



Ray Edwards Show, Episode 503 Three Ways to Write Copy That Connects

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

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Announcer ([00:09](#)):

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

Ray Edwards ([00:18](#)):

That's my guess. You probably want to write copy that converts- that sells. That's why a lot of people come to me cause I'm the copywriting guy. They want me to tell them how do I write the magic words that will sell more of my stuff? And there's a secret. Before you can convert people into buyers, you have to connect with them. Connection comes before conversion, but how do you connect? That's the part that seems tricky for people, and I've got three specific ways you can write copy in your emails, in your social media posts, in your blog posts, whatever stuff you're writing- or even your podcast as you're communicating. Three ways to construct copy that connects first. So that later you can convert. Does that sound like it might be interesting?

Kris Edwards ([01:01](#)):

I'm interested.

Ray Edwards ([01:02](#)):

Green light for the copy that connects episode- let's do it.

Announcer ([01:05](#)):

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

Ray Edwards ([01:11](#)):

But first, Spiritual Foundations, and this one will hit home for a lot of people because I don't know if you've noticed, but a lot of things have been going the opposite way most people wanted them to go recently. Whichever side of whatever thing you're on. Could I, could I be more vague? It's possible. You had some things happen within the last few months and you

think, "I wish it had gone differently." And a lot of us have suffered some real, I mean real-world problems. We've had loved ones who became ill. Maybe we became ill. We lost jobs. Some people lost businesses. Some people lost friends over issues that they never thought would separate them. Whatever the case may be. You may be feeling a sense of loss right now and in the Bible there's a verse that my good friend Michael Hyatt is always fond of reminding me of whenever I call him and say, "I got this problem I'm concerned about" and he'll say, "well, Ray, let me get you to check something for me. you get your Bible and check Romans chapter eight, verse 28. See if it's still there." "Yes, it is Michael"- and Romans eight 28 says we know that all things work together for good to those who love God. To those who are called according to his purposes. And that's not a vague verse of scripture. It says that all things work together for the good of those who love God to those who are called according to his purpose. And I have a secret, I believe we're all called according to his purpose. And I believe if we know God, for real, not the God that maybe some people have described to us in ways that don't really represent who he really is. But as the loving, caring God that he is, he does make all things work together for the good. And if it hasn't worked out for our good yet, guess what? It's not done yet. It's not over yet. So however badly things may be going for you right now. And I've had some things go bad in my life. I think I'm qualified to say this. However bad it may seem like it's getting or has gotten- if it's not working out for good yet, it's not over. And I invite you to look at what's happening in your life right now and asking yourself, "how could this work out for my good?" And usually there's a real answer to that that'll pop into your mind quickly. Especially if you just ask. It also says in the Bible, if you lack wisdom, that doesn't mean that you're dumb. It means you can't figure out why is this stuff happening? If you lack wisdom, just ask and he will give it to you. So just ask "how's this working out for my good? Help me see the good in this. What could possibly come out of this as good? What does this make possible?" He will give you an answer and ultimately you'll see it. Often we don't see it until we look in reverse, but we do see it eventually. So if it's not working out for the good yet, just hang on. Story's not over yet. You will destroy the death star.

Kris Edwards (03:44):

You've always got to bring it around to Sci-fi.

Ray Edwards (03:46):

Yeah. My, one of my favorite memes is the one that has footprints going across the desert. And it looks like that religious poem. It says something like when I looked back and saw only one set of footprints in the sand, and I asked you why that was, you said it's because sand people walk in single file to hide their numbers.

Announcer (04:06):

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

Ray Edwards (04:12):

All right. Ray's tip of the week. Um, I noticed something recently. I don't know if you watch a lot of Instagram stories, Kris?

Kris Edwards (04:17):

I watch zero Instagram stories.

Ray Edwards (04:20):

It's funny. Lynn does too. She asked me, in fact, I said, do you watch my story? She said, what do you mean? Watch your stories

Kris Edwards (04:24):

Your soap operas?

