



## **Ray Edwards Show, Episode 477**

### **How to Influence Anyone to do Anything**

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

Episode 477, How to Influence Anyone to do Anything. The Ray Edward show podcast for prosperity, with purpose.

#### **Ray Edwards (00:20):**

What if you could influence anyone to do anything? I mean, seriously, think about it. What, if you could get anyone to do anything, would you want that power? Does that power frighten you? If you don't want that kind of power, do not listen to this episode because on today's show, I will give you the three keys that unlock influence, and give you the power to get anyone to do anything. In fact, I'm even going to give you an experiment. You can try and prove to yourself is actually works. It may sound good. In theory, you might say to yourself, but does it actually work? Oh yes, it does. For the good or for the ill. If that's not enough to tempt you to listen to the whole show, I've got my new power productivity trio of tools that make me faster than any writer who can't type. Even better it makes me faster than most who can. I like to say I'm better than anybody who's faster and I'm faster than anybody who's better. I'll give you my three tools that make it possible. In this episode, coming up. Plus, the mystical secret to experience more peace and less stress.

#### **Ray Edwards (01:27):**

Can anybody raise your hand to these statements? I'm a little more stressed these days than usual. This has been a tough three or four months. This has been the most stressful summer. I remember I really could use some peace. I just want some peace. Or have you said to someone recently, something like this in this tone, I just want some freaking peace. I've got some freaking peace for you coming up and remember if you need to talk or have a question, you can always text me at (509) 245-2670 it's (509) 245-2670. That's my actual text number. I will respond eventually, but it will be me not a robot. (509) 245-2670.

#### **Automated Speaker (02:09):**

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

**Ray Edwards (02:15):**

Ah, the seventies Kung Fu anybody else watch that TV show Kung Fu I loved the portrayal of quiet chain cane that was performed by David Carradine and that TV show. Look it up, Google it. Those of you who don't remember, it was to my memory, the most philosophical show ever on television, Kwai Chang Caine was this monk who had been raised to be peaceful, to be a pacifist. In fact, and yet was taught the skills of hand-to-hand martial arts combat. So, every episode he would go about the countryside, preaching peace, and then eventually beating the crap out of somebody, usually 10 or 12 of them at a time cause they're better by the dozen. That's why now while Kwai Chang Caine made a great character, he did not have the answer to maintaining his peace, but there is someone who does know how to keep your peace and they'll keep it for you.

**Ray Edwards (03:07):**

Listen to this. Think about this in terms of daily life has anyone by fussing in front of the mirror ever gotten taller by so much as an inch all this time and money wasted on fashion. Do you think it makes that much difference? Instead of looking at the fashions, walk out into the fields and look at the wildflowers. They never primp or shop, but have you ever seen color and design quite like it? The 10 best dressed men and women in the country look shabby alongside them. If God gives such attention to the appearance of wildflowers, most of which are never even seen. Don't you think you'll attend to you, take pride in you do his best for you. What I'm trying to do here is get you to relax, to not be so preoccupied with getting so you can respond to God's giving. People who don't know God, and the way he works fuss over these things, but you, you know, both God and how he works. Steep your life. In God reality, God initiative, God provisions. Don't worry about missing out. You'll find all your everyday human concerns will be met. Give your entire attention to what God is doing right now. And don't get worked up about what may or may not happen tomorrow. God will help you deal with whatever hard things come up. When the time comes that's from Matthew chapter six, the message version of the scripture to sum up spiritual foundations. I'll quote from Mark Twain, who said I've had a lot of worries in my life. Most of which never happened.

**Automated Speaker (03:07):**

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

**Ray Edwards (04:59):**

My tip this week is my new, what I call the power productivity trio of tools, or I could just call it three useful tools, but power productivity, trio of tools sounds much cooler. Doesn't it? I don't know. Some people wonder how I write so quickly because I can put out five, 6,000 words a day when I'm working at it and focused manner, but I cannot type, I never could type I'd ever learned to touch type. I was too busy, flirting in touch typing class. Well, a man's got to have priorities, but I never learned to touch type. So, I'm a forefinger typist at my height of my typing skills. And lately I've gotten worse and worse. So, I don't even bother to try to type anymore. So, what are my three tools that helped me do this templates, text snippets and text editor. And I switched these tools

out from time to time but let me briefly describe how this works. Anything I have to type more than two times I templatize I type out one. Good copy. I spell check at a grammar, check it. I make sure I can speak it out loud satisfactorily. And that becomes my template for that email, that podcast, that Instagram post, because there are certain categories and kinds of things, we write that usually contain many of the same elements, right? Like an email has a salutation with the subject of the email is et cetera, et cetera. A podcast has an outline. What segments are in it, what the name of the segments are, what order they come in. So, I use templates a lot. I have hundreds and hundreds of templates. Literally. The next thing I use text snippets, I use lots of text snippets, phone numbers, addresses, email addresses, hard to spell names or words that dictation doesn't pick up. Well, text snippets to the rescue. I use something called text expander, which is an app for my Mac. It runs on my iPad and iPhone as well.

