



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 separated by a small space.

EDWARDS

Ray Edwards Show, Episode 449

3 C's to Success

[00:00:00] Announcer: It's Wednesday, February 19th, and this is the *Daily Ray*.

[00:00:07] Ray: It's so weird to me to, every now and then, realize that we can sit down in front of our computer, in front of our iPhone, in this case, I'm using my iPhone 11 Pro Max for Instagram. Hi, Instagram fam. Good to see you, and then Facebook and YouTube and Periscope, and maybe LinkedIn someday. I'm just going to keep complaining until they add me. It's so weird to think that we can just sit down in our living room or office or closet or car or wherever we are and turn on a camera and a microphone and be live all around the world, in all time zones, to all people, at all times. That's freaking amazing. If you've missed the miracle that that represents, then you're really missing out. Guide to financial success on Instagram says, "What up Ray? See you at Social Media Marketing World." Yes, you will.

It's just a miracle we can sit down and do this. Do you know how much this cost me? Nothing. Zero dollars. Now some of you will say, "Well, but Ray, you had to get an iPhone. You got to get a computer, you got to get a microphone, you had to get a light, you had to get an office, you had to get an internet connection." Yes, that's true, but I could do all this with just my phone, and it doesn't have to be the latest model iPhone. There are ways to-- Here's what I'm telling you, there are ways to do exactly what I'm doing free or close to it. Once you've got the basic equipment, once you've got a phone, it costs nothing to broadcast live on Facebook's platform which reaches billions of people. It costs nothing. Nothing to broadcast on YouTube. It costs nothing to broadcast on Instagram, it costs nothing.

It's a miracle, it's a gift, it's a blessing, it's the greatest time in history to be alive as an entrepreneur, idea originator, business builder. It's just I feel so blessed by living in this time. Listen to me my friends, we've been born in the best time ever on the planet in history, period. End of discussion. That's good news. Come on. Somebody get happy. I was talking with a student yesterday who reminded me of something that I shared with her that made an impression that she's actually written down and put up on a wall, and it's one of those things. I don't know if those of you who are in here and they're in the business of teaching and coaching and sharing your knowledge, do you sometimes share things that you forget that you shared and then somebody brings it

back to you or you find it in your notes or in your journal, and you say to yourself, "Dang, that was pretty good. I should probably teach that more than once."

Well, that was this idea that I'm about to share with you today. Today's idea share is very simply, three C's to success. The three Cs formula. Here it is. Competency, plus consistency, plus commitment, equals success. First, you have to be competent at whatever you're doing, or teaching. Presumably, if you're teaching it, you're competent at doing it. You're being competency, being good at what you do. Not even being the best in the world, just be good. Just be competent even. Just don't set the bar at good, let's set the bar competent. You can do it correctly most of the time, at an acceptable level of excellence. Competency, plus consistency. You've got to do it regularly.

I pose it to you, you have to do it every day, over and over and over again. Competency plus consistency and you have to be committed to showing up no matter what. Competency plus consistency every day. Every day I would submit to you that just doing it every day is good. That's a good consistency. A better level of consistency would be to do it with the commitment of getting better, observing how well you did, trying to figure out how you can be better the next day, and then putting that feedback information into practice and improving your performance each and every time you consistently perform the act that you've committed to. Competency plus consistency, plus commitment.

The commitment is, yes to show up every day and do it every day, but even more so, I think the commitment is to do it until you master it. Of course, mastery is not a destination it's a journey. Commitment to show up no matter what. I'm committed to be here for this broadcast every morning. 5:00 AM Pacific I was here, and 5:00 AM Pacific, I wouldn't have had my internet connection working, so that's what made me late. Okay, that's not true. What made me late was I didn't get up early enough to take care of that problem in advance. I showed up just a few minutes before the broadcast was supposed to start and had to get my gear working. Had I showed up 30 minutes earlier, I would have been on time for this broadcast. That's the truth of what happened. Tomorrow, I'll be here earlier in case there's a problem.

