



## Ray Edwards Show, Episode 518 How To Create Content That Sells

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

Ray Edwards Show, episode 518. How To Create Content That Sells.

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

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

**Ray Edwards** ([00:20](#)):

What if there was a no-fail system for building your brand and your business online, where you didn't have to spend a ton of money? You didn't have to buy a lot of ads. You didn't have to hire a big team, but you could get crazy good results in a fairly short period of time. Is that even possible? Not only is it possible, we've done it. We know lots of other people who've done it. And in today's episode, I'm going to show you how to set up your own social media content marketing system, based on what you already know. You don't have to learn anything new and in such a way that you can create all your pillar content, ramp up your sales and make yourself impossible to ignore. That's coming up next.

**Announcer** ([01:10](#)):

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

**Ray Edwards** ([01:15](#)):

As an entrepreneur or business person do you ever get kind of nervous when you start having to add on people and resources to your company? Like when you have to hire a bunch of new people or you have to invest in new equipment, do you begin to wonder, is this really worth all the trouble and hassle and headaches, that I'm going to have to deal with? All the drama that's going to come. Do I really want to do this? Well, this is where today's spiritual foundations came from in the book of Proverbs chapter 14, verse four. It says, "Where there are no oxen, the manger is clean, but abundant crops come by the strength of the ox." What does this mean? It means that if the strength of the ox is the means for plowing the ground to produce abundant crops, and it was in those days and still is in many parts of the world today, then keeping oxen in a stable is something you just have to do. It's part of the overall labor for getting the work done, even though it involves the unpleasant work of mucking out the stable. Shoveling out the ox poop. An empty stable may be clean. Doesn't have any mess, doesn't require shoveling any poop, but it won't produce any abundance. There are no poopless oxen. The mess is part of the magic.

**Announcer** ([02:44](#)):

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

**Ray Edwards** ([02:50](#)):

Now, let me be quick to say I'm not treating or giving any medical advice or psychological advice. You need to see a certified professional for those kinds of problems. If you have, however, here is a non-pharmaceutical non-counseling method to eliminate depression and anxiety. Try this for one week and see if you don't feel better. If you've been experiencing any depressive thoughts or anxious feelings, try the following five steps. One- turn off all notifications on your phone tablet and all other devices. You don't want anything winking blinking, buzzing, or dinging at you for the next week. Two- check email and messages only once per day. Don't tell me that it's not possible. It is possible. Three- remove social media apps from your phone and other devices. Yes, I said remove them. Don't just put them in a folder. Don't just put them on the back screen. Remove them. You don't need access to Tik TOK or Instagram that badly. Four- only use social media for promotion and advertising. In other words, only use it to output content, do not use it to consume content at all. Number five- avoid all news broadcasts and reporting. If something is so important and it happens in the world, and it's so important that you must know about it. Trust me, somebody will tell you. If you will try these five practices for a week. And I know most people listening will not, but if you actually will do these five things, I am pretty certain you're going to feel less depressed and less anxious. I do hope you'll let me know.

**Announcer** ([04:40](#)):

And now our feature presentation.

**Ray Edwards** ([04:43](#)):

Is it really possible to get noticed, build your brand and ramp up your sales through email and social media marketing without spending all your time and resources creating content? I propose that it is my team and I have worked with hundreds of businesses to generate an estimated \$400 million plus in sales using a unique combination of direct response copywriting, strategic content creation, and social media distribution. In our role as communication strategists, here are three things we've learned. One- almost every business can and should run a successful content marketing campaign to build their brand and increase their sales. Two- email is not dead. Despite what everybody seems to be saying. In fact, it is still the number one channel for making sales online. And it's still a winning foundation for a highly profitable content marketing strategy. We'll get back to that. And three- the third key thing we've learned is successful content marketing requires both a strategic content plan and a tactical distribution plan. And here's some good news. Using this method works, even if you don't want to pay for advertising on social media. You can achieve success with your content marketing completely organically, but it gets even better because I'm about to tell you how to make more sales and build brand awareness by spending less time on social. Cause if you're like most business owners and entrepreneurs I know the last thing you're hoping for is a way to spend more time on social media. Can I get a good, amen?

([06:33](#)):

Amen.

