



The Ray Edwards Show, Episode 511 The Biggest Economic Opportunity Ever

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

Ray Edwards Show, episode 511- The Biggest Economic Opportunity Ever.

Announcer ([00:10](#)):

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

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

Welcome into the 511th episode of the Ray Edwards Show. Ray is on the way here in just moments with what I would call a little bit of tough love. There may be some things in this episode that are hard to hear for some of us. But it's never a bad idea to do a little emotional audit, especially if you're about to do something awesome for your prosperity, like join us for The Copywriting Academy Live. I mean, it's almost go-time. April 7th through the 9th, completely online, fully live, fully interactive, but no travel required this year. To get more information and your ticket visit Trainwithray.com.

Announcer ([00:54](#)):

And now, our feature presentation.

Ray Edwards ([00:55](#)):

Okay, this week's podcast started as a post on Instagram. I was posting some pictures of Lynn and I over the weekend from this past week. This past week on the 23rd of March, 36 years ago, back in 1985, Lynn and I were married and all week long, we've been reflecting on talking about celebrating our sacred union as husband and wife. 36 years, my friends, it has not always been easy. Most of the not easy parts were my fault. You can put the blame for those right at my feet. Not been easy, but it has always, always, always been worth it. I would not choose any other person to be my partner in life. I love this woman so much with all my heart. It occurred to me during the week, it was also one year ago on the same day, the 23rd of March, the governor of the state of Washington shut us down, locked us down. I thought certainly for a week or two. Joke was on me and the rest of us too. Who could have guessed we would still be in it a year later. We're still in it, my friends. It's not over restrictions are loosening up. The death rates are flattening out. Infection rates are flattening out, but there's variants out there, just like with the flu, it's not going to go away- ever. So it

will never go back to exactly the way it was before. But that's nothing new. That's life. There's a saying you can't step in the same river twice. Think about it. That's life. So we had this pandemic thing happened and my heart grieves, along with any of you who lost anything this past year and amongst other things, those things were jobs, loved ones, relationships, friendships, houses, businesses, all of us lost a little something in that dog-gone pandemic. So probably that means I'm grieving along with everybody listening to this podcast and more. And even though some of the things that came my way personally tasted very much like a crap sandwich, putting it politely. I celebrate all of them, especially the painful things, because you know why I grew so much in his past year. Did you? Did you have a growth experience? Did you grow in patience? Did you grow an understanding? Did you grow in knowledge about viruses and how they spread or don't spread? Did you grow in knowledge about your elected officials? Did you grow in knowledge about your friends who you thought you knew? We all had growth and growth requires pruning and pruning hurts, but it's worth it. It takes off the excess growth, the growth that shouldn't have been there, the people, the relationships, the job, the house, the debt, the extra spending, whatever it was for you that you learned in this past year, you didn't really need it after all. IT got pruned, didn't it? I'm just guessing that your experience is probably like mine in some way. Our losses may have been larger or smaller than one another's. There may be different things that we lost. We all lost something, though. And I'm not saying this to bum you out. I'm saying it to give you courage. I'm telling you to take heart. The best days are yet to come. You're still here. You're still in the game, my friends. So am I, we made it this far. Everything that's happened to us in our entire lives, including this last 12 months has brought us here and we survived all of it. We survived our worst days ever. Here's some lessons and some decisions I came to during this pandemic that I think maybe you learned some of the same things. So I'm probably just reminding you of something. I'm not telling you something you don't already know, I'm sure of that, but maybe just hearing my different perspective on it from where I sit may give you some new perspective on it as well.

