



## Ray Edwards Show Episode 530

### Answers on Writing As a Business

[00:00:00] **Announcer:** Ray Edwards Show Episode 530, Answers on Writing As a Business.

[00:00:09] The Ray Edwards Show. This is the podcast for prosperity. With purpose.

[00:00:19] **Ray Edwards:** During today's episode, it is my goal to answer all your questions about starting your own business, especially in today's new economy. It seems like it's a new economy every other day or so if you listened to the news, but really there's nothing to be afraid of. There's nothing new under the sun, as it says in that book of wisdom. After all, this has all happened before and it will all happen again. Markets have been up, markets have been down people have panicked. There've been pandemics. All this stuff has happened before. It'll all happen again. As long as history continues to unfold, it's all good. Stick with it.

[00:00:55] **Announcer:** Does anyone want to live a life that is long and prosperous? Spiritual Foundations.

[00:01:01] **Ray Edwards:** Spiritual foundations follows that theme of not being afraid this week. This is from Psalm 27 verses one through three. "The Lord is my light and my salvation. So why should I be afraid? The Lord is my fortress protecting me from danger. So why should I tremble? When evil people come to devour me, when my enemies and foes attack me, they will stumble and fall. Though a mighty army surrounds me, my heart will not be afraid. Even if I am attacked, I will remain confident." How can in the Psalmist, write with such assurance such authority, because the Psalmist has realized something very powerful and important in the kingdom of God and in the world at large. It's more important to stop listening to ourselves and start talking to ourselves- telling our heart and our mind what to think and feel. Even if I'm attacked, I will remain confident.

[00:02:04] **Announcer:** Now, simple hacks that make life cheaper, easier, and faster. Ray's tip of the week.

[00:02:09] **Ray Edwards:** For this week's tip of the week, it's a discovery you may have already known about, but it was brand new to me. I am a big proponent, as you know, of dictating instead of typing, mainly because I can't type very well, but I can speak pretty fast most of the time. Now, most of us are the same. Most people can speak at a much faster pace than they could ever hope to type with any

sort of accuracy. In fact, Americans average about 150 words per minute when they speak. We can speak faster if we're fast talkers, up to 200 words per minute, but I was frustrated with my iPad pro because I love my iPad pro I'll use it for a lot of my work, and I love to dictate instead of type, as you know. But I also use the magic keyboard with the iPad pro. And as far as I could tell, I could not dictate with the iPad attached to the keyboard, which is a real bummer. It's a real hassle to have to take the iPad off the keyboard, hold it precariously, dictate and then put it back on the keyboard when you want to type again. What to do? There's no button for dictation on the keyboard. As far as I could tell in searching online, I couldn't find any hints about how to make it work. Tapping that little globe icon on the keyboard does not help. Normally, you can do that on the software keyboard. The one that pops up on screen on your iPad when you enter a text field, but that didn't do anything with the magic keyboard attached, because apparently you can't use the software keyboard, the virtual keyboard that usually pops up on screen in the iPad, at the same time as you're using the magic keyboard. But I found the secret. It works on your Mac. I don't know why I never thought of it working on your iPad magic keyboard. You simply tap the control key twice, quickly, tap it twice and up pops your dictation window, just like that. And when you finish dictating you tap it again. You're welcome.

[00:03:56] **Kris Edwards:** Okay, so you're good with words. Now what? How do you go from good with words to big money Copywriter? There is an answer for that question and you'll find it at [Rayedwards.com/cdrc](http://Rayedwards.com/cdrc). Now we're not trying to take you somewhere filled with overinflated statistics or bogus promises of making millions overnight. What we're showing you is the fastest path to go from beginner to competent well paid, direct response copywriter. Maybe having a six figure income while working from wherever you choose sounds like a fantasy, but it is not. And there's real proof of that waiting for you at [rayedwards.com/cdrc](http://rayedwards.com/cdrc). CD like those things you used to listen to. And RC like the beverage you drink, if you're into unpopular beverages. But anyway, get your questions answered now. Get your writing business started. Visit [Rayedwards.com/cdrc](http://Rayedwards.com/cdrc).

