



Ray Edwards Show, Episode 539 Copywriting Alone is Not Enough

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

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

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

Hi there. It's Ray Edwards and we're back for another show. We're following up last week's episode, which was all about building a business as a writer, where words are your primary product that you sell. If you haven't listened to that, you should check it out. Just go to [Rayedwards.com](#) for last week's episode. Listen to that one. Then listen to the one that follows it, which is today's episode. The consistency in this particular endeavor, doing a podcast once a week for 538 weeks in a row, has been a part of what we're talking about today, which is the fact that copywriting alone is not enough. What on earth do I mean? Any of you who know me at all know that one of my core messages for people is if you're going to be a writer as a profession, one of the best choices you can make is to become a direct response copywriter, because that's one of the highest paid forms of writing available to you as a professional. I get paid a very substantial six-figure fee for writing a product launch sequence, just as a for instance. Now you're not going to start off at six figures per package that you write, most likely. Maybe you will. Maybe you'll blow my results out by 10 times, but typically you're going to have to work your way up from some lower fee, but still even a beginner's fee as a direct response copywriter is substantially more than any other kind of freelance writing. Let that soak in. Now that being said, the dirty little secret of the copywriting world is that being a good copywriter alone is not enough. Here's what I mean. The dream is sold to us as you can become a high-paid six-figure or seven-figure copywriter. If you can write a letter like this, you can make 10, 20, \$30,000 per assignment or more. That's true. It was true back when it was originally pitched and it's true today, maybe even more true today than ever. However, it used to be that just being a good copywriter, who knew direct response was enough to get you those big paying gigs. And now it's not enough. There are so many copywriters or people who style themselves as copywriters in the online world. There is a glut of freelancers and some people listening right now, especially those who followed me for a while are going to be shocked. They're going to say, Ray, you always said, there's more than enough work for all of us. What do you mean there's a glut. What we do now? Really nothing has changed when I'm clarifying is this. You've got to do more than just write copy for hire if you want to build a business that is based on copywriting and makes the maximum amount of profit for you with the minimum amount of effort. What I mean is you

have to build a real business. Which means you need to market, and you need to think strategically. And even as you work with clients, you need to know about more. In fact, you must know about more than just copywriting to be effective for today's sophisticated high-paying client, and also to be hired by that sophisticated high-paying client. Because if you don't know a substantial amount about digital marketing, about direct marketing, about social media marketing, then you are pretty much toast as a copywriter of direct response marketing copy for online businesses and entrepreneurs. The reason is these people know those topics and those topics are not just topics to them. They're the lifeblood of their businesses. So when you go in as a copywriter and you're going to pitch to do work for a client, maybe you're going to write their product launch sequence. Let's say you get a pretty good fee. You get 30,000, \$40,000 to write the whole package for them. Let's say \$40,000. You're only going to get that fee, especially if you're new or beginner or intermediate, you're only going to get that fee. If they get the sense, you know what you're doing, which means you must have studied product launch formula, which is Jeff Walker's category of one coaching program that teaches entrepreneurs, how to launch new products and new businesses online. They're going to assume, and they're going to test you on whether or not you know basic things, like the difference between on-page and off-page SEO. The difference between split testing and multivariate testing, the differences between landing pages, thank you pages, download pages, gateway pages, funnel pages, some of you're laughing now, it's it's okay. You've got to know your way around this world to stand out from the glut of freelancers.

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Some now are shocked. I have long maintained that there will always be plenty of work for anyone who wants to write copy as a living, as a business, as a profession. And I still stand by that, but you gotta be more than just a copywriter. This is the dirty little secret of the copywriting world. Copywriting alone is not enough to get you there. You've got to know more. Otherwise you're going to be involved in something called the race to the bottom of the pricing tier. So this is where people get on Upwork or other online freelance job boards and start pitching clients on writing their sales copy, but writing it for the lowest possible price. And that is a recipe for disaster. It'll wreck your health. It'll wreck your business and it will wreck your life. Because when you get involved in a price war and you're racing to the lowest price, you're racing to do the most work for the least amount of money, which is the exact opposite of what you want to do. So, how do we deal with this situation? If you're in the direct response copywriting business, and you've been marketing yourself primarily as a copywriter, you may be starting to see the light, the dawning of the light, which is showing you, I've got to do something more to stand out. I'm just another face in the sea of sameness by saying I'm a copywriter. I'm identifying myself as one of the masses and see the problem is all these other freelance copywriters who read a book or took a \$30 course that they got Udemy, they now know all your secrets. When I got started in this business of writing copy, just simply knowing that the changing of the headline on your sales page could dramatically boost your conversion rate, make a huge difference, make a multiple of profit by only changing the headline, just knowing that was like magic to business owners that I would talk to about having me write for them. They were amazed by this wizardry. Well, now everybody knows that. Everybody's got the same swipe files. Everybody knows the same stuff about bullet points, guarantees, and I mean, once you get to a certain tier, most everybody knows most of the basics of all that stuff. So they know all your secrets. So you're not special. You've got to be something more. If you want to have more, you must be more. If you want to get paid more, you must offer more to your clients than any other copywriter. And even back when I started, this was true, so I've always built myself from the beginning as a copywriter and marketing consultant. Now, if you look around the web, you'll find there are many people who do the same. That means this too is no longer enough. Oh my gosh, Ray, what am I supposed to do? What more is there? There's so much more. I'm going to encourage you to think about becoming an iconic, unique, quirky, personal brand. The brand of you, to borrow

