

Ray EDWARDS

Ray Edwards Show, Episode 450

3 Reasons to Build Your Brand on Social Media

Automated Speaker: It's Thursday, February 20th, and this is the *Daily Ray*. *Daily Ray*.

Ray Edwards: It's the *Daily Ray* and I am here for *Live at Five*. Only the difference is it's 5:00 PM, instead of 5:00 AM Pacific time. What the heck happened to you, Ray? Where were you this morning? Well, here's what happened. Here's the story. It's very complex. I overslept. I was out of it at 5:00 AM this morning, a very uncommon occurrence. It's not something I have to worry about typically. I don't use an alarm clock until now. I'll start using one now to make sure I don't pull that stunt again. I thought after I woke up and realized, "Oh my gosh, I'm conscious enough to do this now, but it's way too late."

Then I decided I could still do *Live at Five* today but at 5:00 PM, so here we are *Live at Five*. I have kept my commitment. It's pretty funny because think of the irony of this. I was talking yesterday about consistency, commitment, and competency. I did address this subject yesterday. I may have auto-suggested myself into missing this morning's broadcast, I'll explain in just a moment. I do want to make one piece of information available to you. The agency, we opened up 20 spots, if you remember, for clients, 12 of those are filled by applications. We have eight spots left.

If you're interested in getting a complete sales letter written for \$3,500 or a month-long email campaign for \$3,500, either one or both. Then you can go to www.rayedwards.com/agency and put your application in. If you're one of the remaining eight people, then you'll get in and if not, you won't. This is a steal of a deal. It's our beta launch. We're just now launching into serving people at scale. We're going to test load on the system to see if it works perfectly, and you're helping us, you're giving us feedback, and because of that and because we're going to follow up with you and make sure your copy is working or we're going to fix it till it does.

Then we're asking you to give us feedback and a testimonial, and because of that, you get a huge discount off of what will be our normal rates. \$3,500 dollars is the deal of the decade, the deal of the century on copy. You can get it at rayedwards.com/agency. Yesterday when I talked about competency, commitment, and consistency, equaling success, I said, what happens if you miss a day? Will you simply resume? You don't

say, well, I broke my streak. I'm done now. I'm a failure. I'm a total failure, and I'm done with it. No, you don't do that. You just resume and maybe just fess up and say I overslept. That's what happened.

Here I am, *Live at Five*. Marissa says she loves the 5:00 PM Live with Ray. It does have its advantages. I'm awake. This is an example of how to simply resume if you miss one. You just pick yourself up with grace, you dust off your britches, and you get back up on the horse. I think it's what I said yesterday. I'm saying it again. I'm being consistent in what I'm saying. That's that. I'm here to demonstrate how to simply resume. Yes, Marissa, I'm human. It's hard to believe, but it's true.

That being out of the way, I want to talk to you today about what I was originally going to talk about when I thought I was going to be here on time this morning. I'm currently here on time this afternoon. Gandalf says a wizard never arrives early and never arrives late. He arrives precisely when he means to. That's good. I'll go with that. I want to talk to you about not quitting social media. I've had a few conversations with people lately about my social media marketing efforts and how they're either inspired or completely discouraged by them, because of the amount of content we're pushing out.

One person said to me yesterday, "I just don't get it. Why don't we just focus on email marketing?" My response to that was, well, because how do you get people on your email list? Where do those people come from? There's a few sources available to you. There's paid advertising, which most people don't want to do starting out. I love paid advertising, but it's maybe not the place to start.

There's list swaps, there's joint ventures like product launches. Those are great ways to get a big infusion of new people quickly, but not everybody can pull those off in the beginning. What do you do to start building your list? You do this social media, building a personal brand on social media. I'll give you three good reasons why you should be building your personal brand on social media. Actually, I'll give you four.

The overriding reason is this is how you build your audience. It's not an email list, but maybe it's more powerful than an email list. In ways it is, because you're able to target your advertising later on based on the following you build on social media through your content. It starts with free content on social media. Here are three reasons why you should build your personal brand on social media.

Number one, unprecedented distribution. There's more than this, but there are seven major global platforms that you should be using that are free for you to distribute your content on. Facebook is one of them. LinkedIn is another. Twitter, Instagram, TikTok, YouTube, and Pinterest. Yes, there are other platforms, but these are the seven I believe that matter the most right now.

Apparently, the big opportunity right now is on LinkedIn. LinkedIn used to be for resumes and job seekers only, but now it's a marketplace of ideas and it's easy to get attention there in a way it was not easy before. I was talking with my friend, student, mastermind, member about LinkedIn and this person said, "Well, but I thought it was for businesspeople only." Well, businesspeople are first and foremost, people. Businesspeople are people. They have the same concerns. They have kids with

ADHD, they've got a marriage to take care of, they've got a relationship at home, or they don't have a relationship at home, they want one.

They've got health concerns. Maybe they're concerned about their weight. Maybe they want to do something fun, take a great vacation somewhere. Maybe they want to start a vlog. Maybe they want to write a book. They're just people. Start by distributing your content to the seven global platforms for free. You have access to billions of people, free of charge. This is the greatest time in history, to be a content creator, to be a dealer in ideas, a teacher.

