



Ray Edwards Show, Episode 543 Is This the Time For You to Launch?

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

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

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

Ray Edwards ([00:19](#)):

Here's a question I'm hearing a lot these days. Is this the time to launch? Think about it from your own point of view. Is now a good time to launch your product, or your business, or publish your book, or whatever. Is now the time to launch your new thing? It's the question that seems to be on everyone's mind I talk to lately. Having decided to decline returning to your old job or your old business. Maybe you are one of those asking is now a good time to quit or to stay quit from your old life and make something new. Well, I'd say now is just about the perfect time. And today I'm going to share five reasons why I believe this is true now, more true than it ever has been. Plus I'll give you a proven action plan that will allow you to launch before the year is over and find yourself in a whole new business, a whole new job, even a whole new life. Crazy? Maybe a wee bit, but totally possible.

Announcer ([01:30](#)):

And now our feature presentation.

Ray Edwards ([01:33](#)):

Here's what has this on my mind. Jeff Walker is currently conducting his Product Launch Masterclass, which he does once a year. It's actually been 14 months since he's done this particular class. 25 years ago, Jeff started his online business. I started mine shortly after that. And then 15 years ago, in 2005, Jeff launched Product Launch Formula. This is where, on my timeline, the picture became clear for me on my copywriting business- where I was going to go with that next. Because I was one of the first buyers of product launch formula when it originally came out in 2005. That led to me writing my books, doing my podcast, doing my courses, creating our coaching programs, our agency, and pretty much everything we're doing today. I can trace back to having been launched back right after Product Launch Formula came to market. Launching is the process that Jeff perfected and taught online back then in 2005, and he's updated it every year since then. I always upgrade. There's a small maintenance fee to do that. I always do that. And why, why is there this one program online and only one that I've been part of for over 15 years? It's because it always works. Especially in turbulent times. It's what brought me through 2008 in the following recession. And

especially for those who do or who want to run their own business, their own practice, set up your own charity, if you want to do that, do your own coaching or whatever it is you want to do. If you want to run it, if you want to create it and launch it, this is the way to do it. And for copywriters, where there are launches, there is copy to be written. And that's what informed me- let me know- there's always going to be a market for writing good copy, since everything is copy. I saw way back then that this need for good copywriters goes beyond the sales page copy or the video sales pages and emails. It goes on to things like content writing, writing scripts for videos, for webinars, digital course curriculum, workbooks. Everything is copy. And so everything is really part of your launch. You're always launching. If you think about it correctly, every piece of content you put out leads to the next piece of content you will put out. And maybe you're serving in a very specific niche market right now. Maybe you are, maybe you want to, you want to help homeschoolers for instance, or you want to help show people how to do their DIY projects better, or you're into FPV drones or dog training or art, decorating, Bible study. Virtually anything you can imagine, there's a need for copywriting. There's a need for web design and coding. There's a need for project management. There's so many different markets to serve and so many different ways to serve them. And if you want to teach online, especially, now is the right time because the world has never been more aware, right, of learning online or purchasing online. In fact, this leads me to my five reasons for whatever your new thing is, whether you're starting a new business or you want to launch a new product, or you want to launch new coaching program or community or something, here are five reasons to do it now. Five really good, solid reasons you want to do this now. There's never been a better time.

[\(05:07\):](#)

Reason number one, the world has shifted to online. Online, you name it. The world has shifted to online working, the world has shifted to online learning. As people start searching for a new career or a new way to make a living, they go online and they realized now after the last two years of being forced online, because it couldn't go anywhere else that there's a world of things to learn, people to connect with and things to do online. Online selling. More people than ever are now selling their products and services online, and that's not going to stop. Don't think it's been saturated because it has not been anywhere near saturated. This is the future of commerce, of banking, of teaching. So reason number one, the world has shifted to online. People are used to buying things online now. It's easier to sell stuff online because now everybody has bought things online because they had to. The world has shifted in your favor to online.

[\(06:07\):](#)

Number two reason why the time to launch is now- the technology has never been easier. Back when I started doing this stuff, I had to code my own website. I had to code my own shopping cart, had to code my own merchant account connection to my bank. There was a lot of tech stuff that had to be ironed out, and I loved it. I was kind of a nerd that way, so it was good with me. But now there's funnel building software like Click Funnels and there's others. There's Kajabi, which we use. We use Click Funnels also. There's, there's all these tools that make building funnels, and shopping carts, and payments, and banking, and contracts, and managing your workers, and it's all so easy now. It's all push button easy. You don't have to be a technical anything to use these services and get your business going. The technology has never been easier.