[\(05:02\)](#):

Number one: 2020 showed us who the owners of businesses were and who the technicians with the jobs they created for themselves, were. There's owners, business owners, entrepreneurs, and then there's people who just made a job for themselves. And it collapsed around their ears. The whiners. There's entrepreneurs and there's wantpreneurs and the wantpreneurs drowned in 2020. Now I'm not saying if your business went under, you were somehow deficient because there were real entrepreneurs who lost their businesses because they weren't prepared. I think very few people were prepared totally to face what was coming. Dave Ramsey was prepared. Yes, he was. Those who listened to him were more prepared than others because they had the cash reserves to make it. Others who didn't have reserves got resourceful. They didn't have resources, they had resourcefulness and they made it. One thing about real entrepreneurs is they're not quitters. 2020 washed out the quitters. I'm sorry if that hurts, but it's true. You only lose when you quit and I'm not quitting. Some real deal entrepreneurs that I know lost their entire businesses this past year, because they just weren't positioned correctly to face something like what happened to us. They weren't faced with the government saying your business is closed, whether you want it to be or not. And if you try to open it, we'll put you in jail. Now, if you're going to write to me and send me emails and tell me, "Ray, you shouldn't say that because you need to be responsible and sensitive of the fact there was a pandemic." I know there was a flipping pandemic. So save the electrons. Don't send me the email. I won't read it. I know there's a pandemic. I lost people I loved to it. I saw people I love struggle under the burden of that disease. Some still struggling under it. So don't try to pretend that I don't know what happened. This is not about my sensitivity. This is about being a business owner, being an entrepreneur. How do we respond to things like this? Those of us who are real business owners, those of us who are really entrepreneurs get up off our butts, dust off our pants and get back to work because the world is counting on us to get the engine of the economy turning again. That's the only way

it's going to work. The government can print fake money as much as they want to, but eventually the piper's got gotta be paid for that. Watch the inflation rates go up. And remember I told you that. I wasn't the first to tell you. Any competent economist will tell you the same thing. Any competent business person. Real deal business owners and entrepreneurs will get their businesses back. They always do. Being stuck at home for a year was great for me in many ways. I had health problems that I had to face. Of course I have Parkinson's disease. It's going on 10 years now. It's annoying as heck, but it hasn't stopped me. I had massive shoulder surgery. Was super painful. The most painful thing I've ever been through in my life. Put me down for a couple of months during the pandemic. Gave me lots of time to think about what was really important to me in my life. You know what's important to me in my life? People. The people I love, my wife first, my son next, my family, my mom, my brothers, my dads, my dogs, my friends, my team members-people. And yes, dogs are people, don't give any crap about that. It's my belief that most of us could do very well by trying to be the really good human that our dogs seem to think we are. Being landlocked here in Spokane, not traveling for a year, taught me some things about running my business. About running a leaner business. About doing things virtually and efficiently and about not being exposed to so much negativity and victim thinking. I didn't realize how much of it I was really exposed to, but I look back in all the conversations and encounters I had when I would go to different conferences. I had those hallway conversations. People would back me into a corner, start talking to me about this or that. And I realized how much it was, gossip, how much it was, negativity, how much it was. "Oh, you hear about so-and-so they had this problem or they did this thing". Let me tell you something right now. One of the greatest gifts I got out of 2020 was I didn't have to listen to that crap. I don't have to listen to people telling me how hard it was, about how this person or that person does him wrong, about why they couldn't succeed, about how they're a victim. Well, I heard plenty of victim talk, but it wasn't for any people who are my customers or clients. It was in the news. There's plenty of victims out there. Just turn on the news, you'll hear all the victim thinking you can imagine, and then some. Some of it's so ridiculous, I can't even contemplate it. Now, anybody who's really been injured during 2020, I have empathy for you. I'm not unsympathetic to your condition. I was hurt too. I lost friends. I lost deep relationships, I thought would be lifetime relationships. I lost human beings who died. I lost clients. I lost ground with my health. I lost money, but I'm getting it all back. All the parts I want. One part I'm not getting back is negativity. It's been so great because the only negativity that came into my life during this past year came when I turned on the news. All I had to do to stop the negativity was click the switch, click the mouse, turn off the news, turn off those who wanted to stir up anger and division in our hearts. And suddenly I saw the world as it was. Beautiful, complex, terrible, terrifying, awe inspiring, splendid to behold, full of people who are miraculous wonders, made in the image of their creator- capable of doing the most horrible things, yes, but also capable of doing the most beautiful things. Composing symphonies. A friend of mine presented his opera, Dr. Douglas Pew, who is a great copywriter.

