

Ray E D W A R D S

Ray Edwards Show, Episode 430

Give a Lot to Get a Lot

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[00:00:01] Announcer: It's Tuesday, January 28. This is the Daily Ray.

[00:00:07] Ray Edwards: My intention is to produce these daily lives on social media. Then to re-purpose them back to my podcast channel because this has been a wild social experiment of doing these daily Monday through Friday, live at five 5:00 AM Pacific in case you want to join us live on Facebook or Instagram. Soon, I think we'll be including a live broadcast on YouTube, and if LinkedIn will ever approve me, I'll put it live on LinkedIn. Apparently, you have to be some kind of special personage to be approved on LinkedIn. I applied; we'll see what happens.

Doing these live has really been interesting. It has increased my engagement everywhere. I'm letting you know this because this is an experiment, I'm performing you can benefit from. I did this with a little bit of skepticism. I thought it's a lot of work. It's a big commitment to get up and be on the air at 5:00 AM every morning. I used to do it as a radio guy. I know what a big commitment it is coming up with material, being willing to talk. When you feel good, you feel bad, it doesn't matter you got to show up, the show must go on. I decided to try it anyway and see what happened. What has happened is, I've gotten more engagement on Twitter, more engagement on TikTok, on Instagram and, of course, on Facebook and, of course, through email.

What surprised me is we've gotten more engagement from our broadcast emails that we send our in-house email list. We've got more people showing up to our paid groups who-- This mystifies me. They pay to be in a group, and they don't show up for meetings. Then they start seeing my free stuff on Facebook, and then they start showing up to the paid meetings. I'm not criticizing. I'm just saying this is an interesting human behavior to observe and think about and realize that, apparently, the conclusion that I'm forming is because I've been doing these lives, and then I've been posting more frequently to Instagram and Instagram stories and Facebook stories and

to TikTok and sporadically to LinkedIn, but that's about to change from sporadic to regular, all of this activity has increased. It feeds on itself. Top of mind marketing.

In the radio business, Mark Mason, we used to call it TOMA, Top of Mind Awareness. I don't know who remembers this, there was a radio skit called *Chicken Man* back in the '60s and '70s, I think. He was a cartoon character. Well, a radio cartoon character because there's no actual cartoon just theater of the mind. The show used to open up with the big voice saying, "It's chicken man." Then these little voices in the background would say, "He's everywhere. He's everywhere." That's Top of Mind Awareness, Top of Mind Marketing. You're everywhere.

I think the unique opportunity that we have as marketers today, businesspeople today and it doesn't matter. I don't think it matters if you're a digital course producer, or you're an attorney, or if you're a consultant for Anderson. I just don't think it matters what you do. I can't see how you cannot benefit by building your own personal brand by taking hold of what Gary Vaynerchuk calls the Land Rush. I think it is that. It's like Dick Orkin. Oh my God, Mark Mason, you are my hero. You just continue to amaze me. Yes, the great Dick Orkin was Chicken Man. Back to the land rush thing, the land grab.

In the 1800s, in the US, it was open range and you could go claim the land for pennies on the dollar. Just imagine being able to buy Manhattan for pennies on the dollar, being able to buy Chicago for pennies on the dollar, being able to buy land anywhere in the US and amass hundreds of thousands of acres for pennies. What is it worth today? Billions. We've got that same opportunity online on these free platforms which will not remain free and they become less free with time.

Okay, think about it like this, Google AdWords. I remember when I actually did buy Google AdWords for, I think I was buying for five cents a click and I sold Corey Rudi's internet marketing course and made my first \$600 by doing that. Google AdWords or it was called something else back then, I can't remember what it was called and selling Corey Rudi's marketing course because that time was like the only marketing. There was that Marlon Sander's amazing formula that sells like crazy thingy.

Pennies. Now try to buy something that teaches people how to make money online for pennies now on Google, you can't do it. Then AdSense became a big deal and people started putting Google ads on their pages and making tons of money. I have a good friend Armand Morin, who bought his parents a house just based on the side income he was making one of his sites using Google AdSense.

Joel Comm some people may or may not remember, he made his name was built on a book called *The AdSense code*, which was the cover was kind of a take-off of what's the Dan Brown novel? I can't think of anything of Dan Brown's novel. That's crazy. This is what happens you get in your 50's. Things like this happened to you in public, *The Da Vinci Code*. That book was about AdSense how to optimize your pages for AdSense revenue, and then everybody did that and then Google took it away. People's businesses were destroyed overnight because that's all they were doing was Google AdSense. They were building an email list which was nuts.

