



Ray Edwards Show, Episode 540

Make More Money Than You've Made All Year

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

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

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

Welcome back to the Ray Edwards Show. Today's episode is called Make More Money in the Next 30 Days Than You've Made All Year So Far. We're in the fourth quarter of the year, October, November, December: 4th quarter. And no matter what business you're in today, I've got a simple plan for you to crush your goals for the year. Even if you're behind to rake in the revenue and pile up the profits and start the new year with amazing momentum who is with me, who wants to do that? Let's get going. We have to start by preparing the way, which means preparing our minds. And I know some of you probably roll your eyes. You think, um, mindset stuff, Ray, why always the mindset stuff? Because it's true that the constraint on the ability of your business to grow and prosper is in direct proportion to the constraints that you have on your own psychology. In other words, the way you think and approach life is exactly what limits your business from growing the way you want it to. Let that sit home for a bit. First, we need to set the stage for your fourth quarter revenue miracle. And this is how we do it. Number one, let's put the past in the past. So often we get caught up in the idea that, well, things are this way. Now they've been this way for the last 12 or 18 months since that whole global pandemic thing started. So it's just how things are going to be. Or it's been very difficult or it's been super easy. Some people that I work with and colleagues of mine have had the best year they've ever had in their business. And it was easy for them. It's like, there's so much opportunity, they didn't know how to scoop it all up. Other people have struggled to stay alive and stay in business. It just depends on your situation where you live, what constraints are put on you by the government, your own health, et cetera, et cetera. So no judgment wherever you are, but just know that the past is in the past; learn from it, celebrate it or grieve it, if you must, then drop it and move on because the past is written, my friends, but the future is yours to create. One more note about that. Don't just intellectually accede to that and say, okay, I'll put the past in the past. I think it's a good idea to take a journal and just write down your feelings about the last 12 months, how this year has gone for you, what the struggles were, what the victories were, how you feel about them, how you feel about the future. What you feel like this whole world situation has meant to you and your business, your family, and then examine those thoughts that you've written down on

paper and ask yourself, is this really what I believe? Is this really what I want to be thinking going forward? Or do I need to clean this up and shift the way I think about this? It'll reveal itself to you. So do that exercise actually in writing in your journal. I really encourage you to do that. You'll get much more out of it than you will. If you just think about it. Number two, define your objective. And this is- people make this so complex; they have these big, complex objectives that they lay out. Don't make it more complex than it needs to be. Just write down how much revenue will it take to make next year a win the next 12 months.

Is it two times what you made the year before? Is it five times, is it 10 times? Or maybe it's less, depending on what your priorities are. Whatever is, I want you to write down a number like this is our revenue for the year coming up. And this is our profit margin from that number and stick to those goals. Think carefully about setting them. Once you set them, put them in stone, your approach may change, but your objective doesn't. And then number three, calendar your plan as I'm going to lay out in today's episode, your secret weapon is the calendar. So use it for goodness sakes. Use the calendar to your advantage. You can use it not only to make sure things happen, but to read the mind of your marketplace. Oh yes. I said it. Read the mind of your marketplace. Now, before we really dig in, we got to go through Ray's unpopular, ruthless rules of revenue. Ray's unpopular, ruthless rules of revenue. Yes. The one thing that creates cash on command? It's not your copy. It's not your design. It's not your funnel steps, not your up-sells. It's not your pre-sales. It's not your NLP skills. It's very simply an irresistible offer. An offer so good people feel stupid if they say no to it. They feel like I, this is so good. If= I'd have to be an idiot not to say yes to it. You got to make an offer that good. How do you make an offer like this? Well, let me just give you the short answer. Get Alex Hormozi's book \$100 million offers. This guy is such a great genius of business thinking. Some people have told me I didn't see anything new in that book. I said, but when you read it, did you get a new vision of what it all means? And that's what happened for me. I've written and taught many of the same things that Alex puts in his book, but he put it together in such a way with such a perspective that I felt like scales fell off my eyes and I realized, oh, everything old is new again. This is powerful. The one thing that creates cash on command is an irresistible offer, or as Alex calls it, a grand slam offer. It's so good you'd have to be stupid to say no. And that means no sales pitch. You just show the offer and people are like, I'm in. Where do I sign up? This is a great book. I can't recommend it to you enough. So get it. I'll shorten this part of the podcast. I'm not going to reteach what's in Alex's book, but I'll say this. You want to find high profit offers to make during the next three months. If you want to make more revenue the next three months and you made all year so far, you need to have high profit offers.