Competency, plus consistency, plus commitment equals success. Commitment is going to show up no matter what. Commitment also means, if I don't show up one day, for whatever reason, I'm back again the next day. If I falter, if I fail to perform one day, if I miss a day in my consistency, in my commitment, it doesn't mean that I now have erased all the discipline, all the value I've created so far. It just means tomorrow, I simply resume. Don't make a big deal out of it. Don't make a drama out of it. Don't make a visit to the therapist out of it. Just get back up on the frickin horse. Resume.

What does success mean? How do we know you've succeeded? Success again is not a destination. It's a journey. Success is the progressive realization of worthwhile goals. You can be successful starting today right now. Right now, you can be successful. Just decide on a worthwhile goal and make some kind of progress toward it. You don't have to achieve it today to be successful because "Success is not the achievement of goals. It is the progressive realization of worthwhile goals. Earl Nightingale. What's a worthwhile goal? You get to decide. Someone will say, "Well, that's not that's not a good enough measurement, Ray." In the end, the decision you make about what's worthwhile is the only measurement that counts. Some would say, "Well, what about God's measurement?" Yes, granted, but the fact is, for everybody watching this and

listening to the sound of my voice right now, you decided what God's standard was. Ultimately, you decide what a worthwhile goal is.

For some, a worthwhile goal will be the pursuit of a certain level of fitness. For some, the worthy pursuit will be to meditate every day, to pray every day, to read the Bible every day. For some, a worthwhile pursuit will be to spend 90 minutes working on your physical body through harsh exercise so that-- intense exercises I should say. Not harsh. Intense exercise, so that you can reach a certain high level of fitness. For some, it'll be walking three times a week so you can reach a moderate level of fitness. The point is, you decide what a worthwhile goal is, and the progressive realization of that goal is of itself success. That means you can be successful right now, today, no matter what level of accomplishment you're at.

No matter what level or where you are today, you can succeed today if you make progress toward a worthwhile goal. You have succeeded. You are successful.

Again, here's the formula. Competency, plus consistency, plus commitment equals success. It's that simple. You may ask this question as well; I should answer this for you as well because somebody is asking. How is it possible to get from not being competent to being competent? You start. We all begin at the incompetency level. The scale is unconscious incompetency, you don't know you're no good at the thing. Conscious incompetency you're not good at and you know, you're not good at. Conscious competency, you're able to accomplish the task, and you have to think about it, and you know you're conscious of it, and unconscious competency. That's muscle memory, neurological programming memory. That's what allows the concert pianist to play without thinking. They're able to express their emotion through their playing. There you have it.

I have now allowed you to be successful today. I've allowed you like it's up to me. You can leave this visit together this morning with me knowing that you are successful. Let me tell you how that's possible. If you don't have a single worthwhile goal coming to this live broadcast, you don't have a single worthwhile goal coming to this conversation, but you set a goal and write it down, you've made progress, you're now successful. Now you have to make progress tomorrow to continue to be successful, so you can't stay at the same level. You're welcome.

Let me address some questions and then I have an announcement to make. This is a big deal announcement. I think some of you will be very excited about this. Steve says, "Geez, getting up early to watch this was my first goal of the day." Amen. Brother. Nick says in the famous words of Dr. Frasier Crane, "I'm listening. Good morning, Seattle. I'm listening." I loved that show. Larissa, good morning, Lou. Hey there. Lee Bradshaw, "Competence breeds confidence." Indeed, it does my friend. Good morning, Dr. Frederick Jones. Cynthia says, "What about the other C, courage?" My goodness. Instagram, you guys are on fire today.

All right, so here's my announcement. You've heard me talk about this. I've referred to it quite a bit, so it's not a secret, but it's been in development long enough. We've been in alpha long enough with my copywriting agency, and we're going public with the agency today. The agency is called-- We had other names, the names we considered are the names we tested out, but we settled on a very, very innovative, very brilliant, very carefully thought out name. The last part is true. I don't know how innovative is,

but the name of the agency is the Ray Edwards Copywriting Agency. This is at rayedwards.com/agency and this is our beta launch.