a phrase from my friend, Mike Kim. By the way, if you haven't checked out Mike's new book, it's called *You Are the Brand*. Check it out. And the reason I'm encouraging you to start your own iconic personal brand and make it quirky, make it authentic to you is because that's how you stand out. You can then become a copywriter and marketing consultant, or you can be a linguistic Alchemist and wealth wizard who turns words into wealth for you as an entrepreneur or something like that. That's just the kind of quirky reinvented title you might use to describe what you do. Once you've decided it's okay to be yourself and inject your personality into your business, you suddenly become unduplicatable. You don't even need a title for people to realize and recognize you are a wizard at getting people more sales from their launches, from their webpages, from their websites. And they're going to want to talk to you because you become known as you know, she's that person who can get your sales to multiply times 10 next month. She just somehow changes the words on your website and boom, it happens. When you've got that kind of legendary for your magic that you work, you can command high fees and you stand out from a sea of sameness. Suddenly you're no longer one of the masses. That's why you need to build an iconic personal brand. Now what frightens people about this is two things. One everybody wants to be seen until they're being looked at. And when we start to realize we're being looked at, we begin to worry about what people will see. It releases some of our, or reveals, probably a better word. It reveals some of our deepest held insecurities. It's uncomfortable. Even though you may be seeking the spotlight

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once you're in the spotlight, your instinct is to run and hide, and I'm going to encourage you to work through that discomfort. It'll be worth it because when you can get to the point that you're okay with people seeing you as you really are, and putting out that podcast and those YouTube videos and those live streams on Instagram and Facebook and LinkedIn, all these great marketing platforms that are available to us can help you build your business and build your iconic personal brand. The interesting phenomenon I have observed is this people want to suppress things about their past and invent a new person to be going forward. When they decide I'm going to become a copywriter or business coach or a marketing coach or life coach, whatever. They come into this new business and they think they're going to become a whole new person. Well, that's hard to do, and it's also not a very good use of your assets. Your past is not a detriment that you want to get rid of and unload. It's something I'm going to encourage you to embrace and bring along and display it proudly. For example, when I first got into this business of copywriting and marketing consulting, I wanted to be taken very seriously. So I always wore suits and ties. And I never talked about my previous career, which was being a radio DJ in the world of country music radio, because I thought that's not very impressive, not very business like. Nobody's going to hire me if they know that's what I did. And as people did find out slowly that I was that same guy who used to be on the country radio station in Knoxville, Tennessee, and in Salt Lake City, Utah, and in Spokane, Washington, they were fascinated by that. They wanted to know more about what was that like? Did you meet Garth Brooks or Shania Twain or Faith Hill or Tim McGraw? Answer- Yes, yes, yes, yes. Met all those people and more. Had lots of fun. Did lots of cool trips, went to see many great concerts, have tons of funny radio stories. And I realized fairly early on because one of my mentors pulled me aside and said, Ray, stop trying to hide the fact you were in radio and use that, play it up, make that a big subject. It's a way you can inject your unique history into the story of your business. And then nobody can try to copy you because nobody has that history. I took the advice. Thanks. Herman Warren and Alex Mendoza. Those guys were my two coaches who first told me I needed to embrace my past and play it up. Take that quirky storyline from my life and put it front and center in my business. Because the differences you seek to suppress are the keys to your success. That's right. The differences you seek to suppress are the keys to your success. So get to work on building that iconic personal brand. So what else do you need to do besides being something more than a copywriter and building an iconic personal brand. I mentioned this at the beginning of the show- as you get into business, you

