



## Ray Edwards Show, Episode 416

### The Path of the Prosperous Writer

**Male Announcer:** *Ray Edwards show, episode 416, The Path of the Prosperous Writer.*

[music]

*The Ray Edwards show.* This is the podcast for prosperity with purpose.

**Ray Edwards:** Okay. I think this is the third time we've tried to record an episode for today, which will be Monday.

**Tiffany:** This should be coming out on the 18th.

**Ray Edwards:** Here's the deal. I was tired and frustrated yesterday. I had lots of things happening that were not happening according to the rule of Ray, which is how I want things to happen. We recorded an episode and I listened back to it and I was like, "This will not do." I had told you to take the morning, you had other things to do. Then I passively aggressively texted you to do this morning, which I apologized for and you finally said, "Are you asking me to come to the office?"

**Tiffany:** I can see between the writing. Wow, I need coffee.

**Ray Edwards:** It's been a rough ride for the last couple of months at the company, not because things are bad, but well, we did screw something up in a major way.

**Tiffany:** I almost want to look at it as an experiment.

**Ray Edwards:** Okay. That's, that's my line. I'm supposed to be the one saying everything's an experiment. It was an experiment. I'm often telling people, there's no such thing as a failed experiment if you learned something from it. Now I'm taking my own medicine. It's easy to say that when your experiments all go right, you should just learn something from it. What's the matter with you? Why are you down in the dumps of yore, but we got all excited about this Miracle Factor membership thing because we had this miraculous thing that happened at the Copywriting Academy live event.

Doug did his heroes fury thing, the spirit was moving, people were having religious experiences, literally. It was amazing. I just had really revealed that my actual real name when I was born, my last name was Miracle, I was going around called myself Ray Miracle.

**Tiffany:** Do you still do that?



**Ray Edwards:** I do from time to time, when I'm feeling miraculous. We started this Miracle Factor membership thing. It was all supernaturally focused, and we were all excited about it. We were like a train going a hundred miles an hour. We never bothered to check with our audience to see if they were interested in it.

**Tiffany:** Unfortunately, I don't even recall that ever being an idea in our head.

**Ray Edwards:** We never discussed it. We went on faith. I was talking with a friend of ours, a very logical businessman who yesterday who told me, "well, I saw what you were doing. You totally just did that on faith. So now, I take it from the fact that you're calling me asking my advice, you have decided to back up a step and maybe do the next one on wisdom."

**Tiffany:** Oh, that's hard though, especially when you think you're doing the right thing.

**Ray Edwards:** Yeah. He said, "You know, a friend of ours, Dan Miller, wrote a book called Wisdom Meets Passion." Our other friend Michael said, "You know Ray, you've got lots of passion. What you need is a little bit more wisdom to go with it in this specific instance." He said, "You're a very passionate man, you're a very wise man but I think you let passion rule the day on this one." We had to make a very tough call. We went and talked to our customers, to our audience, to people who did buy the Miracle Factor. It's interesting, Michael said to me, "Well the people who did buy bought because of you and not because of the content, I'm willing to bet that."

That's the feedback we got, they bought because I was offering it and they wanted to be involved in what I was doing. Not because the content was so compelling they had to have it. What people want from us is what has been making us like 80 to 90% of our money.

**Tiffany:** How do you feel about that? Especially when you want to branch out a little while.

**Ray Edwards:** That's something you want to talk about today because, I was the one who divulged all of his secrets on this call. I think it's totally fine for me to say. Michael Stelzner helped me walk through this yesterday.

**Tiffany:** Thanks Mike.

**Ray Edwards:** Yes, thank you a billion times over. It was a great conversation. I know he felt a little awkward, awkward is not the right word. He was sensitive to the fact that I might not take what he had to say well.

**Tiffany:** He said it anyways, so that's a good friend.

**Ray Edwards:** It is a good friend. He asked me at the end of the call, he said, "How are you feeling about this call, about what I said?" I said, "This is what I wanted you



to do." Let me just back up and start with what I went into this call telling him, I said, "This is what I want to do," I said, "I want to start a new brand called the prosperous writer, and this will be for those people who want to make money as writers and copywriters." One of the things we discovered in talking to our customers, our people, is they don't just want to know how to write sales letters.