[\(07:00\):](#)

Number three reason why now is the time to launch- You don't need a following or a list. You don't. Now eventually you do. You need like some people who know who you are online, so they know where to come find you and buy things from you. And we'll get into that in a little bit, but well, let's get into it right now. If you've read Kevin Kelly's article called 1000 True

Fans, then you know, that's all you need to make at least a hundred thousand dollars a year. Doing what you might say. Well, let's say you're a musician and you don't have a big band. You don't have a big record company behind you. Maybe it's just you and your guitar and you sing songs and maybe put out five or 10 songs at a time. You maybe call that an album or you're, you're dropping your project on online. If you can build up a thousand true fans, these are fans who'd be willing to spend at least every year, a hundred dollars with you to buy everything you make that year. So maybe you put out two or three musical collections as a singer/songwriter with a guitar. Or maybe it's three or four pieces of art to those who love your art and want to buy a copy or print of everything you create. Just can you sell them a hundred dollars worth of stuff a year? A hundred dollars worth of stuff a year? If you can, and you can do that with a thousand true fans, that's a hundred thousand dollars, but I've got even better news for you than that. You can make crazy good money with a thousand true fans. If you charge them more. What if they spend a thousand dollars with you a year? Now you might think that's a lot of money, and it is a substantial sum, but it's less than a hundred dollars a month. And if you offer anything that helps improve their life, helps make them money, save them money, manage their time better, get more time back, have a better relationship, be in better health, lose weight, helps their kids, takes care of their pets. I mean, there are people who spend more than a hundred dollars a month on toys for their pets that come in a box every month. How do I know? It's called BarkBox. It's shipped to our house every month. Check it out. barkbox.com. So a hundred dollars a month, that would actually be \$1,200 a year times a thousand true fans would be \$1.2 million. Now I'm not saying you're going to go make a million dollars, because you're probably not. But what if you made half that much? Well, if you made a third that much, what if you only made a couple hundred thousand? What do you made a quarter of a million or half that? What if you made 120, which I know is not exactly half that, but it comes out to \$10,000 a month. For most people that's life-changing money. You don't need a following to do that, you just need a thousand true fans, or maybe just a hundred to get started. You probably know a hundred people. I'm not going to go into list building here, but it's pretty easy to build up that first group of folks, you make your first sales to. And within a year or so have your thousand true fans or your 500 true fans or however many it takes for you to hit the income goal you have to replace your job and puts you in a place of comfort and ease where you can live the life you want to live. And that's, what's really important. Then the number's not that important to you. A million dollars may seem like it's way too much money. You don't even know what you do that much money. To other people. A million dollars is just getting started with what they need to get their whole operation geared up and going every month. The only number that's important to you is the one that's important to you. Like what would it take for you to have more than enough? For most people in the US according to a recent survey, it's about \$75,000. Maybe it's more for you, maybe it's, let's say it's twice that much 150. So \$150,000 might be a good target. It wouldn't be that hard to do if you could find your thousand true fans, or your 500 true fans, or even 100 true fans, who were really truly fans. And the best part about not needing a following or list to get started is it's easy to create a following or a list once you know how to do it. And it doesn't involve you doing anything that makes you feel squeamish or gross. It's just getting to know people. And you can get paid to build your list. Truly you can, you get paid to build your list. How can you do that? I'll come back to that in just a moment or two, let's move on to number four.

[\(11:23\)](#):

The number four reason why the time to launch is now. There are plenty of case studies available to model. In other words, the fourth reason why now is the time to launch is there's plenty of people. Who've done it already, probably doing the kind of thing you want to do. So you can look at what they did and model their approach. I don't mean rip them off or copy them, but I mean, model them. Take a look at what they're offering, how much they're offering it for, who their customers are, what are the things they're offering that you think

are going to be helpful to your people you're going to help. Like, who's the ideal person for you to help is a place to start. Who are the kind of people you'd like to be your customers? And that's a different sort of question you don't hear people ask enough, I think, instead of how am I going to find my customers? Why not think about who do I want my customers to be? The kind of people I would like to hang out with the kind of people I would enjoy being around. The kind of people who made me glad to be alive. That's who you want your customers to be. And what if they're not customers, what if their friends, what if they're investors, or owners or guests? What if we remove the transactional nature of our relationship from it for a moment and think about what kind of relationship do I want to have with the people who actually also pay me for the work I do? I'd like them to be friends. I'd like them to be kindred spirits, fellow travelers, along a similar path. That's who my people are and yours can be too. And I learned that by modeling other people like Jeff Walker, and like Tony Robbins, and like Jack Canfield, like Michael Hyatt. So many others- Stu McLaren, Amy Porterfield, Pat Flynn, Cliff Ravenscraft, Michael Stelzner, Leslie Samuel, Mark Mason. These are my friends. And I think about how they built their businesses. And I see that I want to have a business that's similar to that, where I get to hang out with people I like every day. I get to help people I like every day. The people that who pay me, my what most people call customers or buyers. They're actually friends, part of my tribe, by which I mean, family. That's a much better way to make a living, I think, than the way most of us were brought up to do it. And there's plenty of people. You can model their approach and say, well, I want to have a business like that. There's this part of Cliff Ravenscraft's business that I like a lot. There's this part of Michael Hyatt's business that I love. I want to model that. So there's plenty of examples to work from. That's the reason number four, the time to launch is now.

