



Ray Edwards Show, Episode 421

This Ad Got 15 Million Views In Two Weeks

[00:00:00] Broadcast: Ray Edward Show Episode 421, this ad got 15 million views in two weeks. The Ray Edward Show. This is the podcast for prosperity with purpose.

[00:00:20] Ray: Hey, everybody. Welcome to the podcast. Ray Edwards here. Tiffany has the day off. I have with me my copywriting cohort, Doug Pew. Hello, Doug.

[00:00:28] Doug: Hello, Ray, glad to be here.

[00:00:29] Ray: I have to admit I'm very excited that you're here because I love you like a brother, but I'm even more excited that Beth Schmeisl is here.

[00:00:37] Doug: Me too.

[00:00:38] Ray: Beth, how are you?

[00:00:40] Beth: I'm good, how are you guys?

[00:00:41] Ray: We're super, you're more than good. You're outstanding.

[00:00:44] Doug: I'll say.

[00:00:45] Beth: Doing great, yes.

[00:00:47] Ray: Beth is one of our certified copywriting students. She's been with us for a while and she just achieved something that blows my mind. She was part of a team that wrote an ad that has had in two and a half weeks how many views?

[00:01:01] Beth: 15 million.

[00:01:02] Ray: 15 million views, far exceeding anything I've ever done and that excites me so much. That makes my heart smile. If you can imagine a bizarre image like that makes me so happy. We'll come back to the ad, the 15 million views, how that all happened, but I'd like to start by rewinding the clock a little bit. How in the world did you end up becoming part of our certification program? Can you run through that?

[00:01:29] Beth: Well, I have to go back a couple of years because that's when I found your book, "How to write copy that sells". I was actually stay-at-home mom, homeschool mom. I have three kids and I was writing a blog all my free time, which was fairly any. I was trying to figure out how to sell more affiliate promotions, stuff

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like that to make income on my blog. I picked up your book and I loved it. I got really into the writing part of it. When I found out the Copywriting Academy was available, I took that and I heard about the certification last fall and I jumped right at the chance.

[00:02:11] Ray: Yes, you did. I have to admit, when I had heard your background I thought, "Well, I hope she's going to do well. She seems to be a talented writer," but it's unusual for stay at home mom. Were you living in the motor home at the time? Were you traveling in a motor home?

[00:02:25] Beth: No, actually we're not traveling yet. We rented a motor home for a little while. We stayed in one this summer and fall, but we're buying one and planning to go full time in the spring or early summer.

[00:02:38] Ray: You're buying one, life is improved. That's good. I love that motor home lifestyle. You will enjoy that so much and you won't regret it, it's a memory maker with the kids that I don't think anything can replace that kind of thing.

[00:02:50] Beth: I'm really excited, we've always imagined traveling as part of homeschooling and world schooling.

[00:02:58] Ray: World schooling.

[00:02:59] Doug: I like that.

[00:03:00] Ray: Is that a thing or did you just make that up?

[00:03:02] Beth: It is a thing.

[00:03:04] Ray: That's so cool. I got to talk to my parents about another thing they didn't do. Let's back up a little bit. The investment for the certification was not insignificant. Did you have any hesitation about that?

[00:03:20] Beth: Yes, I did. At the time when I did the certification, our budget was tight. I was working part-time and my husband was working kind of sporadically and so the thought of coming up with-- It was \$10,000 was a lot of money to us. That was not something that I had really spent that much money except for maybe a car or my house. The time when I heard about the certification, it was right when we were selling our previous house and moving to a new neighborhood.

We had some money coming out of the sale of our previous house and the question of what's the responsible thing to do with it came up and my first thought was that spending it all on a certification, all the extra was not really the responsible thing to do, but my hesitation was whether or not I thought I could make it back. If I thought I could make it back then I would be okay, but I had a lot of self-doubt and questions about whether I would be able to actually make something with it.

[00:04:33] Ray: You were a good student, you wrote such good copy.

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[00:04:37] Beth: Thank you.

