I taught on the subject of Worthology.

That's your value is unlimited, your worth is without measure, but your price is what you're willing to accept. Worthology is a trademark that I've come up with and I branded myself for a while as a Worthologist because I saw your worth in your words. I published that book, I probably made an eBook. It was on my birthday. I wanted to give myself a birthday gift. Now, I've been playing around on Facebook all along for years just adding value, posting scripture, and posting positive content, so I released this book on February 5th, 2015.

I'm a professor and I'm playing around. I tell all my family, "Buy my book." I tell all my relatives, "Buy my book," and then I tell all my friends, "Buy my book." Now, let me say this, that style has worn out. This buy my book thing. [laughs] That doesn't work now so well. Sure enough, I saw the book rise up the chart from number like 1,500 then it jumped up 7,800. I'm noticing they're buying the book and the numbers on Amazon system is going up and down, up and down. Next thing you know, I'm in the top 50 and then 40.

One of my books managed to get to number 10. There are three categories and it got to number 10. Next thing you know, it jumped over to number one. I'm like, "Wow. I'm a number one bestselling author on Amazon," and it was just so exhilarating. Then, I noticed that they had three categories. I said, "Let me push a little harder." I'm a family of 14, you got some more cousins and they got some friends. [laughs]

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**Ray:** Got some market power.

**Dr. Jones:** Yes. They started buying it, pushed it on up to hit number one in two categories, number one in three categories. I'm like, "I'm a three-category number one bestselling author." I was exhilarating. I was like, "Wow," that was on an eBook, never did the paperback. All the other books that I published were paperbacks. I said, "Wait a minute. Let me make them all eBooks and then let me promote them again." Sure enough, number one, number one, number one. I'm like, "I'm onto something." That's when I began to position myself as the book coach and I started telling people about becoming bestselling authors.

One thing I quickly learned that being a bestselling author on Amazon doesn't necessarily mean best bank. You can be a bestseller and you may not have best bank, but you got the credibility and that's what some people sometimes try to underestimate. The perception transformation of being a bestselling author is worth it when you build the other things around your book. That's where the magic comes in with bestseller.

**Tiffany:** Have you written a book about your life yet?

**Dr. Jones:** No.

**Tiffany:** You should totally. 14 brothers and sisters. That'd be so interesting.

**Ray:** There's something that you and your siblings do that blew me away. You know what I'm talking about?

**Dr. Jones:** Yes.

**Ray:** Would you mind sharing that?

**Dr. Jones:** Not at all. It's 14 of us. I remember I was a mischievous young boy. I'm the last boy and mama used to say, "I'm teaching you how to love one another." She'd be whipping my behind because I've gotten in trouble. That's something like starting a lawnmower on Sunday mornings. Now, that would get you in trouble when I was growing up. Mom, her whole prayer was that all we did always be close and be together. Dad died before mom. When dad died, we were afraid because we had-- Mom and Dad been married for like 67 years.

We were afraid. After dad died, we all decided, "We're going to start praying together on Saturday mornings." For the last 11 years now, on Saturday mornings, we get on a conference call, [freeconferencecall.com](http://freeconferencecall.com) and we have anywhere from 25 to 45 family members on a family-prayer call every Saturday. We've been doing that for almost 11 years. 11 years.

**Tiffany:** Wow.

 **RAY EDWARDS**

**Dr. Jones:** Even to this day. As a matter of fact, I got a call this morning from one of my siblings saying, "Uncle Fred, will you do a tribute for granddaddy Mose on tomorrow morning? Would you do the tribute?" I got that call this morning.

**Ray:** That makes me so happy and it's so amazing that you have done that for 11 years.

**Dr. Jones:** 11 years, yes.

**Ray:** Where does everybody live? Are you in close proximity?

**Dr. Jones:** Well, most of us are in Louisiana. I have siblings in Texas and in Oklahoma, but Louisiana, Texas and Oklahoma, it's where we all are right now.

**Tiffany:** Wow. You should totally write a book about your life thus far or your childhood, and how your parents managed to raise 14 kids who are all well connected still.