A lot of them want to know how to write articles, how to write blog posts. They want to write but they don't necessarily want to write selling material that just focuses on selling courses and coaching and things like that. I realized there's many ways to make money as a writer and all of them really involve the same principles, the biggest principle of which is mindset, realizing that your writing has value, you should charge what you're worth and you can get paid to do it. I told Michael, we're going to start this brand called the Prosperous Writer.

I'm writing a book, I'm going to have a podcast. We're going to put out content promoting these ideas, lots of free teaching, teaching people how to make money as writers. Ultimately, we want to get them in our training program so we can teach them how to write and make money doing so. Then ultimately, we move into the certification program

**Tiffany:** That is huge. That's why people come to you. That's why your current base of people come to you.

**Ray Edwards:** Yes, and that's what he said.

**Tiffany:** Did you mention the other thing to him?

**Ray Edwards:** I did. I'm getting to that. He was totally happy about that. He said, "That's what you should do. That's what people come to you for." He said-

**Tiffany:** You're good at it.

**Ray Edwards:** He said, "Were you expecting me to shoot holes in that?" I said, "No. I was expecting you to shoot holes in the next thing I'm about to tell you." He said, "Which is." I said, "I want to take the Ray Edwards brand, make it separate from the Prosperous Writer brand and move it more toward, I want to go and talk with, have conversations with, dialogue and learn from creative people, starting with the people in Nashville that I know from my radio days.

**Tiffany:** Going back to your roots.

**Ray Edwards:** going back to my-- and he said that, he said those very words. He said, "So you're going back to your roots." Country music, Nashville. Then he said, the dreaded words, "Don't get distracted," he said, "I'm concerned for you that you're-" He said, "You're easily influenced." I said, "What do you mean by that?" He said, "You're going to get into Nashville, into that culture and you're going to be surrounded by celebrities." He says, "I have no doubt, that's going to happen.

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They're going to start telling you things you want to hear and they're going to start wanting you to do things for them and with them," and he said, "I'm concerned you're just going to go over the edge with that stuff."

**Tiffany:** I can say that I've also been concerned about that, proceeding forward with what we're doing here, there.

**Ray Edwards:** He said, "What do you think about that feedback?" I said, "I think that's pretty wise," I said, "Somebody on my team has been bringing up the same issue." He said, "Here's what I think you could do." This is where it gets good.

**Tiffany:** I hope I like this.

**Ray Edwards:** I think you're going to like it. He said, "What I think you need to do if you're going to make this other brand all about the writing, The Prosperous Writer, you're building it so it can live on beyond you, without you, have other people involved." I said, "Yes, totally." He said, "I think you could build a giant life-impacting thing with that. That's good." He said, "But I think what you need to do if you want to make that work the best way possible is, don't just completely pull down your entire house of cards at rayedwards.com, take your listeners on the journey with you."

Which is why we're back in here rerecording this show, because the show we recorded yesterday was kind of a slick, hiding all the rough edges version of what's happening and if I've learned anything in the last year, it's been, I don't want to do **[00:08:00]** that. I want to just be very open. Michael said, "You know, I love how you're being very open about your process." He said, you've got to be careful not to be too open. You might be going through stuff right now you don't necessarily want to put in your podcast." But he said, "If you can take your listeners on the journey, you've got writers listening to you," he said, "That all fits together.

Creativity, music, movies, film-making, YouTube, all this stuff you want to do, writing's at the core of it. Keep your writing at the forefront. Maybe have a little segment of your current show about The Prosperous Writer for a while as you push people to the new podcast and build an audience over there. And eventually, you can let the two live separately if that's what you want to do.

**Tiffany:** I love that.

**Ray Edwards:** Do you?

**Tiffany:** Oh, yes.

**Ray Edwards:** I was a little concerned about how you'd feel about it.

**Tiffany:** No, I love that because I feel like this whole Nashville country music radio thing is distracting to you, I don't know, I just like the slowness of that idea, just



organically going that way. There's a lot of people who are interested in the journey of all of this, so no, I totally love this.

**Ray Edwards:** I'm so glad, that makes me feel good. Not that-- I was going to say, not that that matters but it does matter. It matters because one of the things I'm really coming to terms with is, when I wrote about this on Instagram. Yeah. There's actual writing on Instagram. You should check it out sometimes, not just the pictures. Let's see what I wrote.