**Ray Edwards** ([06:34](#)):

Here's the good news. You actually should spend less time on social media and instead invest your valuable time creating content that is strategically aligned with the goals and aspirations of your target customers. The cost of the wrong social media and content marketing is enormous and maybe even fatal. Now let's make it clear. What we're talking about. When we

talk about strategy and tactics strategy is defined as quote, a plan of action or policy designed to achieve a major or overall aim. And tactics are defined as, "the actual maneuvers and or smaller moves made in order to help achieve the strategic objective". Choose the wrong strategy and any, and all tactics you implement from that point forward will fail to meet your objectives. You'll lose valuable time and money because you were aiming at the wrong target. Here are three possible strategic approaches to social media marketing that I've seen businesses implement often without even knowing what they're doing. One- the post and pray method. Post content to your favorite social media platform, and then pray someone reads it, likes it, and possibly even shares it. This is mostly non-strategic non-intentional content, or as I like to call it random acts of marketing. Emphasis on the word pray in the post and pray method. Number two- the post and pay method. This is where you just throw money at the social media platforms. You advertise and hope you can get some form of ROI or return on investment. If you're going to play this game, I recommend you play only with money you can afford to lose because just like the games in a casino, this game is always rigged in favor of the house, the social media platform. In addition, this kind of marketing often falls into the trap of cliché using old lead magnet funnels, leading your audience into up-sell hell instead of solving the real attention problem. That is the real problem. Getting your audience to pay attention to you. And what you have to say. Number three- is the post and profit method. This is where you structure your online marketing with a strategic plan for messaging and distribution. Instead of praying, something happens or paying for attention and then praying even harder because now there's money on the line.

[\(09:17\)](#):

You use a systematic approach that gets you both followers and conversions. The best way to accomplish this is use the method that's most aligned with the way your people consume social media. That's called micro content, short, quick, entertaining content they can access in an instant. For obvious reasons, I believe we should all be aiming for strategy three, the post and profit method. So how do we do that? That's what we're getting into now. First, we've seen brands with large established platforms and an expensive agency or big name affiliate partner struggle longterm. Their affiliates may have snagged them some sales and grown their list. They may be working hard and spending quite a bit of cash and time to produce content, but they are still hidden because they've neglected to market their brand in the way people actually want to hear from them and consume their content. This is a key point. Second, and even more intriguing, we seen brands with no platform, no website, no email list and no big names behind them get started and become the go-to brand in their market in less than six months. And we've seen these same brands 10X their following on social media in the first year, all by intentionally building an email list often starting from zero and strategically repurposing their pillar content for social media distribution. So what was it that made the biggest difference in the two outcomes I just explained? If you could take an x-ray of what's working behind the scenes in online marketing right now, you would see the second one had the foresight to adjust to the current market. The first one did not. So let's get into some terms and definitions so we know exactly what we're talking about. In the online marketing world, people often use the same vocabulary to mean very different things. So to eliminate confusion, here's a few terms and definitions just to make sure we're on the same page platform for our purposes. We'll define your platform as the method you choose to promote and sell your products and services. So, which is the best platform? While I believe the best place to start is email when creating your foundational content, and I'll get to why in just a minute, your platform could also consist of a blog, an email list, in person speaking gigs, a podcast, YouTube channel, or dozens of other social media channels. In short, your platform is where you plan and choose to show up. Brand awareness used to be king. Beginning in the old days, when advertisers would run newspaper or magazine ads for a few months or rent a billboard for 90 days. As media grew, TV commercials, late night, infomercials, Super Bowl ads and everything in between became the norm in order to gain

brand recognition. In today's market, these are no longer, very effective unless you have an enormous budget because media has changed yet again, thanks to social media and on-demand content. Further, brand awareness by itself is no longer enough. It's not enough for prospects to know you exist along with the 10,000 or 100,000 other companies that they already know about. The brands people know, and trust are the ones who actively build positive brand presence. Today, people consume the largest amount of content on their phones, and there is no sign of that changing anytime soon. If your potential clients are spending most of their time on Instagram, YouTube, and other video based platforms in short bursts, the best way to capture their attention and trust is to be there too, all the time, not just during your launches. The method I recommend for being a presence in their field of awareness all the time revolves around micro content, with daily emails foundation. And I recommend you do it in a way that uses the algorithms in your favor.

