



The logo features the name 'Ray' in a large, black, cursive script font. Below it, the name 'EDWARDS' is written in a bold, black, sans-serif, all-caps font, with each letter spaced out.

EDWARDS

Ray Edwards Show, Episode 461

How to Become Well-Known in the New Economy with Mike Stelzner

Automated Speaker (00:01):

Ray Edward show episode 461. How to Become Well-Known in the New Economy with Mike Stelzner. Ray Edwards show, this is the podcast for prosperity, with purpose.

Ray Edwards (00:17):

Hey, remember when we were in San Diego the last time, it was so fun. It's such a great time. And there are 4,000 people there for Social Media Marketing World. And it was at the Pat Flynn meetup that Mike Stelzner pulled me aside and said, "Hey, what have you heard about this virus thing?"

Tiffany Laughter (00:38):

He mentioned it there?

Ray Edwards (00:40):

Yeah. And I said, "I haven't heard much. I heard some rumblings that there's something going on in China." He said, "Well, a lot of our Asian attendees have canceled, and I'm kind of concerned. It might be a real thing." And so, we were just beginning to discuss it. And while we were there over the next couple of days, a lot of my speaker friends were getting phone calls where the gigs, they were booked for work canceling one after another, after another, and by the time the event was over, everybody was not everybody. A lot of people were a little freaked out, and there was a feeling among a lot of us. I felt this creeping up on me. This may be the last big event we're at for a while. And it turns out that was true. I mean, you know, everything got canceled. The NBA got canceled, baseball got canceled.

Tiffany Laughter (01:28):

School.

Ray Edwards (01:28):

It was just like; this feels like I'm living in a science fiction movie.

Tiffany Laughter (01:31):

Yeah.

Ray Edwards (01:32):

Yeah. School canceled. So, Mike was planning to launch a new course called Becoming Well Known. And the reason he was planning to launch it was people have actually been begging him to do this for quite some time, but he's resisted doing it. He just didn't want to be another guy teaching how to get famous on the internet. But the fact is over the, I think it's been like ten years since he started Social Media Examiner, he has helped so many people become well known, and he's done it all behind the scenes. Like a lot of people didn't know who Mike Stelzner was for a long time because he ran that event, and he worked with other people, people like Mari Smith and Pat Flynn and Chris Brogan and just so many people that we know in that space that are big successes. They owe a lot of their success to Mike Stelzner, coaching them through what to do, how to become well known. And he and I got talking, and he said, "Well, you know before all this happened before Social Media Examiner, I was well known as a corporate copywriter." And he actually also wrote copy for Tony Robbins.

Tiffany Laughter (02:38):

I didn't know that.

Ray Edwards (02:39):

Yeah. We've traded stories. We have some similar stories. Yeah, those are the good old days. So anyway, Mike, when I first met him, we were in a mastermind group together called the green room mastermind. We still are. It's me, Cliff Ravenscraft, Pat Flynn, Leslie Samuel, and Mark Mason and Mike, and I didn't really know who he was. And I was like, "You should create a course. You can make some money." Little did I realize it makes a lot of money.

Tiffany Laughter (03:06):

He's very unassuming. You'd never think he does.

Ray Edwards (03:09):

No, he didn't need any money. He did decide to go ahead and roll this course out because he gave a talk at the last Social Media Marketing World called Becoming Well Known, and it was packed. It was standing room only.

Tiffany Laughter (03:25):

I bet.

Ray Edwards (03:25):

And then when he came out to talk to people, there was a line of, it looked like a billion people, which I know is an exaggeration, but he was there for hours answering questions. And he's like, "Maybe I should do something and teach people how you do this the right way." Not the scammy way that so many people teach it.

Tiffany Laughter (03:41):

Yeah.

Ray Edwards (03:41):

So, he's created this course, and I had the privilege of working with him to write the sales copy for it.

Tiffany Laughter (03:48):

Oh good.

Ray Edwards (03:48):

He asked me if I would do it, and he insisted on paying me, and I said, "Okay, I will. I will allow you to pay me." It was, Tiffany, it was the most fun writing project I've worked on, maybe ever really. And I was a little nervous about it because Mike is a very demanding guy. He has very high standards, and I just felt like we might clash, but we didn't. It was, it was a real collaboration. We were in the Google doc together at the same time. And he'd be like, "Well, how about if we say this?" And I'd say, "Well, okay, but what if we twisted it around, and we did it this way?" We had so much fun.

Tiffany Laughter (04:20):

Oh, that's awesome. When was that?

Ray Edwards (04:22):

That was right after Social Media Marketing World. So, he had waited, and he was telling me how he was thinking, "Is this the wrong time to do this? Is this in poor taste?" And he ultimately came to a conclusion, no, this is the right time. Because if there's ever a time where people need to know, how do I build more of a presence online, how do I become more well-known? So, I get the invites to speak, and I get my products and my services sold and build a business from the ground up. Lots of people are interested in that right now. And I think this course is really going to help him.

