



E D W A R D S

Ray Edwards Show, Episode 432

The Rhythms of Grace in Marketing

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[00:00:00] Announcer: It's Thursday, January 30th, and this is the Daily Ray.

[00:00:07] Ray Edwards: Welcome to the Daily Ray. We do this every day, weekdays, Monday through Friday live at 5:00 AM Pacific on Facebook and other platforms to be announced as we get them rolled into the process, but right now, we're live every day on Facebook at 5:00 AM Pacific every day being Monday through Friday. At least one listener who tuned in in Saturday morning and waited 20 minutes wondering, "Where in the heck is Ray?" Ray was asleep. That's where Ray was. I was tempted when I found out to get up and start doing the broadcast, but I thought, "Nope, that doesn't fit with my Sabbath philosophy."

Sabbath philosophy is something we're going to talk about today. We're going to talk about my new marketing system a little bit because I talked about that yesterday. We're also going to talk about the Sabbath philosophy of approaching business, and we're going to talk about how you can hustle without the grind. First off, let's zoom out and take a big view of what I'm doing here. Why am I doing all of this? If I'm repeating myself, that's okay. Let it be so.

I repeat myself because it's like the pastor who came to the new church and he preached a great sermon one Sunday and everybody loved it. He came back the next Sunday and preached the same sermon and everybody has still loved it but seemed a little puzzled. After three Sundays of hearing the same sermon, one of the deacons approached the pastor said, "Pastor, we love the sermon, but when are you going to start preaching a new one?" He said, "When you start following the first one, I'll give you a new one."

Saylah. The reason I'm doing this is because I've become wholly convinced in my heart, mind, and soul that the opportunity that exists for every entrepreneur, person who wants to build a business, person who wants to sell more of their essential oils or massage therapy practice or dental services or widgets or e-commerce stuff, the number one play you can make right now is to build your own personal platform on

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social media. Me, the guy who used to decry social media as a total waste of time, I have changed my tune now.

Why? Because in large part, and I want credit given where credit is due, because I've been diving deeply into the material that's readily available for free online from Gary Vaynerchuk. Once I got past all the F-bombs because I couldn't figure out how is it okay to say, "Fu--" [sound effect] Uh-oh, just offended some people. My first piece of advice, you might want to consider becoming unoffendable because your offense is keeping you from learning. When I figured out that I needed to get past my hang-up about one-word Gary kept using, I started to realize he's an incredibly smart, savvy and successful entrepreneur, more successful than most of the people who set them up as entrepreneurial teachers.

I had to ask myself why? As I listen, I realize he's explaining it why plainly, but nobody seems to understand him. Gee, that sounds familiar. Gary's contention is, and I've been saying this for a long time, even before I knew Gary was saying it, is that we are in a time in history that we've never experienced before. That time is a time where we can have access to these multi-billion-dollar platforms for free. Free. Facebook, this live broadcast on Facebook, free. This live broadcast on Instagram, free. The replay on YouTube, free. The replay on LinkedIn later, free.

Free. Just sit back and take a thought about that for a moment and understand the power that's been granted to us. No gatekeeper, no permission needed. No literary agent to sift through the material and ask if it's worthy. It's just free. We can post as much material as we want as free. What's the value in that? You might say, "Well, who cares?" The people who want to hear your message care. The people who need the help that you offer in whatever field you're in, those people care. The people who may not respond to anybody's help except the help provided through the sound of your voice, those people care.

If you can speak your truth, whatever that truth is, to those people, they will respond, and they will listen. I've got students who have been practicing what I'm preaching right now and are seeing results with as little as a hundred followers. They're making sales. Not by selling but by providing free content and having people then approach them and say through private messages, emails, etc, saying, "Can I buy some of your time? Can I buy your services? Can I buy a consulting hour with you?" They're amazed.

I've been talking about this for so long now. I call it value-first marketing. First, you give them value, then the transaction happens later. You give value first to demonstrate your knowledge, wisdom, experience. You actually help them in advance, and later when they're ready, willing, and able to pay, they will seek you out because you will be the only person who helped them without trying to take their money, without trying to trick them. What do I mean by trick? Putting every useful piece of knowledge, you have behind a squeeze page is a trick. It's a manipulation.

Now, I'm not against squeeze pages. What is a squeeze page, some people may ask? It's the opt-in form. It's the thing where you have to put in your email address before I give you the information. Those are great tools to let people purchase their way into your free material. They are paying with their email address, correct, and with their

attention. The most valuable thing they have is their attention. They're giving you their attention. Right now, dozens of people are giving me attention on this live broadcast or the podcast replay. I appreciate that so much because you're using the one and only non-renewable resource you have available, and you're using it to listen to what I have to say. That's your time. You couldn't make a more valuable purchase. Thank you. I'm so grateful that you're here, listening.