[00:04:54] **Announcer:** And now our feature presentation.

[00:04:59] **Ray Edwards:** So last week, we published a podcast making a strong claim that the very best business to start, especially if you need money now is a freelance writing business. And chief among the reasons for that assertion was that almost anybody could do this and you could start it for basically no money. Assuming you already have a laptop or an iPad or some other device that allows you to connect to the internet and to write things. Now, while that episode clearly spelled out why starting a freelance writing business is such a strong choice. I really did not get into how to do it very much. I did say that specifically, you want to pick the niche of right. That's the most lucrative. And as far as I know, that is direct response copywriting. We'll get into that in just a moment, but it's a very specific kind of writing I'm talking about to start a business, the most profitable form of freelance writing business that I know of. Other than if you could manage to be JK Rowling or Stephen King, then do that. But barring you being able to do that. I think this is the next best thing. Because you don't have to be a bestselling novelist. You don't have to be a superstar like Matthew McConaughey or Ryan Reynolds. You just have to know how to write good copy that gets results. So in an email follow-up, I asked if you had any questions about starting your own freelance

writing business, and I expected to get a few questions, but did you ever exceed my expectations? You certainly did. Thank you so much. It seems there are lots of questions about this idea of writing as a business. So in this week's podcast episode, you're getting the answers and we're going to jump right in and start. Now I've aggregated. A lot of the questions were very similar and the ones that were similar enough, I just rewrote into one single question. So most of these questions represent four or five different versions of the same question we got from different people. A few of them are unique, but just listen closely. If you sent us a question, I'm pretty sure you'll hear it answered in this episode. So the first question is what if I don't like the idea of writing sales copy?

[00:07:02] That intimidates and scares a lot of people, or it just turns them off. They're just not interested in doing it. And there's a corollary question that goes something like this. Does writing direct response copy or sales copy mean I'm going to have to write spammy internet junk mail? So let's, let's just pause right there for a moment. And the quick answer to that is no, you don't have to write junk mail. And the reason you write sales copy is because direct response copywriting is the one form of writing that I know of where you're writing for a client, presumably, somebody who's paying you to write this copy. They can measure the dollar value of the copy that you write. Here's why. Anytime an email goes out or a webpage offer for something for sale, guaranteed. If it's a business that knows what they're doing. They're tracking the conversion rate of that sales page or of that email. And what that means is out of every hundred people who come to that sales page, where you've written your sales copy, how many people buy? If it's two people, that's considered a success in direct response marketing. I think that's pathetic, but that's, what's considered a success. That's 2%. If you get 2% conversion, Of the people who land on the page, most direct response marketers consider that a good conversion rate. I do not. That's just, that's just a starting point to be able to play. I think you're looking for something like 10% or better. In our experience done correctly direct response marketing can produce those kinds of results, but regardless if the client knows the conversion rate of the page before you wrote the copy. Let's say before you wrote their copy, it was 2% and you wrote better copy, more effective copy because you learned how to do that and you got a 10% conversion rate. They can, you can see now they can see that your copy was much more effective, five times more effective than their previous copy. They can turn that into dollars. They can know how much money that makes them. Now. Most of the clients you may be working with are probably going to have more traffic than a hundred visitors in a month or in a week. So if they have 10,000 visitors or however many, they have, they know the dollar value per visitor to that page. It's a dollar value before you wrote the copy was a hundred dollars and the dollar value after you wrote the copy was a thousand dollars. Then they have a basis for knowing what to pay you. That's why direct response copywriting is so lucrative and such a great field to get into because the value of your writing is measurable. It's not as if you wrote a novel and somebody is just guessing, rolling the dice saying, well, I liked the story. I think it could do well. So we'll just bet on you and we'll see if this appeals to the public. They have no way of knowing in advance or measuring it until it's too late until they've printed hundreds of thousands of books or whatever the case may be.

