



Ray Edwards Show, Episode 448

The Foundation of Communication

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[00:00:00] Announcer: It's Tuesday, February 18th, and this is the *Daily Ray*.

[00:00:07] Pastor Ray Edwards: Hello, my friends. Welcome back to another episode. It's Ray Edwards here with the *Daily Ray* and/or the *Live at Five Show*. Today, it was the *Live at 5:20* because I overslept. I know, I overslept. I'm not upset with myself, I'm grateful to myself, sleeping in. I mean, I've been sleeping-- the last week or so, it's been like two to three hours a night, maybe four if I'm lucky. I snoozed last night, and I'm feeling good. Today, I want to talk about people. In the PASTOR framework for writing copy-- I have a framework that I've taught all over the internet and I've given it away for free, and I tell people, "You can use it, just give me credit."

This is just an aside, I did research on YouTube yesterday and I found a bunch of people who are using the framework, teaching in different niches how to sell, how to write-- not just write copy, but how to sell face to face using the PASTOR framework and giving me credit, saying, "I learned this from a guy named Ray Edwards." I was blown away. I'm so grateful to you guys, thank you so much for doing that. Anyway, the framework is P-A-S-T-O-R. It's not about being a preacher, it's about being a shepherd to your people. Protecting them, caring for them as if they're the flock under your charge, right?

When you think like that, you never push your sales or you're always working in their best interest. P-A-S-T-O-R stands for, 'person, problem, pain', that's the 'P'. 'Amplify aspirations', that's the 'A'. 'Story, struggle, solution, system', that's the 'S'. 'T' is the transformation and testimony. 'O' is the offer, and 'R' is the request, response. That's the framework in the shortest form I've ever given it. Today, I just want to focus on the 'P', the person, the problem, the pain because it's the foundation of everything we do when we write copy, when we communicate to persuade.

What do I mean? Anytime you want to communicate with someone, the only way to get them to listen to what you have to say is to listen to what they have to say first. You have to understand them first. Stephen Covey says it this way. He says, 'seek first to understand, then to be understood'. That's key, right? The person is not just a

website visitor, they're not just a person in the store. They're not just foot traffic, whatever you want to refer to them as that dehumanizes them.

They're a person, for crying out loud. People have problems, their problems cause them pain. They're at your place of business, at your website, at your seminar, reading your book to solve the problem, to relieve themselves of the pain. That's why they're there. It behooves you to understand the person first. That's why I tell people, you need to study your customer and get to know them very well, and people ask me-- It's the funniest thing to me, they say, "How do I get to know my customer?" Get to know them. Hang out with them, spend time with them. Go to where they go, shop where they shop. Attend the events they attend, read the books they read. Get to know them. Really talking to them is the main thing, and you say, "Well, I don't get out that much. I live in Bum Rut Iowa, so how do I get to know them?"

Well, do you have the internet? Can you call a customer on the phone? Can you email him? Can you FaceTime him? Can you Skype with him and just say, "Hey, I want to talk to you about your experience with my company, and, more importantly, I want to talk to you about your experience of life. What are the problems you're facing right now?"? Get to know them. Ask them questions. Trust me, you ask people questions, they'll talk. You don't have to do much talking. You don't have to be a conversationalist, just a listener.

Record those conversations, you're mining gold. You're getting acres of diamonds revealed to you right in your own backyard, your own customers that you already have. They will tell you the things that got them to do business with you. They'll tell you the pain that led them to your door today. They'll tell you how you helped them, they'll tell you how to help other people like them. What more do you need? One tool I'm going to recommend to you in learning about people-- By the way, this framework, the PASTOR framework, works not just for writing sales pages or sales copy or emails. It works for communicating with people in general. Communicating with your employees, communicating with your family, with your friends because people are people.

And my system of writing sales copy is really based on human psychology which does not change. When you go out of business mode or buying mode, and you go into human being mode, it's all the same mode, human being. You're just humans being, get me? Feel me? Starting with the person, here's a good book for that. Start with your people-- Instagram, Facebook, YouTube, Periscope, Twitter. Start with your people.

This book is from my friend, Brian Dixon, *Start with Your People: The Daily Decision That Changes Everything*. This book will teach you how to know your people, how to care for your people, how to think of them first. It will teach you the best way to build a business. The best way to communicate, the best way to build a family, the best way to build a church, start with your people. Understand their problems. Understand the pain they feel, how they experience it, as they experience it, not as you think they should experience it. As they experience it. That's key in the PASTOR framework for writing.