**Ray Edwards (06:48):**

I just type in a short key combination and it can type out a whole document for me. For instance, if I want to outline today's podcast, I just opened up a blank document on type in semi-colon PC for podcast and entire podcast, outline on the page, ready to go. Finally, text editor I've used many. I try all the new ones. I'm kind of a text editor junkie, but the one I've used more than any. And I keep going back to every time is Ulysses. It's what I used to write. Today's episode for instance, and I'm reading from it right now on my screen. So, templates, which I can't tell you where to buy those because you have to write them yourself. Because for me anyway, I couldn't find generic templates that worked. I had to make my own fit my own personality, my own business bell and writing tasks, but as you build up anything, you have to write more than twice templatize it and you never have to type it again. So, make your own templates, files and text snippets. I use text expander and then your text editor, my choices, Ulysses, whatever your choices for tools are, it doesn't really matter. Just figure out the combo that works for you. There's one more tool I use, which I guess makes this four, not three tools, but this one I use extensively because of my slow typing speeds. I use dictation. Normally I use the dictation function that's built into MacOS or iOS, but if it's a really long document and I want a human to listen to it and transcribe it, I use rev.com. So that's it. Templates, text snippets, text editor, and rev.com. The fastest writer who cannot type that is me, baby. Me all me.

**Automated Speaker (06:46):**

And now our feature presentation.

**Ray Edwards (08:27):**

All right, Ray, get down to it. What are the three keys that unlock influence? They are number one, human needs. Number two, human emotion and number three, human beliefs.

**Ray Edwards (08:40):**

What?! That's not practical. I can't use that stuff. I thought you were going to help me. Patience grasshopper let's start with human needs. According to Tony Robbins, who of course is the source of all knowledge. There are six fundamental needs that every person has in common. And he says, all behavior is just an attempt to meet those six

needs. He says the drives fulfill all six human needs is encoded in our nervous system. Now is that true? I don't know, but it seems useful. So, I'm going to go with it for now. It's worked out pretty well for me. So far people find ways to meet their needs in all kinds of different ways, positive ways, negative ways or neutral ways, but every person does find a way to meet your needs. Whether you even agree with these six or not, if you need something, you find a way to get it right. I mean, that's led to lots of good things and lots of not so good things in many of our lives.

**Ray Edwards (09:30):**

So, what are the needs? Number one, the number one need. Now these are not ranked in the order of importance. They're equally important. No one need is more important or better than any other. We all need all six. So, the order I gave them to you, and it really doesn't matter. So, the number one need is certainty. The need to know that you can avoid pain and gain pleasure that you can survive. The second human need is uncertainty. So, think about how funny that is. Our first need is certainty. We have to be certain to everything everything's okay, I'm safe, no problems, arising, no pain. I'll pleasure. Number two, uncertainty or variety, the need for the unknown for change for new stimuli. And what does that equal equals uncertainty? So those two needs are kind of opposed to one another. There's kind of a dynamic tension there just like Charles Atlas need. Number three is the need for significance to feel unique, important to special needed who among us needs that everybody. Yes. Even you, you're not so special that you don't need significance. The fourth human need is for love and connection. Love my turn you off. You might not like that idea, but connection you can understand, right, is a strong feeling of closeness or a union with someone or something you can get love or connection through the internet on social media, on email, on podcasts, on YouTube or through a pet or through a loved one or through sex or through love making, which are two different things I think, maybe. There are many ways to meet each of these needs. The fifth human need is growth and expansion of capacity capability or understanding knowledge. If you have a drive to learn new things and you're seeking after growth, if you want to build more, have more, be more you're into growth. And then the six human need is contribution as a sense of service, focus on helping, giving, supporting others, being part of a bigger story, bigger picture, having a deeper purpose.

**Ray Edwards (11:23):**

So, the needs are certainty. Number one, uncertainty variety. Number two, number three is significance. Number four is love and connection. Number five is growth. And number six is contribution. Why is this important? And what is it got to do with getting people to do what you want them to do? Well, what differs among people is how we value those needs. So typically, most people have two needs that are primary. How do you know which two of your driving force? Well figure out which ones tend to show up when you are under stress or you're, or you're having anxiety.

