



E D W A R D S

The Daily Ray, Episode 14

3 Ways to Thrive in Fearful Times

Automated Speaker: It's Friday the 13th and on location in San Diego. This is the Daily Ray.

Ray Edwards: The Daily Ray for today is all about last minute decisions, not collapsing in the face of fear and getting outside your silo. So last minute decisions. As an entrepreneur, sometimes you have to make decisions quickly and go with your gut, your instinct period if you will inside of you stirs up and you realize I need to do this. That's what happened. That got me to San Diego again in less than a week I was going through emails. I came across a couple of emails that seem to be related. Chatting with Mike. Kim decided, okay, mine are going to meet you at Kira Hug's copywriter club in real life event in San Diego, which I had not planned to go to, but here I am so less than 24 hours later. I've already been on board an airplane flew from Spokane to San Diego. San Diego is beautiful. It's gorgeous, absolutely stunning. As always, the weather here is fantastic compared to Spokane. Sorry, Spokane. They got the advantage. San Diego for the win. When it comes to the weather. So that's making a decision quickly. Will it pay off? I absolutely believe it will. I believe it already has in terms of relationships and connections.

However, time will tell whether the business deal is going to come together or not. I think it is, and it's going to be fantastic. They required a reshuffling of my schedule; my heroic team rose to the occasion to make things happen. Thank you, guys, so much. You all are just fantastic. So, they don't want to talk about collapsing in the face of fear.

I was shocked at how empty the airports were yesterday. Shocked, all because of this Coronavirus thing. Now I know, it's a serious thing, but it's like the flu people and I'm not sick. I've been traveling all over the place the last couple of weeks. I'm not sick. I've washed my hands, I cover my mouth, I sneeze, I have allergies. That's something. If you're, if you're in a situation like this and you have allergies, you sneeze. People look at you like shooting daggers out of their eyes. How dare you sneeze. I did cover my mouth.

The plane was about two thirds full, which I haven't seen that a long time. I mean these days, you know if you travel much, planes are packed, packed to the max and so this worked out pretty well. I was on Southwest. I thought I had the row to myself, but no,

I sat in the second row so usually you get, okay. I'm going to tell it like it is usually in the second round Southwest, it's occupied by old people. I of course am not old, and I figured it'd be old people sitting next to me. No, there are two very attractive young 27-year-old woman who sit next to me. I guess they saw a handsome guy like me and decided, I got to sit there. Or they want to get off the plane fast. One of the two. It was one of those two things, I'm not sure which.

Anyway, the flight was very pleasant. The flight attendants were in a good mood, good spirits. Although it was just kind of quiet on the plane. I think people were looking around thinking, man, should I be here. There were a few coughers, a few sneezers, a few sniffers. The airports, awesome warning signs, lots of signs about washing your hands. What really shocked me until I got to the hotel and they tell me we're not going to be servicing your room on a daily basis unless you specifically request it. So no, no room clean, no maid service unless you're actually asked for it because of the Coronavirus. Now, is it because the Coronavirus, or is it because they saved money by not cleaning my room? Hmm. Perhaps both. Am I too cynical? I don't think so.

Lots of people wearing masks in San Diego. It's crazy, right? And I think that the political climate is making hay with this, using it, all the political parties and candidates are using it to stir up discontent among their followers. We're all going to look back at this and say, what did we get so excited about? That's what I believe is going to happen. I could be wrong, but that's what I believe.

And then I want to talk about silos. I told you three random topics this morning. Getting stuck in our own silos, coming to Kira and Rob's event here, The Copywriter Club in Real Life. A copywriter club in case you haven't heard of it is a club for copywriters. Kira was in our mastermind group a couple years ago. She's a fantastic human being. Great writer. I met her through Brian Kurtz at his Titan's mastermind event. I spoke, she and Rob Marsh put together this fantastic event. We have Dana Malstaff speaking today on the four steps to build your brand and go from beyond the screen to center stage that's Mike Kim, how to get your prospects to convince themselves they need your offer, Kirsty Fanton. My point is there's some very famous, very well accomplished copywriters here that I've never heard of. I'm really excited to see them.