When you take that approach, you won't be a shyster or a salesy carnival barker kind of person. You'll be somebody who's taking good care of your people, of your tribe, of your flock. Value-first marketing is the key. I've talked to a lot of my friends, both online and offline, entrepreneurs and those who want to be, and a couple of local people who are trying to figure out how to start something local. They're like, "I can't give away my trade secrets on how to do process X," let's say, "to make coffee, because then everybody will know."

Well, newsflash, everybody can figure it out already, so you don't have any big secret. You have no big secret. What you have is your personality, and you have your way of teaching and your way of delivering the service. You can share that freely because nobody can duplicate you. This may sound egotistical, but I have a philosophy about people stealing my material. Go ahead, steal it. I came up with it in the first place, you didn't. If you have to steal it, I'll just come up with more. What will you do? I'm not worried about people stealing from me.

Now, if you blatantly reprint my book, will I send a lawyer to get your attention and say you should stop that? Absolutely. **[unintelligible 00:07:17]** says, "Hidden benefit as to personal enrichment in creating content and offering value is like giving, it's often more rewarding than receiving." Cheers, Ray, from Fun-Robin. Gosh, that's such a deep point, Robin, such a deep point. I get so much personal enrichment from doing this every day. It makes me a better marketer. It makes me a better copywriter. It makes me a better podcaster. It makes me a better person, just by the doing of it, so I win. Whether you buy anything from me ever or not, I win, and then you win, because I'm not afraid to give freely. I have received freely, freely I will give.

Oh, goodness, this is going to go. We're going to go. I'm just going to let loose. I've been reading this book. I promise this relates. I'll come back to the book. I want to finish the point I was making. [chuckles] This is the challenge of not having an outline. We give freely of our knowledge, expertise, wisdom, tactics, tools. People come to know, like, and trust us, as trite as that sounds. When they think of our category of service or product, they come to us because they trust us and us only. I've had many people who became customers tell me, "I became a customer because you gave so freely and unselfishly."

That's not me bragging about being unselfish and a giver, it's about me saying this is the way, people. This is the way. Just give. Somebody asked me yesterday during an interview about family and business balance. I told them there is no balance. You have to have priorities. Priorities, they're just not balanced. There's first priority, second priority. There's no balance between first priority and tenth priority. There just isn't. First priority for me is God, second priority for me is self. "Oh, Ray, you selfish creature."

Next priority is my wife. Next priority is my son. Next priority is my friends. Next priority is everybody else. That's not balanced. I'm giving freely I'm getting rewarded for it just by the giving. It is better to give than receive. That's what that means. Then a strange thing happens, people begin to want to do business with you. They're attracted to you, they come to you. It's the Secret, it comes back to you. It's almost as if you cast your bread in the water and it comes back to you tenfold. It takes time, it doesn't happen instantly all the time. Sometimes it does, but it takes time.

That's a marketing strategy for the ages. It worked well for this little endeavor that Jesus started back a little over 2,000 years ago. Still going strong, big downline, baby. Lots of diamonds. My new marketing strategy is to give everything I possibly can give away. I'm looking for what's my most closely guarded secret that I protected before. I've been practicing this value-first marketing for a while. I've given away the pastor formula over and over and over again. I'm not afraid of that one. There's other stuff like strategic Influence marketing I've not given away. I've held that pretty close to the vest. I'm going to start teaching that freely and openly.

What is that you may ask? Stay tuned to this podcast. Stay tuned to these live broadcasts to find out. I give freely. What happened when Jesus-- For those of you who don't know this already, let me explain something to you about what I do. I long ago reached a conclusion I can no longer split my business life from my spiritual life and pretend that they're two different lives, because they're not. I'm just one person. Without Jesus, my business does not exist. If that bothers you, then I'm very happy to inform you don't have to listen.

I give freely, it comes back to me. People know, like, and trust me. They come to me and want to do business. It's the kind of people I want to do business with, because I'm giving-- The giving you do has to be from your heart, your soul. Has to be authentically you. Otherwise, this doesn't work. If you're faking being something you're not, that's not going to work for you. Which is why I'm not faking. Another reason I'm not thinking is I'm not that good. I can't keep up that fake that long. I just decided it'd just be easier to just be real.