[00:04:38] Ray: It was clear to me that you were going to do well. You got through the certification, during the certification process itself, did you still have lingering doubts? Did you have any thoughts about, Still don't know if this is a good idea?

[00:04:50] Beth: I still have doubts now, not about whether the money was a good idea. I think it was a great idea, but there's always that doubt of whether my writing is good enough. There are the kinds of doubts that I struggled with the most.

[00:05:02] Ray: Welcome to being a writer. You then transitioned, you started getting freelance clients, how did that come about? How did that feel when you started getting clients?

[00:05:12] Beth: It felt great. I never thought that I could charge the rates that I needed to charge to be able to live the lifestyle that I wanted to live. When I started I wasn't charging those rates yet, but as I started to increase it and people were just not even blinking an eye like, "Okay." It surprised me. It surprised me that I could make that kind of money writing. [chuckles]

[00:05:38] Ray: You don't have to answer this if you don't want to, but what was your first freelance check?

[00:05:45] Beth: It was \$800.

[00:05:47] Ray: Sounds about right. What was your last one before you got your current job?

[00:05:51] Beth: I'm still freelancing now.

[00:05:53] Ray: Really?

[00:05:55] Beth: Yes. I freelance about 10 hours a week. The most recent one that I just signed was-- I'm doing a couple of weeks of work for somebody and it's \$2,600. Very part-time.

[00:06:11] Ray: Not bad for part-time income.

[00:06:13] Beth: No. [laughs] I feel good about it.

[00:06:16] Ray: I remember when you called me and you were talking about this potential job that was hanging out there in space. Tell that story, because that was fascinating how that unfolded to me.

[00:06:30] Beth: Sure. I saw a posting on LinkedIn, actually, for a copywriter position at Harmon Brothers and I had always really admired their work.

[00:06:41] Ray: Let's remind everybody, their work consists of?

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[00:06:44] Beth: Squatty Potty, Chatbooks, Purple Mattress-Goldilocks ad, FiberFix where they throw some cars off a cliff. Really big entertaining ads that people tend to share and watch.

[00:07:00] Ray: Think about that, ads that people share. That's super impressive to me. You saw this job posted on LinkedIn and you thought, "I'm totally a match for that job," right?

[00:07:12] Beth: I wasn't sure. I wanted it, that's for sure. That's, obviously, a company that I would love to learn from and that's really what I was looking for. Somewhere that I could write full-time and where I knew I could learn, continue to improve my skills. The job was not posted as a remote position and so I debated for a while back and forth about whether to apply anyway because I live in Michigan and Harmon Brothers is in Utah, so I wrote the person who was doing the hiring. First, I wrote her five reasons why she should consider hiring remotely.

[laughter]

[00:07:57] Ray: Of course you did.

[00:07:59] Beth: She wrote back and she was open to it, and she asked me to send her my pitch. Basically, what I sent her was a full sales letter which I learned how to write in your certification program and your course. I tried to write it in their voice, so I put some humor in there and I wrote about what I saw that I could do for them as far as copywriting and they loved it. [chuckles] They hired me to freelance for a couple of jobs first to try it out and then I got hired on full-time.

[00:08:35] Ray: Now, think about that for a minute. There's a job posted, it's not a remote position, you write a piece of copy that says, "Here's five reasons why" Classic John Kennedy move. "Here's five reasons why you should consider hiring remotely." They said, "Okay, interested. Might consider it. Give me your pitch." You wrote them a sales letter and these are people who know what you're doing. It's not like it's a corporate job where they've never seen a sales letter and they think it's a whitepaper. These guys know and ladies know, "She just wrote us a sales letter." They totally bought your idea and hired you remotely. That's amazing.

[00:09:13] Doug: Plus, there's another point I want to make, that she was actively looking for work in a very smart place. Beth is a go-getter, she doesn't sit around and wait for someone to come to her. She's out there on LinkedIn, she's looking at the postings, she's applying to postings, and you might think-- I don't know if this thought went through your head, Beth, but Harmon Brothers, they're a big deal. Did you think at one point, "Gosh, who am I to even apply?"