Kira's talking about seven steps to building an agency from zero to \$7 million in seven years or faster with Sam Woods today in that talk. Three stories to tell yourself that keep you from success. Linda Perry. We had dinner last night together at a place called anime, which you may have seen in my Instagram story. What a cool place. Some really, really cool club and restaurant and a big screen animated thing going in background, all the anime is about food. It's really awesome. But getting to talk to the people who are here at this conference and realizing, I don't know quite a few of them, they all seem to know me. I'm not sure if that's good or not. It just probably made him an old guy.

I've learned, OG really means original gangster or just old guy. But I'm excited to be here, invigorated to be with all these young copywriters with fresh ideas and talk to the young lady last night who that was, see who the most talking with last night about this... Dana, I asked her how did you get started in copywriting? And she told me I used to do art installations in LA. Like in the LA museum of modern art, always big museums. She did art installations. She a partisan big famous artists relation and she read a book called the Well Fed writer and decided to become a copywriter and then

ever since, amazing the opportunity to be a copywriter and the different ways you can do it is so limitless. It blows my mind. And the opportunity we have to get known as copywriters using social media is even a bigger thing that blows my mind. Because we have these platforms of like what I'm using right now. I'm on YouTube, I'm on Facebook, I'm on Instagram, I'm on LinkedIn, I'm on Periscope broadcast and streaming live all at the same freaking time. How is this possible? We don't have to pay for this now. We do give up some things to do it. We give up our privacy, but we're not interested in privacy anyway. If we were, we'd have some.

You demonstrated your lack of interest in privacy when you signed up for a Google account. Truth, you gave it up Facebook, Google, you've got accounts with them? No privacy. I just figure everything I do is monitored now, so watch your ass. That's the message there. The tradeoff is the convenience we get and the ability to do things like broadcast to billions of people, potentially billions of people for free on these platforms and build a tribe, attract an audience, create a movement, build a business, sell stuff, get copywriting clients. Whatever we want to do, we can do it on these platforms for free, and video is the way to do it. You can do it through writing. You can certainly write articles, you can write for Medium and start there, write for your own blog, write a newsletter that works just perfectly fine. If that's your thing. I tend to do best even though I'm known as a writer, I've always done better speaking than writing, so I've often transcribed what I spoke and written it down. It doesn't matter. Although, audio is grade writing stuff is great, illustrations are great, photos are great, video is King because we're a video culture. We all grew up on video and we got our own customized TV channel 24 seven in our hand and our phone. We watch whatever we want. Video is the way Tik Tok I forgot about Tik Tok.

Jason says, I just joined Tik Tok four vids, two days, over 1000 views. I know, right? It's crazy and Tik Tok. I'm still trying to figure it out. I'm getting my ass kicked by 14-year-olds, but Mike Kim told me yesterday, well you have 100% more money than all 14-year-olds, so there's that. Yeah, for now. Until 14-year-olds have a million viewers on Tik Tok I must talk for Tik Tok. What's this got to do with getting siloed. We get siloed like I for a long time was siloed in the internet marketing world, the internet marketing world, there's a whole industry called internet marketing. It's not just about marketing on the internet, it's marketing stuff to marketers on the internet who market stuff to other marketers who market stuff to other marketers on the internet. That's internet marketing. It's almost like internet MLM and then I discovered there's this whole other world outside that with social media and social media marketing world came into my life.

I started speaking there and saw this whole other Vista of people and ideas and thought streams, and then with copywriting itself, there's the agora financial and health copywriting fields that I'm not really deep into. I know lots of people there got lots of good friends in those areas like Rich Schaeffer for instance, but then there's this whole other world that Kira's bringing together people from disparate disciplines and industries and there's people who write copy for magazines. Who have never heard of the internet marketing crowd.

It's just so interesting how we get caught in our silos. We get narrow vision. Jay Abraham talks about having funnel vision, not tunnel vision funnel visions where you're widen your vision, you're taking everything, and you bring it together to create something new. That is something worth doing. That's what I'm doing here this week

in San Diego, so if you're here, let me know. I'd love to catch up with you. Maybe we can do a meet up just to text me (509) 303-4431 you can text me and reach me that way you can DM me on Instagram. I'll answer you there. Those are your best bets. DM on Instagram, text me at (519) 303-4431 until then, that's the Daily Ray of today. And until next time I pray God will bless you and do more than you can ask for think or even, possibly imagine. Now I'm going to go hang out with some really cool kids called copywriters. See you.

Automated Speaker: The clarity conferences happening this month and you should be there. Visit rayedwards.com/clarity and join us in person or via live stream back Monday with another Daily Ray.

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