Then along comes Facebook and people didn't realize except for a few, that you could buy Facebook ads really cheap, and get traffic to your site, and get email addresses,

and build a business. You can still do that, but it's a lot more expensive now. You can't get the organic reach you used to get with Facebook. Instagram became the new Facebook. It was easy to get organic reach. Then they started running ads, and then it became less easy to get organic reach. Now, the ads are creeping out and getting more expensive.

I still think Facebook and Instagram are the two best deals in advertising right now. Although, I think sneaking right up behind them and soon surpass them is TikTok, because who's starting to see TikTok ads on your TikTok feed? That's interesting.

LinkedIn, they've shifted their focus and they're more of a business idea as marketplace now, and that's a great place. I've been looking and just perusing, watching what's happening on LinkedIn, and all of the stuff that used to be a big deal on Facebook. People teaching their stuff, selling their consulting services, some doing it elegantly, some doing it poorly is now happening on LinkedIn and none of this is original thinking on my part.

I've been listening to what the pundits are saying and mainly Gary Vaynerchuk, maybe that's because he's the loudest of the pundits, I don't know, but he's right. I decided I'm going all in on this thing. There's only one way to find out, and that's to do it. There's only one guy who's going to do it, and that's me, so I'm doing it. I am posting like a madman on all these platforms.

These six or seven platforms, if you post on them a lot, my experience shows me you're going to get more engagement on every platform. It's multiplicative. It increases the level of attention, awareness, and market penetration you're getting on each one of the platforms. You might say, "What's the value of this?" You're running all over the place, you're posting on Instagram, and TikTok, and Facebook, and your Facebook page, your Facebook profile and what's the payoff really? You're not pitching stuff there all the time. No, I'm not. I'm building that top of mind awareness, and we're just now beginning to integrate some of our funnels into what we're doing.

Now, if you listen to my podcast last week, you know I am not going to be putting a call to action on every video I put out that says, "Sign up for my funnel hackers' funnel, so I can ultimately try to sell you ten things all at one stroke." That is not what I'm doing. My plan is-- I'm calling it my 10:1 plan. I want to put out 10 solid pieces of content before you see me ask you for an email address.

It may not always work out that way, because you may jump in the stream when I've only got three more pieces of content to go before, I ask for that email address. I want to give a 10:1 ratio of good free valuable information like I've given you-- I've given you just in the last 18 minutes a strategy that you can use to build a business from scratch. If you go post on these platforms every day and post four or five pieces of content per day, in each of those platforms, you can within two or three weeks, offer something that you sell, and you can make money. It might be that you sell keto recipes, and you just post good free keto recipes on all these platforms and cooking instructions, a little cooking demos, and you do that for two, three weeks or a month and then you put out your little keto cookbook for \$15 and I guarantee you can sell your cookbook for \$15 or \$20 or a course.

Tara's on here, Tara's Keto Kitchen. If you haven't checked that out on YouTube, go to YouTube. Do it right now, go to YouTube and type in Tara, T-A-R-A-S Keto Kitchen, Tara's Keto Kitchen. She is killing it, just killing it and she's going to be killing it more because she's here in our Mastermind group this week. Norman Robinson is here also. Cheryl, I don't know if you're here or not, I don't know if you made the trip all the way from way down on the other end of the planet or not, but I hope you are. Thing is, it takes work.

Everybody wants to spend \$10 on Facebook, plug people into a pre-built crappy looking funnel and make \$100,000 a month. That is not going to work. It's not real. It's what we call technically bullshit. Don't do that. If you put value out, first, if you create value, I said this the other day, creating value and giving value first is the best way to create buying behavior later. When you create value and you show up every day for me, I begin to know you, and like you, and trust you as hackneyed and clichés that is, that's what happens.

The more I see in here for you, the more I know, like, and trust the more I know you're going to show up. By showing up every day, I'm making a statement to you, and the statement is, I'm keeping my promise. I told you I'd be here, I will. There may be days I don't show up, I'll let you know in advance if I'm going to be sick or traveling or-- I've worked like a dog, to make sure I do show up every day. It's not always been easy. This is the new marketing. I've got a plan that I've been working on.

I've just been randomly pushing this out, but now I've got a plan, that's going to allow me to put out 50 pieces of content a day, starting almost immediately. That's my plan. Just to give you an idea, doing one live podcast, one live cast/podcast a day, we're doing that right now, that's nine pieces of content. Why? Facebook, YouTube, Instagram, LinkedIn, distributed to Apple, Stitcher, Google, replayed on my blog and on Instagram TV, that's nine pieces of content.

