



## The Daily Ray, Episode 04

### The Truth About Clients, Agencies and Freelancers

**Automated Speaker:** It's Thursday, February 27th and this is the Daily Ray.

**Ray:** The Daily Ray today is about, what does Ray think about freelancers, about clients, about agencies? How does all that work together in your world, Ray? Because the questions that come up so often are, you train copywriters to be freelancers, to make more money as freelancers, but you have an agency where you talk about, "Well, freelancers sometimes are unreliable." We're trying to do two things, my mission, I have one overriding mission, that's to make the world of copywriting better for everybody.

That means making it better for freelancers, making it easier for freelancers to find gigs, to find work with good clients who pay on time and don't treat you like dirt. If you've ever freelanced for somebody who treated you like you were dirt, you know what I'm talking about. You can be treated very poorly. You're bullied by your clients if you let them bully you. I work very hard to train copywriters how to not let that happen, how to be careful in client selection.

Then, I'm also training copywriters how to be good enough about the business things that matter to the client, so the client is satisfied as well because on the client-side of things, well, freelancers have to worry about clients who don't pay clients who are righteous. They just want to get the lowest possible rate and chisel you down to the last penny. Clients who don't pay at all. Clients who lie about their products or services. Clients who misrepresent what they're selling. All that stuff can happen. We want to guard against that as freelancers.

On the other side, clients have to deal with freelancers who don't deliver the copy on time. I'm not saying that's you, not even most freelancers, but a lot of them, freelancers don't deliver the copy on time. They don't deliver well-written; they don't deliver it with the level of excellence the client expects. When things go wrong if the copy doesn't convert, those freelancers often, are persona non grata. You can't reach them. You can't get hold of them to help you fix the copy, follow up, follow through.

Clients tend to view freelancers as being flaky because they've been burned too many times now. I don't think all clients are bullies. I don't think all freelancers are flakes. I

think there's high-quality freelancers that need to meet the high-quality clients, and that's my mission is to bring those two groups together. Then as the agency, what's our function as the agency? Well, I discovered that some freelancers don't want to be freelancers. Some freelancers, they just want to get gigs. They want to come to a company and go to work. They want a job, really.

We thought, well, what if we had an agency where we had jobs for people, and we could pay them to write. It wouldn't make as much because the agency has to make money too. There's overhead to run an agency. Trust me, there's overhead. You don't make as much per job as a copywriter, but you have a more dependable stream of income. Then for us as a company, we can scale that up if we're training lots of copywriters and we can offer copywriting to many, many clients, and we can offer jobs to many, many copywriters and everybody's happy. I love freelancers. I love clients. I love agency clients. I love to give copywriters work through my agency. I love all of it.

I'm not saying any of it's better than any other thing. Sometimes my marketing, I get a little overzealous about talking about flaky freelancers or bully clients. I'm not trying to demonize anybody. What I want to do is I want to redeem the world of copywriting and direct response marketing in the eyes of the marketplace so that we're viewed as high-quality service providers. We work with high-quality clients. We have a high standard of ethics, and we all work together to make success possible for everybody. As a freelancer, I want you to flourish. I want you to make lots of money. I want you to have lots of great clients.

I love freelancers. As a client who hires freelancers, I want to give you a source of freelancers who've been endorsed by me, who've been certified by me, so you know that you can count on these people to deliver up to a code of ethics. This is somebody that gets the copy done on time. It's going to be on target. It's going to be well written. It's going to be exactly what you expect. It's going to be exactly what we've talked about. It's going to convert and if it doesn't convert, I'm going to work with you until it does. I want to make it right. That's what I want you to expect as a client.

As a freelancer, I want you to expect you can get more clients because you have the certification because it means something, and it does mean something to be certified by me. It means a lot because I don't take it lightly. As those of you here in the certification program know it's hard work, isn't it? You got to do some work to get certified, but that's good because who wants a certification that you can get in three hours and pay \$7 for? Nobody. It means nothing. You want a certification that means something. That's where I stand on all that. I love freelancers. I love clients. I love agency clients. I love copywriters who work for agency. I like to pay them well, and that is that.

That's where I stand on all those things. We believe that copywriting is crucial to the business. We believe that direct response marketing is crucial to business. We also believe that social branding is crucial to business, and we want to work to support all of that, and that's why we do what we do. In social media marketing world, and we'll be talking about copywriting for social media marketing and for social media branding. Cheryl says, "The Ray Edwards Agency is such a fantastic idea. It's a win, win, win." We think so, and it's been that way for clients so far. Steward McLaren is a client of ours and the happy people who just did the big GoFundMe launch. They did \$200,000 in a couple of hours, funded their whole 100% of their project in seven minutes. You

can see the testimonial on the website at [rayedwardsagency.com](http://rayedwardsagency.com). Scott tells the whole story. That was a win. It was a win for a copywriter who got paid well, and happy was happy, and the clients who got the happy thing were happy, and I'm waiting for mine to show up. You got to see that. You got to check that out. Why do clients want to hire an agency instead of a freelancer? A couple of reasons. First of all, if you hire a freelancer, you may wonder what happens if that person gets sick or they're out of commission, or they get too many clients. I can't get to them anymore.

When you hire an agency, you have a group, you have a whole team of copywriters working for you, so you are assured of getting your copywriting done on time no matter what happens. If somebody gets sick or ill or just can't handle the job, then it can be given to somebody else at the agency. That's one reason clients might want to hire an agency. Why do copywriters want to work for an agency? Because it assures them of an income. They get paid. They don't have to go out and scout for clients. They don't have to beat the bushes for clients. Some copywriters just don't want to sell. They don't want to market themselves. They want to sell products for other people in writing.

They don't want to prospect and go to live events and meet people. I totally get that. It's not wrong. It's the best way to prospect that I know of as a freelancer, but it's not wrong if you don't want to do it. There's more than one way to do this. There's no one right way to do any of this, so we're trying to give everybody the best option possible for which methodology they prefer, and that's our goal at Ray Edwards International Incorporated. You can read more about it at [rayedwardsagency.com](http://rayedwardsagency.com). You can read more about our company at [rayedwards.com](http://rayedwards.com) and get all the answers to your questions.

If you have any other questions about any of that, then write to us at [support@rayedwards.com](mailto:support@rayedwards.com). We're happy to get back with you and get in touch with you. You can also text me. 509-624-2220. The number again is 509-624-2220. That is the text number. All right, so I'm going to ring off here because I got to answer my texts, but we'll see it tomorrow at 5:00 AM Pacific time for Live at Five to The Daily Ray. Until then, God bless you remember, I love you very much and not in a weird way. I'll talk to you soon. Bye-bye.

**Automate Speaker:** To join forces with Ray and his team visit [rayedwardsagency.com](http://rayedwardsagency.com). Join Ray live tomorrow morning at 5:00 AM Pacific on Facebook, YouTube, Instagram, and Periscope for another Daily Ray.

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