Tiffany Laughter (04:55):

When is it available?

Ray Edwards (04:56):

It's available now.

Tiffany Laughter (04:59):

Really? What's the cost of it?

Ray Edwards (05:00):

I don't remember exactly. You can find out by going to SocialMediaExaminer.com/course. I am not an affiliate. I don't get any money for sales. I got paid one time, the fee for writing the copy. So, I just want you to know, I want to be transparent. I have no vested interest in this. Other than this is my friend. I think it's really good, and I think it'll help you. And I had this long conversation with Mike, and I recorded it of us talking about this whole thing. So, we're going to play that back right now.

Ray Edwards (05:30):

My guest today is, I'm so excited to have him back on the show he's been on before. You've heard his name before from me, Mike Stelzner, who is the creator of Social Media Examiner, which is my number one trusted source when it comes to social media marketing. And then also the big event, we could start by talking about that because that happened right before the whole Coronavirus thing struck.

Mike Stelzner (05:50):

Yeah, it was kind of crazy. The event was March first, second, and third, and we were kind of upset that we got early dates this year because the prior year, we were late in March, but man, that turned out to be a huge blessing because it was literally why we were at the event that the very first person in America ended up passing away from Coronavirus up in your state. And it started becoming a little more serious for a lot of people during the event. And a lot of our speaker friends were getting emails in their inbox, with cancellations to events and a lot of people. You know, first of all, everybody was safe. Nobody ended up that we're aware of ended up getting Coronavirus as a result of going to the conference. Because it was still pretty early, as you know, for that part of America. But, yeah, it was a surreal, powerful experience for people. I think it became very obvious to a lot of people that this might be the last chance for a while, that we'll all be together, and it had a special meaning for a lot of people, which is kind of exciting.

Ray Edwards (06:51):

It certainly did for me. And I was so glad that I was there for the entire event, but it was eerie to hear the discussions shift while we were there to more and more about the Coronavirus and what was happening. How did it affect attendance, or did it at all?

Mike Stelzner (07:04):

We ended up having certain people from Japan and China and other parts of the world that were kind of impacted by this not to send people, or they couldn't send people. It didn't have a huge impact other than the last two weeks leading up to the amount of our sales kind of tanked. And I think a lot of people, you know, in kind of the mid, late February were questioning whether or not they were going to travel, especially considering this is a very big international contingency that comes. But it did impact the physical ticket sales for next year, for sure, because a lot of the people at the

conference were waiting for their boss to give them approval, you know, to come back next year. And obviously, a lot of that was kind of on hold. But I think we all things being considered; I'll take what happened for the alternative any day of the week, which is, of course, having to cancel it.

Ray Edwards (07:56):

Well, for sure. How many people attended?

Mike Stelzner (07:59):

We had 4,000 people from, I don't know, like 50 or 60 different countries. And then we had another 2000 virtual participants.

Ray Edwards (08:07):

My goodness. And you had a special session you presented. I'm really excited to talk about this because I've wished for you to do something like this for a long time. And your presentation was about how to become known now, what do you mean by that?

Mike Stelzner (08:22):

Well, and actually, it was Well Known, and I think the word well is an important word to add to that dialogue. I believe that nowadays, and it's, I think even more important now, given COVID-19, if you're known to an audience, and they know you for the content that you produce, and because you're regularly showing up in front of that audience, you have a lot of freedom that those who are not known do not have. For example, when you're well known, people will pay attention to your content over content from people that they don't know because they know you, they trust you. They like you. They're used to receiving value from you. And when that happens, you have a lot easier time promoting marketing or doing whatever else you want to do. And that is kind of hard right now because a lot of people, you know, historically when they want to get their product or service in front of someone, they have to go pay Facebook or Google a lot of money, and hopefully, it'll get in front of that audience. And nowadays, a lot of people on social are ignoring advertisements, and it's gotten a lot harder for marketers to do their craft for creative people to do their craft. But the alternative is if you develop if you can figure out how to develop a really loyal following. And I believe everyone can; if they follow the right process, they'll have people that will follow them through thick and thin. And that is the advantage. I think that right now, certain individuals have, but on the flip side of it, I also believe so many of us right now have so much extra time now to be thinking about the future, to be planning, to be creating content, to be showing up. And I think it's a great time right now for people to kind of figure this out better than ever.

Ray Edwards (10:16):

Well, I know that for a lot of the people that I work with who are writers and other creatives, one of my biggest pieces of advice for them to get business, to get gigs was, go to live events. Well, obviously that's not working for them right now because there are no live events, not in the real world, there are virtual live events. But there are other people that we know mutual friends of ours, who are well known, who, whose

businesses are still chugging along, they've been affected, but not nearly as it's not been nearly as hurtful to them as it has to other people. So, my question is, can somebody who's not known right now become well known even today?