One blog post taken from this material; this will be transcribed. I have somebody on my team, just edit down some notes from it, make it into a blog post. One LinkedIn article, same as a blog post. Eight Instagram stories, those I'll do probably throughout the day. When you do an Instagram story, you have an option to click a button to also publish a Facebook story at the same time, so it doubles your money.

Eight tweets. The tweets will be probably just quote I take from things I say today, pop them into the tweet stream, and then I can take a picture of those and post those on Instagram. That takes like 20 seconds. Eight post on TikTok, which to me is just having fun, just goofing off. Then we're going to start using text messaging. We've got a text messaging service that we are setting up. You'll be hearing about that in the near future. That's going to be 50 pieces of content per day. This has been duplicated across various platforms. It's not as hefty as it would appear.

Yes, that's exactly right. It's not, but I just realized there's people-- when I post a video on LinkedIn, there's people who've never heard of me who respond to those posts because they're now watching me in other places. This is just amazing when you think about it. We've got Facebook, Instagram, LinkedIn, TikTok, Pinterest, YouTube, Instagram, TV, it's all free. We get to post to those platforms for free. We can reach

billions of people. You're not going to reach billions of people, but I've just noticed my traffic and my followers' numbers are going up.

Here's the key strategy that I think most people are going to fall down on and this is what really makes it work. Responding to every comment. I fell down big time on one thing this past week, and that was I appeared on a challenge, Facebook group challenge, and there's like 1000 comments and I just could not keep up with responding to all those comments. I was a guest on that.

Other than that, I've responded, as far as I know, to every single comment anybody's posted anywhere, and that makes, this is Myspace prodigy, copy sir. I'm not going to be on those. I'm sorry. That posting and responding to comments is really important, because that magnifies the impression that you've made on that person. If you think about it, you leave a post for somebody that you admire or listen to, and they respond to your post, not just with a smiley face, but with actual words like they say, "Thank you, Ray. I appreciate that." Or words to that effect, it makes an impression on you, and you'll end up recommending that person to other people and probably will go something like this, "I posted a comment on this guy's blogger on his Facebook or on his YouTube and he actually responded, and that's unusual.

Tara says it really helps engagements on YouTube for sure. The important thing is, it's work because it's better if you do it fast. Right, Tara? You post a video, on YouTube, there's a thing called Velocity. You want to get views right out of the gate. My strategy for YouTube is we post a video, we send an email to our list that we posted a video, and then I pounce on the comments and start answering the comments as soon as possible. We get some velocity going with that video.

Then, I do plan to make every one of these media platforms a way to get email addresses, although, I don't plan to make every broadcast or podcast or video, a plea for getting an email address. I'm either going to only do it like once every 10 pieces of content or make it a very subtle ask more often, just like, "If you want to keep up with what we're doing, you can get on our email list," instead of the constant haranguing to get the nine ways to magically transform yourself into Superman. That sounds like a pretty good lead magnet. I'm still going to do those; it's just going to be wanting to do every single time.

That's the new marketing strategy. I'll keep you updated as we go. I'm not going to sell this. I'm going to give it away, as soon as I get it dialed in and have some results to report back. Right now, I don't have big enough results to report to you and reliably say this is something you should do. I'm telling you what I'm doing is an experiment. I'm saying if you want to join me, I'd love to hear your results. I think it's working. I think it'll work for you. I'm going to be documenting what I'm doing. We're going to be tracking our numbers, our engagement. Mark Mason wants to know if he can get a Superman PDF. He said, "I needed to--" okay, we'll write it up. That's the new marketing strategy that we're working on.

I can't read my handwriting. I wrote down things I was going to talk about and now I can't read what they were. I'll share with you what we're doing in my company and then a little bit about why I'm doing it, and then once I've told you how busy we are, how many different things we're doing, I'm going to share with you how I'm slowing

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down. [chuckles] This is crazy. I actually believe this is going to work, but we're going to see.

Our main focus in our company is copywriting and writing that converts. I would actually say it's more influential writing, because it includes sales copy, yes, but it also includes email and content, and white papers and lead magnets and books, anything you write in order to persuade people before you meet them, to influence them before you meet them. Strategic influence. We have a course that we call the copywriting Academy, that we've morphed into an actual Academy. It's actually a coaching program, the copywriting Academy coaching program. It's expensive. It's \$3,000 a year or \$300 a month, depending on how you want to pay for it and it's a year-long program. The goal is to get you from a beginner in writing sales copy and influential writing to the path to mastery. I don't think you ever arrive at mastery, it's a path. It's a journey to mastery.