Ray Edwards (04:25):

Yeah. As the world turns, The edge of Night, Santa Barbara. Instagram stories is that stream of videos. Most people know what it is, but I've noticed that when I'm watching them, I always have the sound turned off because I never know what they're going to say. It could be dogs barking or pugs shrieking or rap songs saying things. I don't want other people to hear or standing around me, wondering what's wrong with me- or what's right with me. Whatever the case may be. Most people are watching with the sound off. And if it's just you talking, if you're like looking at the camera, just yammering away with your brilliant stuff, it doesn't matter how brilliant it isn't if they can't hear it, right? So I noticed that some people have subtitles or closed captioning on their Instagram stories, which the attractive thing about Instagram stories is you can just pick up your phone, tap the button to start talking. And I thought, how did I take the time to type in these transcriptions? Well, they don't. There's an app that Instagram makes called threads. I don't know what it's really for, but I know that it does this one thing. You can talk into it and make a 15 second video and it will transcribe what you say and make it into captions or closed captioning on the screen. They look really fantastic and it's really accurate. And even if it misunderstands what you say and you need to correct it, it's easy to do it. Doesn't take very long. So you just record the video, it puts the words on the screen, you save it, and then you post it to your Instagram stories, which I do every day now. And that's how, if you're watching my stories, wondering how does Ray have the time to do that? Ray doesn't. Instagram's little threads app does it for him. And it's, here's the best part. You know what the price is?

Kris Edwards (05:52):

I'm guessing free.

Ray Edwards (05:53):

It's free. Of course you have to give up your privacy, but we've already done that. So that ship has sailed.

Kris Edwards (05:59):

Yeah.

Ray Edwards (06:00):

Just get the, get the, get the threads app from Instagram download to your phone- Android or iPhone, doesn't matter. And use it to make your Instagram stories and it will subtitle them for you and you have the words on the screen. So that way people are scrolling through it, they see the words. They may stop their scroll because they want to see what you're saying. And then they may turn on the sound to hear the rest of it. So it's worked really well for me. I've got a lot more engagement for my stories. I think you will to get the threads app for subtitles or closed captioning for your Instagram stories. And let me know how it works out for you.

Announcer (06:28):

And now our feature presentation.

Ray Edwards (06:31):

Now, Kris, you're a great copywriter, whether you recognize it or not, you write some really good copy. Um, I've been really impressed with the copy you've been writing for us here at the company. And you've got this real knack of tying in stories and interesting ideas or thoughts or

word pictures. When you sit down to write copy that's going to connect with somebody, make them really start reading and saying, Oh, this is interesting. I mean, like when you sit down and write these prompts, these emails you just wrote, what got you started on that- writing those?

Kris Edwards (06:55):

Uh, you know, it's a sentence or two- well, let's let me do it this way. I've got one that I haven't written yet, but I have my idea. Okay. The, I think most important skills in copywriting is being able to use a different voice. You know, you're often writing.

Ray Edwards (07:12):

for somebody else.

Kris Edwards (07:13):

for somebody else. The ways that I do that is I have some characters in my mind.

Ray Edwards (07:20):

Don't we all?

Kris Edwards (07:21):

Well, okay. So let me give you something you can relate to. Picard or Kirk?

Ray Edwards (07:27):

Oh, two very different characters. Very distinct voices.

Kris Edwards (07:30):

Yes.

Ray Edwards (07:31):

Well, one of the reasons this, this is a great, it's a great line of thought because one of the reasons I was able to write for Tony Robbins when I first started writing for him was Amy Porterfield had read some of my copy. She said, you know, you write a lot like Tony. That's cause I was listening to non-stop Tony Robbins in those days. So I could hear his voice in my head all the time. And I tended to pick up on the phrases in the ways that he would say things and the kind of analogies that he would use. And so naturally I could write more in his voice cause I was listening to it so much.

