



## Ray Edwards Show, Episode 424

### This One Magic Sentence Can Multiply Sales

**[00:00:00] Announcer 1:** Ray Edwards Show, episode 424. This one magic sentence can multiply sales. The Ray Edwards show. This is the grow your business entrepreneurs podcast for prosperity with purpose. Let's change the world and watch your business grow welcome to the Ray Edwards Show. ray Edwards Show.

**[00:00:25] Ray Edwards:** Welcome back to another episode of the Ray Edwards podcast, the number one show for prosperity with purpose, where you get copywriting and marketing tips that increase sales and we help you get more health, wealth, and wisdom. It's the first day of the new year. I just couldn't help myself. I felt like I had to do an episode on January 1, 2020, that's why you have episode 424 today. We'll have our regularly scheduled episode coming up Monday, so don't worry about that. I don't want to throw you off your game.

On this episode, you're going to get a couple of things. First of all, you're going to get the one magic sentence that can multiply sales. Yes, there really is one magic sentence that can multiply sales. Plus, I'm going to show you seven better ways to invest your time in the new year, better perhaps than how you've been investing it or how you were planning to invest it or at least another way of looking at things.

Tiffany has the day off. She's off for the holidays, it's a solo sod, so let's proceed. Before we start today's show, let's turn our listener spotlight on and in the spotlight is listener, James Salan, I hope I'm saying your name right. James Salan 19 on the Apple podcast app who wrote this five-star review. He said, "I first heard about Ray Edwards through another influencer I follow, Richie Norton and ordered Ray's book, *How To Write Copy That Sells*." Thank you for that, James. I appreciate that so much.

He goes on to say, "That was the first time I heard about copywriting and it instantly piqued my interest. Since then, I've been following Ray and I've been really impressed with his amount of knowledge around the writing and marketing industry. I love how genuine he is and his sincere efforts to help people. He's also pretty entertaining. Highly recommended him to anyone interested in learning how to become a better copywriter."

Well, thank you, James, so much. I really appreciate those words. It's something we do. This podcast we do for free. I mean there's no charge for it. We don't accept any advertising, we do it as an educational and entertainment service and I am glad that you found it to be both of those things, educational and entertaining. It's a little awkward reading all this praise about me, but just know that I'm really doing this because I wanted to highlight you as a listener for taking the time to write a review for me. I know that's not the easiest thing to do.

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If you take the time in the podcast apps, the Apple podcast app, to give us a rating and review, there's a good chance you'll get featured in the listener spotlight. Thanks again, James. I appreciate it so much. Post your reviews, my friends so I can turn the spotlight on you.

By the way, did you know I also do a live show every weekday morning? It's called Ray Edwards live at five and it happens every weekday at 5:00 AM Pacific time. The one way to get that daily show for free is to join our free online community. Jump into my private Facebook group. Just search Facebook for the Ray Edwards copywriting community. That's the Ray Edwards copywriting community. You can also click the link in the notes for today's episode by going to [Rayedwards.com/424](http://Rayedwards.com/424) and that link will take you straight to the group.

Also, here's an insider tip. You may want to follow me on Instagram where my username is, Ray Edwards, R-A-Y E-D-W-A-R-D-S. I actually answer my DMS there, it's a good way to communicate with me.

Now on with the show, the one magic sentence that can multiply sales. What is this magic sentence that can multiply sales Ray? Please tell me, I need to know what it is. Well, it's your headline. This may sound like elementary copywriting one-on-one, but so often it gets forgotten.

The headline sets the context for everything else you say. Here's a for instance in real life, stop thinking about copy for just a minute. Just think about communication. Think about if your significant other, your spouse, your boyfriend, your girlfriend says to you, we have something serious we need to talk about. How does that make you feel instantly? How does it frame the conversation that's about to happen. For most people it causes anxiety and it makes you feel like, "Ah, this is not going to be good. I'm in trouble for something."

What if that person were to start the conversation this way? "Hey, I'm super puzzled about something. I'm wondering if you can help me figure this out." Now, what's your response? For most of us, our impulse is to say. "Sure. What's going on, how can I help?" That's a much different response and if you need to have a serious conversation with somebody, I suggest the way to do it is not to start by saying I need to have a serious talk with you, but rather by saying something with integrity, with honesty shaped like a question, "Hey, I've got something that's really puzzling me. I wonder if you could help me figure it out."

That way you've set the context for the discussion so it doesn't sound like they need to be defensive. It sounds like they may be able to help. It may help them, they may be interested. It just sets the context for the conversation. It's the same with your headline.

If you lead with a salesy headline like, "Buy today and get 30% off." Immediately you've set the context that this is a sales pitch. A different way of saying essentially the same thing for the same content could be, "Are you paying 30% too much for

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your copywriting services?" Or if you are a person who has a coffee shop, you might say, "Are you paying 30% more for coffee beans than you need to?" If you have an auto repair shop, you might be saying something like, "Are you paying 30% more for your oil changes and regular maintenance in your vehicle? Here's how to stop." That's way different than broadcasting the message, "I'm about to try to sell you something."