**Tiffany:** I love this Nashville thing, this radio thing that we're going to do, and I could easily become absorbed in it. You're going to have to like to be the rock of the writing thing because I'm going to be like all about the Nashville thing.

**Ray Edwards:** Okay. I'll take that responsibility. Although I'm also going to be all about the Nashville thing because when I was in Nashville in my radio days, I was a kid. I mean, I started in country radio for real when I was 19 years old, right after I got married. Yeah, I got married at 19. I was a child. I was a child-- I was going to say child bride. That's not exactly right.

**Tiffany:** [laughs] I know, you look at 19-year-olds now and you're like, "Are you even old enough to drive?"

**Ray Edwards:** Well, you saw the picture of Lynn and I on our wedding day and you're like, "Is that you?" Yes.

**Tiffany:** You were ugly and-

**Ray Edwards:** Go ahead.

**Tiffany:** No.

**Ray Edwards:** Okay. I wrote, "Why do we struggle to be ourselves, without the mask we wear for the benefit of others? Why do we fail to live our truth without shame or fear or guilt? What does it profit us if we gain the world but lose our soul?" Then I wrote, "In case you're wondering, I don't have the answers, only the questions." I think one answer is, being open about your identity, the journey that you're on, the things that you're experiencing. Especially if you have a platform, you have a podcast, you have a blog, you write, you have a YouTube channel, people don't just want to see the slick content you put out. They want to know what is driving you, what is feeding you, what is hurting you, what is causing you anxiety because we're all looking in the mirror.

We're looking at other people trying to figure out, is something they're going through going to help me? In the past, I felt like if I'm self-revelatory about what's really going on with me, people are going to abandon me and my business because they're going to think, "This guy doesn't know what he's doing. He's full of crap. He's a fake. He's an imposter." What I've discovered is the more real I am about the things that

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I'm struggling, that I'm working through, sharing failures, it's not a failure, but it's an experiment that did not turn out the way we wanted was miracle factor.

**Tiffany:** Yes. That kind of makes me a little bit sad too because it was totally a faith move.

**Ray Edwards:** It totally was. It doesn't mean it won't come back. We could go all Kanye on it. It could happen still. I love that stuff. The material that's in that site is really great. It's helpful but I think we need to remember our people, our tribe who are counting on us to help them with this journey toward being able to make money with their writing which I think it's beautiful because we can be creative and we can get paid for it.

**Tiffany:** Yes, and you're really good at writing. People come to you for writing.

**Ray Edwards:** I just was listening to my friend, Jeff Gowen's podcast. He was talking about how he went through this revelation last year of-- He had built a business which was based on teaching people to write and he'd stopped writing. One of the things he started doing is shutting down parts of his business so he can write. I often tell the story in seminars. I'm like, I remember when I started my writing career because I kept complaining to my wife that, "I want to write. I want to write. I don't have time to write, I want to write." She finally told me one day, "You don't want to write because if you did, you'd be writing."

**Tiffany:** Were you experiencing the resistance?

**Ray Edwards:** I was definitely experiencing the resistance. That's when I started writing and then over the last few years, I've gotten away from writing and mostly into teaching writing. What I realize is, I haven't swung the pendulum as far as some people and like abandoned-- I have a friend who totally abandoned his previous business altogether. Cliff Ravenscroft, he was the podcast answer man. He shut that down, cold turkey.

**Tiffany:** But what's worki-

**Ray Edwards:** It's working for him, but he went through a period, it was very tough because when he shut it down cold turkey, he shut down a quarter of a million-dollar income. That was all of his income. For the better part of a year, they had no income.

**Tiffany:** But he kept going and now it's like-

**Ray Edwards:** Now he's doing great, but I don't want to go through that better part of the year part. I want to continue growing the income while I'm building the new thing. I'm taking time to write. I'm actually writing and creating now, and I did that by hiring people, which is something I thought, "I don't want to hire people because if I hire good people, they cost money."



**Tiffany:** Yes. Can I have a raise? [laughs]

**Ray Edwards:** Of course. Why not? We are living in the land of milk and honey. That's another story. We often talk about reaching the Promised Land. We feel like that's paradise. We get milk and honey and gold streets and what we forget is how the story actually went. God said to the nation of Israel, "This is the promised land. This is the land that I promised you. I'm giving it to you. Now, here are your swords, go take it." I have to imagine if I was there, I would've been like, "Wo, wait a minute, wait a minute. I don't remember that being part of the deal."