need to start with a plan for getting out of business. Everybody has a plan for getting into business. It seems like nobody has a plan for getting out and getting out is at least as important as getting in. Especially when you're building a personal brand, you've got to think about this in the beginning. Otherwise you're going to make the exit from your business very hard. And you might say, well, why would I want to exit from my business? You may reach a saturation point where you just have enough money. You don't want to work anymore. Maybe you have had enough working. You just want to play golf, or travel the world, or be with the person or people that you love. The fact is there will come a day when you will not be interested in business anymore, and you'll be focused on other more important, at that stage, parts of your life. And it's nice. If you can make a plan for that time, way back in the beginning of your story, even if you're 65 and starting a new business, now, if you have a plan for 10 years from now, when you're 75 or 15 years now, from when you're 80 for selling your business and exiting, then all the better, because that means that that late afternoon of your life, you now have plenty of cash. And if you don't plan for getting out of your business at the end of your run, as you build it and build this iconic personal brand, then you're going to have a business that's going to be nearly impossible to sell because you haven't thought through the process of how can I make it sellable. Here's what I mean. If you're a business is a personal brand, based on your services, and that's all you offer, the minute you stop offering the services, the business is done, closed, kaput. If you build on the other hand, an agency and an online training company, which I have done, then you have a business that can be sold because it has assets and product line. That is something other than your personal effort. Something that can be sold, digital courses can be sold from now, till the cows come home, the agency can run long after I'm in the grave. So those entities and assets in my own business are the result of my thinking about this ahead of time, years ago, although not soon enough, I wish I had thought of this much earlier. I wish I had met Michael Hyatt much earlier, who opened my eyes to this reality. Have a plan in place for getting out of your business the day you start it. It doesn't mean you don't love what you do. Doesn't mean you don't love the business. Doesn't mean you don't intend to work until you are in the grave, but give yourself the option and give that gift to your future self and to your family. So that if something happens to you and you're left incapacitated, they have a business to be blessed by instead of a big set of problems to deal with because you didn't take care of them ahead of time.

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This is a big topic. It requires more thought than we can give a full amount of attention to in this episode. But this is really something important as you go forward and building your, if you're going to be a copywriter or marketing coach, in building that business. So what's got me thinking about this is of course, the fact that we're opening up our coaching program and our certification programs as we come to these, these last 12 weeks of the year, 2021, and we're opening those programs up, and many people will be applying for a position in our certification program, especially. And I really want those people and anyone who's considering making this move to think about what you want out of your business. Think about things like, well, if I'm going to get into a new business, what will be my exit plan? And these are all things that we cover in the coaching and training that comes with certification because we teach you not only the skills of how to write copy that sells, we also teach you how to build a business that can be sold along with how to get clients, how to build brand equity, using social media marketing techniques, how to market as if you exist everywhere all the time. When in fact you only work three days a week, these are just some of the things we teach and coach you on. When you come into our certification program to get your certification as a certified direct response copywriter. You can find more info about our certification and other training programs at the link in the show notes. Here's your action guide checklist for today's show. If you are giving thought to becoming a copywriter, or maybe you are one already, and you're trying to figure out why can I not get any traction? Why can't I get new clients? Why do I feel like I'm not able to start building a business? I'm just running from freelance assignment to

assignment, not really making any progress, just barely keeping my head above water. And you owe it to yourself, check out the certification program, but putting that aside, if you're just thinking through this, start thinking about becoming more than just a copywriter. So the first thing I'd have you put on your action guide checklist is answer this question in your journal. What assets do you bring to the table other than copywriting? What assets do you bring to the table other than copywriting? Do you know consulting? Do you know accounting? Do you know visual web design? Did it used to be a rodeo clown? If that's you then send me an email and I'll give you some ideas on how to use your rodeo clowning days to start building a bigger better copywriting business. Question number two, and for action guide checklists, answer this question in your journal. What differences have you perhaps tried to suppress that could in fact be the key to your success? Maybe that rodeo clowning thing, and number three third, question to ask and answer in your journal. What is your plan for getting out of your business? How do you plan to get out of your business? How much cash do you want when that event happens, who will buy it? Hmm. Interesting question. Something to think about.

Ray Edwards (19:23):

Hey, I hope this has been useful for you as you think about growing your writing business may be expanding into writing copy and perhaps even becoming an iconic personal brand, not just a writer who is publishing books and booklets, but you actually writing for clients and building a business of your own. Probably we'll have at least one more episode on this subject before the end of the year.. Probably next week

Kris Edwards (19:50):

To get the show notes, a transcript and all the links from this episode, visit Rayedwards.com/539

Ray Edwards (19:58):

Until next time I wish you great health. Peace to you. Peace to your house. Live long and prosper, my friend.

Announcer (20:10):

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