



**The Ray Edwards Show, Episode 491
7 income Streams For Copywriters**

Announcer: [\(00:01\)](#):

Ray Edwards show, episode 491. Seven Income Streams for Copywriters.

Announcer 2:

The Ray Edward show. This is the podcast for prosperity- With purpose.

Ray Edwards: [\(00:16\)](#):

Welcome back to the Ray Edwards Show. I'm here with my brother, Kris. Hello, Kris.

Kris Edwards: [\(00:20\)](#):

Hello, Ray. What's going on in your world, sir?

Ray [\(00:22\)](#):

I've been listening to Matthew McConaughey's autobiography called GreenLights. He narrates it himself. He reads the book himself. He wrote the book himself.

Kris [\(00:31\)](#):

Well, I'm a fan. I gotta be the first one of us to say it- All right, all right , all right. How is it so far?

Ray:

It's really fantastic.

Kris:

Well, all right.

Ray: I highly recommend you get this one and you get the audio book version because he is that guy. He's that guy that he plays in the movies that we like so much that's really him.

Kris ([00:47](#)):

Well, I will add that to my ridiculously long audible cue. What else is happening?

Ray ([00:52](#)):

And so that aside, if you are staring down the holidays and also a stack of bills and the balance in your savings and investments, accounts keeps getting lower. You want some more income. You're wondering how long the lockdowns will last. Maybe there's way too much month at the end of your money. You'd like to make some more cash. This episode is for you. If you are able to write decent copy, even if you're not a professional copywriter for hire right now, if you've been marketing online at all, you've written copy. You're able to write it. I have seven income streams as a copywriter. You can tap into right away and start making money, now, we're going to get to those in this episode.

Announcer ([01:27](#)):

Does anyone want to live a life that is long prosperous? Spiritual Foundations.

Ray ([01:34](#)):

I got a timely reminder about one of our greatest resources from my friend, Ben Greenfield, who sent an email out today. And he said this. He said, "one of my favorite, incredibly powerful Bible passages is Ephesians six, 10- 18." Ben says "when I'm spiritually struggling, know that I'm entering into a situation in which I will encounter significant temptations or I'm about to embark on travel away from my family and Christian support network. I often imagine adorning myself with each of these seven pieces of armor." Here's the verses he's referring to Ephesians six, 10-18, "be strong in the Lord and in his mighty power put on all of God's armor so that you will be able to stand firm against all strategies of the devil for we are not fighting against flesh and blood enemies, but against evil rulers and authorities of the unseen world against mighty powers in this dark world and against evil spirits in the heavenly places, therefore put on every piece of God's armor so you will be able to resist the enemy in the time of evil. Then after the battle, you will still be standing firm, stand your ground, putting on the belt of truth and the body armor of God's righteousness. For shoes put on the peace that comes from the good news, so that you'll be fully prepared. In addition to all these hold up the shield of faith to stop the fiery arrows of the devil, put on salvation as your helmet and take the sword of the spirit, which is the word of God." Those are good words and powerful armor.

Announcer:

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

Ray ([03:13](#)):

Our tip of the week is our upcoming free, massive training that will help you make big money as a writer. If you are looking for a new career, if you want to start a new business, but you don't want to invest a bunch of capital. If you want to do something that allows you to work from wherever you want to work in the world and make \$10,000 a month or more, maybe, I can't guarantee you any certain level of income, but I can certainly share with you the strategies and the secrets that worked for me, for my colleagues, for my clients and my students. And that's exactly what we're going to do on this upcoming live workshop. You can register by going to Rayedwards.com/workshop. That's very clever, Kris.

Kris:

Yeah, I know. Not my most creative thing, but very easy to remember

Ray (03:56):

Again, that's rayedwards.com/workshop.

Kris:

There. See you remembered.

Ray:

And one person during this workshop will win \$1,000 in cash. That's \$1,000 cash money.

Announcer:

And now our feature presentation.

Ray: (04:14):

So let's get right to the promise at the beginning of this episode. Seven income streams, most copywriters overlook the which you could start monetizing today. Number one, content writing. Now, most copywriters are aware they can hire their services out to other marketers who want to have their sales copywritten, but often something that's overlooked is the writing of content. People need blog posts. They need articles. They need scripts for their videos. There's so much content that we as marketers must produce in order to function on the internet and copywriters often forget that needs to be written too, and while the pay may not be at the same scale as sales copy, this can be very lucrative work depending on who you're doing the work for. So don't overlook opportunities to write content for other marketers. You can get paid and get paid very well. There are many online businesses, speakers, coaches, trainers, and marketers who are great at creating copy and great at creating products, but they don't want to generate all the content themselves.

They could use your help. Number two, affiliate marketing. This is so obvious. I'm kind of embarrassed to point it out yet many overlook it. If there are products and services that you use and you enjoy them and you find them helpful and productive and important to your business into your everyday life, why not recommend those products and services to the people on your list or who follow you on social media and write some copy about the services you enjoy so much. We do that here in our company. We talk about things like Kajabi, which we use extensively services like Drip, our email service provider, and so many other tools that we use everyday, our business. Certainly we recommend them to other people and you can get an affiliate commission for that. It doesn't change the price for the end user. It's part of the marketing budget of the company that offers the affiliate opportunity, but you can make some extra money just by recommending products, you know, love and use already.