Mike Stelzner (10:51):

I believe absolutely, one hundred percent, Ray. I mean, you and I were both unknown before we became known. Everyone was unknown before they became known. I guess the big question is, what makes some people stand out? And it's not even standing out, but what is it about some people that enable other people to follow and listen to them, but that doesn't happen for others. I think it's just mostly a question of how I don't think a lot of people understand how to do it. And you know, my prior careers, I was a writer, and I was a very well-known writer. And that allowed me to do a lot of things that allowed me to have a line of people that wanted to work with me. They were waiting for months in advance because I followed a certain method and a certain strategy. So, to answer your question, yeah, I totally believe anyone can become well known if they follow the strategy that I'll lay out hopefully today.

Ray Edwards (11:45):

Well, yes, absolutely, we'll have you do that today. And there are two rabbits I want to chase. So, I'll make the first one really quick. And that is Mike, and I have known each other quite some time. And one of the things I really appreciate about you, Mike, is you're very data-driven, you're very logic-based. You have a lot of science to back up. The things that you do, which is, of course, why you've been so successful with social media examiner and Social Media Marketing World. And I, on the other hand, have more of the impulsive. If I could describe it this way, I'm a ready, fire, aim kind of marketer by nature. And I think you are a ready, ready, aim, aim, aim, fire kind of marketer. And I think you also have a blend of you have that creative flair that you allow to escape later in the process, which I think is good, but I love it. I think of it as the blending of art and science together, which gives, I think, a more certain outcome. I would have done a lot less trial and error if I'd met you earlier.

Mike Stelzner (12:42):

Well, if we can be honest, I think all writers at the beginning of their career, think they're amazing and write stuff and then some works and some don't and then along the path, writers begin to figure out, "Well, I better interview my customer before I write. Maybe I should talk to some more people, maybe their customers before I write." And then, the more successful writers begin to come up with a process that empowers them to increase the likelihood that they hit a home run with every single piece of work that they create. So despite how artistic and creative you are, Ray, you do have a process, and you may not often think about it, but the truth of the matter is the reason you're successful is that you've come up with a method and a process, your pastor model. Right? And that is what allows you to bring a little bit of science to that creative edge that you have. What do you have to say to that?

Ray Edwards (13:40):

I think that's exactly right. And I mean, it's when I said less trial and error, it would have taken me a lot less time to come up with a method and be more aware of my process.

Because getting to know you has been a little bit of help getting to know myself and realize, Oh, here's why some of the things I did worked, and I probably do more things like that and take this approach. And as I look to the future, like you have this, becoming well-known system, that makes me go back. I want to go back and start from the beginning and walk through the whole system because I want to relook at my business. I think now's a good chance for all of us, even not just the people who are completely unknown, trying to figure out how to become well known or known at all. But even those of us who are somewhat well known to become better known and be more intentional about the whole process. So, can you kind of walk us through how this works?

Mike Stelzner (14:24):

Yeah, just really quick. I just want to share how I got to this process. I used to be, like I said, well known, and then I started Social Media Examiner and kind of became the guy behind the curtain, building a movement and helping other people become well known, especially in the space of social media marketing. And along the way when I was mentoring and coaching. So many of the individuals that are very well known in my space today, I began to notice that there were certain things that I was doing, and I kind of documented them and codified them into a process. And I believe this process can work for anyone listening regardless of what industry you serve in. So, I'll start with the very first part of the process. It's called the D.R.E.A.M.S. method, but it's an acronym.

Mike Stelzner (15:09):

So, if you think about the first letter in dreams is D, and step one is the depict phase. And if you think about the word depict, it's kind of like a visual storyboard of what you want to become. And when you are envisioning a storyboard right now, you can probably imagine your favorite movie. And maybe you've seen a storyboard. For example, Star Wars is one of mine, and you see the storyboard with maybe Luke Skywalker and his thing battling, you know, and all this other kind of stuff. The idea with the storyboard is to draw out your future reality. And in this process that I call the depict phase, you want to ask a couple of questions like, "Why is it I want to be more well-known? What are my big dreams and aspirations? What could hold me back now?" This is a really big part of the process, which is to identify some of the limiting beliefs that you might have. For example, one of the big ones is, "There are too many competitors out there." or "No one will listen to me." And the idea is to identify those roadblocks and maybe reposition those as liberating truths and be prepared for them when they happen so that you can rot around them, just like a good movie, there's drama, right? And you're going to face friction. And the idea is if you can kind of anticipate that, then when it happens, you're more prepared. And then, of course, imagining you are able to overcome those roadblocks. What could you achieve? How could this transform your business and your life? So that is step one of the process, which is the depict phase. And I think we all need a little permission to dream sometimes. What do you think? I mean, sometimes we don't even do some of this stuff. We just start making.