[00:09:54] Direct response sales copy is a lot different. It can be tested inexpensively. It can be. Modified and tested again, and you can keep testing and

writing copy for that client until you hit the mark and you make it worth them paying you a lot of money. That's why we want to be in direct response copywriting, direct response marketing. That's my opinion. And does writing that kind of copy mean you have to write spammy internet junk mail? I have two answers to this. The first answer is no. The second answer is according to whom? You know, when I was a kid, I know this is kind of weird. I was kind of a nerd, but I used to like going through my grandfather's mail at his office, he was a bookkeeper and he got lots of mail at his office. And lots of it was what most people would consider to be junk mail, lots of the flyers and brochures and things that looked like newsletters and things that looked like little magazines and letters that would be selling investments or coins or family history book or some obscure thing like that. And I loved reading those pieces of mail and I wanted to buy most of the stuff I read about. Now, that's just me and millions of other people. That's why it still exists. That form of marketing, it exists both in the physical mail, which is a smart way to do it these days, because everybody tried to get on board the internet thing, and lots of people abandoned physical mail. And it's super effective because of that. But online direct response, marketing works like a champ to this day. It's very inexpensive to do, and it's very easy to test and reiterating get it right. And one person's junk mail is another person's treasure. Remember I told you I loved reading those letters and magalogs, they're called, they're a magalog is a piece of direct response mail that looks like a magazine, but it's really a catalog. Thus magalog. I don't know if you remember that DAK catalog, the DAK catalog is technological catalog. And the guy who started that simply wrote about all these geeky electronic devices that he was in love with and wrote about them enthusiastically. He wrote great copy about each piece of electronics he was selling and he sold millions of dollars worth of that stuff. I used to love reading every single episode, episode issue, issue of that catalog that came out. Cause to me, it was less like a catalog and more like a magazine. The point is if it looks spammy and junky to you, it might look like just the thing that the golf enthusiast, who it was meant for what it was looking for. Or the electronics enthusiast or the marketing enthusiast, and some of the stuff that we all kind of poke fun at the things that look like old style letters with red marker on them, yellow highlighter, and over-hyped claims. There is a market for those kinds of sales pieces. Now I'm not saying that maybe you're that market, and I'm not saying that some people don't perhaps abuse some of the techniques to be tricky, or even in some cases deceptive, but that's not the majority of people. The majority of people even using that style are not spamming or not scamming. They're using sales techniques that you may not find, or I may not find tasteful, or to our liking, but they're very effective. So don't assume it's junk mail, just cause it looks junky to you. You know, people often ask me about those long form sales letters who reads those? Nobody reads these things. They're too long. And my answer to that critique is you're wrong. The person for whom it was intended, the person for whom this is the perfect solution to their problem. The person who has this obsession with this hobby of golf, or raising chinchillas or whatever, whatever the long form sales letter is about is incredibly interested in that subject. And they will read 10, 15, 20, 30 pages about it. If you give them something interesting to read. So I've often said, there's never copy that's too long. There's only copy that's too boring. So the key is as a, as a writer, who's going to work in this market. I would recommend looking for clients who offer products and services that you are interested in, that you are fascinated by, that you could read about and research and compare

endlessly that will keep your interest. And you'll be able to write to that audience in a way that's meaningful to them, which might look spammy to other people, but would feel great if you're the person for whom it was intended for. So hope that answers that. Next question. How long does it take to become good enough at writing direct response copy to be able to charge for it? And there's other question, this is about fees and how much you can make and so forth. I'll get to those in a moment, but let's start with this one. How long does it take to become good enough at writing direct response copy to be able to charge for it? Well, let's assume that you're a pretty decent writer.

