



The Daily Ray, Episode 01

How to Communicate with People Effectively

Ray Edwards: What's up *Daily Ray* fans. Hey, I just want to let we're moving this podcast, the *Daily Ray*, which runs Monday through Saturday, moving to its own feed off the main podcast feed. The reason is, people were getting overwhelmed, and for those of you who want to receive the *Daily*, you can get it here on this feed. If you also want to get my main podcast, which comes out every Monday, you'll need to subscribe to that feed separately. That way you get only what you want, or you get everything if you want both podcasts, which I think is obviously the superior choice, but it's up to you. I just thought we'd let you know. You'll need to subscribe to this feed anew, if you want to keep getting the *Daily Ray*. Now on with the show.

Automated Speaker: It's Saturday, February 22nd, and this is *The Daily Ray*.

Ray: Today's *Daily Ray* is about how to communicate with people more effectively, and the way you do it, is you focus on the people you're communicating with. It's called empathy. What is empathy? According to the dictionary, empathy means the ability to understand and share another person's feelings, and how do you do that? I've said this lately before that the number one way to practice empathy, if you're not very good at it, and even if you think you are very good at it, you might try this practice, you might find you're not as good as you thought you were, is point your eyes to the person who's talking to you, be silent, and observe. Listen and observe, point your eyes at them and be silent. Let them talk. Don't do it with the goal of trying to construct your rebuttal to what they're saying. Just seek to understand.

Stephen Covey taught us this. He said; seek first to understand then to be understood, and this is what people want. I was talking to somebody yesterday who was thinking about starting a business where they just listened to people. They're joking around. They said, "I just, maybe should start a business where I just listen to people talk about what's on their mind." I'm like, "Yes, that will work. That's a business." They thought, "No." They said, "I'm just joking." I said, "No. People want that. People want to be heard, because if they're not heard, nobody listens to one another anymore." People will pay money to have somebody listened to them talk about their stuff, whatever their stuff is, because they don't feel heard. I think Stephen Covey was the one who first used this analogy that I ever heard use it. Listening to people is like giving them psychological air, oxygen. They don't get it anywhere.

When you give them oxygen, they can breathe again. They feel alive. Listening to people, really listening, is powerful. Listening so you can figure out how to sell them something is not nice to do, and it's easy to spot. You think you're being subtle, but you're not. What I'm about to say is going to sound contradictory. In order to sell, you need to listen, but don't listen only with the motive of selling, listen with the motive of helping, and if selling happens as a result, then yay, you both win. They get something they need, and you get a sale. If they don't buy, if selling doesn't happen, you both win, because you helped someone, and they were helped. You have that feeling of, Melody says, listen and silent have the same letters. Dadgum, I never realized that. I'm sure that's something everybody else knew, I didn't.

Listen with the intent of listening and hearing them, and when you can listen to what people have to say, what they're talking about, what their pains are, what their perspective is. In my copywriting formula, I have an acronym we use called the PASTOR framework, P-A-S-T-O-R, and each letter stands for a certain word or two or three, that form the outline of a persuasive message.

The P stands for person, problem and pain. I would also add now to that perspective. That goes along with person. I've noticed people get confused when I say person, they think I'm talking about the demographics, like it's a 45-year-old male, \$150,000 a year income, white collar job. That's one way of describing a person, but what's their perspective? Did they come from a privileged background and they're a failure, because their family expected them to be a multi-millionaire and they're only making 150 Gs? Or did they come from the trailer park, and they're wildly successful from their perspective because of that.

You've got to understand their perspective. That's the only way you can talk to them in their language, and from their worldview, and what they understand, it's meaningful to them. P is for perspective of the person, and then what are their problems? This is something we don't like to talk about, but people love to talk about their problems, don't they? If you ask, they'll tell you. How you doing? "Oh, I'm hanging in there." They want you to ask, "What's wrong?" So, they can tell you.

Terrence says, "I like how you teach that we need to enter the conversation the prospect is having in their own mind." Yes, when you can do that, when you can start joining into that stream of consciousness, self-conversation they're having, an internal dialogue, and they hear you speak it out, their response is, "That's exactly how I feel." In fact, what you really are going for, is for them to say, "That's exactly how I feel, and nobody has ever described it that way. I haven't been able to describe it myself that way, but you've captured exactly what I feel." Then you know you're on their same frequency.

Jay Abraham has observed in the past, how if you can describe a person's problem and their pain, and their perspective; he doesn't say that, I'm adding that; and their perspective, you can describe it to them better than they can describe it themselves, they believe you automatically have the answer to their problem. Melody Ashuto says, "Selling is helping someone with a problem resonate with them." Yes, that's exactly right. Help them with the problem. What does the problem cause in somebody's life?

It causes pain, discomfort, sadness, sorrow, agony, aching, lonely. These are words that people use to describe the kinds of pain they're feeling, and these are the kinds

of problems that we help people solve. That's the P of the PASTOR framework. If the only thing you did was practice that first section of that framework for writing persuasive copy, if you got the other person's perspective, you understood their problem or problems, and you could resonate with and describe to them their pain better than they can describe it themselves, so that they're looking at you, and they're like, "You get me. Thank you for listening, for paying attention, to understanding my perspective." Pretty much the task of selling is almost over because if you have something that's truly going to help them, they're going to opt in to get it, they're going to buy it.