Kris Edwards (07:57):

Totally makes sense. I guess, to answer your question, I mean, that's, that's what it is for me. I'll think of a, just a, uh, a basic concept. And then I kind of launch into my voices of who would explain it best.

Ray Edwards (08:09):

That's a perfect lead in, and you didn't even know this. That's, what's most fun about this. To my first way to write copy that connects with people, and that is pay attention to what your market is talking about. In other words, to the voice of your market, think about your perfect customer and what are they talking or thinking about when they get your email or they read your blog posts, listen to your podcast. In other words, what's the things that are bugging them right now.

Kris Edwards (08:32):

Uh, you know, a great place to research that is Reddit.

Ray Edwards (08:34):

Reddit. That's also a great place to take down hedge funds, but that's a different topic. So talk to me a little bit about Reddit. Cause I I'm on Reddit. I have an account, but I haven't been on there in a long time. Explain what Reddit is for people who don't know.

Kris Edwards (08:47):

Uh, I mean, I guess a really giant forum with a seemingly infinite number of topics.

Ray Edwards (08:54):

And I'm embarrassed admit this. I Actually thought it was a thing from the past, like Gopher and all those things that we don't have anymore.

Kris Edwards (09:02):

Gopher and Archie.

Ray Edwards (09:04):

Yeah. Gopher and Archie, yes I was looking for the other one. But Reddit is, is still huge. Still very powerful. As we've learned recently. Lots of interesting discussions take place there and say more about going to find out what your market is talking about on Reddit. How did how'd you do that?

Kris Edwards (09:18):

If I were solicited to write some copy for a product that didn't know a ton about, which I'm sure has happened to you, I will go to Reddit and see how the users of that product refer to it. You know, see what kind of stuff they talk about, what they love, what they hate. There's usually a topic in Reddit that will go along with, you know, whatever your assignment is.

Ray Edwards (09:40):

Yeah. And finding a hot thread, especially where there's one, that's got a lot of negative stuff in it, it's really useful to copywriters because it will tell you what the criticisms or objections are going to be in advance. And that's super valuable. And that's definitely something that your market is paying attention to. So you paying attention to what your market is talking about or listening to people talk about is super important. I mean, if you are a person who is of a conservative nature and you're writing copy for a product or service, that's for a liberal audience, you need to start listening to and paying attention to the liberal voices and what they're talking about. I'm not talking about politics, I'm just talking about mindset. About what's on their mind. What kinds of things will they say and respond to? This is not your chance to get on your particular soap box. It's your chance to find out what soapbox your customers on and talk to them in a way that relates to them. That leads to the second way to write copy that connects, which is to help your readers feel understood, appreciated, justified, safe, and even vindicated. Now that's- I packed a lot of stuff into one sentence. You help your readers feel understood. Let's start with that. Here's how to let somebody know you understand them. Listen to their conversation, maybe on Reddit for instance, and find out what's important to them. What are the important issues surrounding a particular topic or product or service? What are the things that they're commonly worried about or concerned

about are afraid about or what are the things that they wish companies would do for them? If you get into a Reddit thread about a certain service industry like stockbrokers, for instance, and you find people keep saying over and over again, I wish for God's sake, they would just tell me blank. And you see this one topic a lot, come up over and over again. You now have an understanding about the market that you wouldn't have had if you'd had not gone and listened to their conversation. So understand their fears, their frustrations, their anxieties, things that keeps them awake at night, the things they aspire to, especially. What is it they really want out of their investments or out of their diet or their exercise routine or out of their gaming system or whatever it is you're going to be selling them or whether it's a product or service or a belief system even. Think of think about what are they talking about in those threads on Reddit, in the conversations that you overhear when you gather together with them in actual conferences, when we're allowed to do that again. Just understanding what they're talking about. What's important to them, what they fear, what they aspire to and appreciating their worldview. You may not agree with it, but you can understand it and appreciate it. Does that make sense?