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Whether you're selling smaller ticket and you're selling something for \$200 and it only cost you \$10 to make, that's a pretty good revenue ratio. Or if you're selling a \$10,000 offer and only cost you a hundred dollars to make, and you might say, how's that possible? You must be ripping people off. Absolutely not ripping people off. Absolutely delivering maximum value at these profit margin levels. You're able to deliver such incredibly good service to your customers, they'd never think of doing business with anyone else and you can actually get them the results you want them to get. There's so much more to that. I'll get into that maybe in next week's podcast, but just make high profit offers. So the ideal is it costs you a dollar to make it, you sell it for a hundred dollars. That's 99% markup. That's what you're looking for. And then also you want to make your offers over the next three months to people who are in the need stage of buying your product or service. What I mean by this is I teach something in my copywriting course called the open scale. This is the scale of buyer awareness about how, where they are, that there's a problem in their life that you have the solution to, that you actually do have the solution to. It's a product that you sell and it costs X number of dollars and they can get it from you. So the levels of awareness go like this. O P E N- open; O stands

for oblivious. They don't know they have a problem and they don't know if there's a solution. So they don't care. You could talk to them all day long about what you have and they're just like, I don't, I don't have time for you, bud. I don't know what you're talking about, I don't have that problem. I don't know what kind of a scam are you running, pal? So oblivious- hard to sell to. Pondering; these are people who are thinking about your solution. This is a person who, for instance, feels a headache coming on. They've had headaches before, they feel a headache coming on and they know, you know, I might need to get some headache medication in a while. Then they move to the next level, which is engaged. Now their head's beginning to pound. It's beginning to hurt. They're like, I need to get some, some headache medication. As soon as this meeting's over, I'm going to jet out to the drug store and get some Tylenol or something. And then there's the level of need, which comes after engaged. Need is my head is splitting. I'm in so much agony. I either got to get some kind of medication. I'm going to go pull the covers over my head and sleep for the next 24 hours. If you ever had a migraine, you know what I'm talking about. Person with a migraine will pay whatever you need to be paid to get relief from that migraine or cluster headache feeling. I've had both. I know what they feel like. You don't want them. You'd pay anything and you'd do anything, almost anything to avoid getting those kind of headaches because they're debilitating. That's a person in need. Who would you rather sell to a person who's oblivious, pondering, engaged, or somebody who's in need? You just have the solution. Here's the money. Give me the solution now. Obviously it's the person who's in need. So in your perfect world, in your perfect audience, who's your perfect client that you have a solution for. Whether it's, you have a way for them to multiply their business revenues, their profits, to make their life easier, to become more fit, to become more lean, have more muscle, to have more cardiovascular and muscular health or to have better relationships. But whatever area you work with them in, you know what they need. You're speaking to people in need. What's the closest you can come to giving them a magic solution to their need they have? That's what you want. That's the kind of offer you want to make as an irresistible offer. A magic solution to the need they have right now. When you enter into that realm where you've got their dream solution, and you can give it to them fast, almost instantly, you can do it frictionless. You take all the reasons it would stop them from buying your solution out of the way, you have a preponderance of that you can do it. Plus you add two more elements. So let's walk through that very carefully. Dream solution- You have an irresistible offer, the dream solution they're looking for. To make more money, to get out of debt, to have a better relationship, to be more fit, to be more attractive, to dress better, have a better wardrobe, to make their marketing easier, whatever it is you help people do. You have the dream solution and the speed of transformation ideally would be, they pay you and they instantly get the transformation. Now it's probably not an impossibility for you to give them an instant transformation, but how close can get to that. That's what you want to get to with this ideal irresistible offer we're going to be making for the next three months. Frictionless path to paradise is the next thing on the list you need to have; as frictionless as you can make it. Whatever their objections are, whether it's the way you deliver the answer, the way they have to put effort into getting it done the way they have to wait for certain period of time for you to get to them. You remove all the friction you possibly can from the process so that is frictionless. There's no hindrance to them getting what they want from you. You give them a preponderance of proof, not just a smattering of evidence, a preponderance of proof. Like I've got hundreds and hundreds of testimonials for my copywriting courses and training. Hundreds and hundreds of them, a preponderance of proof that my teaching and my strategies and my tactics work- stories, testimony, evidence. And then there's two more elements need to add to your offer to make it truly irresistible urgency. That means they have to act fast because this offer's good for a limited time. One of the best ways to do that is to tie to dates on the calendar. Deadlines, and we're going to talk about how you're gonna do that for the next three months. I told you, you could use the calendar to read your customer's minds. We're going to go into that. That's going to be part of our urgency play and then scarcity- limited access.

