



The logo features the name 'Ray' in a large, bold, black cursive script. Below it, the name 'EDWARDS' is written in a smaller, bold, black, all-caps sans-serif font, with each letter spaced out.

# EDWARDS

## Ray Edwards Show, Episode 444

### What's Your Excuse Now?

**[00:00:00] Announcer:** It's Thursday, February 13th and this is the Daily Ray.

**[00:00:09] Ray Edwards:** If you're feeling down and you feel depressed or just downhearted, do something for someone else and you'll find you'll feel better almost immediately. It's very difficult to be depressed if you're not focused on yourself. A couple of questions I want to answer about the clarity conference and why we're doing what we're doing. The big question is why the pricing?

Normally we price our workshops at \$5,000 a ticket. Lots of people have been asking why suddenly so inexpensive? Why \$995? It really just comes down to this. We delivered value for \$5,000 every single time. We did \$10,000 workshops, we delivered value for every single time. People got great results.

We heard from lots of people who said, "I'm not able to do that right now. I'm unable to do \$5,000 or \$10,000 investment right now." I decided to try this. Basically, I'm just saying, "Okay, what's your excuse now?" \$995 is the lowest we've ever done a workshop for. I'm removing the barriers. You have no excuse. \$995 for the clarity workshop, if you don't know what it's about, go to [rayedwards.com/clarity](http://rayedwards.com/clarity). I'm going to tell you the story [rayedwards.com/clarity](http://rayedwards.com/clarity).

To summarize, we're doing a marketing experiment. People said, "\$5,000, Ray, too much to pay for a workshop. I don't have that kind of money. I want to do this, I want to have my own business, but I don't have \$5,000 or \$10,000 or \$25,000 to be in your mastermind group." I decided to do a marketing test. Even though I don't like to sell low ticket products as a general rule. We're selling some low-ticket products. One of them is this workshop for \$995. This may be the only workshop I'll ever do for 995 because it may not work. Who knows?

Tickets are selling pretty fast right now, but I'll have to see how it goes. Then we decided to do something even crazier and offer the license for you to take the workshop after you've attended. You must attend in order to get this deal and put on your own workshops using our workbook, our forms, our worksheets. Basically, copying our workshop as your own and selling it and keeping all the money. We don't

want any more money from you. No more licensing fee, just the one-time \$995 for the workshop.

You get the source files, the Word documents, the worksheets. We even give you the sales copy, the emails, everything you need to get it going on your own. Sell it as your own, keep the money for yourself, charge whatever you want. Boom. I promise you this is the one time we're going to do that. I'm creating a whole brand-new workshop, the best I've ever made. I'm giving it to you to sell as your own.

This will forever answer the question for me, is it just an excuse? Is the price tag an excuse? Or is it a real thing? Do people just need a doorway to get into through and they'll prove me wrong? I hope so. I hope you will. I'm pretty sure that now you are all for the license to copy and steal the workshop as your own and sell it for yourself, keep all the money. These will sell out pretty quickly.

Now is the time to go to [rayedwards.com/clarity](http://rayedwards.com/clarity), get your tickets to the clarity workshop and take it, and do what you want with it. Show me, demonstrate to me what you can do. Then maybe you'll be ready to jump in and join our mastermind group later on. We're going to reopen the \$1 million mastermind. That's our high price mastermind. How many are coming at this point? I don't know what the total is right now, Tara. There's going to be quite a few. We will release 75 seats to begin with. We may release more. We sell those up pretty quickly. We'll see.

It's interesting to me that we worry about market saturation. I know this is not what you were saying, Tara, but so many people worry about market saturation or how many copywriters are you going to train? Aren't you going to saturate the market? How many copies of this product are you going to sell? Aren't you going to saturate the market?

There are 3 billion people who have access to the internet right now. 3 billion. There's 8 billion people on the planet. You take our most well-known entrepreneur, take somebody like Gary Vaynerchuk for instance. He's known by millions and millions of people. He's a multiple *New York Times* bestselling author, known by millions in the entrepreneurial business-building community. Yet there's millions of people who have no idea who he is. They don't even know who he is.

You and I, we have an audience of maybe 100,000, 200,000, 500,000, 1 million people, as our audience. That's just a tiny, tiny fraction of the people that are out there and you have millions and millions of people who have no idea who you are, never heard of you, never heard of what you do. What I'm saying is it is wide open for us to do whatever we want to do with our businesses. Build as big as we want to go, make as much money as we want to make, have as much impact as we could possibly have.

We have not even yet begun to make the impact that's possible. We have this golden opportunity in front of us. With these free platforms we can broadcast like I'm doing right now. Right now, I'm on Instagram, YouTube, Facebook, Periscope and as soon as LinkedIn gives me an approval, they're just approving people in batches to do a live video, but most of us do not take advantage of it. Sheryl says, "Is awesome of you to do this Ray but anyone else doing it won't have the same Ray factor." [laughs]

No, but you'll have your factor. That's the thing, you have you. That's why it doesn't scare me to give stuff like this away, because people, "Well, this is your best seminar

you've ever done? You give it away to other people, what are you going to do when they start copying if they're more successful than you are?" I'm going to celebrate. I'm going to be happy. I came up with the original idea. I can come up with a new one.