[00:14:43] I'm not saying you're a great writer. I'm not saying he had to get all A's in English class when you're in school. I'm not saying that at all. I'm not saying you ever have to have been published before. None of that's true. Can you write a clear memo? Have you ever written like the notes and the bulletin at your church, have you ever written a Facebook post? If you can write email or Facebook posts or any of the things I've mentioned or just a memo, then you're probably good enough to do this and learn how to do it in a very competent way, fairly quickly. Because at the mere competency level of writing good copy, a lot of it is very formulaic. Some may cringe to hear me say that, but it's true. And there's nothing wrong with that. If you're in a market where a mere competency will get you where you need to be for now, there's a big market for competent copywriters. Copywriters who know the basic patterns, who knows the basic formulas for how to write a sales page, for how to write a landing page, for how to write a Facebook ad, for how to write an email. You've seen enough of these different items I just mentioned to know there are some basic similarities. So the question is the next time you see one of those emails or one of those Facebook ads, just ask yourself, look at it and ask yourself, can I write something like that? And most likely the answer is going to be yes. And if that's the case, then learning enough and being good enough at that to get paid, to write that copy, can be a very short process. I mean, within a couple of weeks or a month, you could get to the competency level. And I'm not saying you're, you're now an expert copywriter. You're not, you're a beginner, you're a newbie, but you're competent. And if you follow the right teachers, you learn the right things. Your newbie competence can be better than what a lot of so-called professional copywriters are charging other people for and giving them stuff at sub-par. It's sad, but it's true. This is, this is one of the reasons there's, there's no, there's no standard in our industry. There's no governing body. There's no, there's no standard by which to measure the competency of copywriters. And unfortunately, most modern marketers and entrepreneurs don't know enough about what makes good copy bad copy to be able to identify it just by reading it, because the way to identify good copy is not if you read it and say, yeah, that's good. I like it. Or not to read it and say, that seems spammy and scammy and overhyped. I don't want to, I don't want to publish that. You don't know whether it's good or not, until you have tested it with your list, with your audience, with your email subscribers, with the visitors, to your page. The only way to answer the question of whether or not this is good copy is does it cause people to pay you and buy things from you? If it does, it's good copy. Bottom line. Now, we're assuming you're holding a certain standards of morals and ethics. It has to be true. Has to not make claims that are false or over-hyped, but if it's telling the truth and it's just making a convincing case in a competent way, and it converts people from browsers into buyers.

[00:17:48] It's good copy whether you like it or not. So it doesn't take very long to become, to hit that level of competence and to be able to charge for writing your copy. Now, can you make a lot of money at that level of competence? Well, no, if that's, as far as you get, because the only way you can make a lot of money writing only basically competent copy is if you're really good at selling yourself as a copywriter, better at that than you were at actually writing the copy. If that's the case. That seems almost impossible to me. If I'm good enough to sell you on paying me a lot of money to write copy, I must be good enough to write really good copy that's worth that price. If you see what I'm trying to put across to you. If you can do the one, you must be able to do the other it's the same skillset.

[00:18:38] So the answer is be good enough to sell yourself at a higher price. Dan Kennedy is famous for having said the key to getting higher fees is to be able to quote the fee and then keep a straight face and say nothing. And that's kind of humorous, but it's actually how I ended up getting much bigger fees early in my career. When I first started out, I was charging- my first sales letter, I charged I think about \$400 for, and then I got a clue that that was way too little money, although it was more money than I'd ever been paid in my life to write anything before. So I was just thrilled with it. And next time I got brave and charged \$1,200. And then I was talking to my second or third client about a project he wanted me to do, and he wanted me to write two sales letters and he said, how much would that be? And I stammered and stammered. Stammered? Stammered is not even a word, but I stammered and I stammered. And he finally said, Ray, spit it out. How much? I said \$2,500. He said, okay. 2,500 a piece that's 5,000 total, and I almost fell over in the floor. I meant \$2,500 for both of them. And I think he knew that, but he was trying to teach me something. He was teaching me if you're valuable in what you do, if your skill is valued and you're good at it, then state your price plainly and confidently. And then don't say anything else don't stammer around and beat around the bush, just say the number and then wait for a reaction. So when he said, so that's 5,000 for the both of them. I said, yes. And he asked me how I'd like to be paid. We made the arrangements. We went on into business together more than once. This was Mr. Mike Littman, one of my first clients. Um, one of my, I guess my first really copywriting mentor, at least mentored me in how to charge more than I was charging currently. So since then, I've gone from that level to, I went, I think the next level was I started charging about five grand for a letter, 7,500, then 15,000, then 30,000. That was my biggest leap up to that point. It was made because I was trying to not write the copy for a particular client. So I told them it'd be \$30,000. And they said, okay, how'd you like me to pay you? And then 50,000. And then currently to get me to write a product launch project, it's a lot of money. I do still write occasionally for clients when I'm interested, when it's a fascinating project when it's somebody I want to work with, but this, this is not about me and my huge fees because you're probably not ready to charge those fees yet. But my point is you get better as you go. You charge probably what to you seems like a lot of money now. A year from now, it won't seem like very much. You'll be charging a lot more. Your skill will be better. Your confidence will be better. Your ability to negotiate the deal will be better. So the next question is how much can you really expect to get paid as a competent beginner in this kind of business? Well, now that is a really good question. It's a good way of formulating the question. I like it a lot. And, um, I'm going to answer it. Just pull up some numbers here. I did a little homework before we started this episode. I can't

