



Ray Edwards Show, Episode 507 Simplify Your Message So People Buy

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

Ray Edwards Show episode 507. Simplify Your Message So People Buy.

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

The Ray Edward show. This is the podcast for prosperity, with purpose.

Ray Edwards ([00:17](#)):

All right. Welcome to episode 507, Simplify Your Message So People Buy. Here's the big idea. There are so many ways to make marketing complex. I believe someone in this room, this virtual room that we're in right now, referred to me at one time as the Rube Goldberg of marketing, meaning I had the capacity to make things more complex than they need to be. And the truth is, Kris, I love this stuff. I mean, there's funnels and upsells and cross-sells and multi-variate testing. And you can do challenges and challenge funnels and tiny offers with the value ladder of upsells. Jay Abraham told me one time, he said, you know, Ray, sometimes the best way to sell a horse is to have an ad that says horse for sale. The question is, how do you get that kind of clarity? How do you know when that's the right thing to say? Cause, Jay, that was a longer discussion. And we went on to talk about the fact that you can't always take that approach because sometimes the sale is just a little more complex than that. But how do you make it as simple as possible and no simpler? And I think that kind of clarity comes first of all, when you know your perfect client and we hear lots of talk about your perfect customer, your perfect client, your avatar- people, lots of people have their avatar written up. They've, I mean, I know people who have given their avatar a name. They'll say, well, my customer is Jane. She's 44 years old. She has 2.5 kids. She has a Pomeranian and a cat and she lives in this kind of subdivision. And she watches these kinds of TV shows. And that's all good information to have in mind, especially if you're imagining a person that you're writing to. But the question really is, is Jane your right-fit client? And right-fit client means both ways. They're the, it's the right fit for them to work with you or to buy your service or your product or your whatever you're selling. But they've also got to be the right fit for you. The kind of people that you want to be working with. And that includes things like how much money can they pay you? This is super important because if you want to make a million dollars a year and your clients that you're currently marketing to are all broke, there's a problem. And the problem is it's going to be harder for you to make your income goal. They're not really the right fit for you. So once you figured out who your right-fit client is, then here comes the part that most people goof up. You have to know their language. You have another positive and their negative triggers. It used to be triggers was not as much of a trigger as it is now- that word. Now, if you say I'm triggered and that carries a whole lot of emotional baggage with it for

some people. So I'd like you to bear that thought in mind, because that's a key to the discussion we're going to have later about how you figure out what the code words are that activate your right-fit client, to do the stuff you want them to do, to get them, to buy the things you want them to buy because you know, you can help them. Because you can say the right words and they'll willingly approach you and say, I'd like to buy. I'd like to do business with you. Or you can say the wrong words and you'll never hear from them. So it really is like your right-fit client has a code book, and you need to know that code book inside out. How do you do that? That's what we're gonna talk about today.

Announcer ([03:45](#)):

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

Ray Edwards ([03:51](#)):

Our spiritual foundations this week comes from one of my favorite passages. It's Psalm One. And it really is the formula- if you want a formula, this is the formula for how to be blessed, It says, "Blessed is the man that walketh not in the counsel of the ungodly, nor standeth in the way of sinners, nor sitteth in the seat of the scornful. 2 But his delight is in the law of the Lord; and in his law doth he meditate day and night. 3 And he shall be like a tree planted by the rivers of water, that bringeth forth his fruit in his season; his leaf also shall not wither; and whatsoever he doeth shall prosper." That's Psalm one verses one through three from the New King James version. And that is a good word for today.

Announcer ([04:46](#)):

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

Ray Edwards ([04:52](#)):

Okay, here's this week's tip. If you're not on Clubhouse, get on cCubhouse. That's tip number one. This is a big deal. I mean, this is an honest to gosh, big deal. There's all kinds of social media platforms have come and gone and people have gotten super excited about them and, and jumped on board and then they fizzled out and they're gone. I've, I've done that many times. This is not going to be one of those times. Clubhouse has, I think now a hundred million users.

Kris Edwards ([05:21](#)):

Wow.