You might say, "Well, I don't deal in ideas I own an auto shop." You do deal with ideas. You have a philosophy of doing business at your auto shop, at your ice cream shop, at your nail salon, at your law practice. Every one of these platforms is an appropriate place for everybody who's watching this right now or listening to this on the podcast. Facebook? Most people understand that. LinkedIn? People can get that. Twitter? People understand that. Instagram? People are not sure. TikTok? People really don't get, they think it's just for 14-year-old girls, but it's not.

It's a growing platform, it's easier to get exposure, it's easy to build an audience and there's plenty of room for Boomers and Gen Xers and you should be there. YouTube, Pinterest. Unprecedented global distribution is number one.

Reason number two, you should not quit social media, you should be building your personal brand on social media. Number two is strategic influence. What is strategic influence? This is how you influence people to buy from you before they've even met you. By the time they meet you, when you're doing a webinar, when you're talking at Social Media Marketing World or giving a speech at a trade organization that represents your industry, at the time they meet you, they feel they know you already. It's the way to get them to know, love and trust some. That's reason number three.

This is the high speed on-ramp, to know, love, trust, between you and your audience, because if you show up consistently with good content every day, day after day, in all the different platforms, you begin to build a loyal audience, people who will follow you from platform to platform. The ultimate goal is, you're right, many of you have already made this comment. In the comments I've seen it flashing by, get them onto your website, onto your email list. How do you do that? You need to build trust first, because it's not as easy to get people to subscribe to an email list as it once was.

Used to be able to just say, "Sign up for our newsletter." That's not enough anymore and people are hip to the, "Let me give you something in exchange for your email address so they can get a freebie," and they will often give you a fake email address. You want your emails to be anticipated by the recipients, so that they open them and read them eagerly. They want to see what you have to say. You've got to build that relationship somewhere in the place to build it is social media.

With a platform like Facebook or Google or YouTube, you can build the relationship, and you can target the people who watch your videos and build what your audience looks like of people who are actually interested and fascinated by you. Who are fascinated by you, and you can find more people like that through advertising, and you can build a list without joint venture partners, without affiliates, without list swaps.

I'm not saying those things are bad, I'm saying you have the power to build your own list and you're building a list on social, whether you put them on email yet or not. It's an invisible list, if you will, but they're there. The three reasons you should be building your personal brand on social media are number one, unprecedented global distribution, strategic influence, and it's the high speed on-ramp to know, love and trust. No, email is not dead. You should build an email list as well, but your real task is to build an audience. To find a tribe that resonates with your voice, because you're putting great value out through social media

If I'm a genius Robert Plank, it's like Frank Kern says, "I'm a genius with a capital J." Nothing I'm saying is original. There are plenty of social media experts and gurus who've been saying this for a long time. Gary Vee is one. I just say it without the F-bomb so often, but this is the path. I mean, it's free. Think about this. You take your phone, you make a TikTok video, you distribute it around the world, and there's no cost to you. You've already got the phone, you already got the internet connection, you already got the Instagram account.

It's free.

Seven gigantic stages that have an audience all around the world for you, for your products, for your services, for your content, and it's free on all seven, except for the time and effort you have to invest in making the content. It does not have to be perfect. My content is far from perfect as many people will be happy to tell you, they're happy to tell me, they tell me all the time. Your audio was bad, your video was bad, it was the wrong format, it was the wrong aspect ratio, it was the wrong this, it was the wrong that. Well you know what? My wrong formatted, poorly constructed video and audio is 100% better than the audio that is perfect that you never published, so there.

You don't have to be perfect. Yes, Marissa, the F-bomb is fudge, exactly. Here's some common objections and excuses I hear, and I've heard this from a number of students and mastermind members lately. I don't use social media. I hate social media. I'm going to say this with the most love in my heart I can. It doesn't matter what you hate or love. It's what your people, that you serve, hate or love. Where are they? Meet them where they are. Your tribe is using social media.

Another objection I hear is some variation of social media is the downfall of Western society. There's so much filth. There's so much weird stuff. There's so much hate. There's so much division on social media. Well, welcome to the human race. Social media is neutral. It's just a medium to communicate through. If we don't like what's on social media, guess who has the power to change it? We do.

We can put encouraging things on there. Like Robert Plank, his Instagram account, I love it. He's always got something funny, encouraging, uplifting. We have the possibility of putting positive vibes out on social media and making people feel good, instead of making them angry or making them feel bad, so why don't we do that? It is not the downfall of Western society. It is a tool that exposes people to ideas, so let's expose them to some good ideas, some helpful ideas. Exactly, Robert Plank.

Social media is like money, it's neither good nor evil, it's what you do with it. Brian Baxter says, "You can't lead if you don't show up where your people are." Fair enough. Right on brother. You got it. Another objection that I commonly hear here is, "I don't have

time." We have the same amount of time my friend. We all have 24 hours in a day. We decide what to do with it. I would challenge you to examine-- if you don't have time, see if there was some place you could borrow an hour, maybe from binging Netflix, maybe from watching Twitch, maybe from playing video games.

