



## **Ray Edwards Show, Episode 475**

### **How to make \$20,000 per month as a copywriter**

#### **Automated Speaker (00:00):**

Ray Edward show episode 475. How to make \$20,000 per month as a copywriter. The Ray Edwards show, this is the podcast for prosperity with purpose.

#### **Ray Edwards (00:19):**

Have you ever wondered if it would be possible for you to become a high paid copywriter? Like the ones you hear about on marketing podcasts and in courses and YouTube videos, have you ever wondered if you'd get paid \$20,000, write a sales letter, \$50,000, or more? If so, you're going to find today's episode encouraging. Cause I'm going to give you an example of someone who was the most unlikely copywriter you ever met. And yet he's closing in on \$20,000 a month, average income, even as we speak, we're going to talk with dr. Douglas puke coming up and how you could duplicate the steps he took to get where he is or even farther if you want to. And if you're not interested in becoming a copywriter for hire, he just wants to learn to write better copy for your own business. You're going to get some clutch lessons from Dr. Doug today as well. So stick with me either way. It's going to be a great show.

#### **Automated Speaker (01:05):**

Does anyone want to live a life that has long prosperous? Spiritual foundations.

#### **Ray Edwards (01:09):**

Spiritual foundations, Proverbs chapter 14, verse four says where no oxen are the trough is clean, but increase comes by the strength of an ox. So another way of saying this is what Bill Johnson says. He says there are no such things as poopless cows. If you're going to have cows, you got to have the mess that goes with them, and it's true, isn't it? It's true of a farm. It's true of the workplace as well. If you're cheap with investing in productive people or machinery or equipment, you'll have a neat, clean, sterile, and profitless business and life production value, profitability stuff worth doing doesn't happen without making a bit of a mess. There is no such thing as a poopless cow, Proverbs 14:4.

**Automated Speaker (01:56):**

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

**Ray Edwards (02:03):**

My tip of the week, this week is a gadget review. I got my hands on a Sony Zvi recently it's a new camera from Sony. It looks like when I was little RX, 100 cameras, but it's made for bloggers. Got a flip-out screen. It's almost the perfect vlogging camera. If you've decided you want to do YouTube, you want to be a YouTuber, and you don't have a camera yet beyond your own phone. First of all, just use your phone. But if you want to improve a little bit beyond that and have somewhat better quality in the Sony Zv1 is the right combination of features it's got world-class autofocus has got a bright lens. I won't go into the details because maybe you're not a techie person. Just know it's got a really bright lens, really sharp focus, great-looking images. And it's got nice little design touches like the side flip-out screen. So you can see yourself. It's got a microphone jack, so you can plug in a microphone and get great sound. It's a great value at about \$800 or so if you'd like to have a blurred background look, and you don't want to learn about aperture and shutter speed and ISO and all those things, you have to be able to dial in correctly to get that blurry. There's a button on top of the camera does everyone just push it for a blurred background, and it makes it look like one of those professional portraits. When you're shooting video with it. This is a great little camera, a great way to start off your YouTube career. If you want it. There's a link in the show notes. I did check it out. I use a Canon camera on myself, but I love this camera first, starting over from scratch. This is probably the camera I start with the Sony Zv1, Zed Viktor one, check it out. Almost the perfect YouTube camera.

**Automated Speaker (03:23):**

And now our feature presentation.

**Ray Edwards (03:25):**

Let's get into our feature presentation now with the interview with my good friend, Dr. Douglas Pew.

**Dr. Douglas Pew (03:30):**

Thank you, Ray. Glad to be here.

**Ray Edwards (03:32):**

So your story is so amazing to me. And you sent me an email kind of outlining the arc of your story from where you started as a copywriter. Let's go back in time. People know you're successful right now, but let's go back in time to the point where I met you.

**Dr. Douglas Pew (03:46):**

Let's see this was August 2018. So, at that point in my life, I had been three years out of the music business. I was a professional musician professor of music. I got fired from my teaching job, and I kind of was trying to get my foothold on life and found my

way into internet marketing sort of begrudgingly, because it was the only job I could get through an eCommerce company and found your book. Your book was actually the second book I bought; the first one was Jeff Walker's Launch. And he mentioned you in there. Uh-huh, what's this copywriting thing? So I got into that. I bought your course and started using it in the econ business. And all of a sudden, we were doing instead of 200 units a day from email, more like a thousand units per day. It's like, wow, I like this copywriting thing. This is, this is really working. And during that-

**Ray Edwards (04:43):**

Yeah, I just want to back up for just a minute and get some perspective. You had trained professionally to be a music person, and you, you were professional. This was not an Alec, an amateur guy who has a band. You'd written an opera.