Ray Edwards (16:48):

Well, exactly. And what I love about this is I'm also a big graphic novel and comic book fan. And I loved when they released the storyboards, the original Star Wars movie, the first one that came out in 1977, that's the original one, folks, just in case you're confused. I loved looking at that and seeing how George Lucas and his team envisioned what it would look like. And the funny thing about it is it's based on the hero's journey, archetypal story, which is really the story we all live out because, as you said, we know we're going to hit roadblocks. But for us to sit down and imagine what's the roadblocks going to look like, what things are I likely to run into? I think it serves us really well to go through that process visually and just depicting it as an image in our mind and what it's going to look like because it helps us make it real. And we, I think we get much better results. So, I love it so far.

Mike Stelzner (17:37):

Yeah, and it's really important. I think for people, depending on what kind of person they are to, kind of go through this process. I even encouraged people to go three years into the future and write a little bio of what they've actually achieved and then record a video of themselves saying this is what I've achieved. And then to record a video to themselves, reminding them that they're going to hit these roadblocks and that they got through them. And then to bring those little videos back, and that could just be stored to the side, just for, you know, for, for when you hit those, those moments. So, once you get past the first phase, by the way, every single one of these steps builds on the prior step.

Mike Stelzner (18:15):

The second phase is research. So D R E A M S. R is research. This is where it gets a little scientific, not a lot of scientific, but a little bit. And the idea here is this should resonate with most writers. You know, who exactly do you want to be in front of? What are their big struggles and frustrations? And can you solve those struggles and frustrations? And this part of the process involves actually talking to humans, getting on Skype or zoom and actually interviewing them and asking them the right questions and documenting the words that they use. It might involve doing a survey of your audience. And then, the next part of the process is to analyze, I mean, to research your competitors. And this is where you want to, you know, first of all, identify who the obvious competition is. And then maybe do a little bit more research. Who's the non-obvious competition. Maybe you're a writer, but you don't look on YouTube very much, maybe, or podcasts. Maybe you ought to take a look at who's dominating in those worlds. And what is it that they, what is it that uniquely allows them to be successful? How are they messaging? Who are they messaging? How can you be different? So, this part of the process is really, foundational. A lot of people understand it intuitively, especially writers, but they do not practice it when it comes to themselves.

Ray Edwards (19:35):

Now, I have to admit, I am a big fan of people like Jack Canfield and Tony Robbins, who teach a lot of this doing background research and writing out, going back to the depict stage even, and writing it all out. And I'm thinking of the importance of doing this, actually doing this work, not just doing it in your head, because when I first started going to programs like that, I would kind of roll my eyes when he got around to the write out your future and write out exactly what it will be like and visualize it. And even

Jack Canfield had this thing he called a "come as you will be party." So, the idea was at his event, the last night of the event, you dress up in what you're going to be like as your future self. And I thought that was ridiculous. Until I actually experience it, and I was like, you know, there's real value in this, because this seems more real to me now. And so both of these stages, the depicts phase and the research phase, seem to go together in that way and that they help you really depict what, what you're facing, what you're going to have to do to get where you want to go and know exactly what it looks like when you get there. But then to have the facts from the research to actually tell you what's real and what you've maybe just imagined because one of the problems I ran into I think was I would not write the exercise. I'll just think it through. And I'm fond of saying these days that writing is the doing part of thinking until you write it out, you haven't really done the work. So, I love this research. You've been the guy who sold me on research. I wasn't really a big researcher.

Mike Stelzner (20:56):

Well, and here's the thing you have to, everybody when it comes to you, Ray, or anyone who's listening, we have some preconceived notions of our audience that may or may not be true. We might think we know them better than they know themselves. It turns out that's just not true. And we might be mistaken in what their biggest struggles are. And we might be mistaken in the language we're using to try to connect with them. And when you do this research, you're going to identify precisely what are the words and phrases that they use. And anybody who's a writer knows that as solid, fricking gold, right? And that's the part that perhaps the most important part down the road, because when, you know, with certainty based on your research, that these are their struggles because it's a common struggle, not just, not just some random thing, one person sent you in an email or some idea that came into your head when you woke up in the morning. But instead, it's actually something that seems to be prevalent across your audience. That is super powerful. And it kind of transitions perfectly into the next phase, which is the experiment phase. Do you want me to talk about that? Or did you want to talk about research some more?

Ray Edwards (22:06):

No, please let's experiment.