Ray Edwards ([05:21](#)):

It's insane. And it's really like- if you haven't been on yet and you're trying to figure out what is clubhouse exactly the best term I've heard so far is social audio. And I guess I would describe it as it's like, you can have your own talk show. That's to me, it's talk radio without needing a license or having the FCC interfere with what you say or do. And you can just go into Clubhouse. It's an app on your iOS device. They are developing an Android version very soon. They got funding. So they've got, they've got a whole app development team, so it'll be here soon, but meanwhile, just get yourself an iPad or an iPhone and get on Clubhouse and start just dropping into conversations and listen, and get an idea of what it's about because this is a huge deal. I mean, I have not really tried to grow my Clubhouse following, but I already have over 5,000 followers on Clubhouse just because I've been dropping in on different conversations. Sometimes I'll ask a question. Sometimes someone will recognize me. I've been on a couple of these rooms with them, Clubhouse rooms, that's what they call them, with Mike Stelzner of Social Media Examiner. So that, that was helpful to gain new followers, but it was never really my intention. I just was like, let's do this. It sounds like fun. We're

going to talk about copy or talk about social media. And like I said, I've got over 5,000 followers already. That's nothing. I mean, I know people who've been on for a week and have 25,000 followers because they were actually trying to get followers. I just did it accidentally. So get on Clubhouse, follow me on Clubhouse. Uh, and I have a club an official club called "The Copywriting Club" cause I was early, that's why I got that. And we've got a few thousand folks following that club. If you follow the club and or me on clubhouse and you click the notifications to get all the notifications- that way, anytime I'm on having a conversation, you'll be notified. And I would encourage you to do that. Cause in the next few weeks, we've got lots of surprise guests. I'm going to line up for Clubhouse talks and discussions and you'll get to talk with them and we'll cover some really cool topics and it'll be a lot of fun. So I encourage you to, if you haven't gotten on Clubhouse, somebody, you know, has an invitation. They may have made it public. By the time you hear this already, let me just open it up. I don't know that for sure. But uh, if not get on Facebook or send an email to some of your friends. Somebody's got an invite they can share with you so you can get onboard Clubhouse.

Announcer (07:36):

And now our feature presentation.

Ray Edwards (07:38):

Our feature presentation, getting the clarity that comes when you know your perfect client. This, you know, if somebody asked me, how do you know what to write? When you're writing sales copy, how do you know what to write? Do you really get through to people and get them to do what you want them to do? And it comes down to this. It's not about some magical persuasion power that I have. It's not about like power words and power phrases. That's something that was taught for a long time in copywriting. It's not any of that stuff. I mean, those things can be useful. Although a lot of that stuff is so old school that people recognize it for what it is and the cheese factor is high. So you don't really want people noticing your cheese factor. That's something I would try to avoid if I were you. But what you do want is to be able to speak their language. I went to the UK. It's been like 12 years ago since I've been to the UK and I got off the plane at Heathrow and this is going to sound funny, but I was listening to people talk because I was making my way to baggage claim. And uh, I heard somebody speaking English and I felt like, Oh, I know that I can hang out with that person. That's one of my people. And you, you might say, well, Ray, you're in England. Of course they were speaking English. Well, it's a different sort of English. I heard a New York accent and I'm not from New York, but the New York accent felt like home to me. It's like, here's a, here's a friendly person from America. I might or might not have that reaction. If I was in JFK and heard the same accent. My point is we are constantly scanning the environment for what I'm going to call friendlies. People who speak our language, who speak our dialect. Or imagine you're in a country where they don't even speak English. Like you're in Japan perhaps. And you're in the airport in Tokyo and everyone's speaking Japanese and all the signs are in Japanese. And you hear someone speaking your native language, maybe you're an English speaking native. So you hear someone speaking English and you feel like, Oh, there's somebody I can relate to. They might be from the total opposite side of the country from you. But you now feel a bond to them because they're speaking "your language". This is a clumsy metaphor, but it works. This is what people are looking for from us as marketers. This is why you're naturally drawn to some marketers. And you feel like I trust this person. I like this person. I mean, you think about somebody who sells anything, whether it's courses on how to market or it's the guy that you liked so much, Kris who teaches you, how to play guitar. He probably speaks in a way that you relate to, like when he's teaching, you probably feel like at ease with that guy.

Kris Edwards (10:16):

He's from my home state. So yeah, definitely. That's the case with him.

Ray Edwards (10:20):

Oh no kidding?

Kris Edwards (10:21):

Ya, he's from Franklin, Tennessee.

Ray Edwards (10:23):

Dang.

Kris Edwards (10:23):

Ya.