promise, that you'll be able to get these prices. Cause I don't really know what your skill level is. Obviously this is a podcast. I haven't read your copy, but with the knowledge that I know is available to you for- with very little effort, I think. There's a couple of books you can read. There's some things you can do to practice. There are other ways you can learn about copy, but in a fairly quick, very inexpensive way, you can get all the tools you need in your tool belt to start charging decent fees. Even if you're a beginner. For example, here are some sample fees that beginners might expect to get for writing copy. And now I want to reiterate, I'm not promising you, you can get these results because I don't know, but I feel confident that a beginner who knew what they were doing would probably be able to get these fees without much problem.

[00:22:27] I've seen so many people do it like a lot of our students this or better. I think you can too. So, just to do a sales copy tune-up, just go over their copy and tell them how to improve it, you should be able to get \$750 or so. To do a marketing up, to look at their whole website, their whole funnel, and just give them some advice on looking at a better landing page here, or you need a landing page of some kind here, you need to fix this the way this email sequence works and fix the headlines and subheads on your sales letter, make a few suggestions to help them tune up their whole marketing funnel. You should be able to get \$1,250 or so for that. To get a sales letter, minimum sales letter, short sales letter, short sales page \$2,500. To write a 10 email series, \$1,500. To write a single very important landing page \$500. A 10 page lead magnet, you should be able to get a thousand dollars for that. A product launch package, including a sales letter, video scripts, email sequences, all the things you need to supply for a product launch package. It's a lot of work, which is why for doing that sort of thing my current rates are over \$200,000 plus a percentage, but that's me, years later after I started. What about you as a beginner? \$10,000 minimum, \$10,000 minimum. And you might ask, well, how long would it take to do something like that? If it's the only thing you're working on, you should be able to knock it out within a couple of weeks, less than a month, for sure. And that's, that's a pretty big project if it takes you a month. But if you've got all the information you need from your client, you should be able to do this in a month and think about that. That's \$10,000. I say minimum. I wouldn't do it for less than that, even if I was absolute stark beginner. One of my students, his first major project, he had never written a big project for hire before he charged somebody \$30,000 for 25,000 or 30,000. One of those two, somewhere between 25 and 30,000. I don't remember exactly, but he was a beginner, but he was good. He's a good writer. He's a good student. He studied very carefully. Twenty-five to \$30,000 for the first project product launch package. And he took him about a month and he worked his butt off. He never, again charged that little for doing one of those, but the client was thrilled with the work and happy to pay him. So if you get just four clients a month let's say, with an average fee of \$2,500, each, you'd make \$120,000 per year. These are just, I'm just proposing possible scenarios. You get four clients a month. Your average fee is \$2,500 each you'll be making \$120,000 a year. If you added one product launch package per quarter. So four of those for the year at the price, I just told you \$10,000, you got \$40,000 to your revenue, making you a total income of \$160,000. So I think 150 to \$200,000 is not unrealistic for your first year. I can't and don't promise the results. It's not typical. Nothing is typical, but these are things that I find to be reasonable. I've seen enough people do it, that I feel confident saying this is possible. This is