Anyway, so this is where we're headed and I'm super excited about it. We've gotten great feedback from our writers, our certified writers. Some people are a little dismayed because they're going to be held more accountable to their writing craft.

**Tiffany:** Oh, but that's so good because then we can fill the certification crowd with amazing writers and people will tap into that, other people wanting copywriters.

**Ray Edwards:** So many of our writers, like our favorite, most active writers now and I say favorite not because I like them as a person better but-

**Tiffany:** Maybe you do.

**Ray Edwards:** Maybe. I like the craftsperson part of them, that when we say we're going to be reviewing your writing more closely, more stringently, we're going to make it a little tougher for you to get over those hurdles, their response is, "Good. What took you so long?"

**Tiffany:** Yes, because they want to be better writers.

**Ray Edwards:** Yes, and I'm so excited about that. Mike was excited about it. We got to the end of our conversation and he said, "I don't know what you were expecting dude. I feel like you were expecting me to rip your whole idea to shreds and tell you not to do it but I think this is exactly what you need to do." How awesome is that?

**Tiffany:** Yes, that's awesome.

**Ray Edwards:** The launch of The Prosperous Writer brand is not going to take place for a little while yet but we're actually starting a masterclass which is coming up very soon. Go to [prosperouswriter.com](http://prosperouswriter.com) and that'll take you to the registration page for the masterclass. This is a free masterclass. It'll give you the following three things. I'm going to the page. I can find the page. I just can't find the freaking date of the event. This needs some work.

**Tiffany:** [laughs]

**Ray Edwards:** How to correct the number one mistake most businesses make when selling their products and services. Even fortune 500 companies do this wrong and if



I could get in front of those people, I would only need one client, because I'd just say, "Give me a percentage and then we'd be done." We'd be somewhere on a beach, sipping something strong. A simple formula anyone can use to greatly increase the persuasive power and influence of their writing and that sounds mighty fancy like marketing language, but think about this, you've got ideas. You've got convictions. You've got beliefs. You've got things you want to put out into the world and change people's minds.

Maybe you want to change people's minds about who they want to be the president of the United States. If you can write better, you can be more influential to make that happen the way you'd like to see it. Then we have the most ironclad, newbie-proof method of becoming a prosperous writer. This is how you master your craft, so you become a better writer, you attract quality clients and you continuously multiply your income, not add to it. Not like I'm going to make an extra 10,000 this year, but if you're making 30,000 a year, what if you could multiply that times 10 and make 300,000 that may-

**Tiffany:** People are going to love this.

**Ray Edwards:** - that may blow your mind a little bit but what if it were true. I currently-- My income right now equals each month, what I used to make in a year.

**Tiffany:** For real?

**Ray Edwards:** For real. I say that not to brag, because first of all, if you did it, it's not bragging, if you actually did it. The real reason I share those numbers is not because I have fun parading my income around to people, it's because I want to be an inspiring model of what's possible. That's why I'm doing this. If you feel the slightest tug, that seems like what I want to do, then come to the masterclass, [prosperouswriter.com](http://prosperouswriter.com) or come to the show notes for this episode and you can click on the link and register for the masterclass. It's totally free. I promise to teach you foundational truths that will move you along this path and if you want to go deeper, we can talk about that but we're going to give you valuable stuff on this masterclass that will help you get paid to write and you can be a prosperous writer.

**Tiffany:** Damn. What got you thinking about the whole Nashville, returning to your roots?

**Ray Edwards:** What got me thinking about that?

**Tiffany:** Yes. Where did that start? Why do you now want to branch off into that?

**Ray Edwards:** Well, I had to do-- I'm trying to remember the exact conversation. I was talking to somebody about not abandoning their past. Oh, it was Rusty. I was talking with Rusty about the fact that he finally has embraced his past instead of trying to hide it. He wanted to be-- I'm a professional copywriter. I don't want to talk about being a baseball player anymore. Then he swung the other way. All he talked

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about was being a baseball player. Now I feel like he's in a much better job of integrating the principles that made him successful in baseball with the principles that make him successful in copy.