[\(13:31\)](#):

So more people see your content build trust in you and get to know your brand. So that's brand awareness versus brand presence. Now let's talk about pillar content. This is the go-to content that is the foundation of your brand. On a high level, this can include popular blog posts, podcast, episodes, your signature talk, your online products or your book, but the foundation of this content and the glue that holds it all together is wrapped up in a day daily email. When you email your customers consistently and regularly, yes, every day about the right topics, they get to know you. And when you ask the right questions, you get to know them too. Your relationship with your prospects is what truly sets you apart from all the other brands out there. This relationship is built through telling the right stories, linking to other content you've created, building longterm connections over things like worldview and ideas, and daily communication. Just showing up. Email is such a strong tool to accomplish these goals that many brands don't need to create other long form pillar content. Email is enough on its own. Though, depending on your brand, you may choose to create other pillar content like periodicals, videos, long blog posts or other methods. What about the idea that seems so popular to talk about these days that email is dead? Let me assure you that is a myth. The most recent statistics show email is still the number one channel for selling online. According to a recent report by Econsultancy, email marketing received the best ROI of all marketing channels: 68% up 3% from last year. the same study found that on average companies attribute 23% of total sales to email marketing and email gets viewed and read far more often than most blog posts or long form content. Those are the facts. Micro content. Micro content is the most consumable content for your prospects, and it's absolutely essential for achieving brand awareness. Fortunately, it's also simple to create once you have your daily emails and any additional pillar content in place. Micro content is simply your emails or other pillar content, repurposed, and cut into smaller chunks that can be strategically use on all the different platforms. Short videos, soundbites, social media posts, Instagram stories, you name it. These short pieces of content are absolutely key to building positive brand awareness because they're the type of content that grabs attention. When was the last time you watched an entire keynote speech on YouTube? I rest my case. It doesn't happen nearly as often as watching a 30 second clip. Even sports networks like ESPN are beginning to understand that people aren't watching sports center. They're just watching highlights of games on Instagram. When you repurpose your pillar content into micro content with each post, leading back to your pillar content or your email opt-in, you give people the snippets they need to take the next step with you. You not only have their attention, you have warm leads coming into your sales funnels. Here's the bottom line. If people haven't heard of you or aren't saying, "I've seen this person before" and they aren't going to click on cold links to an email capture opt-in. Here's the bottom line. If people have never heard of you before never seen you before, they're not going to click on a link to opt into your email list. That strategy is 10 years old already, and people are smarter. Micro content isn't just the future, it's now. Influencers and influencer marketing. What in the world is an influencer, anyway? Influencers

are the celebrities of online marketing. They influence the buying decisions of other people and often have a large following on social media. Many brands have relied on influencers to gain them popularity and traction by getting featured, or even just mentioned on an influencers blog, podcast or platform. But when you employ a strategy that uses daily email plus micro content to get your message out continuously on multiple platforms, you can bypass the need for influencers, people with audiences of 100,000 to 1 million people, by simply being known to your audience. Being a micro influencer. So how do you do that? Well, I suggest using our framework that we call The Content Marketing Sales Machine. This framework that I'm about to share with you is the same one we've used generate over \$400 million in sales and over a hundred thousand new leads for my clients. It boils down to the following three very important pieces. Number one- strategy. Create daily emails and any additional pillar content. Two- micro content. Repurpose those emails and pillar content into micro content. And three- distribution. Beat the social media algorithms and achieve positive brand presence. When you have the right plan and strategy, content creation becomes a simple repeatable process that saves you time and money while building your brand, helping you connect with more prospects, and fueling your sales funnel.

(19:02):

So here's how to do it. Number one- strategy, create daily emails and any additional pillar content. This is the point where a lot of people will wonder if they can actually do this. Can I really write a daily email? Can I really write an email every day? Will people get mad at me? Will they think I'm spamming them? The answer is, yes, you can really do this and no, people will not think you're spamming them. You may get a few unsubscribes at first, but your loyal fans, the people who are your true fans, will be looking for your emails every day if you make them the right way. I can assure you it's easier than it sounds. Each email can be repurposed, at least 13 different themes. Personal story, brand story, authority, testimonials, process, and behind the scenes, just to name a few of the themes you might choose to use. And an almost infinite number of different formats. Facebook live, Instagram stories, text only long form, text only short form, image with long or short form text, et cetera. By providing a combination of themes and mediums, you allow prospects to consume your content on a variety of platforms in a way that suits them, creating a strong, positive brand presence. By contrast, if you use the same theme and medium, again and again, your marketing will fall flat and only appeal to a small audience, which leads to a lack of engagement. Now, this all sounds like a lot more work than it really will be for you because there are ways to automate this process, or you can have team members do it for you. Let's move on to number three. Distribution, beating the social media algorithms, or perhaps more appropriately using the algorithms to your advantage. This is where you'll take the micro content you've created and use it to build massive brand presence, but not without a plan. To maximize the potential of your content, some posts should be run and then boosted or reposted within a couple of weeks while others should be posted just once this kind of distribution creates a social stack and has an echo effect that actually helps you break through the algorithms. Once you have high attention and organic engagement on your social platforms, if you choose to run ads, your ad spend per conversion will become exponentially more effective and less expensive because you're reaching warm audiences instead of pitching cold audiences. The best part of this strategy is that more people will know you, love you, and share your content, leading to exponential growth and easier sales. The goal of all this is to make a very short, clear path for people to touch your brand. And because it's all based on your pillar content, you have a clearly aligned message. While it's hard to get 10,000 followers on Instagram, it's not very hard to have 10 people with a thousand followers, tag someone in your comments or share it on a story. When you constantly put yourself in front of smaller influencers, you reach real growth. This is our goal, and it doesn't require a big ad spend to get it done. In fact, the biggest gap you're going to face in getting this to happen is the actual doing of it. The bottom line is this. While the online marketing world is obsessed with promotions that bring in big