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So scarcity is similar to urgency, but people get them confused. Urgency is, time is limited. You have to act now to get what you hear me talk about. Scarcity is there's only so many units or positions left for you to get, or there's scarcity of time to answer this offer. So we're running out, running out of units. We're running out of seats in the class, running out of days you're able to register for this. So it's both scarce and limited. These are two powerful factors in getting people to take action. And I know they seem kind of cliched and some people wince and think, I don't want to get into the whole scarcity thing, cause it sounds like I'm hypey, but no, it gives people a reason to act and it works like crazy. You're going to try this cause I'm asking you to try it, I'm inviting you to try it, and you're entertaining the idea, and you say, well, maybe I'll try it. I'll do it for a couple of weeks. And as you begin to see it working, you're going to do it more and more because you're gonna realize it serves you and it serves your customer. Just believe me on this. I'm gonna be urging you to send lots of emails over the next three months and make offers every day. I'll tell you this, the more offers you make, the more sales you make. The more offers you make, the more sales you make. Write it down, it's true. Put it on your wall. Anybody I work with, who's encountering a slump in sales. The first thing I ask them is how often do you make an offer? "oh, we have an offer up on our website Pretty much all the time." But how do you get that in front of people? How many times per week do you ask somebody to buy that offer? When you get right down to it, most of them don't ask more than once or twice a month. I'm gonna encourage you to find a way to ask every day, because the more offers you make, the more sales you make and you might be listening to this to this thinking, man there's a lot of things you're throwing at me, a lot of things to do- less than you think. I'm going to give you a checklist with this week's podcast. So you'll be able to just go through the checklist quite rapidly, quite simply, it's not complex at all. And even if it was complex, it's worth solving because there are very few problems you have that more sales will not solve. When I was working in the insurance business, I worked in the insurance business for two years. I sold insurance for Prudential insurance company. The rock- get a piece of the rock. My sales manager at Prudential, his name was Frank and he saw that I was struggling in my early days in the business. I just couldn't seem to grasp how to sell insurance, which I don't know why it's such a desirable product. So many people want, what was my problem? I just, I just needed confidence. Frank said to me, Ray, I know you're having trouble. I know this seems like a lot of work, but let me tell you something, son. He was quite a bit older than I was. He said there are very few problems you have that making more sales will not solve. Boom! Wisdom- drop the mic. Thank you, Frank Carter. All right. Finally, I want you to focus on something we call operation money magnet. Operation money magnet. We're talking about bringing money to your business over the next three months like you haven't done in the last nine months. And you do that not by the law of attraction, but by the law of magnetism. One of our mastermind members Alejandro was sharing this with us the other day. And it's so, so powerful. The way magnetism works is you have a coil with a current passing through it that causes an electromagnetic field to be created that if you have iron shavings nearby, they're attracted or a piece of iron is attracted to the magnet. It's attracted like that. What caused the attraction? It wasn't just visualizing things, which is how we think of it in the law of attraction. We just visualize something that comes to us. We're at like at a distance, from whatever we want, whatever our goal is. And we're trying to magically attract it to us. But the difference is magnetism means you've got to have certain physical attributes in place, like iron, with a coil wrapped around it and current passing through it to cause an electromagnetic field to be formed. And then you've got to push activity through that coil, through that magnet to continuously broadcast the electromagnetic force that attracts iron to you. And you have to be in proximity to the iron for it to work. Magnets don't work at like a hundred thousand miles apart unless they're super powerful magnets called black holes or whatever. Probably I'm getting my physics all wrong there, but you get the idea. You gotta have the magnet close enough to the iron shavings or the pieces of iron or other metal you want to attract to the magnet. You gotta be close enough for the field to act on the thing