**Dr. Douglas Pew (04:57):**

Correct. Yeah. If you can see behind me, though, if you're on the podcast, you can see, I have four music degrees hanging on the wall back there, including a doctorate and a post-doctorate. And I also have an opera poster behind me from my opera premiere at the John F. Kennedy Center in Washington, DC.

**Ray Edwards (05:13):**

How are you feeling at this point, where you'd lost your music job and you're working in an eCom company?

**Dr. Douglas Pew (03:46):**

Depressed does not even tip the iceberg is my entire identity had gone down the toilet, and I didn't know which way was up. It was really frustrating, beyond frustrating. So, you know, we had a bunch of kids; we had four kids at the time. It was like, well, I need to work. I got to support my wife and children. And she just started a business around that time. And the, um, the emails were actually helping her as well. Within six months, we quadrupled her business using email. So that was cool. I was liking that, and it was tapping the creative bone that I had worked on passionately since, you know, age five. And I got fired from my teaching position at age 35. So is this 30 year a total intensity and just like it was gone. So I grabbed onto this kind of creative thing that was actually helping us make more money. It's like, Oh, I like that. That's, that's a cool thing. And maybe that could lead me to a new way of doing music that was not as a professor I'm was actually ended up being glad not to be a professor anymore. Though at first, it was a real, you know? A kick where the sun doesn't shine, but university teachings Hounsell has a lot of issues. So yeah, I was in the dumps, but starting to get a little bit of hope of like, okay, maybe I could work myself out of this terrible mountain of debt we had and out of the frustration as well, and find a way to balance it with some new musical activities. And it started to happen gradually.

And then there was this moment where I thought I was going to get back into the music business full time. There's a publishing company that, so one of my specialties is in sacred music. I read a lot of music for churches, not just my church, but all lots of different Christian churches, very sort of like old school, Christian music, the kind of

stuff you'd hear. If you went to Cambridge University in England and you went to one of their chapel services, acquire and robes and very sort of correct.

**Ray Edwards (07:20):**

So we're not talking, you're not writing casting crown songs?

**Dr. Douglas Pew (07:22):**

No, no. Not like, you know, Christian rock kind of stuff. Not really. My thing has its place. Sure. Just not my thing. I'm sort of more old school, classical music kind of person. But there was this publishing company in the area that was up for sale. And I was published there as a composer, and I knew the owner, and I called him one day. Cause I had a question about one of our contracts and he said, Oh, by the way, I'm selling the business because I want to retire. Do you want to buy it? I was like, "Haha yeah, right. I don't have any money." But then I was like, wait a minute. This could be my way back into music, full time, and doing something I really love. And I'm good at it. And I've won like international awards for sacred music. Hmm. Maybe I want to figure this out. So, I actually started contacting investors and got quite a few excited people that were going to back this project. We had to raise \$2 million to buy the business and the building. And we got to about a million like sort of not like actual money in the bank but like people saying, yeah, I could probably do that. Yeah. I could probably do that. And suddenly one day the owner called me and said, "Actually, somebody just came forward with the money in cash. We're going to give it to them." I lost out on the opportunity. That was April of 2018, a few months before I met you.

And I think it was probably three, four weeks later that I'm on your email list. And so I got this email with the sales page, and the title was, do you have the courage to become a million-dollar copywriter? And that really pissed me off.

**Ray Edwards (09:03):**

Why? Why did it piss you off?

**Dr. Douglas Pew (03:30):**

I had lost all my courage. Oh my gosh. Mine's courage had just been flushed down the toilet multiple times now, especially after losing this second option back into the music business full time, I was just like, gosh, I just, I guess I'm going to have to settle for something. I just was, you know, I had no courage. Sometimes my wife and I looked back a couple of years ago, and she's like, "I was pretty nervous. Like you were not in a good place." And I certainly was not.