My proposal to you is, there's plenty of time in your schedule for the things you want. There's always time to do the things you're really committed to doing. Isn't that true? Football fans, is there time for football? Baseball fans, is there time for baseball? If you're really committed to doing social media, there's time. It doesn't have to be that much time. I'm too old. That's another objection I hear from people. What is too old? Is 50 too old? Then I'm 54, I should not be on here, but I am. There is no too old. There is no too young. The folks on here who are 40 and older, you should own your wisdom. You should own your life experience. You should be proud of it. You should wield it, because it's valuable.

American Western society especially tends to devalue the aged and out of proportionately value the young, the youth culture. I love young people. I loved being young when I was young. I think youth is wasted on the young, but we are-- those of us who are 40 or older remember when there was no internet. I remember, believe me kids, there was a time when there was no internet in your pocket. Yes, Robert Plank you've finally learned my age. 54 going for the double nickel this year, so you're not too old and you're not too young either.

If you're 20 and you think, "Well Ray just said I have nothing to offer." That's not true. You have your youth. You have your energy. You have a fresh outlook. You have a different world view. That's valuable as well. We all have value to offer, we just need to find the people to give value to. That's all. Just find your audience and your audience probably looks a lot like you. Loose as he earned his gray hairs. Yes, and the Bible says gray hairs are a crown of wisdom. I hear the market is saturated. Poppycock. It's not true. There's always room for somebody new. There's always room for someone to bring new ideas, new concepts, new energy. A new voice.

I mean think about Jordan Peterson. Here's an example of a guy who's older and he's wise. He's a psychologist and a philosopher. He's become an international sensation on social media with his YouTube videos of his in-class lectures for crying out loud. If a psychologist philosopher in arguably the second half of his life, can become enormously popular on social media, guess what? So, can you. You don't have to be world-famous to everybody just to your audience, just to your tribe. People who are looking for your voice who will only hear your message from you.

My business is different, some people say. Doesn't work for my business. I have a law office. It does work for law offices. I don't care what business you're in, there's not a business I could think of that social media could not help. If you could build your personal brand, you be yourself, because nobody else can duplicate you. I can duplicate your law practice ads. I can duplicate your law practice billboards. I can duplicate your tire shop. I can duplicate your retail store. I can duplicate your website. Anybody can duplicate anything pretty easily these days, but they can't copy you. They can't copy your unique personality.

You are your unique advantage, and your business is not different. Some say, I just want to stick with direct mail, or TV ads, or radio ads, or just the old media that I'm

familiar with. How's that working out for you, Spanky? Probably not real well. I actually know a Spanky, so I should take that back. I'm not talking to him. How's that working out for you, person who's using old media? Not as well as it used to.

That's because new media is more direct, more effective, more personal. People talk about social media separating us, disconnecting us. It does the opposite. If you find your right audience, you connect with them. Jason is absolutely correct in what he says on Facebook about it all being about what you bring to someone's life that other thought leaders cannot. Your voice is uniquely you and people believe what you have to offer. That's what I believe. You're absolutely right. I agree with you, Jason.

Be uniquely yourself. Bring your weird. We want your weird, whatever that is. I played the game, the corporate game, where I showed up everywhere with a white shirt and a tie. I didn't have tattoos that were showing from under my sleeves, but I'd rather just be myself, who I am, and people who like me, like me. People who don't, don't. It's like real life. The things that people say about social media today are the things that people said about books when they first came out. "Don't read those books. They're evil. They have evil ideas in them. They'll pollute your mind." They said it about radio, "Don't listen to radio. There's all kinds of worldly stuff on the radio."

Then they said about television. Then they said about cable television. Then they said it about satellite television. Then they said it about AOL. Now, they say it about the internet. They say it about social media. It's just a medium through which we communicate. It's a good one. It's vast. The audience is free to reach. It's up to you to build your audience. The only thing that social media does that other medias don't do quickly is reveals, whether you're connecting or not, but that's a good thing. Give me some time, Lou, and I'll figure out how to sell buggies to the Amish on social media. [chuckles]

There we go. The three reasons why you should be building your personal brand on social media, unprecedented distribution, reason number one. Strategic influence, reason number two. High speed on-ramp to the know, love, and trust circle, number three. Email is not dead. You want to get them off social media. Not off social media, but you want to get them to connect to you via email so you can connect directly. The next thing is text. I don't have a text number for you, probably tomorrow. You start communicating with us via text. These are the new things. These are the coming things. They're not coming, they're here. The time is now. It's free. It's available to you.

Just a little elbow grease, a little bit of work, a little bit of creativity, a little bit of fun. Have some fun, build an audience and make some money. That sounds like a fun business to me. How about to you? That's it for this *Daily Ray*. This will be podcast material tomorrow. I'll be back at 5:00 AM Pacific Time tomorrow for *Live at Five*. This has been the 5:00 PM edition of *Live at Five*. God bless you. He will do more for you than you can imagine if you just let Him because He's good that way. As my friend, Michael Port, says, I love you very much, and not in a weird way.

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