Give some careful thought to your headline and if you want some headline templates that are useful, you can search my website at [rayedwards.com](http://rayedwards.com) just search for headlines and also in my book, if I can get my book a little plug, *How To Write Copy That Sells*. There'll be a link in the show notes. It's available on Amazon for cheap. You can find a whole chapter on writing good headlines that will come in handy, not just for writing sales copy, but for writing blog posts, for writing titles for podcast episodes and whatever other kinds of communications you may be doing.

[background music]

Now since it's the new year, we're going to talk about how to spend your time, and the first distinction I would like you to make is you're not spending time. It's a sad waste to spend the time because if we spend something, it means we've given it away and we're never getting it back. I like to think of investing time because investing implies there's a return on your investment. It's better to invest time than waste time. I think you'd agree.

I'm not going to talk about resolutions or goal setting today. I am going to talk about seven good ways to invest your time in the new year that you may want to consider. I say you may want to consider it in the strongest, most positive possible way.

Number one, the number one good way to invest your time in 2020 is to meditate daily. Now for some, this is going to feel like a woo woo kind of practice. It's like, "Ray, you got all new age on me. What do you mean meditate daily?" To meditate simply means to become aware of. This is your opportunity, regardless of your faith background. I happen to be a follower of Jesus, so this looks a lot like prayer for me, but to meditate is to clear your head, to rise above the noise and get a higher perspective to get an elevated perspective on what's happening in your life, to get an awareness as being able to review your life, to observe your life from a higher perspective. Meditate daily.

There's lots of different ways to practice this. Just do the Google thing and find the way that appeals to you the most. If nothing else, you could sit quietly, breathe normally, close your eyes and just see what thoughts come up for you. That's one good practice. Just notice what thoughts come up for you. Maybe more on that in a few minutes.

Number two, the second good way to invest your time in 2020, exercise daily. I don't mean you have to become super athlete or a gym rat or spend hours every day exercising. Just move your body every day. Elevate your heart rate for half an hour

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or so every day. Take a walk, take a jog, go for a hike, do something to get outside of the building, into the actual atmosphere of the planet, and move your body, elevate your heart rate and breathe for 30 minutes or so every day. It'll make a world of difference in your life is especially if you deal with any frustration, depression, or anxiety. Trust me, just try this as an experiment.

Number three, become aware of what you think. This is the third good way to invest your time in 2020. Become aware of what you think and question what you think. Don't believe everything you think. Why would I say something crazy like, don't believe everything you think? Well, because is everything you think true? If you take just a moment to reflect on that question, I think you'll answer, no. Everything I think is not always true.

Wouldn't it be good to figure out what the true things are right now and figure out the things that are not true that you're thinking habitually and get rid of those untrue thoughts? That seems like it's a worthwhile practice. Remember this, all your actions are driven by your feelings, how you feel, the state of being that you're in right now determines how you're going to act today. Would you agree? If you agree that your feelings have something to do with what you do, then you'd have to agree with me that it's a good idea to find out where your feelings come from. All your feelings are caused by your thoughts.

Now, this is going to be tough for some people to swallow because some people have never heard this concept before. Some people believe the feelings just come over them. "It's just like a sensation that comes over me." That's not how it happens. You may have a sensation that sparks a feeling, but in between the sensation such as slipping on the ice and landing on your bum in the parking lot, that's a sensation, a circumstance that you're not in control of that happens, and in between the feeling you have and the incident that occurred, there is a moment where you think.

You may think, "Oh crap, I fell. I wonder if I broke something. My clothes will be dirty. It's going to ruin my meeting. I don't have time for this." There's all kinds of things you could think, you could think, "I'm thankful I didn't get hurt. Isn't this funny? It's kind of comical." You could make all kinds of thought choices, but the point is you have the choice and I'm just encouraging you to get better at being aware of what you're thinking when you're thinking it and what feelings it results in. Then asking yourself if you want to continue having those feelings if they're serving you.

The number four good way to invest your time in 2020 is to talk to yourself more than you listen to yourself. What I mean is, tell yourself in advance what are the most useful thoughts to be thinking in any given circumstance, especially those you can predict are going to happen. Then say those things to yourself instead of listening to the automatic negative self-talk that most of us engage in most of the time.

Try to remember situations where your negative self-talk comes up or notice it when it does come up. When you find yourself saying things to yourself like, "I'm just so stupid." Or, "I always make this mistake." Or, "I'm always running late. I can never be

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on time. I never get this right." Those are thoughts that are not serving you. You might want to consider replacing them with thoughts that do serve you like, "Great. This is another opportunity to learn. I'm reinforcing my positive behavior by catching this thought in the process. I'm choosing to be amused by this rather than be angry about it. I'm using this opportunity to exchange my expectations for gratitude."

If you change the automatic negative self-talk and you decide in advance what you're going to think, what you're going to tell yourself, you can find the quality of your life-changing for the better, almost as if by magic.