Kris Edwards (12:07):

Absolutely.

Ray Edwards (12:09):

And especially if you can understand them deeply enough to justify their own position and tell them why this certain type of investment is a good one to think about investing in or this type of investment is not a good one. Like if you're a Dave Ramsey fan, you know, you don't want to invest in individual stock, according to Dave. You want to invest in good, solid, low fee mutual funds. And he has lots of reasons why. So you just help them feel more justified in that belief. So you want to help your readers feel understood, appreciated, justified, safe, because you say things and reflect back to them, beliefs and values and ideas that they're comfortable with and that they actually believe already. And don't do this if you're, if you're disingenuous. If you believe something's wrong, I don't want you going out and convincing people to do something that you think is wrong, just because you want to make a sale. That's slimy. Don't do that. But if you do understand and appreciate their worldview and you can justify their position, then do so. Give them the words to justify for themselves, make them feel safe and make them feel vindicated. And the third way to write copy that connects with people is be interesting, especially when you're talking about boring things. Now that may sound difficult, but it's really super important because spreadsheets to me are boring. I don't know how you feel about that subject.

Kris Edwards (13:28):

I would say that no sane person should find spreadsheets Interesting.

Ray Edwards (13:32):

Tami Hyatt loves a good spreadsheet. She will go on and on and talking about a good spreadsheet. How to ask me how I know that. Because I have been the recipient of such talks many times. It's okay. I know she listens and she will hear this. I love the fact that she loves spreadsheets, but I don't love them like she does. But she can make them interesting. It usually goes like this. Here's why you want to know this, Ray, because we have this expense coming up and it looks like this. That gets me interested real fast. I'm like what, huh, expense? One way to be interesting when you're talking about boring things is to be different and you can be different by not being the same as everybody else. What I mean by this is something I learned from Jeff Goins. He's the author of a couple of great books. One is called *The Art of Work* and the other is called *Real Artists Don't Starve*. I recommend both of them. Jeff says, you be interesting, even if you're talking about boring things, by just listening to what everybody's saying and figuring out in what ways do you differ from that opinion, that

popular opinion. The popular wisdom, like we were talking, we were having a discussion on Clubhouse the other day about brand identity and copywriting. And somebody brought up being authentic and Jeff listened for a while and he said, you know, I think it's less important to be authentic and more important to be relevant. Boom. It sounded like a mic drop. Everybody's like, wow, Jeff, that's amazing. He just listened to what we were saying. And he was right. He was not wrong in what he said, but he chose to take a little bit of an issue.

He like picked a fight that wasn't really a fight by just being, not sounding the same as everybody else, not jumping on the authenticity bandwagon saying yes, be more authentic, tell more of your own story. And he went on to say, see, people think being authentic means telling your story. And we all tend to think those of us who have a successful personal brand think, well, we tell our stories, we became popular, but what about all the people that tell our story and don't become popular because their story is boring. Which, which at first sounds a little like offensive. But Jeff said, now that doesn't mean you are boring. It means maybe the way you're telling your story can be told in a more interesting way. Listen for responses. When you're talking to people and notice what to pay attention to. That was what they seem fascinated by. It doesn't mean you have to have the most exotic lifestyle. It just means you have to have something different to say that doesn't sound the same as everybody else. So be interesting, especially when you're talking about something boring. Does that make sense?

Kris Edwards (15:50):

It makes sense to me. And you grew up in the South.

Ray Edwards (15:53):

Yes, I did.

Kris Edwards (15:54):

We come from a land of great storytellers that can take the stupidest story about running out of gas and just spin it into this yarn that's fascinating.

Ray Edwards (16:04):

Yes. So, and here's the thing. Stories that may seem boring to you. Like some of the stories from my childhood growing up in the South are probably fascinating to other people. And one key to making your stories more interesting is to make them shorter. Even the most fascinating story can become boring if it goes on too long.