Ray Edwards (10:23):

I did not know that. So that makes total sense. And that is a beautiful illustration of the point. Now I'm not suggesting you pretend to be someone you're not. This is a point that people miss a lot of the time. I think for us to do business with our right fit clients, we want to be ourselves. Now, first of all, that's easier because you already know how to be yourself. And secondly, it's certainly more moral cause you're not faking being somebody you're not. And that's also less work to maintain over time because you don't have to remember who you were trying to tell people you, that you wanted them to think you were. If that makes sense. Telling the truth is a powerful scheme. I recommend it. So you being you, the first step is to figure out well, who are the kinds of people I would love to be working with? And this is not just about the money, because I can tell you, there are some people who have loads of money who have more money than any of my current clients. And yet I would not want to work with some of those people with that amount of money. Not because I'm intimidated by the money. It's because I'm turned off by maybe the lifestyle or the value system that I detect in some people. It's not everybody at that level of, of riches or wealth. That's not what I'm saying. I'm just saying I can, I can figure out pockets of individuals who share similar qualities. And I think I would not feel comfortable hanging out with those people. Not even if there's anything wrong with those people. It's just that their values, the things that they value, the things that are important to them are not things that I would want to be talking about all day long. I think of the people I like to work with and it's a different scenario. And then I think about the level of economic prosperity I want to enjoy. And that helps me narrow down the group of people I'm thinking of as my right-fit clients. They're either at that level or they aspire to that level or beyond. And there's just a certain set of qualities in the kinds of people I love working with and hanging out with, I can tell this is one of my people. I like- these, these are the people I want to hang with. So when you figure that out and you, and you look at that group of people and you say, what can I do that's of value to those people? If you can render great value to them, you have found your right-fit client. So for me, I have a group of individuals I think about people like this person, this person, this person. There's just a type of person that I know are a right fit for me. They have certain qualities. They're, they're positively minded, they're possibility thinkers. They have a growth mindset instead of a fixed mindset. They have an abundance mindset instead of a poverty mindset. They, they probably have similar moral, ethical, and spiritual values to me. It's not required. I don't have a litmus test that people have to believe the same religious or spiritual ideas that I do for us to be friends or clients. But we do need to have compatible personalities and compatible values in terms of how we want to treat other people. So all of this sounds kind of complex, but let's just boil it down to this. You're looking for right-fit clients. These are people that you like, and they like you, and you can help them. And they have the money to be able to hire you to do so. Those are your right-fit clients. So your assignment, should you choose to accept it is to figure out what their code book is, their language patterns, the ideas they think about that trigger certain responses in them. And the big response you're looking for, If you want to work with just

perfect clients- this is my whole point in this episode. I'm trying to get you to think about if you could work only for the clients you love working with and they could pay you enough money. So you didn't have to worry about the money thing anymore. So if you want to make \$250,000 a year, and you could do that by working with say five or six clients or 10 clients, whatever the number is, who do you want those people to be? Who's going to be fun to work with? Who's going to be a blast to work with? Who's going to make you feel great about the work you're doing? Those are the people you should be building your business to serve. And to do that, you've got to figure out their code book. Their code book is what words, phrases, ideas, pictures, scenarios, set them off in a positive way. And what words, pictures, phrases, and ideas set them off in a negative way. So the reason you want to be making note of this and I mean making note. I mean like writing this stuff down is because as you build this code book, you're going to be able to write down words and phrases you want to use in your copy and in your content. And this all comes around to something I've talked about many times in the past called writing for strategic influence. Strategic influence simply means being able to influence people before you've even met them. By the time you meet them at a conference, they know things about you. Like when people meet me back when this, I mean, if things had gone differently over the last 12 months, we would all be at Social Media Marketing World right now, Kris, in San Diego-

Kris Edwards (15:40):

Stupid pandemic.

