



## The Daily Ray, Episode 07

### From Passion to Income

**Automated Speaker:** It's Tuesday, March 3rd and from social media marketing world, this is the Daily Ray.

**Ray Edwards:** This is the Daily Ray, and today I want to talk to you from Social Media Marketing World in San Diego, California. One of my very favorite events in the world to attend. And one reason why it is I love seeing people come alive when they're able to take their dream, their passion, the thing they love and turn it into the way they make their income and they're able to do what they love as their living as their life. That is amazing. So, if you're thinking, well I can't do that Ray because I don't have a cool interest like video or YouTube, or it doesn't need to be about this stuff. In fact, it's better if it's not. If it's about raising pugs or real estate, like my friend Mark Gossman who just popped on here, you can post about real estate investment about being a real estate broker.

You can talk about star Trek or Harry Potter or Dungeons and dragons or knitting or whatever you're passionate about. There's an audience for it, and social media gives us a platform or multiple platforms with billions of potential customers available to you that you can reach for free. It doesn't cost anything to post on Facebook, on Instagram, on Pinterest, on Tik Tok, on LinkedIn. They're all free and you can post your content in my session about how to write copy that sells without being salesy. It was interesting, the questions were all about, well, but I have this, my business is different. I'm in the real estate business or I'm in the business of helping parents with kids who have dyslexia or ADHD, and how do I use copywriting and communication skills and social media to build my business? And the answer is always the same. You put your best ideas online for free, you give them away for free. You give generously, you give consistently over time and you begin to build a bond with people that becomes your brand.

They know that you're the person who can help them with this problem because you've helped them in the past. By virtue of that, when it comes time, they're ready to make an investment to go further, to go deeper, they're going to naturally come to you and make that investment and go deeper in that process. They're going to join your mastermind. They're going to buy your course. They're going to engage you to help them write their copy or change their wardrobe or whatever the thing is that you do.

So, whatever you do, don't feel like you need to switch. If what you're passionate about is growing and crafting bonsai trees for God's sake, don't think you have to become the next Tik Tok expert and put a course out on Tik Tok.

Stick with your bonsai trees, and post about those or whatever your particular subject is. Don't wait until you've got it all figured out. Start posting today. Start putting your content online today. You don't have to have a destination in mind. You don't have to announce to people and say, well, I want to make this a business, but I don't know how to do it yet, so I'm just practicing right now. Don't, don't do that. Just share what you have to share today. And as you begin to build a tribe and attract people to you, they're going to fall in love with you. And when you get ready to sell something, when you know what you're going to sell, they'll follow. They'll buy, they'll invest. Diana says, because every niche has a person problem and pain to focus on first step of the pastor framework.

You, Diana Gladney are a good student, and I think. So my message to you is just very simply take your purpose in life, which I'm sure has something to do with helping other people take your passion in life, which I'm sure has something to do with what you enjoy doing, which I believe your creator, whatever your spiritual beliefs are, I believe you are imbued with that passion from the very beginning of your life and turn it into profit by pursuing a path of sharing and giving on social media. That's step one. So just jump in, the water's fine and if you screw up just to go back and look at my Instagram feed, I have screwed up plenty of times. Go back and look at my YouTube feed. I haven't deleted my oldest videos. I want to cause they're embarrassing, but I leave them up so you can see, you can start from there and actually get somewhere. So, I hope you will do that. I hope you will take me up on my advice to start putting your content out, sharing it with the world, helping other people, and building your tribe, your followers, your flock, and John is right. Passion gets you started. Purpose keeps you going. That's a good note on which to end. Today's daily rate. Thank you. God bless you. And remember, I love you very much and not in a weird way as far as you know.

**Automated Speaker:** To join forces with Ray and his team, visit [RayEdwardsagency.com](http://RayEdwardsagency.com). Join Ray live tomorrow morning at 5:00 AM Pacific on Facebook, YouTube, Instagram, and Periscope for another Daily Ray.

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