You might think, "How's it beta because you're making it super public?" Well, really only to my friends here who are on the live stream and who are part of our inner circle email list because we're starting things out with just 20 clients. This deal, I want to underline what an exquisite, amazing, never-to-happen-again deal this is. We're going to write a sales page for you for \$3500 if you're one of the first 20 clients. If you're not a prospective client of this agency, please don't leave because there's several lessons here for you to learn.

Normally, you may or may not know. You may or may not care, but I personally, when I write sales copy, my normal rate for writing a product launch, for instance, is \$150,000 plus a percentage of sales. This \$3500 deal for a sales page, it's a huge thing because you're not going to be able to get this price again in the future. Why are we doing this? By the way this offer ends on Friday. First 20 businesses to engage with our agency get a new sales page or month-long email sequence for a massive discount. It's only \$3500. The price is \$3500. The discount is much more than that. This ends Friday.

Why is there a cut off on this offer? Because we are beta testing our systems and our processes, and we want to make sure we've got everything in full operational squared away shipshape before we go totally public and start running ads and building a big client roster. I've been writing copy for people for 30 years plus. I've helped create over \$400 million in sales, and now I've got an A-team of my finest copywriting students primed and ready to get you results. If you are a course creator, a membership site owner, you're an author, you have live events that you'd like to sell, how many more events could you sell if you could tap into my best copywriting secrets? You can work with a writer, focused and dedicated to your mission and your vision. You could get flaming hot copy with maximum pulling power to grow your business where you don't have to write it. You're bypassing your competition, you're multiplying your profits, you're getting copy that's crafted in your voice, laser focus on your audience using my best approaches, my master copywriting coaches, and I both will personally read and approve every piece of copy. My stamp is on your copy. If you go to rayedwards.com/agency, you can get more of the details.

Some people say, "What's the catch?" There's more than one catch. There's three. First, you must allow us to write a copy we think will sell. You must agree to give us creative freedom. If you alter the sales page or your email sequence, then we can't guarantee successful results. Number two, you must be in need of better copy. If your sales pages and emails are already pulling blockbuster numbers, there's no need to retain our services. If you're like the majority of businesses who aren't happy with their results or feel there's more to be tapped or don't have time to write your copy, we can help. Three, you must agree to provide us with detailed data after you test our copy as well as a testimonial, we can use to retain more businesses in the future.

We're fans of scientific advertising based on actual tested results. For us to help you best, we have to have accurate data to work with. We do guarantee results, we prefer proof over hype every single time. These are my certified copywriters and we abide by the 10 commandments of hiring a copywriter which we wrote. You can read all about this on the page rayedwards.com/agency. Bottom line, we're looking for 20 clients. Regardless of how many we enroll or approve by Friday at 5:00, we'll cut off

these applications. This truly is a test run for us to get our systems in place. The good news for you is, you might think, "Well, it's a test? So, does that help me? Do I want to be a guinea pig?" Yes, you do, because you're going to get a lot of personal attention, you get a lot of input and helping us shape the way we move forward working with clients. You're going to get huge support in cooperation and assistance from our team to get your copy right until it's converting for you. That's our guarantee.

What you need to do to take part in this is simply click on one of these buttons on this page at rayedwards.com/agency. You're looking for the big blue button. Let's get your copy converting. You click on the button and you'll see our application. You just tell us about yourself, tell us now which service you're most interested in, a sales page or sales letter, a month-long email sequence, 20-25 emails, or both the sales page and email sequence, then we ask them questions that are important for us to know. How many subscribers do you have? What's your product offer service? Share past results or a sales history of this product, and then share your most desired result from working with our agency. Please answer these questions completely and honestly.