Kris Edwards (16:25):

One of the best tips I got from Stephen King's *On Writing* was a tip that he got from Ernest Hemingway. Do you remember what it was?

Ray Edwards (16:32):

I'm not sure.

Kris Edwards (16:33):

Kill your darlings.

Ray Edwards (16:35):

Ah, yes.

Kris Edwards (16:36):

This happens to me a lot. After I finish a piece of copy, I go back and at the time I was writing, I thought, man, this is a great paragraph. And then when I'm reading it, I'm like, but I don't really need it. You know, it's kind of, it's taken away. It's, it's adding too much. Some people, the amount of words, like I've noticed in your emails, you'll space things out. So you don't have giant paragraphs.

Ray Edwards (17:00):

Right.

Kris Edwards (17:00):

Some people are just intimidated. Oh, that's too much work. Not reading that paragraph.

Ray Edwards (17:04):

Well, just watch people at the airport bookstore. Well, we don't go to airports anymore. But remember when we did? People usually didn't pick up the book that's like walled- that's like a thousand pages long and wall to wall texts with no paragraph breaks. They like to short, pithy little books like that. Like have lots of white space around the borders and big spaces between paragraphs. That's why we do that. It's scannable. It doesn't look intimidating.

Kris Edwards (17:25):

I think airports are not a great representation of reality. If I were to base my world opinion on airports and flight and all that, I would assume that ginger ale is the most popular beverage in America.

Ray Edwards (17:36):

That's funny. Cause I would assume it was scotch

Kris Edwards (17:39):

Well you, you- you fly in a different class than I do. Back in steering ginger ale. I don't know why, but I, I noticed that every time I'm on a plane, that there's a good chunk of the passengers that order ginger ale.

Ray Edwards (17:52):

I don't know. But when I don't order scotch, I do order ginger ale.

Kris Edwards (17:54):

This is a darling that I would kill. If this were written down.

Ray Edwards (17:58):

We may kill it in audio form as well. Or leave it in as an example. John Carlton, one of the best copywriters I know says that most people- you can improve their copy by cutting out the first three or four paragraphs cause it's all throat clearing.

Kris Edwards (18:09):

Oh, I like that.

Ray Edwards (18:10):

Yup. It's like when people get up on stage to speak and they start out with, well, it's great to be here. Thanks for inviting me. Thanks, Tom was a great ride from the airport. I appreciate you guys. Can you, can you guys hear me? You hear me? Okay. It's all. It's all throat clearing.

Just get to the story, get to the speech and in your copy, you want to do the same thing- get to the point. Be interesting, especially when you start talking about things that are boring. And yes, murder your darlings. So once again, the three ways to write, copy that connects before you ever convert. Before you ever try to sell to people, you got to get them to read what you're writing, make it interesting. So number one, pay attention to what your market is talking about. That means you need to go listen to your market. Have conversations with them. Clubhouse is a good place to do this these days. If you have an iPhone, but here's good news. They just got a hundred million dollars in funding. Now they can afford Android developers. So within about six weeks, we should see an Android version.

Kris Edwards (19:02):

Is it still invite only?

Ray Edwards (19:04):

Yes, but I will invite you. I have five invites. Number two, help people feel understood, appreciated justified, safe, and even vindicated in their views. Only do this with integrity and honesty. You know what I'm talking about. Number three, be interesting. Especially when you're talking about boring things, be different by not being the same. Okay. So write some copy that connects with people. Get them interested, get them engaged. Use the right voice. Either Kirk or Picard. How do people find the show notes for this episode, Kris?

Kris Edwards (19:41):

It's very simple. You go to Rayedwards.com/503.

Ray Edwards (19:47):

Cool.

Kris Edwards (19:48):

You think I can stop saying forward slash now? You think people have the slashes figured out?

Ray Edwards (19:53):

I think they do.

Kris Edwards (19:53):

It's like saying flat screen TV

Ray Edwards (19:56):

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Announcer (20:16):

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