We're working on that and we're doing it, we're not just working on it, we're doing it. We have many students enrolled, we brought on coaches that we actually pay to work with the students. These are people we vetted, we know they're good coaches, we know they're consistent with our teaching. When you come in as a student, you write copy and you get feedback and it gets sent back to you and you have to fix it until you pass that month's material and then you move on to the next month in the curriculum.

By the time you get done, you've got a good firm foundation, basic mastery of writing, good copy that sells. Then in that coaching program, we have ongoing training. People stay in it for more than a year because continuously we're updating and deepening your knowledge, deepening your wisdom, helping you learn new strategies and tactics about writing that influences people and it's more than just sales copy. I want to emphasize that, that's where the big dollars are if you're a freelance copywriter, but as an entrepreneur, the bigger dollars and this is something I haven't talked about a lot publicly. The bigger dollars are in writing with the desire to influence.

Writing a book that is not a thinly disguised sales letter but is meant to influence the marketplace in your favor. That's a longer subject than we have time to go into. Eric says he's wondering about the ratio of Ray to coaches, time and TCA. This is one thing we're working on is disconnecting people's expectations if they're going to get a bunch of personal time with me. A, because I can't do that, I just can't do it. I'm one person, so unless you want to pay me \$120,000 a year upfront, then we'll work out some personal time, not as much as you probably think, but my point is I can't do that at scale.

What I can do is systemize my knowledge, experience, wisdom, techniques, tools, procedures, processes. I can teach it to my coaches who are vetted by me, proved by me, overseen by me, their work is double-checked by me. I do some teaching in the Academy, I do some group coaching, I do the live events. Then my coaches work with people one-on-one, checking their copy and so forth. That's much better for everybody, including the students.

I'm trying to get people to disconnect this idea that I'm somehow the magic guru that sprinkles pixie dust on people and that only through my anointing can you get be a good copywriter. If that were true, then I would be a very selfish, greedy person who

is holding back everything from people who could be learning the stuff that I know because I refused to teach it to other people and give other people a chance to teach it to them. That's my philosophy on that. Eric, I love you too and not in a weird way. There's plenty of Ray time, but not a lot of one-on-one time. That's the coaching thing.

I'm just running through a description of all the stuff we do. Outside that, we have a certification program. Our top students in the Academy are invited to be part of our coaching program, our certification program. It's a bigger investment. Those people get more one-on-one time with me and I'm actually certifying them as Ray Edwards certified Direct Response Copywriters. Then those people who are certified can go out and say they're certified to the public, which gives them instant credibility because it's like, "Well it's Ray Edwards certified copywriter. They must know what they're doing."

We go around to different events where they may be hired, places like Product Launch Formula Live and Amy Porterfield's events and Stu McLaren's events and social media marketing world. We introduced them to people. We're working hard to help get our certified copywriter's actual work. Then we have a copywriting agency, which is the third thing we do.

Up until now, this is funny because my team does not know this. You guys are finding this out before my team is, actually my team maybe on the call right now, Tammy is probably, she just did this. We're changing the name of the agency because we did name it Inklings, which I thought was clever because it's the name of the Mastermind group that J. R. R. Tolkien and C. S. Lewis were part of, but whenever we tell people our agency is named Inklings, they're like, "What do you do?" We're now changing the name of that business to the very cleverly and very humbly named Ray Edwards Agency. The Ray Edward Agency.

That business will be for taking in bigger clients who are ready to pay bigger fees, working with our certified writers under my supervision. I won't be writing the copy, I'll be engaging with clients, getting them familiar with our philosophy, the way we do things, bringing them on board. Then we have project managers and a client concierge who helps move the project from start to finish. We've got the Academy, we've got certification, we've got the agency.

Beyond that, we have a coffee shop, a brick and mortar business. Partially because I love coffee. Rebel 77 in Spokane, Washington. If you're in the area or driving through the area, you should stop by and see us and have a great cup of coffee. Mark Mason says, The Ray Edward Agency, like *Mad Men*, but with an actual Mad Men at the helm. Yes, yes.