Ray Edwards (15:40):

Ya, I know. Now I said this a year ago, too. I believe that next March, we will be at Social Media Marketing World. But God only knows the answer to that. But when we do get back to doing things like that, there will be people who will meet you and I, they will have listened to this podcast. They will know stuff about us. Sometimes it throws me off because people will be like, "so how's Butter doing? We were sad to see that she lost her eye." I'm like, how do you know about my dog? And they're like, "I listen to your podcast, heard you talking about what happened to her. Or I saw your Instagram story." Now think about that. That is influence that I have had with those people. And you have, it's not just me. Is anybody with a social media account. Anybody with an email list. Anybody who posts on Instagram or Facebook or who hosts discussions on Clubhouse or takes part in those discussions, you're influencing people to think certain things about you. So my, my recommendation is do that consciously. You're already doing it unconsciously. Do it consciously. What kind of influence do you want to exert? What do you want them to know about you? And then what kinds of things do you want to purposely distribute into the communications channels that you occupy, whatever they may be. I'm not saying you have to be on Instagram. You have to be on YouTube. You have to have a podcast. I recommend you have all those things, but maybe you're not there yet. Maybe you're just on one social media channel. Maybe you're only on Instagram for now, or you're only doing a podcast now, or maybe you haven't done any of that yet. You're just building an email list. Whatever the case may be. Whatever channels you're distributing content to, you want to be thinking about, how do you want to frame the relationship your clients have with you? How do you want them to see you and think about you and not in a fake way. This is like, think of it. As a friend of mine calls it you times two. This is part of you, and you go to a cocktail party or a networking event, you dress a little better. You're a little sharper, you make sure you got your hair right, I mean, that's a big deal for me. I have to work on that- get my hair and my makeup right. You're putting on the energy that you want to project to people. It's not fake, but it's you at your best. So those are some things you wanna think about that you're putting out in your communications. And then more importantly, getting to know your right -it clients and thinking about things like what is their number one pain point? What is the thing that keeps them awake at night that that makes their stomach churn when they think about it? For a lot of people it's when will I be able to open my business again? Will I be able to open my

business again? For some people it's, they're frontline workers. So they've been working in the hospitals or places where they're constantly exposed to the virus, whatever you may think about that it has an effect on those individuals. And so at this point if you're thinking about your right-fit clients, if those are your right-fit clients, you're thinking about what, what are they worried about? What are they afraid of? Whatever group of people you serve, start thinking in these terms. What's their number one pain point? How do they describe that feeling?

(18:35):

What are some trigger, words, phrases, and images that come up for them. Let's say that you're in the real estate business, you list and sell houses. This is a crazy time to be in the real estate business. I follow a bunch of different realtors on Instagram who do a great job marketing, and they're all describing the same experiences. They can't keep up with the listings. They can't, they can't get inside the house to look at it, to show because people are making offers, bypassing the home inspections and closing deals before the realtor even has the chance to get inside the house. That's how fast the housing market is moving right now. It's nuts. So if you're talking to real estate agents about how to get more listings and how to have a methodical approach to getting people inside the houses and getting them to come look at the houses, that's totally tone deaf. You're not listening to what's happening in the market right now. So this is why you've got to pay attention to these things and know your right-fit clients extremely well. Maybe better than they know themselves. Know the positive triggers, the negative triggers, the friendly signals that make them feel like this is a friend who understands me and understand their aspirational pain. Like what is it that is on their mind that they wished they could achieve now, that current circumstances, whether it's related to the pandemic or not make it difficult for them. What are they trying to build in their life? Knowing this information and writing those things down will give you copy that touches them and moves them emotionally to do what you're asking them to do. All these things, you can think of these as a writing exercise. I encourage you to take this episode, go back, listen to what I just said and go through each point and write stuff down about your right-fit clients that you know, to be true. Hopefully things you've heard them say out loud. And I would also be writing down my own personal non-negotiables. What I mean by that is what are, what are things you are willing to do in your business to make money with the right-fit clients and what are the things you're not willing to do? There are some things in your business that you may just not want to do. And you may not be willing to do. Like you may not be willing to do lots of extensive travel. I mean, there, there are people that are traveling now for business. It's happening more and more. It's gonna continue to happen, but maybe you've been at home for a year or so, and you figured out I like this. I think I want to just stay home and not travel so much. Or maybe you want to return to traveling a couple times a month. That's a non-negotiable for you. Know those things in advance so you can structure your conversations and your content that helps support the lifestyle you want to be living, and frames your relationship with your clients properly so they think of you as the person who I have to go see, because that person doesn't travel. I have to go to their place. Their hidden mountain, top secret headquarters. Or this person will come to my doorstep. They love to travel. So just think about those things in how you communicate. This helps put a frame around your relationship and how people think of you, that will get you people coming to your door, who want to do business with you the way you want to do business. And that makes everybody happier. These are all, I mean, I know this is a lot to throw at you, but I'm really trying to provide a ton of value in this episode.

