



Ray Edwards Show, Episode 538

How to Create Products Out of Thin Air With a 99% Profit Margin

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

Ray Edwards Show, episode 538. How to Create Products Out of Thin Air With a 99% Profit Margin.

Announcer ([00:11](#)):

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

Ray Edwards ([00:21](#)):

Welcome to the Ray Edwards Show. We're so glad to have you here. And this week, we're going to be talking about writing as a business. It's been interesting. I've been involved in a lot of conversations over the last week, especially the last couple of days about writing and creating information as a product to sell, and then making that your business. That is the kind of business I've been in for over 15 years as a copywriter and a marketing coach and trainer online. And it's fascinating to me that people discount writing as a business. They're okay with content creation. So we're thinking about when we say content creation, we're probably thinking about YouTube, TikTok, Instagram, Twitter, et cetera. And that's all good and well: content creation, but isn't writing also creating content. I just was listening to a discussion between Leo LaPorte and several other people on This Week In Tech. If you don't listen to that podcast or watch the video version, which I think is even more fascinating, uh, you should check it out. It's always a good discussion about what's happening this week in tech. And they were talking about the demise of blogs and how the blogs don't really exist anymore. People can't monetize blogs anymore, which is absolutely wrong. There are plenty of blogs that still exist. And the reason blogs don't exist any longer that it used to is because the people who wrote them stopped writing them. But there are plenty of people like Maria Popova comes to mind with her brainpickings.org blog. Check that out. BrainPickings it's a blog where she writes these fabulous essays about classic works of literature and classic well-known authors from over a hundred years ago. And it's just such a well-thought, well-written piece every single week. And she has a massive readership and she monetizes that very nicely, thank you. I think of Peter Attia and I think of Tim Ferriss, and there are so many other writers who have blogs who are monetizing them. So it didn't go away. Still works. And writing books is also a way to be in business. It's also look when you write something: a book, a story, an essay- that is a product. Writing is a business. And I want to get more concrete about this because I had a discussion with a friend of mine locally here in Spokane, Washington, who had been talking with me for quite some time about what I do for a living. And she finally asked me one day, do

you think I could make a living as a writer? And I was kind of shocked. I thought, I didn't say this out loud to her, but I thought, doesn't everybody know this by now that writing is a great way to make a living. But no, everybody doesn't know it because there's a persistent myth. The myth of the starving artist, the myth of writing not being a way to make a living, certainly not a way to have a business. And of course, I'm known as a writer of marketing material and advertising and sales copy. So there's, we have come to a point where people at least understand that's one way to use writing, to make money. But many people discount that as not being real writing. If I'm writing stories, literature, or if I'm writing intellectual essays, that's real writing and you can't make a living doing that. Again, completely false. It's just so wrong, I'm sometimes mystified. Let's take the, uh, the idea of stories and writing fiction as a business. James Patterson is a great example of somebody who writes fiction, stories and has written many books and has a thriving business. His, his book, his writing business is a thriving, multi, multi multi-million dollar enterprise. And I don't know if you realize this or not, but mostly these days he doesn't write the books anymore. He comes up with the characters, the idea, maybe the plot outline, he hands it over to another writer and they collaborate. The other writer does 80 to 90% of the writing and Patterson just finalizes- looks over how his story was executed. Makes sure the writing is in line with what's expected from his brand. And by virtue of doing this, there- just go look at under Patterson in the paperback section of your bookstore and notice how many books have his name with somebody else's name underneath it. Tons of them. He's got a writing factory, a book factory, and that's an enterprise where writing produces the main product, the books, and he's become so popular people understand what they can count on his brand for, and that's entertaining suspense fiction. And they go there to get that. And they're never disappointed. That's why they buy book, after book, after book, after book. Stephen King, much the same, although he writes most of his own books, he still collaborates with other people, and there are other authors who do the same thing. And you can do this too. There are, there are authors who are very popular on Amazon who have these fiction series. And you, you may notice that they seem to come out of nowhere and they have like 26 books in a series. And you wonder how they do that in a year, because it used to be that you had to be someone like Robert Jordan, who is a fantasy novelist who developed this long series called the Wheel of Time. These were enormously long books, like a thousand pages or more for each book. And he wrote, I think, 11 of them before he died, his widow had to go hire Brandon Sanderson to finish the series, to finish off the story. And then this, this year, Amazon, I believe it's Amazon prime is created the visual, the cinematic version of those books, the Wheel of Time series, which is going to be on Amazon. I'm looking forward to watching that. That's content creation. That's writing that's a business. It's a business that's still making money after the creator, Robert Jordan, has already died. It's a real transferrable enterprise was real-world value. So I'm trying to underline for you the fact that writing is a good way to have a business. And it's also, this is, I was thinking for my friend here in Spokane, this is a very lightweight business if you want it to be. Cause my friend was telling me she didn't want to like go to conferences and speak in front of big audiences and holding a lot of webinars and have a big podcast. And I think maybe she might, as she builds her own writing business, she might be inclined to change your mind about those things.