Anyway, so I saw that letter from you. I printed it out. I read it. I saw the price. I'm like, "There's no way. It's \$5,000. I can't go to this thing." I could not stop reading this stupid letter. I just kept reading it and reading it. And I had it on my desk, and I started underlining things. I'm like, Oh my gosh. Cause I'm thinking to myself, I actually have learned how to do some of this. I've got results too. I quadrupled my wife's business. She got her first trip; an incentive trip paid for two to Maui. So we ended up having like the honeymoon we never had. And it was all in the back of email copywriting. So I thought, Hmm, maybe I really could turn this into something, you know? So finally, the

deadline was coming, and it was just eating at me. You had these emails going out. This is one of those, those urgency emails like ate at me. Seven spots left three spots left. Those were the subject lines, and I was like-

**Ray Edwards (10:32):**

Oh, and your stress level was probably ramping up.

**Dr. Douglas Pew (10:34):**

I'm like trying not to like bring it up with my wife. Because she would, of course, she'd know, "Where do we have the money for this? We can't do it." So I'm texting my brother in law, who was my boss at the eCommerce company.

**Ray Edwards (10:44):**

Oh, that's even better.

**Dr. Douglas Pew (10:45):**

Yeah. Super good guy. Like, the nicest human being on the earth. He really, he helped us out.

**Ray Edwards (10:52):**

But I mean that kind of situation will test even the best relationships. Right?

**Dr. Douglas Pew (10:55):**

Exactly. Exactly. So I said, my angle was, I started using copywriting and as I'm texting him, the whole angle, my hook was, "Look how far we've come with the emails. We went from 200 units a day to a thousand units a day on copywriting. Maybe we could do even more. I can't not go to this. Can the company pay for it?" And he talked to his business partner, and they decided, okay. So they paid for it. And they, all they had is a big Amazon business. So they have their Amex with all this, these points, these rotating points. So they have tons of like hotel points and flight points. So they got me a flight in the hotel for free on their points.

And I went to the thing, and I had this plan that I would not talk about music. It was just like, I'm done with this. I'm moving on. I'm going to be a copywriter. And I get to the thing, and there are 12 people plus your staff. And so I met Jenny and, and Tiffany, I don't think Tami was there that day. And I sit down and the very first thing you went into, one of your mindset talks and like within 10 minutes you talked about Beethoven and you told the story of how he wrote his ninth symphony, his greatest work when he was totally deaf. And of course, all the bells are dinging in my head, and you actually got some of the story wrong.

**Ray Edwards (12:19):**

I didn't know, was telling it to a Beethoven scholar.

**Dr. Douglas Pew (12:22):**

And I was trying so hard to keep my mouth shut, but I couldn't, I couldn't help myself. I had to stand up for Beethoven, not the viewer defaming him or anything. I just did a little bit of the story was wrong. So I had to, I had to correct it cause it made it even more powerful. And then I couldn't stop. I was like, Oh, the beans spilled the beans. I mentioned how I was a composer, and I had a Ph.D. and all this kind of stuff.

**Ray Edwards (12:42):**

Yeah. Genie was out of the bottle.

**Dr. Douglas Pew (12:44):**

Genie was out of the bottle. But later that same day we were talking about, okay, what's our superpower. What's our unique angle that we can all bring to the marketplace to be like our own brand. And you, you were saying, if I was a composer, I wouldn't keep that quiet. I would say, I can write you overtures of this and symphonies of this. And I was like, Oh dang, that's pretty good. Maybe I shouldn't forget this music thing. So that really started a whole, a whole series of things that have, gosh, that's almost, it's almost two years late, later, next month. It'll be two years.

**Ray Edwards (13:20):**

How long did it take you to go, cause you started at zero while you were working for your brother-in-law?

**Dr. Douglas Pew (13:24):**

Right.

**Ray Edwards (13:25):**

You started at zero, and you've crossed over the six-figure mark in terms of copywriting income when?

**Dr. Douglas Pew (13:30):**

Yes, the six-figure mark. So I joined your mastermind. I joined the certification program. I think that was November of that year. I started getting some clients on the side. I was still working for my brother in law, and I was getting enough little client leads that it was like, Hmm. Maybe I could renegotiate my contract with my brother in law and turn that into like a retainer deal where I only did copywriting because I was also doing some like Amazon customer service with them.