**Ray Edwards (11:55):**

For instance, if you are under anxiety or stress and you start thinking about the worst case scenario, like, do I need to go dig a hole and make a bunker and go live out in the woods and hide from society right now, you might have a need for certainty going on there. If that's the first thing that comes out, if it's the overarching obsessive thing

you think about all the time during stressful times, that's a hint that maybe the need for certainty is very strong with you. If on the other hand times are chaotic and tumultuous and you think, all right, it's just like a movie. It's a good adventure, well, good chance that certainty is not your driving human need. That's the one you focus on the most. Now, if during times of uncertainty and stress, you go to this kind of thinking, what will people think if I have to move out of my big fancy house? What will people think that I don't wear my big fancy suit? What will people think if I don't drive my big fancy car? What will people think? What does that person focus on significance? I'll give you a tip, a quick shortcut. This is not universally true. So, don't assume this is always the case. But with many entrepreneurs, the two driving force needs are, can you guess what they are the top two? When I say driving force, remember all of us need all six things, but there's usually one or two. We focus on most. So, which are the two that most entrepreneurs focus on. Most, you got it, significance and certainty. We want to be significant. We want to be special. We want to be better than, and we want to be sure we can win. Now. Some entrepreneurs, the combo is significance and uncertainty, but those tend to be more gamblers than entrepreneurs, really.

### **Ray Edwards (13:30):**

The key feature of an entrepreneur is not to be a risk taker. Although we tend to have higher risk tolerance than other people. The very definition of being an entrepreneur is to take an area of small resources, like an idea, or just a little bit of material and turn it into something bigger than it was before. Take an MP3 player, turn it into a portal that holds a thousand songs in your pocket and build the core of Apple. The most valuable company on earth. That is an entrepreneur. Being willing to roll the dice and mortgage. The house does not make you an entrepreneur. It makes you a gambler. So many entrepreneurial types have, is there to driving human needs. The ones that focus on most significance and certainty, knowing that, do you know something more about how to communicate with that person? Yes. Yes.

### **Ray Edwards (14:19):**

By the way, if you wonder, how does this fit in with pastor framework? Person, problem, pain. Person is an entrepreneur problem is they're faced with uncertainty and the possible loss of their significance. The pain is shame, guilt and feeling unworthy. Maybe we can sell them a program that helps them deal with that. Sorry, that sounds callous, but that's the way it works. That's marketing folks. Get over it. I'm not going to spend this whole episode on human needs. Psychology. I do think this subject is required study for entrepreneurs who are copywriters or, or who pay them. So that would be all of you. I would start with Anthony Robbins, creating lasting change. It's an audio program called creating lasting change. Seven master steps for maximum impact. Now that program focuses more on therapy and therapeutic approaches of helping people change their problems or their perception of their problems. But as a marketing text, it is brilliant. Human needs psychology study it, use it responsibly.

### **Ray Edwards (15:19):**

Number two, the second key to unlock influence human emotion. Why would I say emotion? Because emotions are what drive us to do what we do. Another psychological model that I love is that of Brooke Castillo. And she calls it creatively enough, the model. And she says, it goes like this first in life, we have a circumstance.

So, we wake up this morning and it's bright outside. And there's a big glowing ball of light in the sky. That's the sun. So, the sun is up. Those are inarguable facts of reality. That is a circumstance. Then we have a thought about it. Hmm, the sun's up, It's a sunny day. Then we experience an emotion for many of us, a sunny bright day means happy times. Thoughts of summer, thoughts of spring it's a good day. It's going to be sunshiny. That's an emotion that thought triggers a chemical storm in your brain, which is called an emotion which may be happiness, anticipation, excitement.

**Ray Edwards (16:20):**

What if it's cloudy out. Now, the only objective circumstances of the day that may have changed as to whether the change in the weather may or may not have any substantive effect on the outcome of our day. If we were going to spend the day writing on our computer, it doesn't really matter what the weather is outside now does it. And yet, if we wake up and look out the window and it's cloudy and stormy, you thought might be, Oh, it's cloudy and stormy bummer. I hate when it rains. Hmm, I'm feeling kind of down today. That's a thought triggering an emotion. So, Brooke says, first we have a circumstance. Then we have a thought about the circumstance that we have an emotion and emotion. She says drives our human behavior. And that is almost universally accepted. Psychologically. There are many studies that indicate people make all decisions based on emotion first.

**Ray Edwards (17:09):**

And we use logic and reason to explain the decision we made later. So, it sounds good. So, we buy the red sports car because well, honey, it'll help me get more business because people think I'm more successful. I'll look younger, I'll relate more to today's hip young, new audience and reality. We bought it because it made us feel cool. Then I revealed too much. I said too much emotion drives, decision making drives behavior. Do you begin to see how this helps you or hinders you in your marketing and number three? The third key that unlocks influence is the key of beliefs. If you sell investments and you tell people, you should buy investments because it'll make you look good to other people that you invest. And their top two values are certainty and growth telling them how good they're going to look to. Other people are not going to help at all. It doesn't appeal to their top two driving human needs or the emotions that come with them. Their beliefs are, they need to be certain that they're making the right investment. So, the investment grows and gives them safe returns. So if you're selling investments, you should speak to those beliefs and the emotion that comes with it, which is calm, peace satisfaction was a decision well-made pride in that perhaps feeding the human needs that are primary for them, which are certainty and growth. This is only a brief overview of psychological elements of selling and writing copy. But it's an important one. If you use just what I taught you today, you will know a lot more than most people do about how to use psychology in your copywriting and how to influence anybody to do anything. But you've got to study this. This is not a light reading kind of subject.