[\(07:04\)](#):

But she asked me, is it possible to just write and publish what you write and promote it and market it. So, understand you have to do that, but can you do that and just live a quiet life and go do the things that I want to do. She wants to hike and travel and have a small, simple home where she can enjoy the company of her friends and her loved ones and her dog and just live a life. And I thought to myself, well, that's pretty stinking easy. And then I realized, I wonder how many other people don't even realize that it's possible. And that it's actually pretty easy. And some of you who may be even trying to do this for a while are saying, what are you talking about, Ray? Easy. That's easy for you to say, Ray, because you've got this big

business and- look, this is not about my business, but I'm just going to tell you nobody's business is what you think it is. It always looks better from the outside. Um, don't get me wrong. I love my business. I'm grateful for it. I'm so grateful that God's given me the privilege of doing the things that I'm able to do through and with my business and how I'm able to help people and how I'm able to enjoy the process. But to be a writer who has a business, you don't have to build a business like mine. We've got an agency, we've got a writer certification program. We've got coaching programs. We, I, write copy individually for people every now and then every once in a while, it's too expensive. You don't want to hire me to do that. You want to hire somebody else- hire one of our certified writers for instance. I've got these training programs, I've got a podcast, I've got books. You don't have to have all of that. Here's, I'm going to outline for you a simple way to start a writing business that can make you the kind of money that like in year or so, you could be living a life that my friend was talking about. A simple life where you have a home that's paid for. You have all the things you need to entertain family and friends. You can travel and go to the, you love to do. And you're free of having a boss. You don't have to report and go to work somewhere. So many people these days are like, I don't want to go back to work. I want to do my own thing. This is a good way to fund that and to do that. And maybe you're somebody who the pandemic and the economic turmoil all came up later in your life. Maybe you were in your fifties or sixties and you were still scrambling to try to get everything together for retirement and you lost all that. There's so many people who did experience that. And you now you're thinking, what am I going to do? I can't go get a job. I don't have the energy I used to have. Maybe you have health challenges and you just, you're, you're looking for a way to make good money, but you don't want to start a hundred million dollar enterprise. What do you do? I think you write. You have a writing business. When you write something, you write a book, it could be a novel. It could be a how-to book. It could be a short how-to, and I mean less than a hundred pages and you could sell that how-to for, this is going to blow your mind, you're not going to sell it for \$14 or \$15. Like you would at a bookstore. You could sell it for a hundred dollars or you could sell it for \$25. \$25 to a hundred dollars for a how-to manual.

[\(10:09\)](#):

Here's a good example. Oh, this is a book by Alex Hormozi. *It's called \$100 Million Offers*. If you are a business owner and you're trying to sell more of what you sell and get more profit margin, I really recommend you get this book by Alex Hormozi, *\$100 Million Offers*. It's a great book on how to write offers that are so good people feel stupid for not buying it. So that's on the subject of marketing and copywriting. Something I'm really good at and something I love. So I buy all the books about this stuff. This is one of my favorite books in a long time in this field, but I want you to notice something about this book. It's not very long. It is very good. Don't let the length of the book deceive you. It's got lots of pictures. It's very good. Hear me, the content is very good, but it's not a 500 page tome on marketing methods. This is how to do a specific thing well, written in simple language with simple instructions to let you do the thing well. You can write something like that and it doesn't have to be about making money. It doesn't have to be about marketing online. In fact, please, God make it about something else. Not because we have enough of those books. I love that stuff, but it's, it's still like the toughest way to break into selling products online is by teaching other people to sell products online. And yet people want to do it year after year more people jump in and say, I'm going to do that. I'm going to pick the like most hyper-competitive, edgy, bloodthirsty market to compete in possible, I'm going to get in that one. And you might say, well, Ray, why did you get into it? It was because this is what I've done all my life. I started in the radio broadcasting business at age 14. And that business is all about marketing and advertising. Think about it. How did the station make money? We sold ads. Somebody had to write the ads. I wrote the ads. I voiced the ads. The advertisers loved me because I wrote ads that got them business. And so the station loved me, cause I wrote ads that made the advertisers happy and brought money to the business. And then I wrote ads that promoted the station to