Mike Stelzner (22:08):

Yeah. So, the idea here is that once you've gathered up your research, then you want to put it to the test. Because first of all, the idea that you gathered research, maybe you've talked to five or ten people on the phone, and maybe you've done a survey, but you want to make sure that what you gleaned from the research is indeed going to work. And the reason why this is so important to do experiments is that you can fail very, very quickly here. The idea is that you want to go ahead and run some simple social media posts, give it 24 hours, and you want to see whether or not you get the right kind of response from your posts. The idea here is that there is an audience out there somewhere, right? Maybe they're in a Facebook group. Maybe you have to target them with a Facebook ad. Maybe they're followers of you because maybe you have a decent-sized following on the social channels. And you want to take some of your research and pose it into a question. For example, one of the big struggles that I found in my research is people claimed they didn't have enough time to become well

known. So, you know, there were variations in the way that they said it, "Have to get my ducks in order," was one of the phrases or, "Barely have enough time for my business, let alone growing me," you know? So, I could take some of those messages and put those into social posts with those keywords inside of them and see whether or not I get the right kind of response from people. And, you know, "Don't, you hate it when," or "Would you rather this or that," you know, and you can put together a simple post or, "How would you," you know, or I'm struggling with this "message." How would you respond? And the idea is just to put these out on the platforms in ideally a text-based post, and then wait to see whether people resonate with the message. And if they don't, then it either means one of a couple of things, right message wrong audience, wrong message, right audience, wrong message, wrong audience, right? And then you just have to keep trying these experiments over and over again until you find something that connects. And when you find that something that connects and you find who to put it in front of, that's when you began to get into your sweet zone, that's when you begin to have the knowledge that this is an area that I should develop deeper, because these are indeed real struggles that I can solve for my audience. So, you want to ask any questions about that? Any thoughts on that?

Ray Edwards (24:41):

I think I caught something you said, I think I know the answer to this, but I'm going to ask you this question. Did you follow this framework in developing this program?

Mike Stelzner (24:50):

Yes, absolutely. Of course, yeah. I mean, like, let's be honest, I followed this for a long time. I've done this before. I've done it in different ways. And for example, in this particular case, I have a course that I'm launching, and I decided to create some videos. And I took the data from the research and decided to theme some videos around some of the things that I found in the course. And I track to see which of those videos got more response than other videos. Now that's not an easy experiment to create a video. I could have done it more easily had I just simply put it in a text-based social post, but regardless, however you choose to do the experiment, it's up to you, but I did the experiments so that down the road, I would know what connects and what does not connect.

Ray Edwards (25:41):

I kind of knew that, but I wanted to underline that point because I think it's really important to realize. And here's something that occurred to me that I hadn't thought about until just now right now is we're in the uncertainty of the aftermath of COVID because nobody knows what the world's going to look like three months from now, six months, nine months because of this. But we all know it's going to be different in some ways, some pretty significant ways, especially in the way people process information and opportunity and business and decisions like that. So wouldn't now be a great time, even if you're already well known, I'm thinking we should go through this process ourselves at my company for like, for the next product we're thinking about launching to make sure we really understand what's happening in the mind of our prospects of our audience. Is that right?

Mike Stelzner (26:19):

I would say absolutely. And the truth of the matter is that the whole world seems to be pivoting right now. So, you know, if you have previously been known for something or been speaking about just one little niche and one little topic inside of your niche, but it seems to fizzle out, this is where something like this can help you identify some other topics that maybe your audience is interested in, that are not aware of and begin experimenting to see whether or not that's something you want to talk more about for sure.

Ray Edwards (26:49):

Yes. I'm loving it. Okay. What's next?

Mike Stelzner (26:52):

All right. So, so far, we've talked about depict, which is to visualize your future research, which is to talk to your audience experiment, which is around simple experiments. The next phase is the augment phase. And if you think about the word augment, what it means is to improve or to make better. And the best metaphor is augmented reality. If you've ever been in a car with a heads-up display that tells you like, go this way, go that way. That's augmented reality. If you've ever looked at a map, you know, and it had directions layered on top of it. That's augmented reality. The idea is to improve. So once you determine from your experiments, which messages resonated with which audiences, now you can begin to do a deeper development, and it's at this stage of the process that the writers should all get very excited because it's at this point where we begin to talk about developing talking points, and we begin to determine. For example, what are the core messages we want to talk about? Who are we for? What problems are we solving? What's our solution simply stated? And also, in this phase, we begin to think about our own method. Like, why not come up with our very own pastor method or the dreams method like I have, but come up with one for you? Whatever you're known for, you know, Gary Vaynerchuk has his jab, jab, jab, right hook method, which so many people are familiar with, which is give, give, give, and then ask. The cool thing about coming up with a method, and you know this, Ray, is that if you have a method, people automatically impute extra wisdom to you because you've gone to the effort of trying to create some sort of a system that makes sense to other people. And that's super powerful. I mean, have you found that to be true?

Ray Edwards (28:37):

Absolutely. And it's interesting how much wisdom they will impute to you because of that system. I'm not saying that the system is not valuable, but it makes you appear more valuable in their eyes than you would have otherwise if you just were simply parroting or even using different words, but saying the same thing as everyone else, having a systematic way of approaching it, that you've thought it out and constructed it.