you're trying to attract or magnetize. So what this means for us in the real world of business is, we have to engage in certain activities, the right activities, the right time, near the right people in their presence. So we can attract them as business. That's how you attract business. It's through magnetism, not through magic. So operation money magnet means you ruthlessly eliminate all actions and activities until you have accomplished the minimum daily required marketing. That's what brings you customers, clients, revenue, and profits. So this is operation money magnet, anything that's not part of operation money magnet gets pushed to the side to be done later or not at all. So here's your action plan. How to make all this practical something you can actually do. Cause right now you're probably thinking good, gosh, Ray, you threw a lot of stuff at me. I don't know what to do with it.

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Here's how you do it. The action plan is this. You're going to read your market's mind and make mountains of money. How are you going to do that? First of all, step one, commit to the challenge. I'm challenging you to do this for the next three months. For the end of the year, the final quarter of the year, commit to this challenge, create a money magnet offer. Step two, money magnet offer is one is so good, people was feel stupid to say no to it. You're going to have to know this for whatever your product or service is. What's the product you could offer your clients, your customers. That seems most like magic to them. They'd be like, that's the dream offer. I wish you had that all along. I will buy that from you right now. Let me sign up. How many places do you have? Do you have room for me? Let me in. That's the offer you're making for your client. I can't tell you what that is only you can tell me what it is, but you know what it is in your heart. Create a money magnet offer. Number three, market your offer every day on every medium. What does this mean? Market it on your email list, on your blog, on your Facebook, Twitter, Instagram, TikTok, LinkedIn, Pinterest, every medium you have available to you put your offer out every single day. Every day. Every day, Ray? Yes. Every day. If you believe in your solution, you believe it works. Why not every day. And you might say, well, how do I do that just without sounding repetitive? You got to send good creative copy. You got to tell good stories. You got to make good connections between stories and your offer. And we'll get more into that in the future weeks if you're, if you're interested. Our next episode, we may spend some time on how to write copy to support something like this operation money magnet thing we're talking about right now. It's not that hard to come up with an idea every day. Like I'll give you a few ideas just to give you an example. Let's talk about the calendar, your marketing, your offer every day on every medium. And we want to speak the language of the customer. We want to meet them where they are and talk about what's on their mind, the problem from their point of view. How do we know what they're thinking about? One of the best ways we know what they're thinking about is to look at the calendar because the calendar dictates a lot of what people think about. Like for the month of October, what are most people in the U S thinking about? Even it may not be the most important thing, but it's one thing we know everybody's thinking about an October-Halloween. It's on the calendar. Most people in America celebrate it in some way or other. It's on their mind. So you could make a promotion for whatever your offer is. And you talk about it. By the way, I want you to think about this, for the next three months you're making the same offer. The offer doesn't change, but the clothes you dress it in do. You put it in the context of whatever the next big thing in the calendar is cause that's the next big thing people are talking about. Thinking about. October, they're thinking about Halloween, November, they're thinking about Thanksgiving in America. American Thanksgiving. December, they're thinking about Christmas. The last week in December they're thinking about the new year resolutions, changing their life, setting new goals. You've got some big milestones, some big proven moneymaking, thought patterns that are available for you to tap into and figure out how does my offer fit into that? And that's how you talk about it. Like for Halloween, between now and Halloween, October 31st, your email subject lines might be something like scary good deals, ghost of a chance, supernatural savings, or whatever's appropriate for your

