



Ray Edwards Show, Episode 473

3 Reasons Why You Must Learn Copywriting in the New Economy

Automated Speaker (00:00):

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Automated Speaker (00:13):

Ray Edward show episode 473, three reasons why you must learn copywriting in the new economy. The Ray Edward show. This is the podcast for prosperity. With purpose.

Ray Edwards (00:31):

This week's episode of the Ray Edwards show is called the three reasons why you must learn copywriting in the new economy. And I mean, you really must. Why? Because all entrepreneurs are copywriters, but the successful entrepreneurs are intentionally good at this skill. Empires and big companies are built on copy and potential empires and potentially big companies fail and fall apart because of the lack of powerful persuasive pros, the fear of selling their products and services to the clients who need them desperately and the inability to express themselves well and present their value to the marketplace today, we're going to help prevent you from falling into that trap and show you why you must become a good copywriter. If you're going to make it in the new economy.

Automated Speaker (01:21):

Does anyone want to live a life that has long and prosperous spiritual foundations?

Ray Edwards (01:27):

Let's start things off, right with spiritual foundations for this week from Proverbs chapter 10, verse 26, like vinegar to the teeth and smoke to the eyes. So are the lazy to their employers. This sounds like a harsh way to think about your team members, but I've

seen this over and over again in the business of my clients, my friends, and even in my own business, bad employees, this doesn't mean they're bad people, but they have a behavior problem that affects the entire team, one person can drain the life out of an entire business. If you let them skills are important, but attitude is essential. You can teach skills and you can coach behavior, but you cannot change character. And that's what we're talking about. Character traits, which is not to say character cannot be built or changed and improved. It can, but it's 100% an inside job. In other words, the person with a character problem has to want to change. They have to want to not be lazy. They have to want to not be a gossip or a troublemaker, a pot stirrer if I may say so. You cannot force them to change their character. You can force them to change their behavior for a little while to fool you, but their character will win out in the end. And trust me, if they don't want to change, they're not going to change. You do not have a solution to a problem. They do not think they have try fighting that battle. And you end up with the unpleasantness of vinegar and smoke, and it's a bitter and tearful experience. Indeed, better to send them on their way better, still to hire the people with the right character to start with because like vinegar to the teeth and smoke to the eyes. So are the lazy to their employers. Proverbs chapter 10, verse 26.

Automated Speaker (03:07):

Now simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray Edwards (03:13):

This is one of the more common questions I'm asked. What app do you use to do all your writing these days you to use Evernote for everything, do you still do that? No, I do not. I still use Evernote because I have so much stored inside of it. But my writing app of choice, the one place I go to write everything these days is Ulysses. It's the ultimate writing app. If you have a Mac, use an iPad or iPhone, if you have all three, like I do, I think it's almost indispensable. This is a focused writing experience. It combines the effectiveness of great document management plus almost instant syncing, synchronizing, and flexible export options. So, you can export your documents in any format you need them in; PDF, rich text, markup, HTML, you name it. It works for writers of all kinds. So, let me ask you this about your writing.

Ray Edwards (04:01):

Do you sometimes struggle with getting distracted easily? Like on my screen right now, my Mac I've got Slack open. I've got Chrome open. I've got Safari open. I've got QuickTime audio recorder open to record this podcast. Yes, that's what I use to record my podcast. Believe it or not. Cause I don't edit them. Somebody else does that for me. I just speak. And it happens because I wrote my outline already. I wrote my outline and Ulysses. Ulysses helps you focus on what you want to say. Not on all the other extraneous details. A lot of writers love the way Ulysses causes you to be immersed in the text and the text only. And that helps you focus on what you're saying helps you be more productive. It's a full-fledged writing tool, but it stays completely out of your way when you're creating the words that matter for that reason. I like this one better than any other distraction, free writing app, and there are many of them. I know there are many great ones. I use them. I probably have them on my Mac right now, but my favorite, the one I use all the time is Ulysses. Do you ever get tired of dealing with all the files and folders and trying to organize your documents and your source

documents, your research documents, Ulysses organizes everything in one place. There's a unified library that holds everything you will ever write. All the research you need. All the notes you have, whether it's love letters or sales pages or email campaigns or daily blog posts or you're writing the great American novel writings in the best organized fashion it could possibly be. Plus, it's in a universal text format that could be used by any app and you can export it in any format. As I said before, this way you can focus on doing the one thing it's most important, getting the right words down on paper or on the hard drive as the case may be.

