



Ray Edwards Show, Episode 502 She Found A Snake In the Toilet

Announcer ([00:04](#)):

The Ray Edwards Show. This is the podcast for prosperity, with purpose.

Ray Edwards ([00:13](#)):

Episode 502- You opened this podcast maybe because you got the email that said my wife found a snake in the toilet, in the subject line, and you probably opened that email cause you want to know what happened next. Can you imagine opening the lid to your toilet only to discover a snake inside of it? What would you do Kris?

Kris Edwards ([00:29](#)):

Well, I would like to say I would reach in there and grab that snake by the throat if they have throats and, uh, and dispose of it properly, but probably I would make some kind of weird noise and close the lid and back up a few steps, consider my options.

Ray Edwards ([00:42](#)):

I think that's what would happen if my wife found a snake in the toilet. She'd probably scream. You know Lynn very well, you've known her most of your life, she'd scream and slam the lid shut. And then I would have to get the snake. I would not be grabbing it by the throat, by the way.

Kris Edwards ([00:54](#)):

You would be making a phone call, I would imagine.

Ray Edwards ([00:56](#)):

Yes, correct. Well, you can relax. Lynn did not find a snake in a toilet, but this little exercise in imagination reveals the subject of today's podcast, using stories to draw people into what you want to talk to them about in particular using story-based emails and subject lines to capture your reader's attention. The point of all this is there's more noise than ever in the marketplace. And particularly in the email inbox, I don't know if you've noticed more emails flooding into your inbox, but I certainly have. And a lot of them seem very much the same, like time limited offer click. Now, before it's gone, don't wait till it's too late, 50% off, prices reduced or something having to do with the unprecedented times. We live in more noise than ever before, harder to stand out more competition to try to get your emails opened and read. So you've got to have something really powerful to hook people's attention and nothing beats

a great story. So we'll be explaining how to use story-based subject lines that are true, not made up and email copy that's based around stories later in this episode. I think you'll find it fascinating and it'll get you the results you want from your emails.

Kris Edwards (02:03):

So before we get into all that, can I jump in and ask about someone in our Facebook community?

Ray Edwards (02:07):

Sure. Am I going to be happy with what you ask?

Kris Edwards (02:09):

Oh yeah. This is not unhappy news. I just saw you give a shout out to someone named Gail who apparently had a pretty huge 2020.

Ray Edwards (02:17):

Yeah. Gail Mercer Mackay. Love that woman. She joined our mentoring program a couple of years back and she made her first million dollar year after working with us in the mastermind group. And she contacted me recently during a Facebook live, which is what you're referring to. And she said she just cleared \$6 million in revenue in 2020.

Kris Edwards (02:35):

Hello. Nice job, Gail. Where was she in her business, was this a new business or was she revamping something she already had when you guys got together?

Ray Edwards (02:44):

She was rebuilding what she had. She'd been writing copy as a freelancer for quite some time. She started building up a group of writers that she was mentoring and building a small agency- if that model sounds familiar it's because we have the same model ourselves and she's just been mentoring those, those writers. And then she's been putting together deals with big companies to do their writing for them. Companies like Microsoft. In fact, I referred to somebody recently as one of my students who had made lots of money, writing things like corporate white papers and things of that nature. That was Gail Mercer McKay.

Kris Edwards (03:11):

Well, way to go, Gail, she sounds amazing.

Ray Edwards (03:14):

Yeah. She's quite the phenomenon. And you can find her in our writers Facebook group. We'll put a link to the Facebook group in the show notes so you can go check it out for yourself. It's free to join. Just join the group, get confirmed. And you can read all about Gail's story in there.

Kris Edwards (03:27):

Yeah. And don't be intimidated. It's a super-friendly group and there are plenty of people who are just getting started. And of course, then there's Gail.

Ray Edwards (03:33):

She's the \$6 million woman.

Kris Edwards (03:35):

And we congratulate her on her hard earned success. Plus, I am now satisfied with your answer and you can continue with the show.