revenue a couple of times a year, these promotion based brands are often burning out their lists and continually re-marketing to the same people, spending a fortune on ads and paying out a ton of affiliate commissions. The micro content strategy is not about burning yourself out for quick wins. It's not about your next successful promotion. With the right strategy in place, everything works together to create a large solid brand presence over the longterm that supports an entire business career. So that is the system in a nutshell. I could write an entire book to begin unpacking everything I've shared here so far. Like how do you know what to write for your emails and pillar content every day?

What types of micro content are the most important to create? What if you're starting from zero? Where do you start and what will get you the most traction? The bottom line is this. While the online marketing world is obsessed with big promotions that bring in big revenue a couple times a year, those promotion focused brands often burn out their lists by continually re-marketing to them, spending a fortune on ads and paying out tons of affiliate commissions. The micro content strategy I've described in this episode is not about burning yourself out. It's not about basing your whole business on promotions. The Content Marketing Sales Machine is designed for entrepreneurs like you and me, who are ready to get unstuck from six figures and scaled to multiple six and even seven figures in revenue without spending all your time and resources, creating email, social media content, and buying ads. We've put together a two-day intensive workshop where we're going to work with you to create your entire content plan for the year. This is a huge savings over paying a team of people to do this for you. And you'll dive into writing your first month of emails and micro content, completing most or all this content during the two day workshop. You'll be surprised how quickly you can create this content when you have the right plan and you have me and my team right there with you, helping you get the work done. By the end of our two days together, you'll have your content marketing system in place, a large portion of your content written and a plan to complete the rest of your content for the entire year. And this isn't random content that you hope will bring you new customers. This is intentional content that will build your brand presence, increase your customer base and lead to more sales. Look, this is not the only program out there that will help you create a content marketing strategy.

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The difference between most other programs and this workshop, is we've been in your shoes and realized there are two grave errors found in most other content programs that keep people from finding success. Number one, they don't start with your greatest ROI in mind. Many coaches teach a system centered around the platform that they are most familiar with, or that they're famous on. The one that's currently trending or working for them rather than the one that's statistically shown to get the biggest results for you. And that is email, by the way. Email. Two- they don't help you implement your plan. This is what slows businesses down the most when it comes to scaling. To overcome this obstacle, we created a different type of workshop. One where we'll actually dive in together and get the work done. Creating a content plan is not enough. And it's certainly not enough to buy a pre-fab content plan that's been sold to 10,000 other people just like you. No, neither one of those options will do. You've got to get started and do the work. That's the hardest part. When you complete this workshop with us, you can expect to complete your social media plan for the year, your strategic email plan for the year, most or all of your social media posts for the first month and most or all of your daily emails for the first month. You'll be working directly with me and our agency team of communication strategists, social media experts, and email copywriters to plan your entire strategy and get the work done. Not to mention the fact that by the end of the workshop, you will have the ability to create the rest of your content for the year, or to train your team, to create exactly the type of content that will build your brand. It's time to stop wondering what you should be sending in your emails or posting on social. It's time to put an end to post and pray or post and pay strategies that waste time, resources, and money. If

you're ready for brand building content that scales your business and takes you to the next level, go to [Rayedwards.com/system](https://Rayedwards.com/system) and join us for this groundbreaking workshop. See you there. That's it for this week's episode. Hey, either take these ideas and put them to work yourself or come to our workshop and let us help you do it either way. I think this can make all the difference for you in 2021. Can't wait to see you soon until next time. God bless live long and prosper.

**Announcer** ([27:14](#)):

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