our listeners. And I've just been able to have a great ride. I've been fortunate in the way I came into this business, but you can write about anything. You can write how to have a better relationship books. You can write how to have a more productive garden in your backyard books. You can write about how to grow your own organic vegetables and can them for the winter and have all this healthy eating available to you and your family. You can write about how to play chess or how to raise pug puppies and train them to be show dogs or whatever the thing is you love to do. You can write about that. You can write fiction stories about rock and roll vampire astronauts. There's no limit. There's no boundary that says you can't do it. And you might say, well, how many people will buy my novels about rock and roll vampire astronauts? Well, I just thought that up and I think it's pretty cool, If you'd write those books, I'll buy them. It seems like a fun story. My point is that the riches as has been said famously so many times, the riches are in the niches. People who want rock and roll vampire astronaut stories. They're only going to have one person to go to or at most a few people. I mean, even though there's lots of vampire romance novels out there. Now, if you look at it in the scheme of things, it started with Anne Rice who wrote *The Interview With the Vampire* and *The Vampire Lestat* and all those books. And she spawned a whole industry, which her most, I guess, most well-known copycat is the, the lady who wrote the, uh, Twilight books, which were vampire romance novels for teenagers. No dis to her, those are super popular books. Their fans love them. I'm not criticizing. I'm just saying there's, there's her and there's Anne Rice. And there's a hundred or a thousand other vampire romance novelists. And you know what? The fans of the genre don't think that's enough. They want more. So whatever you want to write, it can be a product. It can be novels. It can be science fiction novels. It can be suspense novels. Look at the Lee Child *Jack Reacher* novels. Those are products that Lee Child wrote. Every one of those novels is a product that people buy and they love them so much that they made them into movies and they're gonna make them into a TV series now. And it's a thriving enterprise that was made up out of somebody's mind because they wrote something. So let's just say, you want to write how-to books and you want to write how-to, maybe you want to write books on how to live off the grid and how to, so there's all kinds of little books you can write in that niche, how to produce your own electricity, how to use solar energy, how to use wind energy, how to grow your own food, how to stay warm in the winter when you don't have any electricity, how to have running water in your house when you're not on a municipal water system, there's all these little, you can see these little manuals. You can write these little sub books in the sub niche. And for the people who want that info, you can, you can sell lots of those books for more than the typical bookstore book. The typical bookstore book sells for about nine or 10, nine to \$15 ish in the bookstore. Amazon makes it cheaper. They're running on razor-thin margins. They can sell it to you. Maybe in that case, it's five to \$7 and you might say, well, how do I make a living doing that? Well, a lot of people do. If you publish the book yourself to Amazon, you can make a lot of money doing it, but there's a better way. I think it's published the book yourself, like print it yourself and charge- this book. This version of the book. I got the Kindle version of this book for 99 cents, which was, if you think about it, that was the way Alex turned me from a browser into a lead who paid money for his information. And then I thought, I want the physical version of this book. First of all, because it looks cool because it's so freaking big. I like that. Secondly, it's got all these great illustrations in it And third, I just want to be able to write in it because that's what I do with books I love. So I paid \$25 for this. This probably cost about three bucks to make. So that's \$22 profit. Let's say pay for the shipping and manufacturing everything let's call it 20 bucks profit on a book. And the fact is, if he writes another book about other even slightly more specialized information about this field, I'd be willing to pay a hundred dollars. This book has been worth- this is going to blow your mind, but this is true. I could back it up. This book has been worth over \$200,000 to me in the three weeks I've had it.