Announcer (03:42):

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

Ray Edwards (03:48):

All right. There's a lot of discussion these days about intentions and setting your intentions and making declarations or saying affirmations about boldly stating what you're going to accomplish in the coming year. And I want to just call to mind something from the book of James. There's a section of James, the short letter in the new Testament that the brother of Jesus wrote to the church who said, "do not boast about tomorrow". He said, "come now you who say today or tomorrow, we will go to such and such a city, spend a year there, buy and sell and make a profit." This is like a verse that was written for entrepreneurs. "Whereas you do not know what will happen tomorrow. For what is your life? It is even a vapor that appears for a little time and then vanishes away. Instead you ought to say, if the Lord wills, we shall live and do this or that". That's James chapter four, verse 13- 15. I don't think this verse means we shouldn't have goals, we shouldn't have aspirations that we set for ourselves. I think we need to have the humility to know that we don't know the future. And it seems to me that if we learned anything in the last year, if we learned anything in 2020, it's that we really don't know what's coming just around the corner. So it's good to have the humility to say, well, this is our intention. If it doesn't work out this way, it's because God's got a different plan and always be open to what comes along as a change. Or perhaps it looks like an obstacle. But as we've learned in the last few months, often, the obstacle is the way to a new level of advancement. It's not about not having goals. It's about having humility in the face of unexpected changes in reality.

Announcer (05:14):

And now our feature presentation.

Ray Edwards (05:18):

All right, our feature segment is about story-based email copy that gets the click. That's what you want with your emails? You don't do you're selling the email, typically. You want to get to click through to get them to the landing page, to the sales copy that sells whatever it is you have to offer. One of the Cardinal rules of writing is the importance of learning, you probably heard this before, to show and not tell. So instead of saying something like if you're writing a story about somebody going to go ahead and search a room, they're looking for some secret document or something like imagine some detective show, or maybe it's an episode of MacGyver. He's looking for a certain secret something. Instead of saying MacGyver searched the room from top to bottom, you might say instead, MacGyver systematically began taking things out of the top of the closet, throwing on the floor, boxes, shoes, sweaters then he moved to deploying clothes from their hangers, throwing them on the floor. He proceeded to empty the drawers of the dresser, his face growing more and more puzzled the longer he searched. In the second case, you're showing the search, instead of just saying he searched the room, that's a much more, real, much more visceral, much more vivid experience, as a reader. Telling a story is showing, not just telling. The second version conveys a lot more drama and emotion and curiosity. That's what stories can do for any copy, especially for email, but you don't have a long time to do it. You're not going to write a 10 page email. It's not a novel. It's just typically less than 250 word- about a page worth of copy. So don't write your email by saying, this is very interesting. You make it very interesting by telling a story in

the subject line. Here's three subject line examples. We've used one at the beginning of this episode about the snake in the toilet. Here's three more. Number one subject line- sent the email template by mistake and our open rates went crazy. Does that sound familiar at all, Kris?

Kris Edwards (07:00):

I've sent the email template by mistake, if that's what you mean.

Ray Edwards (07:04):

Yes, it's true. It was one of our most opened emails. I think it said something like, um, insert subject line here.

Kris Edwards (07:10):

I should screw up more often. It's great for the company.

Ray Edwards (07:13):

We even got replies. We got tons of replies back to that email saying, Oh, did you guys sent the template to the subject line? Yes we did, but thanks for opening the email. Example, number two, she opened the email and then she screamed. So what's the first thing that pops into your head, Kris?

Kris Edwards (07:28):

Uh, I picture someone screaming and I want to know why.

Ray Edwards (07:33):

Exactly. And then the third example would be she found a snake in the toilet and then... Each one of these subject lines paints a very different scenario, but each one of them begged you to fill in the blanks in your imagination about what happens next. And that's exactly what you want to happen. Whenever you send an email, you want people to see the subject line and be forced to open email because they have to know what happens next. The trick is- don't disappoint. You have to deliver something that satisfies the curiosity, but doesn't tell the whole story. So you have to give them something to satisfy the setup. And then you want them to click through to the landing page or maybe to the podcast episode to hear what happened next.

Kris Edwards (08:13):

And if you don't satisfy, I believe that's called a clickbait, is it not?

Ray Edwards (08:17):

It is called clickbait. And it makes people kind of angry with you because it's like you tricked them. So like sending the templated email, subject line is not something you should do on purpose and probably would not have worked out as well the second time we tried it, if we tried it again, but because it was an honest mistake, we got lots of responses. People opened that email and we did make lots of sales as a result. That's just the point though. It was true. It was a story that was true. And it contained an element of drama. With the drama being "man, somebody is going to get in trouble because they did something really dumb," but it's happened to all of us. I've sent the template of the email subject line before myself as well. I've also sent an empty email, which is not very effective because there's nothing for them to click through on.

Kris Edwards (08:55):

Your'e so mysterious.

Ray Edwards (08:56):

What's the trick Edwards?

Kris Edwards (08:57):

That's right. What are you trying to do here?