[00:09:40] Beth: I did, yes. [chuckles]

[00:09:42] Doug: But you did anyway. That's really important.



[00:09:46] Beth: I had this feeling that it wasn't going to hurt to try and if it was meant to be, it would happen.

[00:09:53] Ray: I'd like to point out something. We've talked about you being part of the certification program and all that. I know that was helpful to you. I believe you would be successful anyway because I didn't make you successful. The program didn't make you successful. We helped you along the way. I might even be bold enough say we helped accelerate that process but you did it. I think that's an important lesson for all of us to take whether we're enrolling in Ray's Certification Program, or we're joining the Harmon Brothers class on how to write funny ads. You can take somebody's class, but if you don't do the work it's not going to do anything for you.

[00:10:30] Beth: Yes, that's true. I mean, I definitely think that I accelerated the path. There's so much in the certification with overcoming some of the doubts. I mean, the writing part was really valuable too. I think what I needed was some of that overcoming the doubts and I got that in the certification too.

[00:10:52] Ray: Well, thank you. We focus on that because my belief is most of our people are better than average writers. The challenge they face is not with their writing, it's in their head. Success as a copywriter, or a writer of any kind, I believe has maybe 10 or 20% technical skill, and 80 to 90% mental attitude and beliefs. You got to get your head straight before you can get your external world straight. Just what's the experience been like of working at Harmon Brothers? What's that like day to day?

[00:11:24] Beth: It's great. I mean, I love working from home and the flexibility of it. I love being in the office too. I go out there every two months for about a week. I spend time in the office. It's a really neat atmosphere, very collaborative, very creative. Everybody works together on everything. Their thought is great ideas come from anywhere. It's a very open transparent type office and culture which is really cool.

[00:11:59] Ray: That sounds really fun. It's a copywriter's dream, right? You got to take a paid vacation every couple of months to go hang out with cool copywriters.

[00:12:09] Beth: Yes, basically. This summer I went to a few conferences and worked at the booth with them and like, "Hey, let's go to conferences, get to go write." Yes.

[00:12:20] Doug: Well, you've been hanging out with some pretty impressive people too, you were telling me because the fun part is when she comes to Utah to work for Harmon Brothers, you'll always call me up and say, "Hey, I'm in town. Let's have lunch," so we get to get together and have fun. You were telling me you were going with the inner team and meeting some big names. Who are some of the most recent ones?



[00:12:41] Beth: Yeah, we met Damon John. He did an after-party at a conference we were at. He was on our podcast. Then we met Gary Vee. That was really quick. He was hosting a wine tasting so everybody got to stamp photo with him. Yeah, really fun meeting a lot of those people.

[00:13:06] Ray: I think you met Ryan Deiss also, didn't you?

[00:13:08] Beth: I didn't meet him at a conference. We went to the digital marketer offices and spent a few days there because Benton and Daniel did a training there. Got to hang out with their team quite a bit.

[00:13:20] Ray: Now, I have an important question about that. Are you actually taller than Ryan?

[00:13:25] Beth: I think we might be about the same height.

[laughter]

I'm not that sure.

[laughter]

[00:13:34] Doug: Really?

[00:13:37] Ray: I love Ryan. He's a great guy. I remember when he was just beginning to be known. We were at an Armand Morin conference together. I think it was in Atlanta, Georgia. We had dinner together because we had the VIP dinners. He sat across from me. He wasn't as super famous as he is now. He was pretty well known. Such a nice guy, so authentic, just open and talking about-- You ask him any question, he would answer about his business. That really made a big impression on me. I like that guy a lot. 15 million views, I'm just still trying to wrap my head around that. What does that feel like?

[00:14:13] Beth: It feels great because when you're putting something out there like that, that's part of the thing. With the Harmon Brothers ads, sometimes they are a little out there, it's different than what you normally see. You put that out there and you put a lot of your work into it. You don't know how it's going to be received. It takes a long time too as one of the writers. I mean, the writing happens at the beginning.