We, too often, assume we know why people should make a change or adopt an attitude or adopt an idea or belief, and we have our reasons, but they may not be their reasons. If you go see your dentist, you want white, straight teeth because it looks

good, it makes you appealing to other people. Your dentist wants you to have good dental health because it affects all the rest of your body. The health of your gums affects your heart health, affects your brain health. Did you know that? The bacteria you carry in your mouth affects your entire body.

"Yes, I know it's gross," but it's true. The pain you feel is, "My teeth don't look as bright and white as I would want them to, and as straight as I want them to." The pain you should be feeling, according to your dentist, is, "Well, you're screwing up your health for the rest of your life if you don't take care of your teeth." Which is more important? If you don't take care of what they think they need, the pain they think they feel, they'll never get to take care of the pain they need to feel. If you don't talk to them and give them the solution to what they want the solution for, you never get to give them the solution they need.

My meds haven't fully kicked in yet, my drugs haven't kicked in. I love saying that. I love being in public saying, "I'm waiting for my drugs to kick in." Back to my topic, start with your people. By the way, get this book. Tell me about your people, tell me about their problem. The problem you solve, and how you help them solve it. Tara says, "My people want to lose weight quickly, are frustrated by a lack of results in the past. Want to use Keto but are overwhelmed and confused about how to start."

Dang, that's well put, Tara. That's *Tara's Keto Kitchen*, by the way, on YouTube. If you haven't checked it out, you should if you're into Keto or you're interested in Keto. Beth Morris says, "My people are business owners, solo or small business without their own marketing department. They're overwhelmed and/or confused about what to put on their websites. That's most of them. Social, et cetera. They need someone who can speak their customer's language so they can communicate." Love it.

Larisa says, "I help entrepreneurs to understand federal tax codes." Wow. You are a saint and a genius with a capital G. Put in who your people are. Here's the contest-- I'm giving away a free book-- comment under this video or if you're listening to the podcast, I'll even include the podcast. Comment under the podcast on the website, who your people are, what their problem is, how you help them solve it? That's what I want to know. Ryan Nelson, "I helped Dave Ramsey fans develop a plan to live and give like no one else." Yes. Can I tell you; I just love Dave Ramsey?

That's the contest. You want a copy of Brian Dixon's book, *Start with Your People*? I'll send it to you. I'll write a little note to you in the front. I didn't write the book, but I can write a note in the front like I did, and I will select a winner from the comments who tell me about your people and their problem, and the pain they feel. Make sure you describe their pain, that's what I want to know. That's key. The most important thing is understanding their pain as they feel it. Being able to say to them, "Have you ever felt like you just can't lose weight? You tried every weight-loss program in the world. You tried all the exercise, gadgets, and none of it works? You get disgusted with it and you sometimes feel like just giving up, you say, "I'm just made to be fat. I'm just going to be fat"." Describe their pain better than they can describe it themselves, and they will believe you have the answer automatically.

Just one thing marketers. If you make them feel that way, you make darn sure you have the answer before you sell it to them. Uncle Ray's going to come looking for you to see what good you're doing because I know you're doing good because you have

a tendency to be good. I know that about you. Short episode today, late episode, but, hopefully, value packed. Leave your comments, I'll pick a winner. We'll contact you.

Make sure your contact info on your profile is up to date. We'll contact you and find out where we need to send the book. Meanwhile, let me know what you think about the separate feed idea for the podcast. If we're going to have one podcast feed, which is the main podcast, the *Ray Edwards Show*, on Monday Mornings, and then, the *Daily Ray* every other day of the week. Shorter, more off the cuff, more unrefined. What you're listening to right now. Would you like those on separate feeds? That's the question. All right, I'm going to wrap this up.

Hey, thanks for tuning in. I'm here live at 5:00 AM Pacific, Monday through Friday almost every day. Sometimes, I'll be late like I was today, but every day, 5:00 AM, Monday through Friday Pacific time, and then, we turn that into the *Daily Ray* here. It's the next morning on the podcast. Love it if you join me live, love it if you listen on the podcast. Until next time, may God bless you, may he keep you. May he do more for you than you can ask or think or even possibly imagine, all for your good, all for your delight because he is delightful. He is pure goodness, God is love.

In the end, whatever you think, whatever your opinions are, whatever your theology is, love wins. That's what I've got to say about that, and I love you very much, and not in a weird way. Have a great day.

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[00:09:43] 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.

[00:09:59] [END OF AUDIO]