(21:57):

If you, if you'll take this stuff and you'll actually do the writing, you'll begin to discover you have some powerful chunks of copy you can deploy at will, and that'll help you a lot. And I want to leave you with one more thought. Um, and this I've shared this before. It's not something I came up with. This is something that was written by Blair Warren in a little book he calls The One Sentence Persuasion Course. The book is more than one sentence, so that's

pretty funny in itself, but this is actually a brilliant sentence that I've told people for a long time- We, I mean, we, we teach it in, in Copywriting Academy. We taught it in Copywriting Mastery. And every time I share it, I tell people, this is a dangerous idea. Because if, if you know what I'm about to share with you, this sentence, you could use it to get people to do horrible things. And I think people always thought I was being over the top and over-blowing the power of this sentence. But just think back over the year, we just went through together. All of us as a, as a globe. All the different ideas, all the arguments, all the Molotov cocktails, both metaphorical and literal. And then think about it in the context of this sentence. Blair Warren wrote, "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." Dang, that is a very powerful concept and key to persuading people that I do think you should know about, but I think you should be very careful how you use the ideas contained in that one simple sentence. Use them responsibly. So here's what I suggest you do to take this episode and put it into practice. If you like, what you heard today, if you think this is, this is a, maybe a different level of thinking about copy because these principles you can use, not just in your sales copy, but in your content. If you coordinated, if you developed a messaging code book for your right-fit clients, for your perfect clients, and you consciously use that code book to continue to develop content for podcasts, for YouTube videos, for Clubhouse topics and discussions, for your emails, and yes, for your sales pages and sales material, you would see an explosion in your profits and your sales that will blow your mind. I know, cause I've seen it happen for my clients many times. This is the approach we recommend taking at the highest level- writing for strategic influence. And this is what we're doing at this year's Copywriting Academy Live. The Copywriting Academy Live is on my friends.

(24:44):

It's on like donkey Kong. I know that's old, but so am I. We kept waiting thinking, well, maybe we'll be able to have it live in person. I think next year we'll be able to do that. Maybe even before the end of this year, but we're not waiting to do it. We're doing it almost now. It's just in a couple of, well, a few weeks. It's interactive. It is a workshop. This is not a seminar where I'm going to have like a dozen people speaking about different disjointed topics. This is a writing workshop. I was talking to Michael Hyatt not long ago. And he said, you know, I went to this workshop that, um, the people at AWAI put on, way back in the day. And uh, that's one of the, one of the first copywriting courses I ever took was from AWAI, and Michael, same thing. And he said, I really loved that. He said, I don't think they do it anymore. But I said, what did you like about it so much? He said, well, we were there three days. And we just wrote. Like for three days they kept telling us, okay, now work on this. And we'd go write and we'd get some feedback. He said it was great. It was one of my favorite events ever attended. Well, that's what we're doing in this year's Copywriting Academy Live. It is writing, it's interactive, and in three days we're going to write your messaging code book. I mean, we're going to go deep. We're going to go complete and we're going to make it so that you will simplify and clarify your messaging, so you'll always know what to say in your social media posts, in your tweets, in your podcast, in your YouTube videos- everything you say will support everything else you're saying, and it'll be the same message, and it'll be pointed right at your right-fit clients. And this, if you will come to this event and do the work with us, I believe this can make your 2021 your most prosperous year ever. You can get the details by going to trainwithray.com. And this is, I mean, it's a crazy good bargain because in the past you had to have bought our copywriting course to be able to get into this event, which meant it was a minimum of \$2,000 to get in. This year. It's less than one-tenth of that. So do not delay go to trainwithray.com, and you want to do it now so we can send you the workbook. We have- this is, this is the most preparation I will have ever done for an event because I really want to serve you at the deepest level possible. You're going to have your code book written and we'll get sales copy written as a consequence. I mean, that's, we'll get a sales page written for you as a consequence, but you're going to leave with this messaging code book. You can use to

start assembling communication on demand and I'll show you how to keep expanding it. Get all the details by going to trainwithray.com. Meanwhile, connect with me on Facebook, Twitter, LinkedIn, all the socials- Clubhouse, of course. And you can find all the links mentioned in the show notes at rayedwards.com/507. Live long and prosper. I'm going to keep saying that until they sue me.

Announcer ([27:44](#)):

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