I also do some limited consulting. It's super expensive, I mean that. To give you an idea. If you want to come in for a three day consulting gig, you come here and it's \$25,000 and we work through whatever you're-- Once we've qualified you on the phone or on Zoom, then you come in for \$25,000, you work for three days, solve your problems, get your copy, and get your landing pages bill, whatever need to do and you're off to the race with a solved problem. If I have to come to you, it's an extra 15 grand. That's designed to get you to not have me come to you, but to get you to come to me. Eric says, "I should have done that, was in Seattle in December. Will be back soon."

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Well, just give us a call. We'll talk to you about that. We've got some other things that are we're considering doing, I'm writing a new book and I'm stepping up my speaking schedule as I told you. The podcast is going to go daily. Somebody asked earlier, if is it going to be the same feed? I think for right now, it's going to be the same feed just because I don't know how to make a different feed, I don't know if I want to. I've got an audience where I am, so why not just push it through that pipe.

Fred Jones says, "It was well worth it, consulting." Fred came in for the three day and I think we did some great work together and he is well on his way. We've got a live event coming up this fall in August in Franklin, Tennessee, and our Masterminds. I forgot about our Mastermind groups; I knew I'd forgotten something.

We've got two different kinds of Mastermind groups. We've got the Kingdom Builder Masterminds, which are for people of faith and if you're not a person of faith, you still welcome. We're just trying to let you know up front that there's a lot of that in there, so we don't want you to be surprised by that. These Mastermind groups, there's not a huge amount of personal interaction with me. They're built to be able to operate without me because it's better for you that way.

I'm involved, I'm in the groups, but you're actually running the groups, the 12 of you rotating through leading the group each week, every 12 weeks. You can find out more about that. I don't remember the URL, maybe somebody on my team will put it in the comments if you want to see that. That's one of the least expensive things we've ever done, we did it because we know there's people who would love to be in our \$25,000 program who just can't afford to do that. I have one Mastermind group that I personally will be leading. There'll be lots of interaction with me, that is 25 grand for the year and if you're interested in that, you can let us know, it's not open right now, but when it does open, we'll put you on a waiting list to get in contact with you.

Only do that, if you already know. If you know Rays doing a Mastermind, it's 25k, I want to be in it, just let me know where to send the money. I know it sounds like I'm joking, but I'm not. We don't want to waste a lot of our time and a lot of your time by answering a lot of questions that you should have answered before you inquire. Those are the things that we're doing.

Now, why do I tell you all that? We're trying to sell you that stuff? No, I'm telling you that because you may be asking why are you doing all this social media push, building up all this awareness, building these followings and then we're going to follow that up with paid advertising, once we get the momentum rolling with the organic stuff, I want to make sure what's converting for us, what's working? What's not, then will start spending money very soon on advertising,

you'll be seeing that and that we're giving people many different entry points to deal with our company.

The reason is people are at many different levels of sophistication, advancement and progress in their business, so we want to give them an opportunity to step into our little amusement park where they want to ride the kiddie rides, or they want to ride this loopy loop rollercoaster. Totally their call. We're going to give them a choice. If you want to e-ticket ride, you can have the e-ticket ride.

Lou Hornberger, "Ray Edwards, it's better if you don't interact with me." Also Ray Edwards, here's 50 social media items per day. Okay, I realize that sounds contradictory so let me explain that really quick. When people ask me how much personal interaction is there with you in the Academy. Here's how I interpret that. When people ask me that, usually it's a red flag, it means they want a lot of one-on-one phone calls and handholding. I'm not going to do that. It just doesn't make sense, it doesn't scale. It's not fair to the other students, there's lots of me in the Academy. I'm on lots of coaching calls and so forth. I'm trying to squash people's expectations that are going to be my new pen pal or my new phone buddy. That's what I was trying to say little diplomatically so now I've said it in non-diplomatically, so I think it's clear.

Back to why the big social media push, all the activity, why describing all the things we're doing, it's because I think that if you want to build a business online, there's a few key principles that you need to keep in mind that are super important. Number one is don't rely on one thing. If you've only got a YouTube channel and you're only relying on AdSense income, eventually you're going to be screwed. Just ask people who've been screwed. You need to have; Jay Abraham calls it the Diving Board way of building a business versus the Parthenon method of building a business.

The diving board looks like this, you got to diving board, you got to post that it rests on and you go out and standing in the diving board, jump up and down, jumping in the swimming pool.