[\(11:14\)](#):

You may or may not know this. He's a symphony conductor and a musical composer of classical music. He wrote an opera years ago and it was presented in Grand Rapids, Michigan, just a couple of weeks ago, again. Brought back- magnificent work from a friend of mine, from his brain, from his heart, from his spirit, amazing stuff, human beings are capable of. Creating businesses out of ideas. We're amazing creatures. I don't want to let anybody pour negativity into my heart about any of God's creatures, God's children. So one of the things I'm going to be doing is eliminating all access negative people have to me in the coming years, starting a year ago. If you got something negative to say to me, I don't want to hear it. If you want to complain or talk about a group of people, about how bad they are, about how you don't like how they think, I don't want to hear it. If you want to tell me why you're a victim, you can't make it in this world. Don't give me that garbage. Whatever your story about your victimhood is I can find somebody, lots of somebodies who have your same problem and worse, who

achieved 10 times, what you have. You start talking to me about your victimhood. I've got Parkinson's disease. That's what happens when I get passionate these days. But my brain is intact. The part of it that thinks and speaks anyway. So I've got Parkinson's, what's your excuse. You wanna throw down about excuses, about things that make it difficult for you. How about Amy Purdy? The girl who at 19 years old had meningitis and lost both of her legs, her spleen, the hearing in her left ear- went on to become an Olympic athlete. She's now 41 years old. Go tell her your whiny problems. Go complain to her about the stuff you think that's such a big deal. We've got so much work to do, you and I. We've got so much to achieve, to accomplish, to repair, to fix, to heal, to mend. That's our job as entrepreneurs let's do that work. Let's don't complain. I know stuff hurts. I know you've been wounded in the past year. We all have. I can think about people I've lost, about things that have changed in my life that'll never go back to the way they were before. I can get sad about that or I can just think about it, acknowledged that, ya, that hurt. And then let's get back to work. Why don't we do that? Cause you're going to hang around me. You're going to have to do that. If you want a gossip, you got to take it somewhere else. You want to complain about and whine about how tough you have it. Take it somewhere else. I want to hang out with people like Dr. Fred Jones, powerful speaker, teacher, man with the heart of a teacher, the mind of an attorney, because he is one, and a brilliant encourager of human beings. People like Lady J. Jevonah Ellison, what an amazing human being. I can't wait until I can go to her live event in Alabama. It's going to happen soon, I know, I know it is. People like Amy Porterfield, Stu McLaren, people like you. The people that opened the coffee shops, the nail salons, the nurses, the doctors who treat the patients. The people who work in the nursing home to take care of the elderly. The people who raise the kids, run a household, have a job, drive trucks, people who do the work, people who drive the economy. We're all in business. We're all in the business of us. You're in the business of being you incorporated. Even if you don't own a business right now, you have the business of you. Your product is the work you do for whomever you work for. (15:10):

