



## **Ray Edwards Show, Episode 478**

### **Seven Reasons to Make Your Digital Course Now**

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

Ray Edward show episode 478, seven reasons to make your digital course now. The Ray Edwards show, this is the podcast for prosperity with purpose.

#### **Ray Edwards (00:18):**

Question for you. Why have you not yet built your own digital course, teaching whatever it is, you know, that other people would like to know from you, teaching the thing that comes easily for you, but seems like magic to them. Why haven't you done that? Maybe you're saying, well, Ray, this is a terrible time to do that. The economy has collapsed. Businesses have closed. People have lost their jobs. Nobody has any money. I challenge those beliefs. I believe those are false beliefs. Explore with me the idea that perhaps they are and consider the possibilities of selling your own digital course.

#### **Ray Edwards (00:53):**

Now, maybe you're one of those folks who has made digital courses in the past more than one, even. Maybe you've made two or three and you never quite took the time to build it correctly in your estimation. They never felt quite perfect to you. You never quite made as much money as you hope they would never have one of those million-dollar success as you keep hearing about. So, you feel like it failed. Like it doesn't work. I challenge that belief to really, it doesn't work. If you made a course and you made a single dollar, it works. Doesn't it. You just need to find out how to make it work a little bit better. Right? If you think it's possible that I'm even right a little bit, stick with me because today's episode is all about seven good reasons to make your digital course now. Let's get after it.

#### **Automated Speaker (01:37):**

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

**Ray Edwards (01:41):**

Spiritual foundations this week comes from first Kings chapter two, verse three, where it says in the scripture observe what the Lord, your God requires, walk in obedience to him and keep his decrees and commands his laws and regulations as written in the law of Moses. Do this so that you may prosper in all you do. And wherever you go, Whoa, if that doesn't get you excited, you weren't listening. Hit the little rewind button, go back 15 seconds and listen again because it ought to blow your mind. So that you may prosper in all you do. And wherever you go. Yes, Lord, I'll take some more of that please.

**Automated Speaker (02:28):**

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

**Ray Edwards (02:34):**

Now this week's episode is about making digital courses. So, it's only fitting that I talked to you about my coach in this area. And my digital course coach is Amy Porterfield. Now Amy and I go way back. You've heard me talk about her before she was working with a guy named Tony Robbins back in the early days of my copywriting work. And she hired me actually to write copy for Tony. That's how I got that gig. And since those days, both Amy and I have gone on to have very successful businesses of our own. For example, Amy is the brains behind the digital course Academy that I joined a while back. It's a program that has paid off for me, like crazy. Like I could have never predicted, but more on that later. And for the next month, Amy is going to be dropping knowledge all about how you can leverage your smarts and build a digital course, scoring you a little margin around your endless roster of one-on-one work, or even some much needed freedom to quit your day job and take a vacation, take a mini vacation, perhaps take a sabbatical even.

**Ray Edwards (03:34):**

Now, let me be clear. Creating a digital course is not a magic bullet. It will not solve all your problems, make you rich and famous and mean you never have to work again because courses are far from set it and forget it. They're just not that way. It actually takes a ton of grit to build something. People actually get results from and Amy knows how to break that down into actionable steps. And while I am known as the coach for thousands of freelance writers who want to make six figures or more in their writing practice, Amy is the coach and she's my coach when it comes to building digital courses.

**Ray Edwards (04:12):**

So, I'm grabbing the keys to the Ray mobile right now and headed her way. Again, I can't stop learning from Amy and I thought you might want to ride shotgun with me. Here's what's waiting for you inside the free bootcamp group she's created on Facebook. She's got a 30-day plan to take you from totally confused and overwhelmed about how to build your course to clear, confident and surrounded by people who believe in you like me for instance, and Amy will be there too. She's got live trainings on the seven key decisions. Every would-be course creator needs to make in order to

be truly successful. She's got workbooks and assignments for each training designed to help you create momentum and clarity on exactly how to bring your course to life. Live Q and a session with Amy herself and after a decade of creating and selling digital courses I don't think there's a question she hasn't heard before. Fun contests, giveaways, challenges, and access to an engaged, fun, uplifting community of other dreamers and achievers. Let me tell you, being in a group with Amy Porterfield is like having a party every single day. So, here's this week's tip of the week. If you are wondering how creating a digital course even fits your business model, feeling like you literally have no clue what goes into building a course, curious about what you do to actually sell the course after you've poured your blood, sweat and tears into building it. Not even sure if you even have the tech chops, you need to get something like this done. Then I've got a virtual ticket for you with your name on it right here. So, go to [RayEdwards.com/Amy](https://RayEdwards.com/Amy), get into the group and let's get started building your digital course.