Ray Edwards (05:36):

Do you get some of your best ideas when you're away from your desk? Most of us do with Ulysses. You can capture your ideas anywhere. Anytime doesn't matter. If you're on the sofa, if you're at a coffee shop, you're waiting for a bus waiting for a ride. You're riding in the car. Somebody else's driving work wherever you are. Even if you're driving, I use my watch my Apple watch. I can dictate a note drafts and it automatically gets sent over to Ulysses through an automation that takes a little geekery. We're not going to talk about today, but you can use the Ulysses on all your Macs, all your iPhones, all your iPads, you get an identical feature set. So, it all works the same way everywhere with iCloud, your whole library syncs back and forth between all your connected devices. And you can always continue where you left off. It's that easy, never lose another idea. Do you want your writing to look great everywhere you publish it? Not just on paper. Ulysses can transform your text into beautiful PDFs, word documents, eBooks, properly, formatted in style, looking great in whatever format you needed in including HTML. You can even publish to WordPress and medium right from inside the app. Amazing. I know I can't say enough good things about it. I do all my writing inside this app is called Ulysses. Check it out today. There's a link in the show notes

Automated Speaker (06:46):

And now our feature presentation.

Ray Edwards (06:49):

All right, here, we are three reasons why you must learn copywriting in the new economy. First, let's start with this. What is copywriting? Anyway, it's the writing of the words that sell. This writing might take the form of an ad in the form of an email sales page or even a social media post or podcast episode like this one, but you're always trying to sell something. It's been my experience that whenever you write anything, whether it's any of those things I've mentioned or anything else, whenever you communicate for that matter, you're in the business of trying to persuade people of something, whether it be trying to talk your partner into where you're going to have dinner tonight or what you're going to have for dinner tonight, who you're going to have over as guests, what car you're going to buy, or what new sofa you want for the living room. You're persuading, whether you're talking about politics or social issues, you're persuading. If you're trying to sell a product for sure you're persuading, and your persuasive argument is always going to be better. If you write it down in advance and think it through, you need to think through the logic chain for why you want people to agree with you and what the consequences of them not agreeing with your conclusion might be without an intentional sales message.

Ray Edwards (07:56):

You can fall victim to not conveying the value you actually provide. You can fall victim to not telling people what they need to hear in order to improve their lives, to make their business or their family or their finances or their time management better. This could mean the total failure of your business or idea. And it also could mean failure on the part of your customers or clients fail to serve the people you're called to serve. And your business will be a total failure or maybe even worse. It could mean you have an obscure hanging by the fingernails, kind of success. Barely scraping by constantly stressed out and worried about sales and revenue and profits and payroll. Whether you're going to be able to make it from month to month, that's no kind of life to live.

Ray Edwards (08:36):

It's certainly not the abundant life. We're all seeking after as entrepreneurs. So, here are the three reasons why you must learn copywriting, especially in a new economy. Number one, if you haven't figured it out, already business comes down to selling. Selling is not a bad thing. Selling gets a bad rap. People think of salespeople as being pushy or manipulative, but that's the worst kind of selling. It's the least skilled kind of selling real selling is service, and it starts with listening first, in fact, in my pastor framework for writing copy, but you can read about on my website for free, by the way, in the pastor framework, each letter of the word, pastor P A S T O R stands for part of the process and the P stands for person problem and pain. And it means stopping to think about the person to whom you're writing or talking. If you're on a podcast episode or you're speaking to through video, if you're on zoom or you're making a YouTube video, it doesn't matter how you're communicating. It starts with writing out the script or at least writing down the points you want to make. And you begin with thinking about the person to whom you're communicating. What is their world like? What are their needs? What are their desires? What are their fears? What are the consequences if they don't fix the problem, you have come to solve or help them solve? Showing them the consequences shows them the pain they'll suffer. If they don't solve the problem. And that's not selling by fear, it's selling by reality is saying, look, if you don't solve this debt problem, you're eventually going to run into real trouble. If your income stream dries up, whatever problem you have living in denial and not solving, it always makes the problem worse. It's better to solve the problem now. And if you have the solution for people, you owe it to them to show them what the solution is and show them what the cost of not solving the problem is to right now. That's what it means to be aware of the pain and the problem you're helping them to solve. Showing them pain is not manipulation. It's reality therapy. And a lot of people need some reality therapy right now for many, many problems. I'm sure the problem you help people solve is one of those. So, business comes down to selling. If you're not selling, you're not going to be in business very long reason.