[\(16:33\)](#):

I'll leave you to think about why. So back to you, how do you start a writing business? How do you start making money as a writer? How do you keep it simple? Not doing all the big complex things I've been talking about that I'm doing. Other people are doing not becoming the next Anne Rice or the next Stephen King, but how do you as a relatively unknown person write books that people will buy and you can make money and you can make a living doing it. You don't have to be famous. You don't have to go to a bunch of seminars. You don't have to do all that, all that rigmarole. Does anybody use the word rigmarole anymore? So the first thing—there's three principles I want to get to then I want to give you some specifics on how to do this principle. Number one— words not only sell your product, words are your product. If you're creating information or training or online content words are your product. You write the words to create the video. You write the words to create the TikTok. You at least make an outline of some kind. You at least speak the words out. You're creating words. When you write as a business, when you write essays or books of essays or how-to books, or what are the kind of books you're going to write. Think of your writing as a product you're going to sell. So I'm going to be talking throughout the rest of this episode about your product. Your product is your book, and maybe you never make print version. Maybe you just sell it as a PDF file that people can download. So you deliver it digitally and it costs you nothing to deliver. But the point I'm trying to make is, words not only sell your product as sales copy, but they are your product. People buy the words you wrote to learn how to do the thing. You're going to teach them how to do, how to enjoy the relationship, how to enjoy the success, the financial success, the, the status online, the ability to grow their business, the ability to grow vegetables, the ability to raise puppies, the ability to live anywhere you want, um, whatever you're writing about. So you, you have manufactured a product, this is my point, from thin air. You had an idea. You said, I can write about that. You do a little research. You write up a book or an essay or short book or what I would call a micro book, of 50 to 100 pages, which is not hard to do. Trust me, if you follow the directions I've given elsewhere about dictating your book, instead of writing it, typing it out, you could write a hundred page book in a week, easy, a good one. You, you, when you write and you produce a product by writing, you've created a product by writing it and you did it out of thin air, at zero cost. Some of you will jump in and say, but Ray, there's the cost of the value of your time. You didn't calculate that. Well, that's true and it's accurate. But if you don't have any money in the bank and you got nothing to do and you got no job to go to and you sit down and write for a week, it costs you nothing, my friend. You are going to do something. And this was probably a lot more productive than anything else you could have done. So it costs nothing to make the product. Here's the most powerful secret you can know as a writer. The key to writing as a business is to write once and get paid many times. Write it once and get paid for it over and over again. Dozens or hundreds or thousands or tens of thousands or hundreds of thousands or millions of times. That's why Stephen King is an industry in and of himself. That's why James Patterson is an industry in and of himself. Same for J K Rowling. Same for Anne Rice. They are multi-billion dollar industries in several of those cases because they wrote something one time and it's been reproduced and sold millions of times. And your argument will be, well, I'm not JK Rowling. Well, no, you're not. Neither am I, but you are who you are. You can write what you write. And it doesn't take that many sales. There's a famous article written by. I believe it was Kevin Kelly, called a thousand true fans. 1000 true fans. And his premise was you don't need to have a huge audience or a big hit, like a multi-million dollar hit to make a great living having people buy your writing or your art or your music or whatever you create. You just need to have a thousand, what he calls true fans. And his, his premise was, a true fan is somebody who buys everything you produce. So he would say, maybe you're a musical artist and you make a recording, an album, a CD, whatever the kids are calling your albums these days, you got to drop it on iTunes. I know it's not iTunes, apple music, Spotify, you know the deal. So you make a recording of your latest musical works and you sell it for, um, let's say you, you have put out two or three different pieces in a year. You have a hundred dollars worth of merchandise. You make available for people to buy from you. And a thousand people in the world are willing to pay you a hundred dollars each year for whatever you produce. That's

\$100,000 a year. You only have a thousand true fans. In a world of 8 billion people. You should be able to come up with a thousand true fans in a short period of time, I believe. That this is not the subject of this particular episode. We can go into this at another time, if you want. Let me know if you're interested in talking about how to get more traffic to your offers, but let's just say you have a thousand true fans and they're willing to pay you a thousand dollars a year. Our average customer, the lifetime value of a customer for us is about a thousand dollars. That means if we have a thousand true-fan customers who will pay us a thousand dollars each year, you go ahead and do the math. You do tell me how much money we're making. This shows you the possibilities of how much of a business you can build without having a huge mass audience. Every piece you write is a product and it serves your reader when you think of it that way. Let me repeat that. Every piece you write is a product and it serves your reader, your customer, when you think of it that way. Why? Because we know we're writing for a customer we're writing to solve their problem, to make them feel fulfilled, make them feel like they got what they paid for. Whether it's a story about rock and roll vampire astronauts, or whether it's a manual telling people how to start their own business and make lots of money by doing so. Or how to sell more of the stuff their business already sells, whatever business they have or whatever we're writing about. Thinking of it as a product that's going to be sold to a customer makes it better. That's an important point. So let me walk you through an example of how you could start a simple writing business.