Number three income stream that copywriters can tap into almost immediately. Social media marketing, just like so many businesses and online entrepreneurs. Don't like to write all the content they have to create to function online. Many would love some help in their social media marketing and the management of their social media campaigns. And I'm not talking about ad campaigns, although that's certainly one way you can make money as a copywriter about the actual social media content. I mean, think about those extravagantly powerful captions you see on Instagram. So often that's copied my friends and you could be writing that for somebody who maybe doesn't have time to we're writing for themselves. So don't overlook the opportunities in social media marketing as a way for you to get paid, to write. Number

four, the number four income stream for copywriters. Have you considered doing any copy editing and or proofreading? Now with all the content we have to create and all the sales copy we have to create and all the emails and social media copy, that's a lot of material that needs to be proof-read and copy edited.

(07:21):

And the fact is you might even end up doing this for other copywriters because I mean, frankly, the hardest copy to proofread is my own. I'm blind to my own errors. So I need somebody else. Another pair of eyes to look at my copy and say you might want to reconsider how you say this. Here's the typo. Here's a mistake. Copy editing and proofreading are very lucrative ways to put your writing skills to work. Even for other writers. The number five income stream ghost writing many are the marketers and entrepreneurs who would love to write a book, whether it's a book of their wisdom on business matters or not autobiography, or maybe a combination of the two, they would love to have a book as part of their marketing arsenal. And most of them will never get around writing one or don't want to write one, but they can and will, and often do pay someone else to ghost-write that book. So this often takes the shape of you doing phone interviews or zoom interviews with him, discussing the topics, bouncing some ideas around. You're getting some transcriptions. There's a lot of work that goes into this, but the fact that does you're a writer, this probably comes fairly easily for you. And what looks easy for you. It looks like magic to other people and they will pay you. I have a couple of students who make primarily most of their income through ghost writing contracts for other marketers and for people who just want to tell their story, it's they're autobiography their memoirs out there. So this is a great opportunity for you to write something that really helps another person potentially helps many people and helps you by putting money in your bank account. Number six, the number six stream, most copywriters overlook. There's a great opportunity in writing podcast, show notes.

(09:01):

So many podcasts. So few do a good job at writing their show notes. The blog posts that supports the podcast episode, each time one is published. So we put a lot of time and effort into this and a lot of marketers and podcasters don't you have the opportunity to write podcast, show notes for other people who will pay you handsomely to do so, if you do a good job and it's not really that hard to do a good job, it just takes some time and some effort, some time love and tenderness. So think about writing podcast show notes and how do you find prospects? Well, one possible way might be to look for someone whose podcast you really enjoy. And you notice their show notes are either not very good or they're non-existent you could write up some show notes for them, send it. And politely mentioned that you're available to do this for every episode.

And that may lead to a lucrative contract where you write their show notes for them on a continuing basis. And this would be a retainer kind of client, which is for many people like the goose that lays the golden eggs every month. And number seven is like number six only it's video. I'm talking about YouTube video descriptions. Again, this is an area where a marketer or a company may put a lot of effort into producing content. They make these beautiful YouTube videos, but they're either doing a poor job or not writing any description for their YouTube video at all, which is a huge mistake because so much of the discoverability comes from the contents of the description on YouTube. So if you can write a great description that works powerfully for the producer of the video, that draws more views to their video, they're going to value that.

And they certainly have already exhibited the fact they don't want to do it themselves because they haven't been doing it. So it's a good place for you to look for opportunity to write great descriptions for YouTube channels and producers that you enjoy their work. So once again, these are just seven income streams that most copywriters overlook. This list probably stir some creative ideas of your own. Maybe you could add those in the comments to this episode, just go to rayedwards.com/491 that's rayedwards.com/491 and leave your

comments and suggestions for other income streams. Copywriters might consider as a way to supplement their income during the holidays.

Kris:

This amazing episode of the Ray Edward show is brought to you by the big money writer live workshop coming December 1st at noon Eastern, not only will you spend absolutely no money to attend this workshop, but you'll learn three powerful secrets to help you become a prosperous writer, like how to quickly cut your teeth in the most lucrative form of writing. So you can start making money almost immediately. You'll learn how to attract the perfect clients and you'll learn how to multiply your income dramatically in a simple way, almost every guru overlooks or ignores, or maybe they just don't know-huh gurus. Oh, and here's a really cool part. Ray will be giving a thousand bucks to one lucky somebody that's over 99, \$10 bills. There's no purchase necessary, but you do have to be present to win that. Look, if you're tired of not making money online, join Ray on December 1st at noon Eastern time and find out how you can make 10 grand a month or more from anywhere in the world. Join Ray live December 1st, but get signed up now at Rayedwards.com/workshop.

Ray:

Once again, those seven income streams are number one, content writing number two, affiliate marketing, number three, social media marketing, number four, copy editing and proofreading. Number five, ghost writing number six, podcast show notes and number seven, YouTube video descriptions. I'm sure there's more. Finally, are you subscribed to the podcast? If not, why? You should subscribe? It doesn't cost anything and you'll never miss an episode. Just go to your podcast directory of choice or go straight to Rayedwardspodcast.com and get subscribed. So you automatically get every episode we publish until next time. May you enjoy long life, good health, great prosperity, peace to you and peace to your house.

Announcer (12:56):

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