Which leads us to the number five good way to invest time in 2020, in the New Year. Even if you're listening to this in 2021 these will still be good ways to invest your time. Ask better questions is number five. Before you ask a question like, "Why can't I stop overdrinking?" Stop that whole process. Do you really want to hear your brain's automatic response to that question? "Why can't I stop overdrinking?" Your brain says, "Because you're an addict and you have no discipline, and you're worthless and you never will be worth anything, and this is just how you are. You're a screw-up." That's the kind of automatic negative answers many people get from their brains.

Maybe you know somebody who gets this kind of answer from their brain all the time. Certainly not you, but maybe somebody you know intimately. How about you ask a question that invokes a higher answer? Like if you had an incident of overdrinking, you're not happy about. What if you asked yourself this question, "How will this time be different so that I never overdrink again?"

First of all, you're making a presupposition in this case. You're presupposing that this time is different and you're presupposing that you will never drink again, and you're presupposing that you'll figure out a way to make it different. That's going to give you a better set of answers. Does it mean you'll automatically solve your problem instantly? No. Maybe you will, but maybe it takes some practice, but isn't it worth the practice if this is something you really want to change? I think it is.

The number six way that's a good way to invest your time in the New Year. Put fewer appointments on your calendar and go deeper with each person. This is so valuable. If you overstuff your calendar with too many appointments, too many calls, invariably, each call feels rushed. You don't feel like you have time to connect with the person. You're not really present with them because you're already thinking about your next meeting. This is no bueno. You need to give enough time to be able to connect with people, so you don't feel pressured and you don't destroy the quality of the conversation you're having in your meetings.

In the same way, I'm going to suggest taking on fewer projects, and investing the time on each project to do a better job, to go deeper into the project, to ramp up the level of excellence and outstanding. Do less is way number six, to invest your time well in the new year.



Way number seven is be more. Be more of who you were created to be. You know who that person is on the inside because you of all people in your secret heart know what kind of heroic person you really are, about what your heart is for other people, about what your desire is to help, to create something that is useful to other humans, to make a contribution and make a difference and impact on the planet for the good.

Step up to your own best level of honor, integrity, strength, courage, and excellence. It is within you. You don't need me to tell you how to be more. I think you already know. I think we already instinctively knows these things. I'm just encouraging you to step up to who you really are inside. These are seven worthy investments of your time as we start a new decade. Let me just go through them one more time give you the list really quickly. You can get this list on the show notes by going to [rayedwards.com/424](http://rayedwards.com/424) for Episode 424.

The seven great ways to invest your time in 2020 are one, meditate daily. Two, exercise daily. Three, be aware of what you think and question it. Four, talk to yourself more than you listen to yourself. Five, ask better questions that invoke a higher answer. Six, do less. Seven, be more.

If you'll make these seven worthy investments of your time in 2020, not only do I believe your life will get better, I believe you'll have less time to do stuff that doesn't help you. Just saying. Now, I've got a question for you. As we're talking about new ways of thinking of investing your time in 2020, maybe that involves you starting some new practices. My question for you is for this episode, what are you starting or stopping in 2020? Post it in our free online community.

Just jump into my private Facebook group. You can search Facebook for the Ray Edwards copywriting community or you can also just click the link in the show notes for today's episode by going to [rayedwards.com/424](http://rayedwards.com/424). Make a request to join the group. We'll get you inside and you can chat with us there about the content of this episode and all episodes of Ray Edwards podcast, or you can answer in my Instagram, which is Ray Edwards, R-A-Y E-D-W-A-R-D-S. I actually answer own DMS. That's a great way for us to communicate and connect.

Finally, I have a favor to ask, Are you subscribed to this podcast? If you're not, I'd like to encourage you to do that right now. I don't want you to miss a single episode. We're adding a bunch of bonus episodes coming up. Like this is a bonus episode that was not announced. If you're not subscribed, there's a good chance you'll miss out on those episodes. Go to [rayedwards.com/424](http://rayedwards.com/424) and click the subscribe link, to get subscribed in the apple podcast app or your favorite podcast app of choice.

If you feel like this episode was helpful at all, I would really love it and be grateful if you left a review for me over on iTunes. Those reviews help other people find the podcast, they help spread the message and they're also a lot of fun for me to read. I read some of them on the show as you know, so you may get featured in the spotlight.

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Just click the link in the show notes for today's episode to review. Selects ratings and reviews and then write a review. Then let me know what your favorite part of the podcast was. Thank you so much. Until next time, I pray that God blesses you that he does more for you than you can ask, think or even imagine, and you grow in health, wealth, and wisdom. See you next week.

[music]

**[00:19:17] Announcer 2:** Thank you for listening to the Ray Edwards show.

**[00:19:20] Announcer 1:** Find the complete archives of all episodes at [rayedwardspodcast.com](http://rayedwardspodcast.com) or subscribe for free through Apple podcasts and never miss an episode.

**[00:19:30] Announcer 2:** This is program copyright Ray Edwards international incorporated all rights reserved.

**[00:19:34] Announcer 1:** Each week we bring you a message of prosperity with purpose and freedom, remembering that true freedom is available to all through Jesus Christ.

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