[23:02](#)):

Now, I told you in the beginning, this was simple. I feel like I've made it more complicated than necessary. Let me simplify it. Set a goal for writing, creating a product a month, one product a month. And that might feel like a lot to you, but just pretend with me that you're going to write a product. It's going to be a, how-to guide about one of many different things you're interested in or good at. So let's say you're going to write your first handbook, your how-to book on how to simplify your house, your possessions, so that they don't stress you out. And you can live more expensively more simply and with more joy, let's say, you're going to write a book about that. So you sit down and you make an outline of what needs to be in that book. And you start thinking about the customer you're going to sell it to. Who is interested in simplifying their life? What kinds of problems do they have that they face that make them feel like their life is over complicated, that stressed them out? How could you help that person? Begin writing down the problems that they have as they would identify them that exists around their life. Being too complex about them having too much stuff in their house, how they want to simplify and declutter. And so you begin to write out the things that they want and desire and feel they need from that experience of simplifying and organizing. And you begin writing, not the book. This is key. Write the page that's going to sell the book. So what's you're writing is a sales page. Now there are plenty of guys. You can get about how to write sales copy. And there's a formula you follow for writing one of these sales pages, especially if you're selling something simple, like an ebook, which is what we're talking about right now. So you're going to write a sales page that sells an ebook on how to declutter and simplify your life. And you write that sales page. According to a formula, you can find a free formula on my website for doing this, go to Rayedwards.com and download our six step persuasion guide or our guide to the PASTOR framework as a guide to how to write a sales page for anything, and write the sales page for your book after you've written the sales page, and you're asking yourself right now, why would I write the sales page for a book I haven't written yet? That's the very point. If you write the sales page first, you'll write a better book. Because again, you're thinking of the book as a product, and you're thinking of the reader as a customer. And you're asking yourself what every good business person asks about any product they're going to make. What does my customer want and need as they perceive it? And you write the sales copy to that person. And for those purposes, you write the sales copy to that person, talking to them about what they are experiencing as the problem, the pain they have

in their life of clutter and complexity and how they can solve that problem by getting your book. And you talk about here's, what's in the book, that's going to help you. I'm going to show you these nine ways to declutter. I'm gonna show you these seven ways to simplify. I'm going to show you these five ways to afford to live a very simple lifestyle and never worry about money or possessions again. So you're writing the sales page to this customer about all the things they most want in a product like the one you're now going to create. So first you write the sales page. Then you write the book and you edit it and get it all, spiffed up. And you launched that book after you've written it in month one. So month one, you write your first product. Month two, you market that product and make it available to sell. I know what you're going to ask me. Who would I sell it to? I don't have an audience. How do I sell it? Again, this is not rocket science. It's not that hard to find people to sell your book to. Let's say you have some connections on social media. You start with those people. Let's say you have people that, you know personally, you start with those people. You just let them know I have a book available. You can buy it. Here's the price. Here's where you click the link to order it. And you automate as much of this as possible. So you can just send people to a page. Most people think I got to have a big fancy website. No, you don't. All you need is a page that sells the book, the sales page. It has a button you click. It takes you to a checkout where they pay you. And then after they pay you, they're automatically taken to the page that has the link they can click on to download the book. This is very simple. You can do this with a PayPal account. There's other ways to do it, but I don't want to get into the complexity of that. I just want to tell you, there's very simple ways to do this. PayPal is one of them. So you have sales page, not a whole website, just a page, click the button. After they're sold on buying a book, they go to PayPal and pay you. And the next page they see is what's called the thank you page, which is the download page, where they download the book. Meanwhile, your PayPal account is hooked up to an email service provider. Don't worry about that right now. It's a simple company that adds your customer to a list, an email list. So you can send them an email saying, thanks for buying the book in case you missed it, here's the link to download it. Let us know if we can help you. And by the way, we'll let you know if we come out with any new books. So you begin building an audience with every book you sell, you have a new person on your list. Who now wants to hear about any other books you've written, because if you find a good author, what do you want to know? How many other books have they written?