**Automated Speaker (05:47):**

And now our feature presentation.

**Ray Edwards (05:50):**

Well, as you can tell, I'm very enthusiastic about this topic of building your own digital course now. I think now is the time for you to do it. A lot of people are scared to do it because they say the economy is bad. People don't have money to spend on things like this. Look, people are more online than they ever have been, and they do have money to spend on things like this. I know because our business is thriving right now, and it's built on digital courses. And guess who taught me how to build them Amy Porterfield. So, I'm going to give you seven really good reasons. Why now's the time for you to do this thing and build your own digital course.

**Ray Edwards (06:19):**

Reason number one, the economy has changed. The old is gone. The new has come. Every industry has changed. More industries are going to be more online in the coming years than ever before. I think what's happened is through misfortune. Some good fortune has occurred, which always happens. I believe because God's still in charge and he makes all things work for our good. So, what's happened is we've accelerated the economy by about 10 or 15 years, I think had there been no pandemic in 10 or 15 years from now, we would have been where we are now economically. We would have been making a shift to online schools would be dealing with how do we stay open as universities and colleges? Because people are learning online. It's much more efficient, much more economical. What do we do? Do we adapt? Or do we disappear? Well, ask Kodak. When they were in the filmmaking business, they refused to make digital cameras. Cause they made film by golly, where are they now? Nowhere near as big as they used to be. That's for sure the economy has changed. The old is gone. The new has come time for us to adopt the new, and what is the new? People are learning online. They're buying online. They're getting their information online. It's time for you to take your business online. Even if you have an offline business.

**Ray Edwards (07:24):**

Reason, number two, to build your digital course. Now we are looking to connect to entertain ourselves online, but we're turning away from our phones and turning to our computers. In fact, here's what the New York times reports Facebook usage is their website up 27% Netflix up 16% YouTube at 15%. It's like that across the board. The number of people online has almost doubled during the pandemic. The time, the amount of time we're spending online has almost doubled or tripled in some reports. There are more people coming into the virtual stores than ever before. If you don't have your merchandise, in other words, your digital course in your store, they nobody going to buy it cause it's not there. So, you've got to get there. That's another good reason why.

**Ray Edwards (08:06):**

Reason number three, that now is the time to build your own digital course because people are pivoting their lives, their careers, and their learning online, like never before, because they've got nowhere else to do it. They can't go to schools. They can't go to the libraries. You can't go to bookstores. What do they do? They go online. What kinds of things that people learning? All kinds of things, dog training, real estate, investing, writing, freelance, writing, copywriting, photography, videography, you name it, people are learning how to do it. Because they need to learn a new skill to do a new job or for new hobby, new entertainment. But so many people have lost their jobs or pivoting their businesses. They're looking for new skills that make them money and those things you can charge really good money for. It's a perfect time to have courses in those areas or in areas of about efficiency and productivity. People will pay money to learn how to make money, how to save money, how to save time. I'd have more time with people they love. How had better relationships. All of these things are moneymakers in the new economy. You should make your own digital course.

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

Number four reason why now is the time for you to build your digital course, even if you own a brick and mortar business. Let me tell you my friends. If you've got a brick and mortar business and you have no online component, you got caught skinny dipping. When the tide went out, didn't you? We did in our coffee shop; we had been talking about building online facets of our business for quite some time. And when the government shut down our dining room, we sure wish we had done so earlier, but don't let that stop you. We got our online pickup app going so we could have people order stuff ahead of time, just pick it up and have us take it to them. At the curb. We are contemplating having a store where we're going to be selling different items from our inventory online, shipping it to people. And we're also building digital courses about how to make some of our most popular drinks and beverages at home yourself. And guess what? If you need supplies, we'd be happy to sell them to you. So whatever business you're in this applies. A digital course is a great pillar to add to your existing online business. I'll tell you some businesses you might think would not have a digital course, but they do it. It helps build their customer base. Massage therapists, dental offices, chiropractors, car dealers, interior decorators, architects, designers, you name it. People are building online digital content to promote their offline real-world physical product, business or service business.