**Ray Edwards (14:02):**

Right.

**Dr. Douglas Pew (14:03):**

The very un-fun part of that job, I've much preferred right in the emails and using my personality. And so they, I think it was May or June of 2019 when they agreed to restructure my contract. So I was still making the same amount of money from them,

but it was all copywriting, and it was only email copywriting and sale e-comm, sales pages. And at that point, with the combination of that retainer, plus the other clients, I crossed the six-figure mark, making monthly what a six-figure person a year would make a month. So eight, nine months, something like that.

**Ray Edwards (14:40):**

That's pretty amazing. I mean, if you think about, you started a totally new career, and you were, you were like, you reminded me of me. Cause you wanted everything, you wanted every book, everybody's courses. You were doing all this investing in a mastermind and our mastermind and our certification program. And what was your wife thinking with all this investing in education going on? And at that point you weren't making six figures it was just beginning to trickle in how is she how's that working out?

**Dr. Douglas Pew (15:09):**

Well, she was used to my voracious appetite for, um, certain things that I'm excited about. If you could join me in my office here at home, you would see that I have three full-sized bookshelves, full of music scores, like conductor scores. And then I have another bookshelf full of like copywriting and marketing and personal development books. Then I have a whole closet full of like music textbooks. So she had already gone through this kind of insanity with me as I was going through grad school and stuff because once I caught the composer bug, it was like, lookout.

And I just had to, I had to know everything. And my very first composition teacher told me, he says a very interesting image, which is very true of copywriters too. It's like, think about music, okay. And we're going to compare this to the marketplace in a second, but think about musical performance in like a, like a symphony, right? The violinist has to know everything about the violin, right. To be a really great violinist. And the violin section leader has to be the top. Like, know absolutely all the repertoire, all the possible techniques, but then the conductor, Oh my gosh, the conductor he has to know all the instruments, every one of their repertoires, all of their techniques. Because he has to put them all together. Right. And so he's the teacher of the musicians, but who's the teacher of the conductor, the composer because the composer's, the one who writes the music that the conductor studies that he teaches to the orchestra that they study in, that they perform. Right. It's very, very intense. So the whole lesson was, I was like 22 or something. When you taught me, this is like, you must know everything. You have to know all the repertoire of all the great composers, their pieces, how they fit together, how they work, you will not be a successful composer unless you do that.

So I took him seriously, and I just started this, this tirade of years and years and years of voracious appetite. Study, study, know everything. So that's very similar in copywriting, right? There are people who know how to run Facebook ads. There are people who know how to use email service providers and put automation together and put integrations together and put funnels together. And there's all the tech, and there are all the ideas about how a launch goes. But the copywriter has to be able to breathe life into all of that. And they must know how it all works and all the persuasion techniques and all these things. When I saw that correlation, I was like,

Oh my gosh, how cool. So my, my, my addiction came back, and my wife was like, okay, yeah, he's onto another one. So she's sort of just went with it. She knew that that's just how I do it. I just have to know everything. She was cool with it, actually.

But yes, the Amazon bills and the course bills were adding up for sure. But I've used it to; I'm not, I don't think I'm the typical student, having been a teacher for so many years. I know that I'm not the typical student, like one out of 50 actually does anything you say in, in school, more one out of 200 in my experience. But that's just kind of how I am. Like, if I'm excited about it and there's stuff to learn, I'm going to know every single thing. So I could get up and teach the class as a teacher was missing. That's always been my, my way.

**Ray Edwards (18:32):**

What was the source of the faith it took to do all that investing and all that studying? Cause did you ever have moments where you thought; I wonder if I'm wasting my time? I wonder if this is going to work?