[\(28:34\)](#):

So let's just imagine you create a product a month. You launch a product every other month. So why do I say that you create a product every month, but you need a month or so in between creating a product to edit it, get the cover done, get the sales page set up correctly. Get the links made to the payment system. Get the links made to the email system and to do some marketing. So you're giving yourself a month break. So you create a product every month. You launch a product every other month. That gives you the space you need to finish all the details up before you write the next one. You promote continuously using a simple system, that I can show you in another time on another episode, you promote continuously about the books. You've already written to bring more people into your audience, to get them to buy each book. You write, you automate as much of this as possible. You can automate virtually all of it, except the writing coming up with the ideas you can't automate that. And you just keep going, producing a new product every month and then launching a new product, promoting it every other month and after year one. You're now in year two, imagine you have 12 books and you're marketing them. Can you imagine selling just, take your first book, can you imagine selling 25 copies of your first book? Can you imagine getting to a place you can sell 25 copies a month, just 25 copies a month. Yes, you can do this. There are 8 billion people on this planet. You can sell 25 books a month, surely to God. You can do that. Somehow. There are ways I will show you in another episode. I bet you can think of ways to do it on your own, but I'll show you some of the many ways in a future episode, if you sell your book for \$50 and the book like this will sell for 50 bucks, because it's super specialized, the

riches are in the niches. So even if you have a little skepticism about the price right now, just play along with me. 25 books, times 50 bucks is let me check my math \$1,250 in a month. Now the lights begin to come on. You're like, oh, really 1,250 bucks in a month for a book that costs me nothing to produce because I'm going to have them download it through the internet. So there's no cost. I don't have to even print the book. No you don't. That's \$1,250. Now imagine if you have 12 books and you're selling 25 of each book each month, that is \$15,000 a month or \$180,000 a year. That is a business. That is a better than average income. I think you'd agree. Your costs are virtually zero. Most of that is profit. Imagine that let's say your books were all around a certain subject. Maybe this subject is growing a business and you have a little video course you created, or you have a set of, um, standard operating procedures for a business, or you have some documents that help people do what you teach them to do. But you have this package. You sell them. If they wish after they buy your book, they can spend another a hundred dollars with you to buy what's called your upsell. That's where you like- this guy has this book on how to write these great offers. If he had a, a fill in the blanks, um, PDF that I can just put my words in the proper fill-ins and it would generate the offer for me, I'd pay a hundred bucks for that. So think about if you're a fitness coach and you wanted to get people to follow your dietary guidelines, you could sell them access to a Google sheet. You don't have to pay money to have this done. You can do it yourself on Google for free. They go to the spreadsheet and fill in their numbers like how tall they are, how old they are, how many calories they need to eat, how much weight can need lose. They put all that in. You've you've already you've prepared it. Or you found somebody who could you made it say, fill in the blanks. And it generates a diet for them and a grocery list. And you sell that to them for a hundred bucks. So imagine you have that hundred dollars upsell that again, costs you nothing. You might have to pay somebody to put it together for you. If you don't know spreadsheets, which I don't, I would have to pay somebody to do it, but then it costs you nothing. Every time you deliver it, it costs you nothing. But you made a hundred dollars. If 10% of your people took that up. So that's another \$36,000 a year. Total income from that writing business \$216,000 a year. So there's how you can start a simple writing business with no travel required. No speaking from big stages required. No doing big webinars required, no doing live-streams required. You could build a simple business where you write, you publish, you have some effort as you build your business and begin to sell. You sell a very inexpensive product and you make over \$200,000 a year as a writer. You can live anywhere and do this. You can travel. Do you do whatever you want. The very simple lifestyle and be free from the corporate world and free from the man. And you can fight the power. You can live your life, live your best life as you define it, by having a business called writing. That's one way to do it. What's stopping you from getting started? Why can't you do this today? You can, my friend, I'm telling you, you can do this. I hope you will, if this inspires you go do it. Let me know if you have questions. I'd love to hear what, what I've left out or what I've glossed over. You think could use more information. I'd be happy to share it and find out until then. I pray you enjoy great health and long life that you have much prosperity and be nice. Live long prosper.

Announcer (34:16):

Thank you for listening to the Ray Edwards show. Find the complete archives of all episodes at RayEdwardsPodcast.com or subscribe for free through Apple podcasts and never miss an episode. This program copyright Ray Edwards International, Incorporated, all rights reserved. Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.