**Ray:** 67 years married.

**Dr. Jones:** 67, yeah. Mom and Dad, Moses and Beatrice Jones, Waynesboro, Louisiana.

**Ray:** Wow.

**Dr. Jones:** It's been a phenomenal ride. We were very close family. Our recent trip, we went to Martha's Vineyard. What we do now, just the siblings and we allow their spouses if they choose to, but it's just the siblings and one or two of the spouses. We'll go rent a house and we'll stay there for a week. Just this last year, we went to Martha's Vineyard and we were there for a week.

**Tiffany:** How fun.

**Dr. Jones:** Yes.

**Tiffany:** Are there any siblings that you kind of don't get along with?

**Dr. Jones:** No, we all get along pretty good. Now, you've touched on something that's real sensitive here. When we first started this family-prayer time, I thought that the mansion lead prayer, my brother, Leroy, we was like the mansion lead prayer and I got nine sisters. My sisters, they decided that it just wasn't going to quite go that way. Leroy and I said, the Bible said the mansion--

[laughter]

**Dr. Jones:** Sure enough, my sisters said, one of them said, "I don't care what the Bible says or what you say." Eventually, they whipped us in shape and now we communicate like a well-oiled machine. I used to have to take Tylenols after those.

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Here's the thing about those prayer sessions. After the family-prayer session, I get a dose of this. We would have a core team meeting and the core team would evaluate the prayer session.

**Ray:** What?

[laughter]

**Tiffany:** Who was the core team with? Your brothers?

**Dr. Jones:** It was a brother, sister. My brother Leroy is the one who started the-- He said, "We need to have a board."

**Ray:** Of course.

[laughter]

**Dr. Jones:** We started the core team and the core team, believe it or not, has been the theme of the entity that has kept the whole family together. To this day, after the prayer session, we'll have a core team meeting, we'll evaluate it and say, "How did it go and so forth, what we can improve upon?" The core team has been the driving force to keep it all going for more than 11 years now.

**Tiffany:** Wow.

**Ray:** That was amazing.

**Dr. Jones:** Yes.

**Ray:** So, you're teaching now your Bookology workshops, where you're teaching book, brand, business. Say a little bit about how those workshops, what's going to happen there for folks that choose to come to one of those?

**Dr. Jones:** I'm going to take time and show them the power of their story. She, who has an experience is never at the mercy of him or her who has a theory. Most times when people minimize their story, we minimize our voice and it takes someone else to call us out. It's kind of like this weekend that I've had here with you. You can't see yourself. When you get time to come and spend with a coach who gets you, who sees your worth bigger than what you see it, then that's priceless because it causes an awakening.

Doing these workshops, I'm going to show you how your story is the source for all of your systems because your struggles and your scars are the receipt for what you've been through. When we realized that when we put our book and our story in writing, we're really writing a receipt to our own success because the success is in the story.

**Tiffany:** I freaking love this guy.

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**Ray:** Yeah.

**Tiffany:** [laughs]

**Ray:** Me too.

**Dr. Jones:** In the workshop, I might happen to get an outline. I'll help them come up with a great book title. Then, we can even speak to them possibly about how that brand and business, how that all can look. We're going to help them lay it out during that week. We won't have them publish the book, you won't be able to get it all done in that weekend, but we're going to help them with all the ideas that can be put in motion so that they can have a great story.

**Tiffany:** How many people are you opening this up for?

**Dr. Jones:** At this time, we're only about 12 people. Limited to about 12. The first 12 to sign up and get a seat, we'll take them in for right now.

**Ray:** Where do they go to do that?

**Dr. Jones:** They'll go to my website, drfredjones.com. Dr. Fred Jones.com.

**Ray:** So cool. I know you got a plane to catch. It was so important to me to have you on here and have you tell your story and especially the story about your brothers and sisters and your mom and dad. That's so meaningful to me.

**Tiffany:** Do you have a podcast yet?

**Dr. Jones:** We're getting there. It's coming soon. Bookology with Dr. Fred Jones.

**Tiffany:** All right.

**Ray:** Yes. Well, thank you, Dr. Fred. Appreciate you so much and safe travels as you head back home.

**Dr. Jones:** Thank you.

**Female Announcer:** Thank you for listening to the Ray Edwards Show.

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**Male Announcer:** Each week, we bring you a message of prosperity with purpose and freedom. Remembering the truth. Freedom is available to all through Jesus Christ.

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