**Dr. Douglas Pew (18:41):**

A little bit. I was more worried about that. When it came to finding clients, I was not worried about learning the techniques and learning persuasion and building something of my own. My dad was an entrepreneur. His dad was an entrepreneur. So I had seen, and some of my uncles are entrepreneurs. And so I really believed that I could figure that out. Like my dad, we grew up in the Silicon Valley Bay area, and when the internet was becoming a thing, my dad worked at Sun Microsystems, and he was one of the first five programmers who helped create Java script. He wrote one of the first books on it for sun Microsystems taught classes on it and just like went pedal to the metal to learn this. And he was learning it while he was teaching it while he was writing a book on it. And it was just what he did. And that's just, I just kind of saw that. And that's just; I don't know. It's just like I had that belief that I could do it too. I'm the oldest also. So he's been like my mentor through life. And I talked with him many times through this journey from music to copywriting and would ask, he would ask me, how's it going? And I would tell him all this stuff I'm telling you, I'm learning, I'm doing all this like, Oh good. Yeah. That's kind of like when I did it. So it was very encouraging that I could figure this out.

**Ray Edwards (19:59):**

When did you know for sure that it was going to work out as far as copywriting getting clients, what you said that was the thing that made you nervous getting clients yeah.

**Dr. Douglas Pew (20:06):**

Yeah, getting clients.

**Ray Edwards (20:07):**

You have no trouble doing that now.

**Dr. Douglas Pew (20:09):**

No, I'm doing pretty good with that now. And I've had a couple of good courses and things about different avenues for getting clients, whether it's cold contacting or building an email list and those kinds of things. I think it just took a few times. It was, it's actually, it may sound silly, but it kind of reminds me of when I was a missionary. I was a full-time LDS missionary when I was 19, 20, and it was like, I had to learn Spanish, and I had to go preach the gospel in Spanish and cold contact people by knocking on their doors.

**Ray Edwards (20:43):**

Yeah. You talking about, talk about sales training. I mean, I realize you weren't of it as selling, but knocking on somebody's door, asking if they want to hear the gospel. That takes some spine.

**Dr. Douglas Pew (20:52):**

It takes some spine, especially in a language you're fumbling around with, and they're looking at you, like you're an idiot already, cause you're wearing a white shirt, you know, LDS, missionary badge, and now you can't speak their language like, "Why did you even try?" and "Go away." So that, that was such a track record of like trying and failing and trying and failing and trying and failing to the point that at the end of my two-year mission, I was so fluent in Chilean Spanish and all their slang and all of the ways that they said things that I could easily get my taxi rides paid for at the taxi driver would just let me go for free. Because we would have so much fun. The word just came in Spanish "bromeando" like just gossiping and slanging into Chilean slang.

**Ray Edwards (21:34):**

Really?

**Dr. Douglas Pew (21:34):**

I was so good at it, and when my parents came to pick me up cause they wanted to see where I'd been. And they saw me do this a few times and they were just laughing their heads off that I had this person thought I was genuinely Chilean. I'm like, "Look at me. I'm as white as it gets! I'm not Chilean." So, like figuring that out gave me the trust that I could do a hard thing, even though it was uncomfortable and figure it out.

**Ray Edwards (22:00):**

So how are you getting clients? I mean, I know you have a pipeline going where you're always marketing. Talk to us a little bit about that. How does that work?

**Dr. Douglas Pew (22:07):**

Yeah, so I have a bit of a pipeline going where I have a, I have a small email list, and I'm in the middle of doing several things to grow my email list with some, some ads and getting on other podcasts and things. And so that sort of way of sharing somebody else's list, like getting on a podcast and they're interested in you. So they get your freebie kind of thing is a great way to grow a list without even necessarily spending anything. So I do some of that. And then I keep talking to people with my email list and, you know, telling stories and sharing good information. And some of those naturally lead to people reaching out to me for client work. That's one way, another way is a cold contacting through LinkedIn. And there's sort of a science behind it. I haven't done a ton of this. I'm making plans to do more of it now, but it really comes down to solidifying my offer. I think one of the big challenges copywriters have, especially when they're starting out, is not knowing what they're particularly good at or what they're, who they want to serve the most, or who they're good at serving. It takes some time to figure that out. It's important to specialize, but how do you know what your specialty is? If you haven't tried anything, right? Like coming up with a specialty the day you say I'm a copywriter is really hard. So I tried so many different things, and I would do a couple of free projects here and there for somebody I met at a conference a Hey, I'm kind of, I'm still kind of new at this, I'd love to try something for you just to see if it works and they're happy to get free work out of me. Right? But that a little bit of data like, "Oh, I'm not good at that market."