(13:50):

And the fifth reason, and there's more than five, I just picked five to keep this at a reasonable length. It's never been easier to get help support and community as you work on this project of building your own life, the way you want it to be, in your own business, to support it in the way you want to be supported. And finding help and community is a big part of succeeding. But now it's so easy to do. If you happen to be a copywriter and you want to learn more about writing copy for a living and how to be a good freelancer and how to do good work for clients, you can join our free copywriting community on Facebook to Ray Edwards, copywriting community. Just look for it on Facebook. We'll put a link in the show notes as well to our copywriting community. What's what's there? It's free, by the way, there's no money required to enroll. You don't have to put in a credit card or anything. You just go there and start learning and start being supported by this community of copywriters we have all around the globe who part of that active, vital community on Facebook. So now definitely is the time to launch. It's the right time in world history, I believe. I don't think there's ever been a time in history when the doors were open to so many people down so many different rows to create the kind of business and life that you love. So you love waking up every day. You don't say I have to do these things. You say, I get to do these things. And nobody had to coach you to say that you just that's how you feel. So if that appeals to you, if you want to have that kind of life, you can starting right away. Don't put it off. Don't do it someday. Do it now. Now's the time. Here's a few suggestions. Right now, today and tomorrow- today being the day this podcast is released on Monday, November 8th, you can still catch the last part of Jeff Walker's free training on product launch procedures and processes. It's still available. He did three live classes over the weekend. They're, they're downloadable as replays. You can go check them out right now by going to the Product Launch Masterclass link. We'll put it in the show notes. If you want to write it down. It's RayEdwards.com/JWPLF. JWPLF. Now keep something in mind, I'm a compensated affiliate for Jeff's products. So if you buy anything from him at all, I will be compensated. That being said, I would never recommend something I don't use in my own business. I paid cash for product launch formula back when it first came out, I've paid cash for every upgrade since then. I don't get it for free. I'm not going to get rich from getting

an affiliate compensation from you enrolling in any of Jeff's programs. When I will get as a satisfaction, knowing I pointed you to one of the best teachers I know in this particular area, launching a product or a business. We put together a special bonus package for people who enroll with my link, my affiliate link. And that includes you join me in my private study group as we go through Jeff's new version of his training together. I don't know very many other PLF affiliates who do this. I go through it every year. So I want to go through it with my people. And you can be one of my people by joining this program through this link in this program, check the show notes. You get numerous other bonuses, including templates for writing copy for your own launches and insider secrets to turning PLF into your road to higher paying clients if you're a service provider, like maybe you're a copywriter, for instance. Yeah, there's plenty of room. I'm not worried about you like getting my clients. There's too many clients to go around and too few copywriters. So come on the water's great jump in. Let's get after it. Even if you don't plan to enroll in Jeff's program, I encourage you to go get the free video training recordings he's created over the last few days. It's a free education in this whole process, and you really can launch just based on the stuff he's given away for free. It's better than what most people charge money for. Between that and studying how he launched his own program. I mean, study not only what he's teaching, but also what he's doing, then notice how they're the same. Hint, hint you will at the very least have invested your time very well, indeed. So use this URL, go check it out. RayEdwards.com/JWPLF, as in Jeff Walker, Product Launch Formula. You can click the link in our show notes. And whatever your idea is, whether you use Jeff's training or not, whether you just use the thoughts I've given you in this podcast to get rolling, do it. Now's the time. It's the perfect time. There's no need to wait. In fact, there's a saying about when's the best time to plant an apple tree. The best time to have planted an apple tree is 25 years ago. The second best time is today. So go ahead. Get started. Launch that new idea. Set forth on that new life, there's been no better time to do it. We're coming up on the new year. You can launch it now, have it going, go into the new year, truly with a new you and a new business, a whole new life. Till next time launch well and prosper.

Kris Edwards (18:30):

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Announcer (18:41):

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