The social media strategy looks like these 50 to 100 pieces of social content per day online, on Facebook, Instagram, TikTok, YouTube, podcasts. What did I leave out? LinkedIn. That takes work, but I showed my mastermind group yesterday that it's possible to do it yourself in just two hours a day. If you have a team, you can cut that down to a lot less than that. We're experimenting with different ways of doing it.

I have Lee Rock, I don't have a D rock, but I have a Lee rock. Lee is so awesome. Lee Rock is our photographer and videographer, he has simplevideoschool.com and we had him get video of our lightning round Q&A and we're going to put those up, we got like a dozen of those pieces of content. Generating content is not hard. If you can speak, if you can talk, you can consult, you write, do podcasts, if you do videos at all, you can create plenty of content. It's getting it distributed, that is the work part, and you can hire that out for cheap, that's \$5 work. That's what we're doing. I'm up to about 50 pieces of content a day, I'm on my way to a hundred pieces of content a day. That content will lead people to come back to me and say, "I want to do business with you."

My business is not teaching social media marketing. We have a copywriting training business; we have a copywriting certification business. We have an agency where we write copy for people. We have a couple of membership programs. Right now, we have our Kingdom Builder Mastermind-- I should tell you this. Kingdom Builder Mastermind is our-- We have a lower-priced mastermind now that's available for people who just can't invest this \$25,000 level. You just can't put \$25,000 into a mastermind right now. That doesn't make you a bad person, it just means you're in a different place on the path. We've created a mastermind opportunity for you. You can see it on the screen, rayedwards.com/KBM

Just because it's lower priced doesn't mean it's lower value. It's perfect value for where you are in the journey. Later, if you want to move up to the elite group, we have a \$25,000 group, it's not open right now. When it is, if you want to apply for that, you can get on the waiting list and we'll let when it's open. Lee Bradshaw is who I was talking about, by the way, when I said he's Lee Rock. I've been looking for my D rock and somebody in the mastermind meeting yesterday said, "How about Lee Rock?" That's what I was searching for.

All this social media presence and trust building, and relationship building, and community building-- It is community building. Notice that I'm doing the Facebook Live now on my main Facebook page, because that's our community for right now, that's where the community lives. I'm looking for other opportunities for a place to host the community, but right now, since we're doing the lives on Facebook, that's where the community lives.

It is a community, it's come alive, people are talking with each other, to each other, to us, to my team. I love this. When else in history we've been able to create a community out of thin air of thousands of people? When? Never, until now. What a privilege we have to live in this day and age. That's my marketing strategy, give everything away, and people will come buy from you, that's how I sum it up.

Okay. Now, let's talk about Sabbath. I talked about this yesterday, but I want to dive a little deeper into it. I want to dive a little deeper into an issue of language. First on Sabbath. A lot of people have challenged me and said, "Sabbath is not for the church, not for today. It's old covenant." Well, breathing was never sanctioned in the New Testament, but yet we still do it, which is my way of saying there are principles in place in the universe God placed there that are true under all covenants. It's common grace, common covenant.

The Sabbath was made for man, not man for the Sabbath. That means it was there for our benefit. Nothing can help us-- Okay, let me say this accurately. Few things can help us more right now in this world than for us to slow down and actually have a Sabbath. A Sabbath is not a day off. A day off is I'm still doing chores, I'm still doing stuff around the house, I'm going shopping. You're working. You're just not working at your job. A Sabbath is rest. You just do things that give you peace and joy. Lou Hornberger, "Tell me more, starts gathering stones." [laughs]

CJ says, "Sabbath was never done away with. This Jesus that Christians followed kept all the feasts and Sabbath and did well on them." Yes, he did. They were created for a reason, created for a reason. The reason is we need to rest. We must rest. Rest

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brings restoration. Recreation brings recreation. I'm slowing down. I'm working less hours. "How can you do that, Ray? You got so much going on." I don't know. I'm slowing down. We'll find out how I'm going to do it. I'll tell you how I do it after I figure it out. I say this so often, I don't think people believe me. I have no idea how to do any of this. I just do it and God shows me, and I find out what works and what doesn't. That's my biggest secret.

I'm slowing down. I'm taking Sabbath. What that means for me is I'm taking Sunday as a Sabbath, which means I'm not working on anything. I'm resting. What will that look like? It'll look like spending time with my wife. It'll look like cooking a meal together. It'll look like taking a walk. It'll look like reading a book. It'll look like playing with my precious little pups, especially my little one-eyed pup. It'll mean taking naps, listening to music. I've got a beautiful gift of music that my friend Dr. Doug Pew gave me. I haven't listened to yet. I'm going to listen to that on Sabbath this week. That's Sabbath rest.