So having gone through a couple of years of figuring out what I don't like to do and what I do like to do, what I'm good at has helped me come up with a very specific offer that I can repeat and do that kind of one thing and do it well over and over again and become a specialist in that with a certain group of people. So, having solidified that offer now, I really know who I'm looking for. And so I work hard to make friends with people on LinkedIn or on Facebook or even in my neighborhood, there are entrepreneurs around, and we kind of, you know, meet people, and they know people, and we share who we are. So, referrals are another way. My, my big client right now that I'm working with, that was a referral from somebody I met, who lives five minutes away from me. I heard him on a podcast. He said he lived South of salt Lake. I thought, "Oh, I live South of Salt Lake. Maybe, maybe we're neighbors." And I found him on LinkedIn and said, Oh gosh, we went to the same college. We live five minutes away from each other. We, I helped them out, gave them some free coaching on a product launch he was doing. And two days later, he says, "Hey, I have these friends. They're in the financial services industry. And they have an awesome book, and they're really good at what they do. And they want to get into the courses business. And I thought you'd be the perfect person." So because I had served him and gave him all this value, helping him launch his course, he was just like, I was the first person on his mind to refer, and that turned into a \$30,000 project. So, that, that works quite well. So I want to do some more of that.

**Ray Edwards (25:19):**

I mean, yes.

**Dr. Douglas Pew (25:21):**

Yes. The last thing I'd say about this is partnering with some people, cause you know, you're good at you. I can't be good at everything. And actually, this is another musical lesson I

learned the hard way, um, that I've recently been going through again now with the copywriting stuff. When I was in my undergrad, I wanted to do everything, and I did. I was a piano major. I sang in three choirs. I played in three orchestras, right. I taught the finale notation software class to the faculty at faculty taking my class. I took private, um, orchestral, conducting lessons. In my spare time. I took private composition lessons in my spare time. I just did everything, but what happened was I started becoming mediocre at everything because my bandwidth just couldn't sustain it. Right?

So, actually, I injured myself. I still have this problem with my right hand on my ring finger. I tore muscles on my, um, my tendon, my ring finger on my right hand. And so, I had to switch from being a piano major to being a composition major in my last semester. And they said it'll only work if you can put together an hour's worth of music and do a senior recital as a composer. Okay, so over the Christmas break, I wrote a violin concerto and two song cycles and a set of pieces for string orchestra. And then, I put an orchestra together, and I rehearsed them, and I conducted the concert, and I graduated with an undergrad in composition.

**Ray Edwards (26:53):**

Of course, you did! That's What everybody would do.

**Dr. Douglas Pew (26:57):**

Right, right. Why not? But it's the, so then I started teaching there two years old, my wife finished her degree, but then I went to grad school and grad school. They wouldn't let you make the mistake of spreading yourself too thin. You had to choose a specialty. And I didn't know what I was best at. So I applied to the 10 top schools like the Ivy league music schools. If there's such a thing for conducting and for composition, but I got more composition offers. So, that's what I did. And I focused. And that focusing suddenly within, within two months, I won three publication contracts. I won the number one student composer award in the nation, beating out people at Juilliard at the top schools. It's like, "Wow, specializing, huh? This really works." I can put all my emphasis on one thing. So the corollary in copywriting, I like to learn everything. It's a problem. It's also, there are some good things about it, but it's also, it's a problem. I want to learn the tech. I want to learn automation. I want to learn the funnels. I want to learn the Facebook ads, and I have courses and all of these things, but I was becoming mediocre at all of them. So I started looking for friends who are specialists in these other things. And I have two really good friends who I'm partnering with now where we can offer our services as a package deal. And I can focus on what I'm best at, which is writing the sales copy, the sales pages, the emails, the offers, making sure that the offer is what the audience wants, the research for that and the curriculum. That's another part of my offer that I'm good at is writing a curriculum.

So I have, I have these two friends who are funnel experts, and one of them is just raving automation expert also. So good at all of that automation stuff with your email service provider and with Zapier, and he's also an amazing Facebook ads person. So we're going to market now, package deal saying not only will we ride all your copy for your launch and your curriculum if you want us to assume that you already have frameworks and things that work. I can't make something out of nothing, but we'll also handle all of your tech for you. That's a pretty smoking offer.

**Ray Edwards (29:12):**

Yeah, it is. Pretty appealing.