That's what I want to talk about. I want to talk about how do we get better at that? How do we turn what we do into something magnificent? I realized what I love about my business is coaching people not babysitting them. It always perplexed me why some coaching clients were such a delight and others were so troublesome. It felt so energy draining. And I realized the ones who were draining my energy were the ones that wanted me to hold their hands and baby them. They wanted me to do it for them. They wanted me to make them successful. Listen, I can never make you successful. Nobody else can ever make you successful. A coach won't let you coast. A coach won't coddle you, a coach won't do it for you. Information does not equal transformation. I can tell you what to do. I can tell you how to do it. I can not make you get off your butt and go do the work. I cannot do the pushups for you, my friend. I want to coach people who want to do the work, who know that I can take a one day visit. You could pay me \$25,000 and spend one day with me, Dr. Fred Jones did this. I can give you the keys to a six-figure business for the rest of your life. But only if you do the work like Dr. Jones did and still does and is still doing like my good friend, Larry Glover, one of my coaching students, Becky Warner, or Brenda Attaway or Dawn Apuan, or the many other people I've coached over the years, I still coach to this day. People who actually do the work. They inspire me. They energize me. They give me joy. I want them to succeed beyond me. You're only a good coach. You're only a good teacher. When your students succeed, you. That's what I want. I wanna work with those kinds of people. If you're that kind of person, maybe we should talk someday. That's not the purpose of this podcast, but that's the kind of people want to work with- people who are ready to do the work, who know that information does not equal transformation. Only work can make that happen. And you know what? Life is hard. I'm not denying that. When I talk about victim-thinking, I'm not saying we don't have hard things happen to us. We all have hard things happen to us. We can all do hard things. We all do hard things. We've done them before, right? That's why we're still here. Life is hard. That's a fact. I'm not trying to bum you out. I'm not being negative. I love you. And I'm telling you the

truth. Jesus loves you, and his promise was, "In this world, you will have trouble." But then he said, "Take heart, I have overcome the world." He overcame it by letting people murder him. Then he rose from the dead. That's a pretty powerful overcoming right there. That's a hope giver. That's what that is. So are things tougher. You bet they are. This is what we were made for my friends. This is why when I was faced with all this tough stuff I went through this past year, the health problems, the challenges, there was a point, I'm going to be very transparent with you. There was a point where I thought, perhaps I should just hang it up, be done, cash in my chips, go sit on the beach. But the more I thought about that, the more it galled me.

Cause I thought I'm not done yet. I've got work to do. Right now, the world needs people like me and you more than ever. I'm not going to quit because I'm not a quitter. That's not who I am. And you're not a quitter, either or you wouldn't still be listening to me. I would have ticked you off by now. You would have quit listening. So if you're still listening, I'm talking to you. I am who I am, a well-known copywriter and respected and hated by some, because I would not quit ever because I didn't have remorse. I didn't get tired. Occasionally now I get tired. I rest, but I don't quit. I'm kind of like the Terminator of the copywriting world. Remember what they said about the Terminator?

Kyle Reese from The Terminator (19:04):

Understand that Terminator is out there. It can't be bargained with. It can't be reasoned with it. It doesn't feel pity or remorse or fear. And it absolutely will not stop- ever.

Ray Edwards (19:22):

That's me, my friends. It's interesting. I've noticed there's a whole new crop of copywriting kids who've popped up and I don't begrudge them. Some of them are quite brilliant, but some of them are so misguided. They'd read a copywriting book or took a course or two. Some of them took mine and now they're certifying their own copywriters. They're teaching their own copywriters, only they don't have the seasoning. They don't have the salt. They don't have the smoke of battle on them yet. They haven't done the hard things. They were copywriters and marketers and entrepreneurs when it was easy. My friends in 2019 and before that from 2010 ish to 2019, those nine or 10 years, it was easy to be an entrepreneur. The tide was rising and a rising tide floats all boats, no matter how goofy or how bad your business is, you could have done well in those years. Most did. When the tide goes out, as Warren buffet says, you get to see who's been skinny dipping. And that's a lot of these folks, a lot of them have washed out. They're gone. A lot of them who don't like selling at all. I like selling with a heart. I like not being manipulative and tricky, but that doesn't mean I don't like to sell. You have to sell, especially in today's environment. You have to be confident. You have to be direct. You have to be persuasive and sell. Let's don't be ever shy about that. That's what we do as marketers, we sell. We say, you got a problem. I got the solution. It's the best solution. And if it's not, you need to go back and make it the best solution. And then come back to the table and say, it's the best solution. And here's what it costs. It costs more than other people's answer because it's a better answer. And you sell. You don't meditate your way into the sale. You don't do some new age crystal manipulation to make people feel like unicorns and rainbows are flying around their head and they decide they're going to buy. That crap doesn't work. It just doesn't work. So let's, let's be straight about what we're doing. We're persuading for people's own good. We're helping them- yes, we're shepherding them to a decision that's in their best interest. We're not just saying, Oh, whatever. Just choose whatever. Choose whatever foolish path you want to choose. The universe will take care of you. It'll take care of you, all right. It'll bury you if you let it. So good luck with that unicorns and rainbows stuff, my friends. You got to sell. I am who I am because I would not quit. I can't be bargained with, I haven't sold my dreams to the highest bidder. I can't be bargained with. I can't be reasoned with, I don't feel pity or remorse or fear...much. And I absolutely will not stop ever until I am dead. And even then I've got plans. I don't mean to sound mean. I mean to tell you what's in my heart. Determination. Relentlessness. Relentless commitment to helping people solve their problems and get back on their feet. Again, it's the economy moving again and get people jobs cause