We had our writing retreat where we put the script together a couple of months ago. Then there's all this other stuff that happens in between. There's production and filming, and then there's post-production and editing and then there's testing. You're waiting there a whole time and not knowing what the response is going to be. It's great to see it pay off.



[00:15:06] Ray: Let's talk about-- I want to dig into the writer's retreat a little bit. What was that like? Did you all go to one place? How did it work? What was it? What were the days like?

[00:15:15] Beth: Yes. For every ad, there's a writer's retreat and it was myself and two other writers were the writers on the script. Then a couple other people from our team, our client Liaison and the Creative Director for the ad. Then there were a few people from their team there as well. The decision-makers who would want to give their input. They had their marketing director and those people. We all stayed at a cabin in the mountains in Utah overnight.

It was two days and we all put our phones in a basket and we didn't touch our phones. We focused on writing the script. When you get there, each of the three writers, we each brought a script that we had already prepared, which is about, I mean it can be 30 plus hours of work before we even get to the writer's retreat. We each worked individually on our own script. Then the very first thing when you get there is you sit in front of the client and the whole team and everybody and you read your script out loud.

[00:16:19] Ray: Oh boy.

[00:16:20] Beth: Yes. That's how the retreat starts. Both teams split off. The Harmon Brothers team, we talked about what we liked about each script and their team they talked about what they liked with each script and we got back together and we hashed out which one was our favorite. The thing is part of the reason why there's three scripts is for more ideas, but also all the good parts of each script made it into the final one. It's like even that initial script that we picked, the script came a long way from there to where it is now because we added in a lot of the language and a lot of stuff from the other scripts.

[00:17:02] Ray: Did you all three start with the same premise so that they were similar scripts or did you just have a blank canvas?

[00:17:08] Beth: No, it was completely open. There was pretty much no direction on-- We've all taken the courses and we all know how a Herman Brothers script works, but there was no direction on that concept because they want you to think outside the box. They want you to dig into who the client is, what their brand is, what they're trying to accomplish, who the clients are, the problem that they want to solve for them. They want you to dig into all of that and come up with your own concept. I did not come up with the concept that is in the ad now. Actually, my concept had to do with time travel, but the clients actually voted for mine at first. I counted that as a win.

[00:17:56] Ray: For sure.

[00:17:57] Beth: Honestly, I believe that the concept that we ended up with was the best one.

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[00:18:04] Ray: Smart to have the client decision-makers there because it would be terrible to write a great script and then send it to the client and have them say, "Do you even know us? This doesn't work." If they're there and they're part of the process, that doesn't happen.

[00:18:18] Beth: Yes. They sign off on the script at the end of the weekend before we all leave.

[00:18:23] Ray: Now forgive me for not knowing this, but I want to talk about how this works. Harmon Brothers, do they place and buy the ads or does somebody else do that?

[00:18:31] Beth: It depends on the client. On this one, we are not placing and buying the ads but in a lot of them, we do. It depends if they have a team that does that already. If they're placing and buying the ads themselves, usually we have a consulting role in that. There's still some input.

[00:18:52] Ray: Regardless of who's placing and buying the ads, you don't get 15 million views in two and a half weeks unless it's a really good script and a really good ad. That's the thing, I'm thinking back before I even really knew who the Harmon Brothers were, I in my workshops kept finding these ads online that I thought these are outstanding. I used them as examples of how to write an unconventional ad that really worked. I used the Chatbooks ad in a workshop. I used the purple ad in the workshop. I use the Squatty potty ad new workshop and eventually, I found out these are all the same guys.

The signature flair of those kinds of ads is definitely there. I want to ask you about the courses. Harmon Brothers offer some courses. I know because I see them advertised on Instagram all the time probably because I'm interested in those kinds of things. What do they teach in the courses?

[00:19:42] Beth: There's several courses. There's a 14 days scriptwriting challenge, which is writing a really strong sales video in 14 days. It goes through all the parts of the structure that Harmon Brothers uses. It doesn't necessarily go into the humor and the world-building and all that stuff. It's just like, get a video that works and start bringing in some money for your product, or for your clients.