**Dr. Douglas Pew (29:14):**

Pretty appealing. Right? So specializing really helps. And being able to combine with another specialist because not only do you combine your strength, so you have a batting lineup of all-stars basically, but you also buying your networks, and they know people who need a copywriter and they know people who want to launch something. And so it's it multiplies your ability to deliver and your ability to network and find more people.

**Ray Edwards (29:44):**

Well, and the specificity of that offer is so clear that the person who needs that when you tell them what you do, they know immediately, "Oh, you're just who I've been looking for." And they can recommend you to other people who are looking for that as well. That's really it.

**Dr. Douglas Pew (29:57):**

Very much so. Cause they don't, they don't really want to hire a copywriter. They want a successful launch. That's what they want.

**Ray Edwards (30:06):**

Right.

**Dr. Douglas Pew (30:07):**

But to have a successful launch, you need more than a copywriter. It's like to have a successful symphony performance. Yes. You need a composer, but you also need a conductor, and you need a hundred people in an orchestra, and you need an audience. Right. So it's just the same thing. You can't do all that on your own as a copywriter. So yeah, it works. It works well.

**Ray Edwards (30:29):**

So, let's talk about; how long has it been since you started this journey of copywriting? How long has it been total up to now?

**Dr. Douglas Pew (30:36):**

The very beginning when I got your book, that was probably January or February of 2016, when I started dabbling.

**Ray Edwards (30:45):**

A little, about four and a half years ago?

**Dr. Douglas Pew (30:46):**

Yeah. Yeah.

**Ray Edwards (30:48):**

You were dabbling. When would you say you got serious?

**Dr. Douglas Pew (30:52):**

When I came to that workshop I was, I was approaching serious, and then I got sidetracked by that publishing deal. And then I got really serious after that. Yeah. About two years ago.

**Ray Edwards (31:02):**

So the workshop was 2018. So you're committed at that point. You're like, I'm going to do this.

**Dr. Douglas Pew (31:07):**

Yes. I was very committed

**Ray Edwards (31:09):**

About two years ago. And what's been your biggest income month so far?

**Dr. Douglas Pew (31:13):**

My biggest income month so far? It was 16,000 in one month.

**Ray Edwards (31:18):**

\$16,000 in one month.

**Dr. Douglas Pew (31:21):**

Yeah. It was pretty, it was pretty nice. That was like, "Hey."

**Ray Edwards (31:24):**

Pretty impressive.

**Dr. Douglas Pew (31:24):**

That's not a teacher's salary.

**Ray Edwards (31:28):**

For the year, maybe.

**Dr. Douglas Pew (31:29):**

Maybe, maybe. Not if you're adjunct. Oh, poor adjuncts.

**Ray Edwards (31:33):**

Oh my gosh. So, what's your goal? I mean, where are you headed with this? What does this look like in your vision?

**Dr. Douglas Pew (31:39):**

At the moment? My, my plan, my execution, I'm executing on reaching 20,000 a month. We still have a bunch of student loan debt that I'd like to really tackle. And, boy, if we had 20,000 a month coming in, I may have, I have some expenses, business expenses. I have I'm in two coaching programs, and I have some software. And so there's a bit of expense there, but not a ton, but boy, if I can get the business running at 20,000 a month, I could really tackle that debt pretty quickly.

**Ray Edwards (32:07):**

Well, you're on 4,000 away, getting pretty close.

**Dr. Douglas Pew (32:09):**

Getting pretty close

**Ray Edwards (32:11):**

How do people get in touch with, with you Doug, if they want to know more about what you're doing, you want to get on your email list, which I highly recommend just to read your emails? I mean, I love reading your email copy.

**Dr. Douglas Pew (32:20):**

Great. Thank you, right. Uh, yeah. My website is [MusicOfCopyrighting.com](http://MusicOfCopyrighting.com), and there's a freebie there where it's all about your launch. It's called the automated sales symphony blueprint, where I tell you all of the boxes you need to check when you're ready to launch your course, your membership, which to me, is just a big symphony. And there are all these different things you need. And it's the actual blueprint that my tech guys and I go through when we launch something for a client. So you can get that for free. It's there on the homepage [MusicOfCopyrighting.com](http://MusicOfCopyrighting.com).