Parthenon has many pillars. If you've ever seen the Parthenon, the Greek structure, there's a replica of it in Nashville, which is beautiful. It's got dozens of pillars that support that roof. It's a much more solid structure of one pillar gets knocked out from underneath it, it doesn't collapse, if you built a diving board business, like YouTube, AdSense somebody kicks the AdSense magic out from under you, you're dead, so you need to not have a diving board business, you need to have a Parthenon business, with all these different pillars.

We've got the Academy. We've got the agency, we've got the certification program, we've got the monthly Masterminds at low price, you got the monthly masterminds at high ticket price, we've got a low ticket program for super committed Christian business people is called The Miracle Factory, you can see that at the miraclefactory.com. That was a subtle call to action so we've got all these different pillars supporting our business and everything feeds everything else, everything you do, should point to everything else you do. If you do that, Dan Kennedy used to call this having your own mini conglomerate so that you're not relying on any one income stream. If you want to build a big business, I believe it's folly to do just one thing.

Even people who are haranguing on doing just one thing and your business like, if you're a sales trainer, only be a sales trainer. Well, that may be so and yet I see a lot of the same people who were saying this sorts of things, they're sales trainers who also do speaking, who write books, who do podcasts, who do YouTube videos, who do social media, who do one-on-one coaching groups, who do small coaching groups, who do large coaching groups, who do Masterminds, so they're doing like 12 different things under their one thing. I think it's really important as entrepreneurs for us to learn to watch what people do, not just what they say.

Eric says, "Some great students aren't great teachers." I do most of the teaching in the Academy, but I only let people teach who are great teachers. How large is your organization now to do all of that? We have 12 full-time employees and a bunch of contractors. It's large. Casey.

Yes, I don't know too much about Casey's internal operations, but it may seem like, it feels so weird to me to see him built this big YouTube channel. He's obviously a savvy businessperson, a great filmmaker, great entrepreneur, but he builds a big YouTube channel and it made me cry that he didn't build an email list. Made me sad. Beth says, "That's a relief. I can't focus enough to do just one thing."

See, this is the thing, if you're an entrepreneur, if you're truly an entrepreneur, you can't do one thing. It's not in your DNA. Your DNA is, I've got 10 ideas. I need to do all of them, and I just think you need to have-- I used to wrestle with this. I felt like it was something that was wrong with me because I just couldn't do just one thing. I always had to have a new idea, a new plate spinning. I've decided to own that and anybody who thinks there's something wrong with me is welcome to leave by the illuminated exit sign because I think, first of all, it's in your nature to have all these ideas, so you need to have them and give them birth and see what happens with them.

Secondly, I think this is how entrepreneurs succeed where trades people who start a business thinking they're starting a business, where they're actually just formalizing their trade and getting themselves a job. When that market goes south, when the tradesperson is no longer needed because there's a new automated service that does the thing they do for people, they're out of business. They don't start a new business. They go get a job. Entrepreneurs have 10 things going, five of them fail, five are doing okay. One is doing spectacularly well, makes them a fortune. They take that money and go invest in 10 new things. That's what an entrepreneur looks like.

All right, so that's going to be it for this edition of Live at 5:00 and possibly the first edition of the Daily Ray. We'll see how it translates to audio and if we can push it out, it's going to be different because we've been podcasting, has been a big operation for us because we do transcripts and links and graphics-rich podcasts. I don't know if we'll continue doing it that way. Just watch me now. See how it goes. You'll find out.

Christie says, "So validating, I always wanted to do new things too." Lucille, "I may be normal." You are a normal crazy person just like the rest of us entrepreneurs, Lu. Welcome to the club.

Hey, I love you guys. I appreciate you so much for showing up and sticking with me this long. This has been a long one. They probably won't be all this long but thank you so much and if you want to find out more about what's going on with us, just go to rayedwards.com and sign up for our email list, so there. There you go. There's your call to action. I don't think we have anything, more creative than you've to sign up for the email list. We may have a headline saying, "You can download." Whatever, it doesn't matter. Put your email in so I can keep in touch with you.

Until next time, may God bless you. May He do more for you than you can ask or think or possibly even imagine because He is incredibly good and wants only good things

for you. I never got around to talking about slowing down. Maybe we'll do that tomorrow. Have a great day. I love you all and not in a weird way.

[00:34:10] Automated: The Daily Ray was recorded live in front of a virtual studio audience at 6:00 AM Pacific on Facebook and Instagram and coming soon to everywhere.

Okay, maybe not everywhere, but a lot of places. Visit rayedwards.com for more information. Back tomorrow with another Daily Ray.

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