printing fake money. Ain't going to get the job done. We've got to make some real money. We gotta make some real value. That's how we make money. The whole concept of making money is not about printing it. Anybody can print money. Anybody with a copy machine can print money, but to make money, you have to make value. You don't do that by waving a magic wand or signing a bill in Congress. You do it by working, by thinking, by creating, creating value. And bringing that value to the marketplace and being rewarded for it with certificates of appreciation, which are called dollars, which are going to be worth less next year. That's okay, because we're going to make more value, right? That's what you and I are going to do. Listen, we got to get into here and work. We've got to get in here and swing like we're swinging for the fences. Cause there's no trophy for fourth place, my friends. There's no paycheck for participating in the economy. Not one that lasts. You can ride on the dole for a long time, seemingly, but eventually somebody's got to pay for all that stuff. That's you and me. I don't resent it. I'm not mad about it. I'm just a realist. I realize we gotta pay for it. We gotta get off our butts and get to work.

(23:42):

And there's never been a time of opportunity like there is right now. This is the greatest opportunity that has ever existed in the history of the world, economically. I promise you that's true. Because there's so much need in all areas of the marketplace right now for you to rise up and do what you do best, whatever that is. I can help you sell it. I can help you market it. You do what you do. I'll do me. Never been a time of opportunity like there is right now, because we've got so much access. Access to audiences. Even with all the manipulation that happens with social media, we still have access. They still want our advertising money. And there's new platforms coming online all the time. Don't worry about the tech giants because somebody is going to take them down, eventually. Somebody always does. One day back in the day, Google was a startup. Right now the company that will replace Google eventually is a startup somewhere. So don't worry about them. Meanwhile, use the platforms. Use Google, use YouTube, use Twitter, use Instagram, use Facebook, build an audience, build a brand. That's where the value is. The value is in your brand. What do people think of when they think of you? They trust you? Do you trust your reputation? Do like your product? Does it help them? Now's not the time to retreat into the Hills and go hide like it's the end of the world. That's what cowards do. We're not cowards, you and I. We're in the fight. There's no paycheck for hiding, either. We're not retreating. We're advancing. We're growing. My company is growing. Your company should be growing too. When I say we're growing, we're having our live event a little over a week from now, The Copywriting Academy Live. That's the perfect place for you to come if you want to get back in a fight. If you want to rebuild your business, you want to build a bigger than ever. If you want to do what I've done and say, I'm going to take that dream I had before the pandemic of what my company's revenue and growth was going to be like in the next three years. And I'm not going to hit that number. No, I'm not going to hit that number. I'm going to multiply it times 10. There's more opportunity now. There's 10 times more opportunity, at least. Maybe there's 100 times more opportunity. Let's let's advance, my friends. Let's grow. We've multiplied our projections times 10. Our live event, The Copywriting Academy Live, which you can register for by going to trainwithray.com right now for pennies on the dollar of what it normally costs. That's my contribution to you to get you kickstarted, jump started, back in the game. It's a three-day workshop. It's not a seminar. There's not a bunch of speakers. There's me teaching you. Some of my team members, a couple of my best students- teaching you. Not just teaching you, but writing your copy with you. You're going to get your sales copy written for your main offer. The one that makes you the most money. Your signature offer, we're going to write your sales copy. Maybe you think this is not for you because you don't have a product yet. That's the perfect reason to come to this thing. Three days, it's a workshop, not a seminar. What mean we're going to write the copy in the three days, you have to come prepared to work. You can't just show up and halfway pay attention. You've got to pay attention. You got to focus. Yes. It's online. Yes. You