**Ray Edwards (32:59):**

We'll have links to your site, to your social, and anything else you gave me that you want people to know about. We'll put that all in the show notes for this episode.

**Dr. Douglas Pew (33:07):**

Thank you.

**Ray Edwards (33:09):**

If somebody is listening to this, they're probably someone who either wants to be a copywriter for hire, do freelance work, maybe build a similar kind of situation where they find people to partner with or they're entrepreneurs who want to learn how to write, copy and make a difference to their own bottom line business. I mean, lots of people right now are trying to figure out how to revive their businesses after Coronavirus.

**Dr. Douglas Pew (33:26):**

For sure.

**Ray Edwards (33:27):**

Well, after it's still going on right now, as we record this, a lot of states are going back into lockdown. It's weird because the USA is like, we've regressed where everybody else in the world is making progress.

**Dr. Douglas Pew (33:37):**

Right.

**Ray Edwards (33:39):**

Case numbers are down. Fatalities are down all over the globe. We're going up in all categories. Yeah. Not an award we want to win. That's hard on businesses. So whether somebody wants to be a freelancer or wants to use copywriting and just kind of marketing to give their business a shot in the arm. What words of encouragement could you offer?

**Dr. Douglas Pew (33:59):**

Well, I should say that that 16,000 is not only from copywriting clients. Some of it is from my own products as well. I have a little music business, and I'm involved in another one, or were some selling some products. So I'm doing both. And I would say for number one; you need to find one person that you trust. Because there's, there's a bunch out there, and I've made the mistake of trying to fall too many people, and it slowed me down. I got into this sort of edge across the nation-state. You need to pick one mentor who you trust and who you have seen that they've given results to people. I recommend you follow Ray Edwards. He's the guy who had got me out of the slum of all this crap. And I'm where I am now because of you. Thank you, Ray. That's first, find one person who you trust and you trust their system.

And then number two, patiently persevere. It's challenging. That's for sure. You're going to have to learn new things. It's going to take time. You're going to mess up. You shouldn't be sad about the mess-ups. You don't know what you're messing up as a composer until the orchestra plays it. And you hear Holy crap that was terrible, but you also can fix it quickly because now you know where the problem is. So, don't be afraid of screwing up. It's okay. Is learn from it and keep going. But if you can patiently persevere and be consistent, that's possibly even more important than finding the right mentor, but I'd put them right up there because you do need somebody to follow cause they blazed the trail for you. But then you've got to stick with it stop jumping around ten different experts and edge across donating, stick with it.

**Ray Edwards (35:44):**

Good advice, Doug, I know you're a busy guy. I know you're working on a big project right now. Thanks for taking the time to talk with us and share it with our listeners. And we'll like I said, we'll have all your links to all the things that you're doing, uh, until you invent some new ones, which should probably be next week.

**Dr. Douglas Pew (35:58):**

I'm focused now. I'm not doing this bright, shiny object crap anymore.

**Ray Edwards (36:02):**

You're a brilliant guy. And I have enjoyed working with you as a student and as a colleague. And now you're just a dear friend, closer than a brother to me in many ways; it's been a real pleasure getting to know you. And I don't think God brought us together accidentally.

**Dr. Douglas Pew (36:17):**

I totally agree with that a hundred percent. Thank you, Ray.

**Ray Edwards (36:20):**

So here's my question to you, my friend, what is your impossible dream? What have you thought about doing? Maybe it's becoming a copywriter. Maybe it's being an entrepreneur and learning to write your own copy to sell stuff, whatever it is. Maybe some not even anything like that. Maybe it's like my friend Lon, who is an artist and wants to make paintings and sell them in galleries, in a resort town in Idaho. Whatever your impossible dream is. Let it out. Talk to me about it on social media. I'm on Twitter. I'm on Facebook. You can text me at (509) 245-2670. Just let me know what your impossible dream is and what you're doing to get there.

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**Automated Speaker 2 (37:16):**

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**Automated Speaker (37:18):**

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**Automated Speaker 2 (37:28):**

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**Automated Speaker (37:33):**

Each week we bring you a message of prosperity with purpose and freedom. Remembering the truth. Freedom is available to all through Jesus Christ.

**[END OF AUDIO]**