Ray Edwards (10:34):

Number two, you must learn copywriting in this new economy. Copywriting is the act of putting your best sales pitch into writing. This is important. A lot of people think they're just naturally given the gift of gab. They're given the gift of being able to talk with people and hold engaging conversations. And that may be so, but none of us are born with the gift of rhetoric or the gift of arguing a point. And I don't mean arguing as in having a fight. I mean, arguing as in making a logical presentation of why your

solution to the problem is the best solution for the person you're speaking with, how it benefits them, how it leads them, not just away from the problem, but toward their aspirations, the life they dream of the possibilities they see before them, the better future that lies in store for them. If they solve this problem that you're helping them solve right now, that's what it means to put your best sales pitch in writing. It means put your best reasoning on paper so you can then deliver it clearly on video, on audio, in whatever modality you may be expressing it.

Ray Edwards (11:28):

You're making your best argument in their best interest. And reason. Number three, why you must learn copywriting, especially in the new economy, is the entrepreneur with the best copy wins. It may not even be the entrepreneur with the best product. And I'm certainly not endorsing that you make an inferior product or service. I, in fact, urge you to do the opposite urge you to provide maximum value excellence, outstanding value, outstanding assistance, real solutions, to real problems in the most excellent way you're capable of and demonstrating what Jay Abraham calls the strategy of preeminence. Be the preeminent provider, be the preeminent solver of this problem. But if you don't communicate that you are, nobody will know. And if nobody knows, they will not buy from you. If they don't know the reasons why you're a superior solution to their problem, they will not buy from you. If they don't buy from you, you'll be out of business and you won't be helping anyone.

Ray Edwards (12:23):

So, it's not always the entrepreneur with the best product that wins. It's not always the company with the best product. It's the company with the best product that communicates best. That's the one that wins, and it gets more complicated than that too, because the very best copy uses certain language patterns and persuasion devices that evoke a response. As more than just a well-worded sentence, it's a deep psychological strategy. A phrase can distill an idea so powerful that it says volumes. And just a few words. Think of these phrases that you probably already know, Zig Ziglar said, you can get everything you want in your life. If you help enough other people get what they want. That's an entire philosophy of life summed up in one single powerful piece of copy. A thousand songs in your pocket that's how Steve Jobs described the iPod. When he first made it available a thousand songs in your pocket, that one simple sentence, six words long described the entire benefits of the entire product instantly in a way that people could understand it. They were already MP three players available in the market, but nobody had ever talked about having a thousand songs in your pocket and it stuck so well. We still remember to this day, many years later.

Ray Edwards (13:33):

Your past does not equal your future phrase, made famous by Tony Robbins, which comes up again and whole philosophy of life. Just because things have always been this way with you doesn't mean you can't change. You can't improve. You can't reach new levels of achievement. You can't reach new levels of success with your copywriting skill, with your communication skill, because the quality of your business depends on the quality of your communication. And that comes down to being able to write good copy.

Ray Edwards (13:56):

Debt is dumb and cash is King who's that anybody know Dave Ramsey, who's helped millions of Americans get out of debt, pay off their credit cards and build a life of financial peace. Instead of financial fear and panic. There's a lot of people thanking Dave right now for his advice pre COVID and they'll be a lot more people thanking him as they get through this COVID crisis. Move on with life and realize debt is dumb and cash is King.

Ray Edwards (14:25):

These phrases do not happen by accident coming up with them as a craft, you learn through practice and through many attempts. So how do you learn this skill that is so crucial in the new economy? The quickest resource available is probably my free guide. That outlines my proprietary framework for writing. Copy that sells. You can get it right now@railroads.com is my six-part framework for writing persuasive copy. It's totally free. Gives you the whole framework. It'll show you how to be more persuasive. Whether you're writing a blog post a podcast, outline a script for a video or yes, even a sales page. Go grab it now at Rayedwards.com.

Automated Speaker (15:00):

Want to learn to write copy that sells the copywriting Academy return soon, all new and updated for 2020. Join the waiting list now to get more information, visit Rayedwards.com/tca 2020.

Ray Edwards (15:13):

Question for you. How are you building your copywriting skills? What's your action plan. What's your next step going to be? Let me know by texting me, you can text me at (509) 245-2670. That's (509) 245-2670. That is my actual text number and yes, it's me. I read every text that comes in. I answer many of them as many as possible myself. It's not a robot. It's not my assistant it's me. (509) 245-2670. Text me today. And finally, are you subscribed to this podcast? Do it now. It's totally free. And you won't miss an episode if you're subscribed, you can subscribe in your podcast directory of choice, or you can use the easy one click subscription links for free at Rayedwards.com/473 Or just go straight to Rayedwardspodcast.com until next time may you enjoy long life, good health and great prosperity, peace to you and peace to your house.

Automated Speaker (16:09):

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