something you should aim for. So I hope that helps answer the question of how much you can really expect to get paid as a competent beginner in this kind of business. Next question is, is it really possible to start this kind of business for free? It seems like there must be other expenses. Well, yes, like any business, you can start on a shoe string, which I would say free, may be pushing it. If you've already got a laptop and you've already got access to the internet and you've already got one or two copywriting books, I'd say, yeah, you could probably start it for free. Should you start it for free? I think there's some things you might want to do that would help give you an advantage to help speed things up for you that you might want to pay a little bit extra money for like get a few. Maybe take a few courses- a few. Let me be very careful. Take one or two essential courses. If you can afford to get a mentor or a coach, then you'd go to that person to ask what books and courses and coaching should I be getting and follow their guidance. Uh, my good friend, John Lee Dumas has this saying he calls it focus, follow one course until success. That's really good advice in the world of getting started as a copywriter, but you can do it for free. You can do it for less than a hundred bucks. If you need to buy like a domain name and maybe a book or two, you could spend a couple thousand dollars, maybe get some training, but there's no business I know of that has this much upside potential, and you can get paid so quickly when you become competent so quickly. I don't know of any of the business where it works like this. I mean, if you want to start a franchise, like, you know, a McDonald's or a Dutch Brothers Coffee or a Chick-fil-A franchise, those are pretty sure bets, but it's super difficult to do. You've got to have lots of capital, like a million dollars or more capital just to get into the game. This is nothing like that, but it has the potential to bring you more profit first year, then one of those endeavors, depending on where you set those things up. Think about that for a minute. That's pretty incredible. And it doesn't require you to build a downline or sell your family a bunch of vitamins. Don't get mad at me, multilevel people. You just don't have to do that stuff. So yes, it's really possible to get started for free or a hundred bucks or so, which I think is pretty close to free. How do you start charging for copywriting if you've never been paid to do it in the past? This is, I got lots of different forms of this question.

[00:27:55] How do you start charging for copywriting if you've never been paid to do it in the past? You ask to be paid. I think the key here is most people do this backwards. They start learning about copywriting. They get all excited because they realize this is like a form of magic. I can actually write some words that can take your business from obscure and unknown to actually successful because the power that language has to activate people's imagination and to help them project themselves into a possible future with this product that would solve their problem and can make their, their life look completely different. And it can be true. It's like positive prophecy, but made real, you're showing them a possible life they could be living. And it's true because you have the solution to their, to their problem that they're facing. Whether it's a financial product or physical product or a system of how to do a certain activity or function or work, type of work or skill or you coach people or your speaking coach or whatever you do, whatever service you offer, whatever product you offer, it can change their lives if applied correctly. Right? Even if it's a small way, look, life change doesn't have to be monumental. It can be small. It can be a small, convenient thing that you make possible in their life every day. It can be so many different things and copy can be the catalyst to

move people to make that change in their life. So it's a good thing. And just because you've never been paid to write good copy in the past doesn't mean you can't learn to write good copy and then go find clients who appreciate good copy. This is where I was going with that whole thing. People think they want to go convince like every business that they know of, you need copywriting, it'll change your business. You'll get excited about it. It'll it'll make you a lot more money. They probably won't get excited about it like you are. I've discovered that as exciting as I think the concept of copywriting is, the fact that it's the ultimate form of upside leverage. Downside leverage is like when you mortgage your house, your house is now said to be leveraged. The bank holds a mortgage against the deed to the house, right? If you don't pay the mortgage, eventually they will come invite you to move out of the house because your house has now become the bank's house. You are leveraged. That's the downside of that kind of leverage. Upside leverage is where you have leverage, where you can increase your income, increase the value of your company, of your business, increase the level of money you have in your bank account without risking any more money. So you can take the same ad that you've been running- the same sales page you've had up on the web month after month after month and change nothing but the words. You don't change your product, you don't change the design of your product, you don't change the cost of delivering your product. You don't spend more on your ad budget. You might spend less, but you write different words in the ad. You write different copy and that can multiply your results by two times, by four times, sometimes by 10 times. I've seen it happen so often just changing the copy can change everything. And that leverage is all upside. No downside. That's an amazing thing. So how do you start charging if you've never been paid to do it in the past? You go find people who already know the value of it. Who are already looking for a good direct response, freelance copywriter. This ties into our next question.

