

Ray E D W A R D S

Ray Edwards Show, Episode 445

Own Your Experience

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Automated Speaker: It's Friday, February 14th, Valentine's Day and this is the Daily Ray.

Ray Edwards: Live at Five, it's Daily Ray, I've got a number of things I want to talk about this morning, I'm going to just go ahead and get rolling. I've got some odds and ends I'm going to cover and then I'll answer some questions about the Clarity Conference because those keep coming up. Also, got an announcement to make about that.

First off, I posted- I'm not going to go into what it was, it's not that big a deal. I posted a photo on Instagram of myself, I'll tell you what it was, I'll tell you exactly what it was. A picture of me with a pistol, a weapon, a firearm. I own one, I'm an American, come on, we all do, don't we? Okay. I don't want to start an argument.

Anyway, just posting that got me some reactions of people. At least one of my good friends sent me a message that said, WTF, which I took to mean why the face. Somebody replied to that photo and said, "What's your brand, again?" Well, my brand is me and me is multi-dimensional. The argument the person was making was, "Well, you've got a brand that you're known for certain things to me." I violated that person's brand to them about me.

They had a picture that I was a guy who didn't own a gun. I do own a gun, that's part of who I am. It makes me think about this whole personal brand thing, people think that having a personal brand means you have to be one-dimensional, that you're only about one thing. People who are really into personal branding, as a proper form of marketing expression, often say to me, "Ray, your brand should be only about copywriting and marketing, that's all you should ever talk about, you should keep your brand pure."

I tend to think of it differently, I think of like, "what kind of person would that be?" If the only thing I ever talked to you about- you knew me in my personal life, we went to dinner, we went to lunch, we went out to the golf course, we went hiking, if all I ever

talked about was copywriting and marketing, you would find me boring at best, annoying probably and somebody you didn't hang out with much, ultimately. Because that person is one-dimensional. You don't really know anybody like that in real life, do you? If you do, you don't know them very long.

My point is, if you want to be a real personal brand, if you want to really be attractive to people who like you, or want to be like you or like being with you then you're a multi-faceted person, you show that multifaceted personality to people. Lee Bradshaw says, "I thought you had good trigger discipline." [laughs] Yes, I did because my finger was on the trigger guard, not on the trigger.

People are only as interesting as they are. They're only as interesting as they allow themselves to be through the multiple expressions of their inner personality. We all have different facets of ourselves, things that we're fascinated with, things we love, things we hate, things that we're ambivalent about. If you're going to build a personal brand at all, it's better to build one that's the real you. First of all, you don't have to remember who you think you are. Think about that for a bit.

If you build a personal brand that's the real you, you don't have to remember who you think you are, who you want people to think you are. There's a tweetable in there somewhere, I haven't found it yet. Building a personal brand as the real you, allows you to be authentically yourself all the time without filters.

Somebody was dm'ing me about this whole thing. He said, "That's the thing that scares me the most about social media is the need to be myself. If I'm going to grow my social media following, I have a real following, I have to be myself and it scares me." I said to that person, "Being your authentic self openly is difficult, which is why most people don't do it." So, he says, "a lot of what I learned from you has nothing to do with copywriting." Cynthia, thank you for that.

Well, a lot of what my life is has nothing to do with copywriting either, although copywriting is really about communication and communication is life. The quality of your life will never exceed the quality of your communication, so learning to communicate better is a way we learn to have a better life. How we interact with other people, it's the quality of our relationships, of our businesses, of our marriages, of our families, it's how we communicate.

Another question I get from time to time is, "Ray, am I too old to do this social media thing?" The answer is, no. I'm 54 years old. I feel I'm just getting started and I want those of us who are men and women of a certain age, we're no longer part of the youth culture, to realize the value that we bring to the world as experienced livers of life, as people who have some scars. If I want to learn from somebody, I want to learn from somebody who's on the battlefield. If I'm going to learn from somebody who's in the battle, I want him to smell like smoke, that's how I know they've been in it.

If you are of certain age, if you're over 40, you remember life before there was an Internet, right? Remember what that was like? Remember what that was like when you couldn't Google things and you had to go to the library, talk to the librarian at the research desk and have them look it up for you. Those of us who are over 40 and beyond, need to own our life experience, not try to cover it up. I see guys my age, it's easier if you have hair, I see guys my age trying to pretend to be younger than they

are. They dye their hair, they get every part of their body waxed, they get their teeth whitened, they get veneers put on. Here's the thing about it, I don't want to burst your bubble, my friend, but we can still tell. Despite your trimming the hairs in your nose and your ears we can still tell you're over 50.

Why be ashamed of it? Why not be proud of it? I'm not saying don't take care of yourself, I try to take care of myself. I try to dress well, I eat well, I exercise, I get a haircut, I shower, I use deodorant. I'm not saying don't look your best. I'm just saying stop trying to look like you're 25. If you're 50 there's one thing you definitely cannot ever be again, that's 25. That's okay, there's nothing wrong with that. Be who you are, own your experience. If you're pushing against an agency, I know a lot of people who are doing digital marketing agency stuff, if you're pitching against an agency, you're 55, you got an agency up against you for a job that you're bidding on and they're in their 20s, don't be intimidated by that, let them be intimidated by you.