**Tiffany:** Well, you are already successful in copy, so what made you decide to go back to your roots to some degree?

**Ray Edwards:** You already know what you want me to say?

**Tiffany:** Yes.

**Ray Edwards:** Because I don't know what it is.

**Tiffany:** I remember going to Nashville and I'm like, "This city is rad and I want to connect to--" I remember telling Troy about this. I came home from Nashville one time and I was like, "I really want to get into the country music scene." I love country music. I tell him that. The next week, you come in and you're like, "I'm thinking that maybe we should connect with some of these radio people."

**Ray Edwards:** You didn't tell me that.

**Tiffany:** No, I didn't.

**Ray Edwards:** Okay, so this is how I seem to remember it happening. It started with - I know exactly where it started. Ed Mylett interviewed Dierks Bentley.

**Tiffany:** Oh, that's right.

**Ray Edwards:** I listened to this interview with Dierks Bentley and I was like, "Man, I miss country radio." I had no idea this stuff about Dierks Bentley, about what an achievement-oriented, success-oriented guy he is, what a business person he is. The things he's had to deal with to get to where he's gotten in terms of success and the fact that he doesn't think he's a very good singer.

**Tiffany:** No way.

**Ray Edwards:** He said, "I'm not really that good, but he's an awesome singer. Then I listened to Ed, my last interview, a football player, which you know me, I have zero interest in football until I had this interview with this NFL football player, I realized, this is a fascinating story. This is a guy who overcame great adversity to become successful. I didn't realize there was that much, this is embarrassing thought involved in being a successful football player.

This is a smart guy. I realized, well, Peyton Manning is brilliant. I know that. Then I thought about Rusty and he's such a great all American guy. He's just like six foot two, fit, athletic, good looking, good heart, super smart, super discipline. I realized all



these people, the creative people, athletes, they'll have these things in common. I used to be connected to these people when I was in Nashville.

Then I've been talking to with Ed Hill, my old companion in crime from radio days, we used to hang out together and do lots of things we will not talk about on this podcast.

**Tiffany:** Yet.

**Ray Edwards:** Yet. I started reconnecting with Ed. He was talking about all these people that he's like, "Today, I was talking with this guy and yesterday I talked to that." I'm like, I miss that guy, and he said, "You should talk to them. You're in Nashville all the time, dude, why don't you hang out with these people?" That all kind of coalesced the perfect storm. I came back and told you, "We're going to Nashville all the time we should really connect with because this is who I used to hang out with when I was in radio, and you were like, "What's wrong with you?"

**Tiffany:** Seriously, let's do this.

**Ray Edwards:** That's what we're doing. Our next trip in a couple of weeks, we got some meetings lined up and then I'm actually-- I'm super excited about this. We're going to the country radio seminar.

**Tiffany:** In February.

**Ray Edwards:** I used to go to this every year. I used to run it.

**Tiffany:** You used to run it?

**Ray Edwards:** Yes, I ran the agenda committee. I was in charge of what happened at the event, like who was on stage, who conducted the workshops, the breakout sessions. I say I was in charge, there was a committee, I was the chairman of the agenda committee. I had to fight with the committee to get good stuff to happen. During the years that I was the chairman, the good stuff that happened was all me and the lame, boring stuff that happened was all them. Or some version of that truth.

**Tiffany:** Yes, and we're interviewing some people at the beginning, the first week of December and some really amazing people. I'm actually really freaking nervous about that. I wake up in the middle of the night, freaking out.

**Ray Edwards:** I know that you are, and I'm just excited about it. We're taking-- we got a camera person going with us and we're going to get some video. You're going to see it on our YouTube channel, but don't worry, we're not abandoning you if you're a writer. This is what's funny, Ed and I were talking about writing. I said, "I still love writing. He said, "Well you have to love writing. Everything's based on writing, man. Music is writing, documentary films are writing. Netflix is writing. It's all writing. He said, "Have I mentioned to you, you know how to write?" It's true. Welcome to the



journey my friends. It's the show that never ends. Now, I feel good about this podcast.

**Tiffany:** Do you?

**Ray Edwards:** I do.

**Tiffany:** Let's publish it.

**Ray Edwards:** Let's do it. Ciao.

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**[00:24:00] [END OF AUDIO]**