We are so bad at this these days, and the thing is it's so good for us. He didn't create Sabbath as a punishment. Sabbath came before the law. God rested for the law. Yes, CJ. I'll play my guitar. Absolutely, I will. Let me just read you a little something. When we think about living as disciples of Jesus, that means copying Jesus' lifestyle, because that's what it meant. To follow, to be an apprentice or a disciple of Jesus meant three things. It meant to be with Jesus, to learn to be like Jesus, and to learn to be like Jesus would be if he were you.

It's a matter of be with Jesus, copy his lifestyle and ask the question, "What would Jesus do if he were me?" Not what would Jesus do if he were Jesus? What would he do if he were me, if he's living my life in my body? In Matthew 11, Jesus says, "Come to me all of you who are weary and burdened, and I will give you rest. Take my yoke upon you and learn from me, for I am gentle and humble in heart, and you will find rest for your souls. For my yoke is easy and my burden is light."

Now, you got to understand what this would have meant to the first-century people. Jesus was a rabbi. He was a traveling teacher, wise man. When he said to people, "Follow me," they already knew what that meant. It meant that the rabbi had chosen a person who he thought was worthy of being his student. That's why they instantly just said, "Okay, I'll leave everything behind, and I'll follow you." It wasn't like a magic Jedi mind trick that he played on them. They were waiting and hoping he would say those words, "Follow me." Matthew 11:28-30 is the verse reference.

If we're going to be apprentices, which is a better word than "disciple", I think-- If we're going to be apprentices of Jesus, we need to copy his lifestyle. He was never in a hurry. Jesus was never in a hurry. Jairus had a sick child and Jesus was called upon to help heal the child, and he went. Along the way, an old sick lady stopped him. Jesus turned and faced the lady and put all of his focus on her. Can you imagine what Jairus was thinking? Like, "Dude, hurry up. We were headed somewhere important. This old lady's been sick all of her life. You need to come with me. Please, you said you'd come with me. Keep your promise, Jesus."

Jesus was not in a hurry. He knew what he is doing. Jesus withdrew and had time to silence. Jesus honored Sabbath he spent with his father. He did not honor it according

to the legalists, he ordered it according to the heart of what the Sabbath was about. Here's another translation of the passage I've read before, Matthew 11:20-30. Listen to this, this is from the message version of the Bible. "Are you tired, worn out, burned out on religion?" Can I get an amen on that? "Come to me. Get away with me and you'll recover your life. I'll show you how to take a real rest. Walk with me and work with me. Watch how I do it. Learn the unforced rhythms of grace. I won't lay anything heavy or ill-fitting on you. Keep company with me and you'll learn to live freely and lightly."

God, I want that. Don't you want that? This is how we get it. My brilliant new marketing strategy is give everything away. [laughs] My brilliant new theological strategy is just copy Jesus. I think it'll work. A lot of what I'm learning about Sabbath is coming from a book by John Mark Comer, and it's called *Elimination of Hurry*. Sorry, it's a little slower for me to type, that's what happens when you have Parkinson's disease. I may have Parkinson's, but it don't have me. I strongly recommend you get this book, and you read it, and digest it slowly.

There's my two suggestions for today. If you haven't done so yet, apply for the Kingdom Business Mastermind. You can find out more about what that's all about, whether it's right for you. Go to rayedwards.com/kbm and get the book *The Ruthless Elimination of Hurry* by John Mark Comer. You will thank-- That's what I have for you today. That is the Daily Ray for today. I'll be back tomorrow at 5:00 AM Pacific time. I'm here every Monday through Friday, 5:00 AM Pacific, live on Facebook and on Instagram.

Soon to be live on other platforms, and then we replay that day's live as a podcast the next day, so if you miss it, don't worry. We'll edit it for you and we'll you post it. Not much editing, we just trim off the beginning and the end. I don't like to edit too much anymore. I like just to be real. I pray that God does more for you today than you can ask or think or possibly imagine. That he shows you amazing grace and favor, surprises you in many good ways that make you go, "Huh." Peace to you, peace to your house. I love you very much, and not in a weird way. See you tomorrow.

[00:22:20] Announcer: The daily ray happens daily, Monday through Friday, live on Facebook and Instagram. Coming soon to LinkedIn, YouTube, and anything else Ray deems important. For more information visit rayedwards.com or just ask the guy tomorrow. He'll be live on Facebook, remember? 5:00 AM Pacific time. Join him tomorrow for another Daily Ray.

[00:22:43] [END OF AUDIO]