Mike Stelzner (28:58):

Yeah. And if it's memorable and easy to understand, that's even more valuable, and people will be adopting it, repeating it, credited it to you. Right? Which is so valuable. Another part of the augment phase is to figure out stories that you can tell. And the idea here is to take stories from your experiences and or other people's experiences

and begin to craft them and to use them over and over and over again, inside of your message. Because a story, as all of us know, is very, very powerful. And a story allows you to convey things at a far deeper emotional level than just flat out teaching. And it's not a skill that everybody understands how to use, but it's very powerful when done right. And then, the last parts of the augmented phase are to begin to map out a strategy for your content and your social media, and then you're ready to move to the next phase. But before we go there, I want to know what your thoughts are on stories. Because I feel like this is something so many people hear about, but they don't act on.

Ray Edwards (30:04):

Well, it's super important. I mean, we remember stories. We don't remember abstract ideas very well. I mean, some of us do, but most people are not very good at remembering abstract ideas, but you hang a story on it, and they can suddenly remember it with no problem. I mean, we probably, most of us have heard the story of the man who built his house on the rock versus the man who builds his house on the sand. Right. We all know building your house on the rocks, the better idea, that's the story that Jesus told, and most people don't realize he did almost all of his teaching through stories, not through, he didn't give long sermons. He just gave one that we know of. And that was the sermon on the Mount, which was also had some stories in it. So, the story and more than just Jesus, I mean many like Socrates, Plato, Buddha, many of the great thinkers of history, the reason we remember them is because of the stories they told. And that's because we think in terms of stories. Very powerful, you must use stories.

Mike Stelzner (30:56):

The best presenters know how to tell amazing stories. And I will share a little story just today. I launched this course Becoming Well Known. And I decided on my personal profile to tell the story about how I was reluctant to do this and how, when I started doing this, I felt like I had to do it. And now how I feel like it's my calling. And I talked about in that story about how I had developed a bunch of videos and how I'd done a breakout session at social media marketing world, which you alluded to earlier, how was a packed standing room, only audience and how a bunch of people afterward came and stood around for 30 minutes and asked me millions of questions. Yet. I mentioned how a friend reached out to me privately and said, some of my peers in the industry were mocking me because I chose to teach on this topic. And I got pissed off about that because I was like, excuse me like nobody owns this topic. You know, supposedly someone else had owned this topic in the eyes of these people, and I'm all, nobody owns this topic. People have been talking about this stuff for decades. And I shared a little bit of that stressful moment that I had inside the story yet how it emboldened me and empowered me to go forward anyway. And I got to tell you because I told that story inside of my launch email. I mean, it wasn't even an email. It was just a post I did this morning. People went nuts over the thing, and they were all talking about different sides of it. And, and it was really fascinating how just the use of my story in this particular case and how I zoomed in on a couple of struggles first that I felt imposter syndrome, right? And then people were like, what you face imposter syndrome. And how I face some of these other challenges that really allowed people to zoom in on that story. And even as I was telling that story, I'm sure people were like zoomed in and their brain on that story. And when you know how to tell these kinds of stories, it's pretty powerful.

Ray Edwards (32:55):

You got people more engaged, and you had people emotionally invested with you because most of us when we hear a story like that, will rally to the side of the person who is criticized because we empathize that we don't want it. This is one of the biggest fears we all have is that I'll be criticized for saying what I think. And there you were living that out. So, people were drawn to you because of it.

Mike Stelzner (33:16):

Yes. And this is really important. In the course, I teach people that criticism is part and parcel with being well known as you know, firsthand Ray and I, but I tell a lot of people because I know this is a legit roadblock that a lot of people face, which is like, I don't want to be well known cause I don't want to face criticism. And I think there's a really good quote from Aristotle, and I'm going to paraphrase it. But basically, he said, if you don't want to be criticized to, say nothing, do nothing and be nothing. And, and the idea here is that first of all, we're all going to take a little bit of heat if we take a stand, but if we don't take a stand, we'll never have a following. And the other side of it is that our message is not for everyone. Right? And this is another side of it that we sometimes have to be okay with the fact that some people that come to us with criticism there, this is not for them. And maybe we need to have a little compassion and just realize, you know what, I totally hear where you're coming from. I don't think this is for you. And that takes gumption. I don't know if that's the right word, but it's not easy to do sometimes. Is that right?

Ray Edwards (34:24):

It's not always easy to do. But one thing I've learned is that if you say something that is of importance to any number of people, there are going to be some other people who are offended by it in the way I usually express it, as by saying all-powerful communication, offends someone, I don't set out to offend people. That's not my purpose, but I do know if I say something that matters, if I speak the truth, that I feel is important, some people will be upset by that, and they will express they're upset, usually in a public forum where they remain anonymous.

Mike Stelzner (34:56):

Exactly. So, at this point, just to bring back to the dream's method, we've depicted what we want to be. We've researched our audience and our competitors. We've run some experiments and failed a little bit along the way and determine what messages really do connect. We've developed those messages in the augment phase and maybe come up with our own method and some stories we can tell. And now, we're ready to transition into the make phase now for what it's worth. Most people jump straight from depiction to making, and they often wonder why it doesn't work. Yeah.