can do it at home. Yes. You can do it in your office, but you cannot be multitasking. You have to concentrate. Cause you got to be writing. You're going to write the copy as we go. And when we're done with the three days, you're gonna have your copy, your sales copy and your emails written. They're going to be done if you do the work. I'm not doing it for you, remember, but if your willing to show up and do the work, I'll guide you and you'll get feedback from me and my team. You get your copy reviewed and it'll be ready to go when we get done with the three days. Not only that, you're going to have your messaging code book also written, what is your messaging code book? This is going to be a document. I'm gonna help you write. I'm gonna show you how to write it. I'm going to demonstrate I'm gonna help you form it over the three days. That'll be the core source material for all the copy you write from here, going forward for your perfect customer, your customer avatar. I'm sure you probably have one or you've at least heard of that. You're gonna have the best defined customer avatar you've ever had. You're going to understand your perfect customer perfectly well by the time we finished those three days. And you're going to have your sales copy written and you'll be able to write whatever copy you need to write after that going forward, because you have lots of it- The core pieces of it already written in this code book. The only way you can get this, I don't offer this anywhere else, yet. The only way you can get this to come to this three-day event. And no, you can't buy the recordings. You have to show up for the event.

[\(28:14\)](#):

So I encourage you to go sign up right now at trainwithray.com for The Copywriting Academy Live , write your copy, write your code book event. It's a workshop. We're going to do the work in the workshop. You're gonna get feedback from me, from my team of trained certified copywriters. It's going to be amazing off the hook and we're hiring. We're growing. The world needs salespeople, my friends. The world needs salespeople who can type, copywriters. We're hiring writers. Our clients are hiring writers. My colleagues are looking for copywriters and I'm training you up and putting you together with people who want to hire you. That sound good to you? If you're a marketer, if you've got a business, you need to sell stuff and you don't have the money to pay a copywriter then learn how to do it yourself. You should do that anyway. Should be basic training. You should know a few things about your business. Like what you sell, how it works, why it works, who your customer is, what your books are what your numbers are, and how to write your own fricking copy. Because if you can't tell the story of your product, who will? You can't outsource that, not until you know how to do it yourself. So come to The Copywriting Academy Live. Trainwithray.com. You got just a few days to get registered. This is the time of opportunity. This is the new gold rush, an opportunity like this has never existed before. And it may never come again. Don't miss this window, my friends. It's why we're hiring salespeople. By the way, if you're a killer sales person and you're willing to move to Spokane Washington, we got a job for you. If you can live well on the sales you produce and you want to get five to 10 times the house for your money, you get it in Spokane. Call our offices, email support@rayedwards.com. Let us know why we should talk to you about being our salesperson. We're growing our writing staff. Gotta be certified by us before you write for us. Want to know more about that? Call us. Email us. This is why I have three new books in the works, not one new book, three new books in the works. It's why I'm revising my copywriting book, updating it. So for anybody who wondered any of my colleagues or competitors, I don't think I have competitors. I think we're all coopertition not competition. But if you're one of my colleagues, wondered if I was getting tired or I was getting old or I was going to lay down the pen because of Parkinson's. No! I'm not going to slow down. I'm just going to work harder. How about you? Are you with me? Let's do it as one. As one team of mighty entrepreneurs, marketers, copywriters business owners who are out to change the world and watch our businesses grow. What do you say? Let's do it together. Got to trainwithray.com and I'll see you in the live workshop. God bless you. Live long and prosper.

Announcer ([31:18](#)):

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