market. Just think, I know it sounds a little bit cheesy, but look, we used to set up multi-million dollar advertising budgets for our radio clients, in the radio broadcasting industry, just by looking through the calendar and figuring out promotions that fit whatever was happening that month in the mass population. February was the month of love because why? Valentine's day. March was the month of basketball because why? March madness. You see where I'm going with this? So Thanksgiving, November, it's about saying thank you to your customers about practicing gratitude, about who do you want to thank by giving a gift from our company to you, to your friends, your coworkers. We have things you can offer that would be a great way for you to say thanks to them. That you're grateful for their business. There's so many ways for you to talk to your customers, no matter what you're selling about how you can be part of their Thanksgiving, how you can help them look great in the Thanksgiving season. Even if they don't practice Thanksgiving, like one of the great distinctions I ever read, I think it was from Mark McCormick who wrote a little piece about a great time to send holiday cards. If you're concerned about, I don't know who celebrates Christmas or who doesn't, who celebrates Hanukkah, who doesn't, you could just send a card of gratitude in the month of November saying, I just want to thank you for the year together. Being with us, working with us, letting us serve you, whatever is appropriate for you and your audience. You don't even have to mention the Thanksgiving holiday. Just take it as a time to send a thank you card to your customers, into your prospects. And it stands out from all the Christmas cards because so many people send these generic mean nothing, obligatory Christmas cards that are automated and de-personalized. And if you send a personalized, thank you note at the end of November, you're going to stand out head and shoulders above everybody else without having to overtly say, you're talking to them about Thanksgiving. See what I mean? So Thanksgiving is about gratitude and giving being thankful. Black Friday, the black Friday sale has become a phenomenon that everybody expects. So if you have a black Friday special you come up with, you need to promote that during the month of Thanksgiving and your email subject lines could be something as simple as black Friday savings, our best deal, ever best price gone at midnight. Scarcity, urgency around Black Friday sales.

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Then Christmas, you could have the 12 days of Christmas. Tips or gift ideas from your store, from your business, from your service, from your bookstore, whatever the case may be, that may be appropriate for you. Gift ideas, a gift from you that you can send to them. These are just subject line ideas. You need to have more than these cause you're gonna mail every day, of course, but this is what I'm talking about. Then for new year's day, the last week of December, you need to be focused on people making resolutions. This is when they set goals for the new year. This one I think about, I want to make my life different this coming year, than it was the past year. And how can you be part of that process that's appropriate to your product or service or ideas that you share, and just write emails, make blog posts, make posts on Instagram, Facebook, YouTube, TikTok that are appropriate for that season. You can read the calendar, read your customer's mind, communicate to them in a way that they'll pay attention. Because they're, you're thinking about the same things they're thinking about, and you're making your irresistible offer at the same time. If you do this and you market every day on every medium, according to the instructions I've just giving you, you will knock it out of the park. All you've got to do now is craft your copy and make the offer. Don't overcomplicate it. It's simple. Keep it that way. Same offer different clothes, different copy. In other words, you talk about it in a different way, for each of the holidays, maintain your energy throughout. Don't, don't get draggy toward the end of the promotion. Stay energized, keep track of your results and report your progress. I'd especially love it if you'd report back here and let us know how it went for you, how things are going while we're in progress. You can join the Ray Edwards Copywriting Community on Facebook, and we'll be happy to answer questions, give you feedback right there. Free. There's no charge. It's free. It's free community. So join it. This is how you make more money in the next three months. The last

quarter of this year that you made all year so far. If you follow through and do this, if you don't hit more money than you made in the last nine months, you'll at least have more money than you've probably ever had in fourth quarter before. This is the strategy that will keep you bringing in revenue, bringing in customers, building up profits and starting next year with amazing momentum. Let's go do it together. My prayer for you is that you live long, you prosper and always, I love you very much and not in a weird way. See you next week. God bless. Ciao.

Announcer ([21:44](#)):

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