**Ray Edwards (10:26):**

Reason number five now is the time to build your own digital course. Especially if you have a secret sauce or a secret method that is distinctively your own, you should build a course teaching that method. And you say, "What? Ray, if I have secret sauce, why would I give people the recipe for goodness sakes? Why, why for crying out loud? Have you gotten mad?" This is a lesson I learned long ago when I wrote the book, how to write copy. That sells one of the objections I had to doing. So was if I tell all my secrets in here who will ever hire me to write copy again, I need not have feared. Even though in the book I spelled out everything. I knew about the process of writing copy at that time. Not only did it not decrease my business, it increased my business because lots of people read my book and nowadays, they take my course, just like, they'll take your course. And they watched the course or part of it, and they see, wow, you really know what you're talking about. You only know this stuff inside out, and it's really cool. It really works. And it's a lot of work and I don't want to do it. Will you do it for me? I'll pay you lots of money to do so. So many times, I have made a lot of money by first selling somebody, my course, which is \$2,000. And then having them come back to me and say, look, you really got this nailed. I see that you understand it. Could I pay another \$50,000 or more to do my copy for me? And my answer is usually why. Yes. Thank you very much. You can experience the same thing. Maybe not 50,000. Maybe you'll get a lot more. Maybe you get less. It's all relative. The point is you will make, I believe more money in the long run by giving away your secrets than you will by hoarding them to you. I mean, come on. The recipe for Coca Cola is out there. So why isn't Coke out of business? Because Coke is it, that's why. The recipe for making Colonel Sanders chicken is out there. So why isn't KFC out of business because there's nothing like going to that drive through window and get in one of those big greasy boxes of KFC chicken. Just something about the experience makes people not want to accept a substitute. They want the real thing. So, make your course, teach your secret sauce and watch your business increase.

#### **Ray Edwards (12:25):**

Reason number six now is the time for you to build your digital course. Your course will work even when you cannot. And this one is a doozy because what if you get sick? What if you are incapacitated? What a thing, a better, more positive approach to this. What if you want to take a sabbatical? One day, my friend Michael Hyatt takes a 30-day sabbatical with his wife, Gail every year. Sean West, another friend of mine takes us sabbatical. Every seventh year takes the whole year off the whole year. Could you do that in your business? Michael just came back from his sabbatical recently and he announced on his Instagram that after 30 days of being gone away from the company, not answering email, not making any meetings, not doing any work at all. He came back to a company that was making more money than it was when he left. How do you do that? Well, one pillar that Michael's business is built on digital courses. Yours should be too your course can be delivered and you can be teaching even while you're asleep because you teach it once on video and you market it over and over again. And it makes you money even when you're not working. So, reason number six is your course will work even when you cannot or when you don't want to.

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

And reason number seven, that now is the time for you to produce your digital course, or if you've done it before your signature, your best work, your Magnum Opus, digital course, it creates demand for your non digital products and services. This is the

ultimate marketing tool. If you're a consultant, a coach, a copywriter, a freelance writer, an artist, a designer, anything where you have a service that you give people and you've charged them lots of money for it, it's a very high ticket service you offer. Creating a course on how to do it makes you in more demand because there is nothing that will establish your authority like teaching the subject, like the master of the subject you are.

**Ray Edwards (14:11):**

So those are the reasons. Let me go through them again. The seven reasons why now is the perfect time. You must create your digital course, in my opinion. Reason one, the economy has changed. Reason two, people are online, like never before they want to learn. Reason three, people are learning online and pivoting their businesses and their lives like never before. Reason number four, a digital course is a great pillar to add to an existing business. Reason five, especially if you have a secret sauce, you should teach it because that will make people want to buy from you even more. Reason number six, your course will work when you cannot or when you don't want to. And reason number seven, your digital course creates demand for your non-digital products and services like crazy. It's the ultimate marketing tool.

**Ray Edwards (14:53):**

Those are the reasons. And you know, the resource, you know where to go to get a free training months long course for free from the master of making digital courses. Amy Porterfield join me in this month. Long course that she's giving away for free on Facebook. Go to [RayEdwards.com/Amy](https://RayEdwards.com/Amy). That is my affiliate link. I do get paid if you buy anything from her in the future, but this thing I'm giving you is free. Go to [RayEdwards.com/Amy](https://RayEdwards.com/Amy), and I'll see you there.

**Ray Edwards (15:17):**

So, here's this week's question. If you are considering building a digital course, what will it be about what questions do you have about online courses in general? Give me your feedback at [RayEdwards.com/478](https://RayEdwards.com/478), or both let's both ask our questions inside the free course with Amy Porterfield at [RayEdwards.com/Amy](https://RayEdwards.com/Amy).

**Ray Edwards (15:36):**

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**Automated Speaker 2 (16:05):**

Thank you for listening to the Ray Edward show.

**Automated Speaker (16:08):**

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**Automated Speaker 2 (16:17):**

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**Automated Speaker (16:22):**

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

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