You go in and you say to the person you're pitching, "Look, I've been down this road before. These are my experiences. I'm in this game now, I'm in it to win it with social media. Yes, I understand the whole new phase. Just because I'm 55 doesn't mean I don't understand social media, but come on, this kid is 25 years old, what do they know? They haven't been through a recession that you and I have, two or three times." Own your experience is what I'm saying, own your wisdom, own it, be proud of it. Lou Hornberger says, he's working his third 25, right on my friend. Lee Bradshaw says, "I earned my gray beard here, whiskers".

I was in a conversation with another friend yesterday. He made a comment that, "Sameer says, I'm 18." I'm not downing 18-year-old, he is my friend. I think it's awesome through 18 you're in business, you're on YouTube, you're on social media, you're learning from an old guy like me, I think that shows wisdom. As a youth, I never take the intimidation of, "You're too young," either. When I was too young, I was- for most of my life I was the youngest guy in the room. I was always the most successful person in the group, but I was always the youngest guy in the room and people used to use it against me. They said, "Well, you're just a kid." I'll say, "Yes, but I got energy, I got life, I got decades ahead of me, man. I'm just now getting started." Sameer, you own that, my friend.

Whatever your time in life is, the time is now, that's what I'm trying to say. It doesn't matter how young you are, doesn't matter how old you are, doesn't matter if you're ugly, doesn't matter if you're pretty, doesn't matter if you're fat, doesn't matter if you're skinny, doesn't matter if you're black, or white, or male, or female or in between. Be who you are, own that, walk tall, be proud of who you are, own it.

If there's something about yourself you're not happy with, if it's legitimately, because you're not happy, that's one thing. If it's because other people are not happy, don't worry about what other people think. What other people think of you doesn't matter, what other people think of you is none of your business. Don't live your life based on the mirror of other people's opinions, but if there's something about you that you're not happy with, change it, that's what I'm saying.

I was in this conversation with a friend of mine, speaking of comparisons, several friends, actually. One of my friends said, "I've invested well enough, I've got enough money. I don't ever have to work another day of my life." It pissed me off. I started

thinking, "Well, that must be nice." I realized, "Well, technically, I'm in the same boat. I don't have to work another day in my life. I've got enough resources in one form or another that I could live my life, I could stay in my same house, I could eat well, live pretty much the life I want to live." Except, there's things I want to do that require more income than I would make at that level. I don't have to work another day in my life.

It just made me realize, it's funny how we start comparing, because this person is more successful than I am financially, he just has more money, it's just a fact. Financial success is easy to measure, it comes in the form of dollars and net worth and they just are. That doesn't really bother me, maybe just a little because I'm still- I was conditioned to be a comparison monster. Anybody else here conditioned that way, for yourself? Why can't you be more like Tommy? Why can't you be more like Susie? Why can't you be more like your brother, your sister?

My friend said, "I don't have to work another day in my life," and I knew what he meant. He meant his current lifestyle, and that made me a little bit jealous. I realize jealousy is not a pretty emotion on you, Ray Edwards, you need to drop that. Because I don't have to work another day in my life. Let me tell you something, my friends, we're all rich, all of us are rich, no matter what your net worth is or what your income level is. If you're on this live stream right now, you're watching me, listening to me and you have a cell phone or some access to the internet, you're watching a live stream on a high bandwidth connection, that means you're rich, you're in the top 2% of the world's income earning population, automatically, automatically. If you don't believe me go to global rich, just google Global Rich List, they'll give you a calculator, you can put in your income, you'll see what percentage of the world you rank in, in terms of income, you'll be in the top 5% for sure, top 1% for most of us. We're all rich.

The question is not how to get rich; the question is how to be rich, how to be rich, just be happy, be content, be generous, be joyful in all circumstances, and don't be jealous of your buddies. It only lasted for a moment. If somebody's listening, it lasted for just a moment and it didn't bother me, it inspired me.

Sameer says, Ray, what about yesterday's question about portfolio without getting in to work? Yes. I assume the question is you're a copywriter, you want to get work, but you don't have a portfolio to show people. The first thing is you can get a portfolio quite easily, just write some copy, write some copy, pick products you're passionate about, that you like, that you enjoy, that you like their stuff, and write copy and put that in your portfolio. You don't have to lie, you don't have to say, "I wrote copy for this company because I wrote this copy because I love this product. This is a sample of what I can do."

You can even say, "They did not pay me but if they pay me this is what I would have given them." There's your portfolio. It's that easy. If you want to prove that your copy works, then write some copy and go to the company and say, "I wrote some copy for you, would you like to try it, and let me know if it works. You don't have to pay me, just let me know the results, that's all I'm asking. That's my payment. You let me know how well it works." You can build a portfolio very quickly like that.