Ray Edwards (35:33):

I would come up with these great ideas. And I'd be so excited. I'd run into the studio and start working on it and building it and making it. And then sometimes, I mean, often that worked because thank God I was blessed with pretty good intuition or subconscious computing ability to figure out things that were going to work, but it didn't

always happen that way. And I realized now looking back had I had this framework and really understood it better and done some research and some experimentation and some augmenting, I could have saved myself a lot of the errors in the trials and errors that I executed.

Mike Stelzner (36:07):

Yeah. I like to tell everybody that this is really a great way to minimize your risk, reduce a lot of wasted time and possible money, developing things that might, you might learn out, learn too late, are not going to connect, you know, and this helps ensure or greatly increases the likelihood that they really do work. So, in the making phase, it's really all about making; this is where you begin to make a name for yourself, right. By making content, making sure you're regularly showing up. And all the prior steps kind of come together right here because you've developed everything, you know, with certainty, what exactly your messages, where your audience is. And then you begin actually building the content. Now I like to tell a lot of people there's a fast way and a slow way, and I advise everyone to take the fast route first when it comes to making content because this will give you a taste of success early. And the methods that I'm talking about, the route that I'm talking about is to start by making content for someone else, making sure you show up on someone else's media, at the beginning, someone else who's already done some of the hard work and has gathered an audience that is the ideal audience that you want to be in front of. For example, podcasting, I'm showing up on Ray's podcast, raised on this podcast for years. If I didn't have a podcast showing up on other podcasts would be a really smart thing for me to do to provide value to their community video. You can show up on other people's Instagram channels. You can do takeovers. Uh, you can do collaborations on YouTube. People have live shows on social platforms where you can show up as a guest, writing. There's a lot of multi-author blogs out there that take written content from other people, heck there's even medium, right? Which has huge publications. You don't have to start a blog in the beginning. You can write for other people. I was a guest writer on Copy blogger in the early days before I started Social Media Examiner. And I wrote a couple of blog posts about social media, which you can still find on there, specifically on Twitter. There were some of the most popular articles for the entire year that they were on their backend, like 2008, 2009ish. That gave me the signal that, wow, maybe I should start my own thing because I got that message in front of an audience. And then, of course, speaking is the ultimate Holy grail. And I know not a lot of people are doing traditional speaking, but you know, there are online events where you can go, and you can speak, and you can, of course, do webinars, which are easy to do.

Mike Stelzner (38:50):

So the idea here is in the beginning to take your gift, whether it be written, spoken video or performance, and try to show up on other people's, you know, rather than starting your own event, try to speak at somebody else's event, right? And then eventually, over time, as you begin to get some connection with that, those other people's audiences, you can develop your own audience as well. The last part of the process is the sync phase, but do you want to talk about the make stuff at all before we talk about the sink stuff or any questions or comments on that?

Ray Edwards (39:22):

I just want to underline what you're just saying about speaking, and even though, and appearing on other people's media, because even though real-world face to face, speaking is not happening a lot. Right now, it will come back. And I have a friend who teaches people how to get on those stages. And he also talks about digital stages and thank the heavens. He was talking about this before the real-world stage basically shut down. So, he has the credibility of being able to go back and say, well, I've been telling you guys about digital stages for a long time, podcasts and blogs. And these live shows are all legitimate stages. They just happened to be online. So, I think the opportunity for doing that is so much better now than it ever was before because of the internet. And I think this is another reason why this program, even for people who are already established, maybe already well known; this is a really good framework to revisit and go through with your current business while you're planning to do moving forward because it's a new world. It's a brave new world. And it's, I think this is a good way to put on some different lenses for looking at our businesses and our products and our customers and serving them better.

Mike Stelzner (40:33):

One of the things that I talk about inside the course is because I have one of the largest, well, actually the largest amount in my space and the largest podcast in my space and the largest blog in my space. I have a lot of insight into what, uh, event directors and, uh, you know, uh, bloggers and podcasts, podcasters are looking for. And what I teach is how to position yourself so that you will be selected because let's be honest, it is a selection; generally, it's a recruitment process, right? So most of the opportunities to speak, to be on podcasts and all that stuff come kind of magically fall inside of your lap when you follow a method like this, and most of the top opportunities are all hand recruited. They're not like you don't pitch them. They come to you. And I teach, uh, how that works because I happen to live that. I've been living that for a long, long time.

Ray Edwards (41:34):

This is so important because we get, on average, three to five pitches a week from people who want to be on my podcast. We just have a standard answer, which is sorry, it's an invitation-only, and we're booked up. So, if you're thinking that you're going to send out a form email or hire somebody to send out a form email on your behalf and get you on podcasts, that's not going to work.