[00:31:08] I got lots of different forms of this question. So I'll ask it this way. How do I find clients as a copywriter, when it seems like the market is already saturated with copywriters everywhere I look? Let me read it to you again. How do I find clients as a copywriter? When it seems to me, the market is already saturated with copywriters everywhere I look? It's very simple. You are not your prospective client and your client is not going to be looking in the same place as you're looking. You're most likely looking in the copywriters who teach other people how to write copy, sort of environment. You're watching all these copywriting "gurus". I say that with quotes around it, all these copywriting "gurus", self-proclaimed "gurus" of copy, who are basically regurgitating other people's teaching about copy. Most of them don't even know the basic history of their own industry. I'm not trying to be mean. I'm just trying to give you a clue that you have to be careful who you listen to, because if they don't know the history of the industry, they will repeat things to you and teach you things that are like a bad form of the telephone game. Did you ever play the telephone game? People stand in a long line, one person starts with a message that's written down. They, they read it to the person next to them. The person then turns to the person to their left and they whisper in their ear and whispered the next person's ear. And by the time you get to the other end of the line, the message has changed so much it's almost unrecognizable. It's ridiculously different than what you started with. It's called the telephone game. Look it up. It's an ancient thing that was done decades ago by your parents probably, or your grandparents. But the point is it's a bad copy of a bad copy of a bad copy that

becomes eventually unrecognizable. So that's why you, you should value knowing the history of your industry. You should value knowing who John Caples was. You should value knowing who David Ogilvy was. You should value knowing who Bruce Barton was and a multitude of others, because then you know where things began, how they originated, you know, what the original teaching was. That's important. And you want to find clients who understand the value of direct response copywriting, because those people, it's easy to sell good copywriting to them because they already know what it's worth. So how you find clients as a copywriter, you don't look where all the other copywriters are hanging out. You look where entrepreneurs and business owners are looking for direct response copywriters because those entrepreneurs are accustomed to using direct response marketing in their business. They've already been doing so. They've done it profitably. Their problem is not buying into the idea that copy is good for them. Their problem is finding enough good copywriters to get all the copy written they need to have done to maximize their profitability. Trust me, this is their problem. This is what I hear from my friends, my colleagues, all the time. When I talk with, with Jeff Walker or with Michael Hyatt or Stu McLaren or Amy Porterfield, or I could give you a huge long list of names, you would recognize. And some names who are millionaires and multimillionaires, and even a couple of billionaires who are my acquaintances. And I can tell you their biggest problem. One of, one of their biggest problems in their marketing departments is they can't find enough good copywriters to crank out the volume of copy they need. It's an insatiable unfillable need, it's a good business to be in when there's that much demand for what you do. That's how you find clients. You have to fish where the fish are. Don't hang out where the copywriters are hanging out. Hang out where the clients are hanging out. It's not that hard. This question hit kind of close to home for me.