The next one is right ads that sell and that goes more deep into that world-building, all the principles that we use in our ads, but the thing is that first ad, that structure works, whether the humor is in there or not. Then, the second one, you're building your brand along with-- It's a sales video that also builds your brand. We teach how to do that and then there's a third course called Make Your Ads Funny and that one is very focused on the humor.

We believe that people can become funnier, don't think that you're born with it or you're not but you can become funnier. There's a lot of comedians that sit on both



sides of the fence, something that you can't, or something that you can, but that's what that course teaches.

[00:20:53] Ray: Is this the training you guys get when you come on board as writers for Herman Brothers?

[00:20:58] Beth: It is. It's exactly the same as the training our writers get.

[00:21:03] Ray: That's pretty smart. I just want to congratulate you again, I'm so proud of what you've accomplished and it's so gratifying to me, I always say, as a teacher the thing I dream of most is my students exceeding me with their own success and this moment makes me so happy. I'm so grateful for you sharing your story with us. Thank you.

[00:21:23] Beth: Thank you. I don't know about exceeding. [laughs]

[00:21:27] Ray: At least in views. I don't think I've had an ad that's had 15 million views. I'm pretty sure I would remember if I had. I'm pretty sure it'd be all over my website.

[00:21:36] Beth: We'll teach you how to do it in those courses.

[00:21:39] Ray: Okay. I'm in. Let me ask you a question. This week we've opened up our certification program again. Is the new improved certification, so imagine the one you were in on steroids because it is and of course as an alumni, you get all the upgrades for no extra charge. Just to answer that question for you. What would you say if there's somebody who's on the fence who's thinking about it and they think, "That's a big investment, I don't know if it's worth it, I don't know if I can make it." If they're having those doubts, what would you say to that person right now?

[00:22:10] Beth: I'd say, it's absolutely worth it, if you're willing to put in the work and I think everything's there. I was so surprised by how much material I got as far as courses and how it did address all different parts. Like you said, the writing, the mindset and there's a lot of other courses in there too. They're building your business, how to get clients, how do you even figure out what clients you want to get? It's all there, it's not just a writing course. I believe if you put in the work and you follow the path that's laid out, you're going to get clients and you're going to make your money back and you're going to be able to go a lot further with it.

[00:22:51] Ray: I believe that too. If you want to check out what we're offering for the certification class, you can go to rayedwards.com/action and you get all the details there. At the time we're releasing this, we've already had the video conference, so we've got people applying for the program now. You can apply now as well until the doors close. Again, it's rayedwards.com/action. Do you have any idea, Beth, what the next project you're going to be working on is?



[00:23:23] **Beth:** It's for Ruby Love Period Underwear. That's the next one that's coming out.

[00:23:27] **Ray:** Ruby love underwear?

[00:23:29] **Beth:** Yes. Most of the writing is already done, we're in filming stage now so it's going to be coming before too long [laughs].

[00:23:37] **Ray:** I can't wait. Sounds intriguing.

[00:23:42] **Beth:** Definitely. In the meantime, I write a lot of e-mails there and I work on writing some of the courses too, so that's what I'm doing right now.

[00:23:52] **Ray:** That's incredible. Now if people want to get in contact with you personally or follow up with what you're doing on your own, where do they do that?

[00:23:59] **Beth:** They can go to my website, it's copy-clarity.com and there's a 'contact me' form or Copy Clarity on Facebook.

[00:24:08] **Ray:** We'll put links to those in the show notes for this episode. Thank you so much, Beth and congratulations again. That's so exciting, so proud of you.

[00:24:16] **Beth:** Thank you so much. It's an honor to be on here and talk with you.

[music]

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[00:24:41] **Voice over 1:** Each week, we bring you a message of prosperity with purpose and freedom. Remembering the true freedom is available to all, through Jesus Christ.

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[00:24:55] [END OF AUDIO]