I should say this service is only for those who already have a product. This is not a product development appropriate offer. This says you got a product. You don't have to have, like a million-selling product. You just have to have a product that's selling. You're actually making sales. As long as that's true, then we're good to go. That's it. I'm super excited to have the agency rolling. We've already got some clients. You may have noticed we have a couple of testimonials on the page. We are ready to scale that now. We've been working with a couple of clients now ready to work with many more. If you will help us get this test run nailed, get our processes nailed, get your sales boosted and increased, then we're rewarding you by making it stupid cheap. \$3500, let me just say it. I'm just going to say what I'm thinking. You're crazy if you don't do this. Crazy. That's it.

Let me see if there's any questions about that or anything else and then we'll wrap up. Brian Dixon, thank you my friend. Man, we had a big response to your-- We're talking about your book yesterday. Lots of folks competing to get this your copy of a book of my friend Brian Dixon, *Start with Your People*. This morning, I'll pick the winner and we'll announce it and ship it off. Ship it off to you. This is great, belongs on everybody's bookshelf. Better yet, it belongs in your brain. Actually, read it. Don't just put on the bookshelf. Read it, and then do it. Yes, Brian, I will see you in San Diego. San Diego.

Oh, I've totally forgotten. Wait, if you're coming to Social Media Marketing World, you need to make sure you come to my session because I'm giving-- Shh. No, no shh. Tell everybody. I'm giving a \$1000-- okay, \$995 gift to everybody who attends my session. This is a real gift. I'll just tell you what it is. It's a year's worth of social media content pre-written. You heard right, but you got to come to my session at Social Media Marketing World. It's a workshop on Sunday on how to write copy that sells without being salesy. If you are coming to Social Media Marketing World, come to my session to get a year's worth of pre-written social media content. You'll get it on the spot, you will pay nothing for it. We'll tell you how to customize it. It doesn't matter that there's 500 other people in the room who got the same gift. We'll show you how to use it in a way that makes it uniquely yours. Period.

This is definitely worth \$995. You will receive it for zero dollars. No strings attached, but you must be at my session at Social Media Marketing World. Steve Pate says,

"Thoughts for guys like me that provide a service like landscape design." I'm not sure what kind of thoughts you're looking for Steve, so if you could elaborate, I'd be happy to go into that with you. Robin, yes see you at Social Media Marketing World. Cheryl says she loves the book. Steve with the promotion page I just talked about. If you would like copy for service like landscape design, we can help. We love real-world brick and mortar businesses because I own one, a coffee shop. I know many other people many of our clients own brick and mortar businesses, physical businesses. We love working with them.

I just love copywriting. I love selling. I love marketing. I just love the whole process, the whole, beautiful, magnificent, messy, fun, profitable, service-minded endeavor that we're involved in called marketing. Yes, we would love to work with you on your landscape design business. That sounds like an enormous amount of fun. That's the thing. For us what we're doing is more than just a job or a business. It is those things and it is, for all the people involved, it's our mission. We love what we do. We truly enjoy it. Fire it up, Steve. Let's have a call and we'll work out exactly what we're doing for you and we'll get it done. Love that.

Again, the offer is we're looking for 20 test cases to work with our copywriting agency as we begin to provide copywriting and marketing services to the marketplace at scale. In this offer, you get either a new sales page or a month-long email sequence for just \$3500. You have our guarantee there's all the details on this page at rayedwards.com/agency. The thing to do is to apply through the page I've just showed you. Let's talk and let's get working on your copy. Let's get your copy converting.

That's it for the morning. It's a big morning for *Live at Five*. Thanks for being here and God knows I appreciate you showing up like this. It means the world to me. It really does. I want you all to know I love you very much and not in a weird way. May you begin to see more and more as God does more for you than you can ask, or think, or possibly imagine. Have an amazing day. See you tomorrow, 5:00 AM Pacific.

[00:22:16] Announcer: Catch Ray live tomorrow morning 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.

[00:22:28] [END OF AUDIO]