James Sharpe says, "Blessed to be in the top 2%. I will not take this for granted and help others become richer." Chris Ducker, I'll see you soon my man. Social Media

Marketing World is just around the corner, I'm looking forward to that. You guys know Chris Ducker? Youpreneur. That guy, I love his stuff, Youpreneur. Check it out.

Terrence says, "Any plans for a copywriting workshop sooner than June?" Perhaps, may happen, my dear. We'll let you know very soon. We got a meeting about that today. Thanks for asking. It's almost like I paid you to do that, but I didn't, you have no idea. You guys need some copy written, that's what I'm guessing [laughs].

Let's see. I talked about being old versus being young, I talked about being rich. We're all rich. I covered most of the topics I wanted to cover.

Clarity Conference. Here's the deal on the Clarity Conference. If you don't know about it, you should check it out at rayedwards.com/clarity. This conference is about getting clarity. Many people, whenever I give a talk, when I'm speaking at Social Media Marketing World or at Heaven In Business just this past week, or at one of my own events or we do a webinar, we have a podcast, without a doubt somebody will say something about, I need some clarity. Our paid courses, the number one reason people say they signed up for the course is to get clarity. Excited. When we do an event, it's about clarity, gives people clarity about your purpose, your mission, your vision. I did an episode to this Live at Five thing a few days ago, we went over the agenda of the conference. I'll do that again tomorrow, maybe. Maybe tomorrow we'll go through some of the processes we're going to do at the conference in case you can't be there because I'm going to give some of that content away for free as well.

Here's what I want to say about it, go to rayedwards.com/clarity. I want to be as kind as I can about this, but here's the deal. We do conferences, workshops, seminars, frequently throughout the year. We do them for about \$5,000 a ticket usually, sometimes \$10,000 per ticket. That sounds like a lot of money, and it is a lot of money for most people, but those are our prices. Quite frequently I have people saying, "Why don't you do something more affordable because I can't afford \$5,000 or \$10,000. Do something I can afford."

I've decided that if that's your only excuse for not coming to one of our conferences, okay, then here's something that's \$995. 995 and it's got more content, more in-depth, more work getting done. This is not a take notes kind of workshop, this is a get stuff done kind of workshop. You get your purpose, your mission, your vision, your goals, your product, your website, your marketing plan, your action plan for the next 12 months, your pricing, your sales process, everything mapped out. From soup to nuts, from top to bottom, we got a whole workbook made out, you just fill in the blanks. We've taken 80 to 90% of the notes for you, you just fill in the blanks and customize it to you. You walk out with a business plan in a binder that's an action plan. It's not just a plan on a binder that you put on a shelf; you never look at it again. It's what you use to run your business for the next year. It's the handbook of your business for the next year. Just you come up with 995.

Yet some of the people who complain about, "Your stuff is too expensive," haven't signed up. "I can't afford \$5,000, why don't you do something for \$1,000?" Well, I did. Where are you? Whiner. Why don't you sign up? I don't mean to be mean about it, I'm curious. I'm wildly curious about what drives people to say, they can't afford it but yet going to offer it, you don't do it? Why? Is it fear? It can't be clarity, because this is what it's all about. [chuckles]

I made it even more compelling. I'm actually offering to give you a product that you can sell on your own in the form of this workshop. I'm going to give you the license to take the workshop itself and reproduce it, put on your own workshop, charge money for it, keep all the money, you don't owe me another dime. Same price, 995, but here's the deal. Still, some of the people I know who've asked for something lower price still haven't signed up and I'm like, "Okay." I want to give you a deadline.

I'm taking away the license thing as of Friday night. Will still take us to the conference if we have any left, we have any seats left for us to sell them. You can only get the license to reproduce the conference workshop as your own product. You can get that license if you sign up before tomorrow night at midnight, Pacific time. That's the deal. I want to motivate you; I want to get you to make a decision. You should be here for this conference. If your business is not earning everything you want it to earn, it's not making you the return you want, it's not giving you freedom for your job, it's not giving you financial freedom to live the life you want to live. If you can't live where you want to live, do the work you want to work and work with the clients you want to work with, then what are you hesitating about? Sign up for the Clarity Conference. Let's get that all cleared up, let's get all taken care of. Let's get you a plan in motion so you start doing the things that will get you where you want to go.

You can resell the workshop as your own, you can sell it in whatever format you want to, video, audio, workshop. You can charge whatever you want for, you keep all the money, you don't owe me another dime, but only if you sign up for the conference and you attend. That's two conditions, you have to sign up for tomorrow night at midnight, Friday night midnight, and you have to attend the thing. Do those two things and you get the license. Anybody who signs up on Saturday, you don't get the license, deadline. Let's get some action taken, folks. rayedwards.com/clarity.

I will see you March 20-21 in Spokane for the Clarity Conference. I'll see you tomorrow morning at 5:00 AM or thereabouts. You're Live at Five with Ray. Until then, God bless, may He do more for you than you could ask or think or even possibly imagine. I love you, and not in a weird way.

Automated Speaker: 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.

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