**Ray Edwards (18:49):**

It takes a little bit of study, but it's well worth it. In fact, I recommend studying this before you study quick, fix techniques, closes magic phrases, et cetera, et cetera, et cetera. However, there are formulas, phrases, sentences, and techniques. They use

these complexities of human psychology and you can employ the power of psychology without even understanding it. For instance, there's one sentence called the one sentence persuasion course, which was written by Blair Warren. And it goes like this. People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies without going too deeply into this, this one sentence employs all six human needs, human emotions of major influence in society and beliefs that we can be fairly certain. Most people in the modern world share. So, think it through again, people will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies.

**Ray Edwards (19:58):**

If you don't believe this, here's an experiment. Find an opportunity to talk to a total stranger. Somebody you just met, maybe you're at a party. Maybe you had run an event, maybe on a zoom call. Lots of those having these days just want to get to know this person, try this. Just ask them after you get through the normal pleasantries, like what your name is. And boy sure is weather out there. Yeah, really is, it's weather here too. Get past all that. And you say something like this. So, tell me, what do you dream about? Like, what's your life's big dream. Are you dreaming about these days? And they'll respond by saying something like, that's a bizarre question. Well, like five years from now, where do you see yourself, or 10 years? What's your dream? Well, I've always dreamed of having a Lake house. Maybe. I mean the wife has; I have a Lake house. Oh, you're married. No, I dreamed about getting married too. Oh, Hmm. Sounds like a good dream. So, two you chat about those things for a little while. You don't want to interrogate them. So, let the conversation flow naturally until you have a good moment, a good pause and they start telling you about how they had, they've been looking for the right spouse and they've had numerous failed relationships. And you just say something like, well, it's probably not your fault. I mean, society has such unrealistic expectations of men and women these days. I don't think any of us really know how to have a relationship. They don't teach you that in school, do they? Say something in other words, to justify their failures? Now, obviously you're going to have to be good at elegantly, weaving this into the conversation. And at first you won't be great at it, but most people will not pick up on what you're doing. And I want you to do this because I want to prove a point to you. So, the next thing you want to do is alleviate their fears about something and confirm their suspicions about something and then help them throw rocks at their enemies, which is probably the most morally objectionable of all these things. Basically, you're saying, yep, those are bad guys. Let's go throw rocks at them, but you can certainly find a way to do that without literally throwing rocks. Like you might just say, yep, he really is a stupid boss. Isn't he? I don't know why he does that. So, now's the time to make a request to them, make it something innocuous. I think harmless, not something creepy, but something you would not normally ask.

**Ray Edwards (22:05):**

So, if you pay attention in the conversation, you may get an idea while you're talking with them. So, it may be something like this. Hey, you know, you mentioned you had that extra set of golf clubs. Would you mind if I borrow those sometime? Most of us would not normally ask to borrow someone's golf clubs but find something like that. Send me a little bit of a stretch. Read, ask them it's not weird or creepy and see what

happens if you try this three times, I guarantee almost certainly all three times. You'll get a yes. If not two out of three, you'll get a yes. Try it and see if I'm right. This one single sentence uses all the psychology we talked about today. And it's very powerful. If you use it elegantly and invisibly, try it and prove it to yourself. And then don't be evil. Be careful and share your stories.

**Ray Edwards (22:49):**

I want to know what happens. You either text me and you do that by texting me at (509) 245-2670 or hit me up on social media. I'm Ray Edwards on all the socials, or just go to the website, Rayedwards.com/477 for this episode. You can also leave a comment or question there, and I hope you will consider subscribing to the podcast. Give us a rating and review even that helps other people see the show. Make sure you put your real name and website into the text of the review. Because if I read it on air, I want to be able to say your name and your website, promo time, baby. That's it for this week. That's how to get anyone to do anything. Be careful, be safe, have some fun, but be responsible and don't be evil. Until next time I pray that you prosper in all things that you have long life, great health and peace to you, peace to your house. See you.

**Automated Speaker 2 (23:42):**

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**Automated Speaker (23:46):**

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**Automated Speaker 2 (23:54):**

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**Automated Speaker (23:59):**

We bring you a message of prosperity with purpose and freedom. Remembering the true freedom is available to all through Jesus Christ.

**[END OF AUDIO]**