[00:34:36] What if you have a chronic illness, which might make it difficult to commit to deadlines and which make it stressful for you to be in this kind of business? Well, I do understand that. Uh, you may or may not know may or not, may not be interested, but I'll just tell you for information sake, because if you're in this situation, This may be helpful to you. I have a chronic illness, which I've had for 10 years now, almost 10 years. It'll be- soon it will be the 10 year anniversary of this terrible diagnosis I received, um, called Parkinson's disease. It's why I don't type very well anymore, but that hasn't stopped me and it won't stop me. And it doesn't have to stop you. I really understand this thing you're talking about, about chronic illness, about being concerned about hitting deadlines. Uh, because you're, you can't rely on your energy level. If you have any chronic pain that may trouble you. If you suffer from this sporadically, you don't know when it's going to come on. When it's not, you don't know how much energy you're going to have. It can be concerning, but there are ways to solve these problems. There's always a solution to the problem if you look hard enough. You don't have to look very hard. I can tell you I've blazed this trail for you in many ways. The key here is have a partner or two who work with you. So that they can catch what you may drop because of your chronic illness. You just plan for it. You build a safety net into your own system. You say, well, I don't have a company. I don't have a team. Find a couple of other freelancers and say, look, I'm going to take on this project. I'd like to pay you a little bit of the fee to be a backup. And if you ended up doing the work, I'll pay you a larger portion of the fee, you work out something as fair between the two of you or the three of you. And it'll give you lots of peace of mind and you can definitely

do this. You just need a little help from your friends, like the Beatles sang. We get by with a little help from our friends. I know it's more nuanced and more bothersome than that, but that's the beginning of it. And trust me, you can do this. If I can do it, then you can do it. I'm certain of it. Final question we have for today's episode is if I'm willing to invest in books or training, what do you recommend? Yes. I actually had questions like this come in. That sounds like I just made this one up cause I want to talk about my own course, and of course, I'm going to take the opportunity to do that, but it is a question people ask. And my recommendation is you don't need very much. You don't mean you don't need very many teachers you just need a couple of good ones.

[00:36:55] In the beginning, what's best for you to have just one good guide who will lead you to the other good teachers so that you can continue to learn. It's a lifelong thing you can learn about. And if you love it the way I do, you'll find it enjoyable. There's a book called *How to Write Copy That Sells*, which I strongly recommend. It's written by Ray Edwards, huh? Same name as me. Oh, it is me. I wrote this book. *How to Write Copy That Sells* is a book that teaches you the basics of writing direct response online sales letters particularly. It's where the most lucrative form of copywriting exists for new copywriters and not so new copywriters. I strongly recommend that book. It's a quick read. It's very simple. It's got check-lists at the end of each chapter, we'll help you get versed in the basics of writing good copy. And then we have a couple of copywriting courses that are available through our company. Go to [Rayedwards.com](http://Rayedwards.com) where you can find out more about those. And then if you, if you want to really accelerate your journey, my suggestion is you find a mentor, someone who can walk you through this process of becoming a direct response copywriter, and it's really important you find somebody who gives you feedback on your copy, because if you're, if you're writing it just for yourself Or for somebody who doesn't know anything about copywriting and what makes for good direct response, you won't get to kind of feedback you need. What I'm saying is you might write some copy and think this is pretty good. I'm going to show it to my sister or to my friend or to my spouse. See what they think they may give you some suggestions about not so many adverbs. Your sentences are too, too short or too long, or you need to use a different word here. That's not the kind of feedback you're looking for. You want feedback from somebody who can tell you it will this sell? Does this follow the principles of good direct response copy that sells. And the only person who can tell you that kind of feedback is a person who's done it. Somebody who knows is somebody who's done it. Let that sink in. So you have to find a coach who's done it themselves and had success so that they know what's good and what's not so good. What that means is you got to find somebody with proven experience and you have to be careful because not everybody who claims to be a copy coach has the experience necessary to be able to render good advice in this area. So you gotta be careful about who you listen to. We have a program where we will mentor you through the process of becoming a direct response copywriter. You'll get feedback from me and my team. You get all kinds of help. In fact, we think it's the best program of its kind. I really do believe that. In fact, you can find out more about that program to see if it might be of interest to you by going to [Rayedwards.com/cdrc2021](http://Rayedwards.com/cdrc2021). That's [Rayedwards.com/cdrc2021](http://Rayedwards.com/cdrc2021). Or find the link in the show notes for this episode. Look, the bottom line is it is possible for you to take your love of writing and turn that into a lucrative full-time income, or even build a full fledged business of your

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