Ideas are a dime a dozen my friends, execution is rare. Ideas are a dime a dozen, execution is rare. You may tweet me on that. You may make a quote card out of that. If you're kind, you put my name on it and if you're not you put yours on it and say you said it.

I don't have much more to talk about this morning. I just wanted to clarify some questions I had about the clarity workshop. They're like, "Why are you doing it so cheap?" I'm doing it to remove your excuses. Now it's time to put up or shut up. You say you can't afford a \$5,000 or a \$10,000 workshop, well come to this \$995 workshop, get everything you need to get your business started.

You say you don't have a product; I'm giving you a product; I'm giving you a workshop. I'm giving you the whole thing. I'm giving you the workbook, the source documents, the sales copy, the emails, you come to the event, you get see how to do it. I'll be demonstrating it. You watch, you observe, you learn how to do it. I'll even teach you at the workshop if you want me to. Then you have no excuse. You have everything. You have a business plan; you have a product to sell the workshop itself. You can record it; you can sell the recordings as your own. I'm totally giving you the whole thing.

\$995 one-time charge. No more licensing fees, no more monthly charges. Nothing like that. It's yours do with it as you wish. If you wish to do something, good morning, Deb Schmucker. Good to see you my friend. Now's the time. I'll tell you this, I'm never going to offer this package again. I'm doing it one time and one time only. It's a test. If it works, we'll figure out another package maybe something similar but not as good. [chuckles]

This is a crazy good deal. I just want to make this a no-brainer. I wanted to make it so stupid good that you just look at it and just go, "I would be an idiot not to do this." The question is, are you ready to step up to the plate? Are you ready to stop talking and start doing? Are you ready to stop talking a big game and start playing a big game? Are you ready? Only you can answer that.

We will be back tomorrow morning with a Live at five. It will be pure content. I won't talk about the clarity conference very much at all. I may give it one plug, but I've got some ideas, some new ideas I want to share with you. I've been collecting lots of ideas. I've been reading a great book lately. I don't know if you guys have seen this book or not? It's called the *Jab Till It Hurts* by Ken Moskowitz. This is really good stuff.

Ken sent me a copy of the book. I'll be talking with him pretty soon. Maybe do an interview on the podcast. He's a smart guy, I like him a lot. Not the least reason that he's my age. [chuckles] Take that, Millennials, the boomers, the Gen Xers are here.

I'm going to share some ideas that I picked up out of Ken's book, some ideas I picked up from other friends of mine in the business. Ken Moskowitz, yes, he's a great guy. Spanky, as we like to call him. Ken was in the radio business just like me. Lee, you know, Kim? Of course, you do. I think you may be the first person to tell me about him.

All right, that's it for today. Unless you got a questions. I'll hold on for questions for just a couple minutes. If you have any questions, I'll answer them for you.

Good morning, James Sharpe. See if I can say hello to anybody. I encounter lots of people who are in their 40s, 50s, and 60s and they say it's too late. This is a young man's game, a young woman's game. Bull crap. That is not true at all, because you've got something those younger people do not have. They've got things you don't have. They've got energy, they've got youth, but youth is wasted on the young. You have wisdom, you have life experience. Don't devalue that.

In our culture, we so idolize youth, we forget that we have wisdom and life experience younger people don't have. Who would you rather take business advice from? Some 20-year-old who's renting a Lamborghini to look like he's rich, fakes it till he makes it. Or somebody who's had real world in the trenches, business and life experience, who's got a few bruises and scars and some gray hairs?

I want to talk to the gray-haired person who's got the wisdom. Samir wants to know how do you get business without having a portfolio to start with. I'll talk about that maybe tomorrow. It's a longer subject, I don't have time for right now. Anyway, I just wanted to say that word of encouragement, you're not too old, you're not too old. You're the perfect time in life to start a business. 50's a good starting experience, all the earned experience and scars to prove it. Yes, indeed, my friend, for sure.

Good things for us to talk about tomorrow and the next day. I got so much I want to say to you, but you cannot bear it now. I got miles to go before I sleep and coffee to make right now. So my left eye will quit drooping. Secure for drooping left eye, coffee. Enough caffeine, you get the wide-eyed look. I hope you have a fantastic day. Bill, you're not too old my friend. You're the perfect age, you're middle age. 65 to 70 is middle age. You're all going to live to be 140.

It's possible with the advances being made in medicine right now all of us could live to be 120, 140 years old today. It is possible. What if I'm wrong, we'll only live to 110? All right. Be well, my friends. Get registered for the conference. Come see me in Spokane next month, [rayedwards.com/clarity](http://rayedwards.com/clarity). Right, Nick, you're on it. Samir, it is good to see you here, my friend.

Okay, be well, be blessed. My prayer for you today is may God bless you with prosperity with divine connections, interesting surprises that make you smile, that make you remember that he's better than you think. Maybe it's time you changed the way you think. I love you all, and not in a weird way. See you tomorrow, 5:00 AM Pacific. Live at five with Ray. See you then.

**[00:11:07] Announcer:** Catch the *Daily Ray* Live every weekday at 5:00 AM Pacific on YouTube, Facebook, and Instagram. Join us next month at the clarity conference in Spokane, Washington. For more information log on to [rayedwards.com/clarity](http://rayedwards.com/clarity).

**[00:11:23] [END OF AUDIO]**