Mike Stelzner (41:59):

That's right. Instead, it's, it's a process of already establishing a little bit of a name for yourself because the truth of the matter is anyone who has any kind of platform that doesn't invite people onto it. They want to know that these people have already done some hard work and have public evidence that these people know what the heck they're talking about before they decide to bring them on to their show or the platform or whatever it is. Right? So, so that's where a big part of this is going to be developing a really nice, for lack of better words, portfolio, you know, to use the written terminology here of your work. And as you become more known in your niche, it becomes a lot easier for people to recruit you, and you get to the point where you can be selective, which how cool is that?

Mike Stelzner (42:52):

So, the last part of the process is the sync phase. And this is really the advanced part of the dreams method. This is where you go back to that competitive research you've done. And you began to realize because of the work you've done, you've begun to develop the respect of your former competitors. And they now begin to see you as peers, and they now become your friends. And the idea here is when you think about what the word sink means or to synchronize or synchrony, it means to work or to collaborate together with other people, with some sort of desired outcome. And in this phase, you do identify the right people. You begin to develop those relationships with them so that you can do more for the entire industry. You develop these mutually desirable outcomes, which lead to triple win situations, a win for you, a win for the other person, and a win for all the audiences that are combined together. And this has really been kind of the secret sauce to the success of my company for such a long time, as I've developed such a deep, strong relationship with so many people that quote-unquote could be perceived as my competition, but they don't see me as competition. They see me as friends, and this is kind of something that is highly advantageous and desirable in the long run. Well, I think in today's very interconnected world, it's, it's vital. If you are stuck in the old way of thinking that everybody's your competition, and you've got to, if you take a piece of the pie, they lose a piece of the pie. I think that's the exact way to think about it. We all grow together.

Ray Edwards (44:34):

That's right.

Mike Stelzner (44:35):

It's an abundance mindset. I liked that a lot. So, so that's the whole model kind of in a nutshell, and I, I'm excited that I came up with this method, and I hope it makes a lot of logical sense to people. And I hope that for everyone listening right now, even if you choose not to participate in the course, hopefully, you found some insight that will kind of empower you to put some of this to work for your business.

Ray Edwards (44:58):

There were a lot of very important points that were made. So, if you didn't get a lot of insight, you need to go back and listen again and take notes.

Mike Stelzner (45:06):

We should mention the connection you and I have, to this.

Ray Edwards (45:10):

Yeah, I think in the spirit of full disclosure, I should reveal that I helped contribute to the copy. That's been written to convey the value of the course on the sales page.

Mike Stelzner (45:22):

Yes. And I am a customer of Ray Edwards. And if you want to see Ray's pastor framework in action, it was super fun to collaborate with you on this. It really was.

Ray Edwards (45:35):

I felt the same way. I really enjoyed it. I've told a number of people. This was the most fun I've had working on a sales copy project with a client maybe in forever. It was great; we had a great synergy part of that's because I've known you for so many years now. And you've really helped me see a lot of this over time, not in a, in an overt framework kind of way, but this I've seen you walk through this process. I've witnessed you trying to walk me through the process. Sometimes me resisting like the research phase, but I've, I've learned my lesson. And I think this is really important stuff. And if you're at all thinking about, maybe I need to know more about this, I strongly suggest, and I have no financial interest in this at all. I don't get an affiliate commission or anything like that, but I would urge you to take a look at this course and consider enrolling in it. Enrollment is open right now, right?

Mike Stelzner (46:31):

Yes, and it closes on May 1st. And if anybody's interested, they can go to SocialMediaExaminer.com/course. And the cool thing about the sales page is it's kind of written like a blog post. So, there's a heck of a lot of value in the sales page itself. Even if you choose not to take the course, you could probably print this out and highlighted and try to follow it and probably get pretty far along. Even if you chose not to participate in the course. But if you do, I'm super excited because this is the first real course that I've ever done. And I have gone full in on this thing. Like this is some of the best work I've ever done in my life. I'm super excited to share this. And I'm excited to see, you know, even though we're in the midst of kind of crazy uncertain times, I'm excited to see the people that are going to come out of the other side of this course and use this time of uncertainty to invest in themselves and hopefully, really make a huge difference in the world.

Ray Edwards (47:30):

Absolutely. I believe that's going to happen. And I'm excited to see that as well. And I think it's the whoa we need right now; we need people to step up and build or rebuild their businesses and keep pushing forward to keep the economy moving. It's the best thing we can do for one another. Thank you so much, Ray. Thank you, Mike. It's been my pleasure. We'll have links to a link to the course that I'll need a blog post that accompanies this podcast. I encourage you to check it out. I don't think you'll be disappointed. There's value in the post. As Mike said already, you can learn a lot from that. And I look forward to hearing the success stories that come out of this, Mike.

Mike Stelzner (48:08):

Thanks again, Ray.

Automated Speaker 2 (48:12):

Thank you for listening to the Ray Edward show.

Automated Speaker (48:15):

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Automated Speaker 2 (48:24):

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Automated Speaker (48:29):

Each week we bring you a message of prosperity with purpose and freedom, remembering that true freedom is available to all through Jesus Christ.

[END OF AUDIO]