Jeremiah Yancey says, "Solve a real problem before selling a product." That is exactly right. People say, "Well, I don't want to do that because then they won't want to buy anything for me because I solved their problem." *Au contraire, mon frère*. If you help them, they want to reciprocate in some way, so they want to buy from you. This is something that you should give some thought to.

David Robertson says, "I've used that concept to keep selling 100% of all complimentary coaching calls since Copywriting Academy 2017." Wow, way to go, David. We just saw each other in Redding, California, at the Sacred Work Conference. It's good to see you, my friend.

I'll say this, I was talking with someone in the food service business in a coffee shop. We were talking about the customer that had just left, who had been rude to this person who works at the coffee shop, and they were saying how sometimes they wish that we could rate customers on Yelp the way businesses are rated on Yelp. As we talked there, I realized it's so difficult for any of us to see that everybody we run into is dealing with something, and they deal with it in such a way that sometimes it gets all over us, and we think it's about us and it has nothing to do with us. Maybe they're being rude, or short, or they're being inconsiderate, or acting as if we're not there, because they're thinking about their problem, their thing that they're dealing with that you don't know anything about.

I try to keep that in mind. I do my best to keep that in mind. I'm not always successful. Sometimes I'm just like, "What a jerk." Nobody wakes up in the morning with the goal of being a jerk. Nobody wakes up and just says, "I want to be a jerk today. Let me figure out how I can just be more of a pain in somebody's rope."

That's not what they're thinking, what they're thinking is, "I've got this problem, and nobody understands." As they're not even like taking it out on you, they're just internal. They go internal. They're in their own head about their stuff. When you can break through that, try this some time, just find the happiest person you can find, and when you get a moment where you can be alone, like even in a crowd, you just have a momentary, a beat where you can look them in the eye and you can lean in and say, "Are you okay?" They'll say, "Sure, yes, I'm great." "Are you sure? I feel like there's something going on with you. I'm just want to make sure you're okay." Ask the people you do that with will then tell you, "Yes, I'm dealing with this thing. Thanks for noticing." Oxygen; it's oxygen to them, and it's not a trick, it's just breaking through the barriers people put up, so they don't have to talk about their real stuff.

That's why when people ask me how I'm doing it, if my true answer is anything less than great, if I say I'm great, I'm great; if I'm not great, I will say either, "I'm good," or

I'll say, "Well, do you really want to know or you're just asking?" Because if they volunteer, they really want to know. I'll tell them exactly what's going on. Not so I can complain and moan, just so I could be honest. I'm having an off day, I've got a headache, kind of grumpy. It's got nothing to do with you. It's going to pass. Just thought of answering your question honestly.

The reason I'm telling you this is look at people. They have stuff going on and they don't show it because they don't want to appear weak. Trust me, everybody's carrying something you don't know about. Try to keep that in mind. Let's try to be kind to one another. Okay, that's it for this Friday.

Hey, if you haven't done so yet, if you want some, I'm just going to say it, cheap copywriting, it's good; it's people I've trained, who are certified in my methods and I backup their copy. I double check it before it goes out the door. We just started an agency so we can write copy for people at scale and at an affordable price instead of the ridiculous outrageous prices I charge if I write for you personally, which I won't do so don't ask me, but you can go to the agency.

If I were writing copy right now, you wanted me to write your sales letter, if it was for a product launch, it would be \$150,000 plus a percentage, but you can go to the agency and get a sales letter written for 3,500 bucks, rayedwards.com/agency, and once we're out of slots, still take that down.

David says, "Everyone has an entire life full of problems, frustrations and pains. If we're able to put our authentic attention on them for a few minutes, it's like a breath of fresh air." Yes, absolutely, David. That's 100% correct. Hundred P my friend, 100 P.

Tom Penrod says, "Be careful of the questions you ask, and be ready for the answer you get." [laughs] That's good stuff right there.

Cynthia Lo shares, "If you go to a Facebook group where your audience hangs out, type the words 'I feel' in the search, you will learn lots." Dude, that's killer. Why have I never thought of that?

Lee Bradshaw says, "He saw a business where a guy lets you pay him money to have hard conversations with people." You tell them about a hard conversation, and he calls them and tells them. I guess anything's possible. Like when you tell them things like you've got bad breath and you do something about your halitosis. Thank you, Tara, for your kind words about the agency. That's awesome. Appreciate that.

I'm super excited about the agency because yes, it makes money. That's great. That's what it's there for, for me, but it's there to serve people. I feel good that I can finally serve people and get them copy that's well written, that they can count on it to work, they can count on it being delivered on time, they can count on us being here to follow up afterwards, unlike so many freelancers who flake out after you give them your check, or you PayPal them your money, will do great work for people and they can afford it. That makes me feel good. I love that. Would love to help you with that. Love it that you're here, that you show up every morning, and hang out with me, and for some reason, find it valuable enough to keep doing it morning every morning, some of you.

Just thank you for that. I hope you have a fantastic weekend. Spend some time with people you love this weekend. Listen to them. Maybe to the people you love; take a moment, look them in the eye and say, "Are you okay?" See what happens. You can tell me about it Monday. By the way, you're welcome. Okay all, my prayer for you is that you have a great weekend, that there's peace in your house, that God will continue to do more for you than you can ask, or think to ask, or even possibly imagine. As always, I love you very much. See you Monday.

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Automated Speaker: Join Ray live Monday morning beginning at 5:00 AM Pacific; on Facebook, Instagram, YouTube and Periscope. Join forces with Ray and his team today. Find out how at rayedwards.com/agency.

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