Ray Edwards (08:59):

So the key is start telling the story in the subject line, continue it in the body of the email and then have the reader click through to get the rest of the story on your landing page or in your podcast, for instance. This is just one of the things you need to be thinking about as you're putting together your emails and your copy these days is how do you get more attention, more authentically in a more startling, more differentiated way because there are new rules for copywriting. Now it's harder than ever to get people's attention because of the flooded email inboxes, the flooded social media channels and all the noise, as we've mentioned earlier in the episode. So you want to consider story-based email subject lines and body copy because there's a new environment where marketing in these days and it's harder and harder to get people's attention. So you've got to do something to stand out. Telling stories is one of those somethings that works really well. Undoubtedly, we're living in a different time now, and we're going to be spending some time on going into these new rules of copywriting, new techniques or improvements on old techniques during our copywriting Academy Live Event, which takes place April 8th and 9th. This is a totally live, but virtual online workshop. We're going to spend these two days together, writing your copy and doing it in a way that gets attention and gets you sales. And you should register now because at the time we publish this episode, which we'll publish on Monday the 25th, is that right?

Kris Edwards (10:14):

Yes. Tomorrow.

Ray Edwards (10:15):

So you've got a little less than a week to get the steeply discounted ticket price of \$197 per ticket.

Kris Edwards (10:22):

I should point out that you can't even hire a bad copywriter for \$197.

Ray Edwards (10:28):

No, no you can't. It costs more to hire a bad copywriter than this. We're gonna help you write your copy and we're gonna do it together. So get all the details by going to rayedwards.com/TCALive. But do it now. That's rayedwards.com/TCALive, as in The Copywriting Academy Live, or you can find the link in the show notes at rayedwards.com/502 for this episode number 502.

Kris Edwards (10:51):

So, and correct me if I'm wrong. I assume that we'll be talking about this at, um, TCA Live, but there is a challenge not only getting people's attention when you make it to their inbox, but actually making it to the inbox is a challenge. You know, we don't, we don't spam. Everybody that is on our list, signed up to be on that list.

Ray Edwards (11:14):

That is correct.

Kris Edwards (11:15):

And they are able to unsubscribe anytime that they want. So we don't do the shady practices. It's not good for business. I recommend you to not do that stuff either. But even with our legitimate way that we're doing this, we still get blocked. If we use the wrong copy, you know, it's, it's a lot of mail systems are using AI to determine what they think you should see. Even if it's something that you've asked for, if your tone and your email is wrong, your customers or potential customers may never see it. And I think storytelling helps you avoid things like "what a great deal" or "limited time offer", you know, that kind of stuff, because they are looking for that language actively. And we have to be, we have to be careful.

Ray Edwards (11:59):

We do. And they're scanning for even more subtle variations than that. So you're right. Storytelling is a great way to say what you want to say powerfully without setting off those alarm bells.

Kris Edwards (12:08):

Yeah, cause a lot of times those alarm bells are not justified. You know, like I said, our list is legit and this event has changed lives. Since it's virtual this year, we don't have the facility expenses and accommodations, all the stuff that goes along with a live event, which is well into six figure territory. We don't have that. But the fundamentals, you know, coming in and getting your copy written under expert guidance and reviewed, that's still there. You know, the same thing that has helped people make a bunch of revenue- nothing has changed. But if we just wrote a three sentence email explaining that odds are no one would ever see it. And then they're going to be sad and disappointed because they could have gotten TCA Live for less than 200 bucks.

Ray Edwards (12:51):

And let me underline for you that in the past, you had to invest about \$2,000 to be able to come to this event at all. Because we normally have it in Franklin, Tennessee, and it's only for buyers of our copywriting program, the Copywriting Academy. This year, we've opened it up to the public and you get in for just \$197. If you register before the 31st at midnight.

Kris Edwards (13:09):

Yeah. Do that. Rayedwards.com/tcalive. And I'm thinking that you're probably going to have some kind of session to explain how to get past these alarm bells and spam assassins for legitimate operators such as ourselves.

Ray Edwards (13:21):

I'm sure I will now because people are gonna want to know how are you guys getting around that? We'll tell you during our advanced tactic session. Perfect. Can't wait. All right. If you haven't subscribed to the show yet in Apple podcasts or your favorite pod catcher, please do. Give us a rating and review. Those who leave us a review Will definitely get a mention on the show, eventually. They're beginning to pile up and we'll get to them promise. You can find all the links mentioned in the show notes at rayedwards.com/502. In the coming weeks in this new economic environment, we'll be talking more about specific tactics, tools and techniques to grow your business in 2021. Until then may you enjoy long life, good health, great prosperity. And I pray for peace for you and for your house.

Announcer (14:03):

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