



## Ray Edwards Show, episode 545 The Creator Economy

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

Ray Edwards Show, episode 545, The Creator Economy.

**Announcer** ([00:09](#)):

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

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

I talk to lots of people about their business and about their marketing. And I talked to them about being a writer and I try to convince them they're in the writing business. And so many people fight me on this point. They don't think they're a writer. They don't like to write. They don't think they're good at writing. They don't want to be a writer. They don't enjoy reading, sometimes, they tell me. None of that matters. You are a writer. If you create content, you are a writer. You must be. Even if you never type a word, even if you never put pen to paper, if you're communicating with humans, you are writing. You're communicating. You need to own that. We, today in this miraculous world, we live in are free to read, to watch, to learn, to take notes, to grab pieces of knowledge and ideas and turn them into memes and turn them into videos and disassemble and reassemble the ideas we read in books to remix and remake them into our own creations, which is what we do. And then we agonize over "is my stuff original enough?" My answer to that question is usually, well, only if you're reading enough of other people's stuff for yours to be original. And what I mean by that is you have to take in a lot of content before you can begin generating something original. That may sound contradictory, but it is actually common, plain sense if you think it through all the way. The universal code, we use to create idea products, knowledge products, wisdom products, books, podcasts, videos, memes, posts on social media, dances, songs. However you want to express the message, you're sending a message. We're doing it online digitally while we sleep. I have hundreds of pieces of content that are tirelessly working for me on Instagram, on TikTok, on Facebook and they're videos, they're posts, they're quote cards, where we've taken something I said or more likely something someone else said, and I always try to give credit where possible, but the point is, it's all writing. It's all communication. We can do this. We can distribute our cognition, our thinking, outside of our own brains, where it can work for us even when we're asleep, we're not aware of what that content is doing for us. That is miraculous. And that is writing. And that by the way is marketing. And that is copy. And you, if you're doing any of this stuff are a creator. You are a writer, whether or not you think of yourself as one, whether or not you like writing, whether or not you want to be a writer, you are a writer and you are being judged by your writing. How do you know what the judgment is? Not by the nice things people say or the nasty things people say. You are rewarded by how much do you get paid? Whether your currency is going to be measured in dollars. Like I made

X number of dollars for the stuff I wrote or communicated this year or the spread of your ideas or the influence and impact those ideas have on the world the effectiveness of what you write, what you communicate, is pretty easy to gauge. We do it with numbers. Yes, some of those numbers are followers. The number of followers you have, I'm sorry, for those of you who love to tout that that's meaningless. Those are vanity numbers, not if that number of followers represent active followers who really care about what you're saying. And they listened to you and their behavior is influenced by the things you communicate. In that case, if you have a hundred thousand of those people, that's a very significant number. It's really important. It's not a vanity metric. It's a responsibility metric. Let that soak into your brain for a moment. As I tell you that, it also matters how many people like the thing you post, how many people shared a thing you post, how many people save the thing you post, how many people listen or watch or read all the way through it. We can measure all of these metrics with numbers. The numbers do matter. They're not vanity metrics. If you're measuring the behavior of people, based on how effective your communication is at creating the change you are seeking to create to begin with, then these numbers are super significant. Marketing is important. Popularity is important. Influence is important. It makes a difference. Now this should make you happy because of the same thing I was just saying, because you can measure it. You can write your message and distribute it and know almost instantly whether or not it's going to be effective and you can adjust and continue to do this until you learn how to communicate with your people, your particular tribe of people you're seeking to communicate with, until you can communicate with them in their language that moves them and engages them, that causes them to spread your ideas, to discuss your ideas, to promote your ideas or your products or your services.

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That is marketing. Marketing is not selling. Marketing is influencing mindsets with the goal of changing behavior and the filters through which we see the world. Nike created a campaign summed up by three words. Do you know what those words are? Just do it. There's so much more behind those three words, but that's how they sum up their marketing campaign, their campaign, that influences behavior. The swoosh, when we see just a swoosh without the word, Nike, without the words, just do it. We think to ourselves, I should just do it. We know what that means. It means trip that spring inside yourself that gets you into motion. You just need to get moving. Get started, do the thing. Running, climbing, jumping, playing volleyball, whatever your sport is- Just Do It. That's marketing because it influences our filter through which we see the world, our attitude about the world, our perception, our premise of what the world means. That's marketing selling is I've got a pair of these shoes that'll help you do that. \$199. Would you like them today? That's selling, asking for the sale at the cash register, on the website. When you're saying I have a black Friday special coming up this Friday, I'm happy to be recording this on Monday the 22nd of November, 2021, which means this coming Friday will be black Friday because this coming Thursday is Thanksgiving day in the United States. Some of you may be asking yourselves and rightfully so. What the heck is black Friday? Well, traditional lore has it that that's the day of the year when most retail stores finally get out of the red financially, they finally stop losing money for the year and begin making money- they go, they get into black ink, into profit instead of being in red ink, which is loss. It turns out this is mostly mythological. It's not true of most successful businesses, but it's a good reason to have a sale. It's a good time to motivate people to buy. And we have these crazy black Friday deals in many of our retail stores. You may have heard some of the grizzly stories about people running over each other and getting into fist fights in big box department stores because everybody wanted the \$99- 48 inch flat screen TV. Usually retailers have some what they call a doorbuster special to get people in on black Friday. So we all, dutifully, go looking for the specials ahead of time online, or if you're old fashioned, like we are sometimes at my house, you look at the newspaper and you see that best buy has certain very popular electronics that are going to be on sale for black Friday at ridiculously low prices. And

then what about the price of everything else in the store? Usually it's just as expensive as it ever was because the door Buster special is designed to get you in the door. These used to be called loss-leaders. We'll take a loss on selling you the TV or the solid state storage drive for your computer or the watch or whatever the popular item is, are gonna offer at a ridiculously low price that makes us lose money, if that's the only thing that you buy, but we get you into the store. And there are so many other gadgets and gizmos and very appealing offers we make, that you're probably going to buy other things while you're there. Which turns your costly visit to the store, into a profitable visit for the store. That's why retailers in America and other places do these black Friday sales. They know the market is primed. You know, I've talked to you before about using the calendar as a key to being able to join the conversation that's already taking place in your customer's mind. That is a phrase that is often attributed to the great copywriter and marketer Robert Collier. He never actually said those words, but he said something close enough that I'll give you credit for that. So we want to join the conversation that's already taking place in our buyer's mind. And how do we do this? People ask me, how do I know that? And they don't like the first answer I give them, which is we'll get to know your customers. Go talk to them, learn about their lives. Spend time with them, have long conversations with them, make them many offers and measure their response. And you'll begin to know the conversation is taking place in their mind. And people usually say to me, I don't have time for that. Is there a shortcut? Well, yes. It turns out, sunshine, there is. It's called the calendar. You can look at the calendar and look for the major cultural dates that most of your market is going to be paying attention to. And you're going to know at least one big thing that's on their mind. This week in the U S it's Thanksgiving, the Thanksgiving holiday. That idea for most Americans means Thursday's the day the family gets together and cooks this giant feast to give thanks to be grateful to God for all of the things we've been given. So to be grateful that we have enough food to eat, we're going to eat to gluttonous proportions. Those are, those are things that are on the minds of our market. So we can talk about those things in our marketing to prepare them for the black Friday sale. That's the sale that comes the day after Thanksgiving. We can be talking about Thanksgiving, leading up to it. As we talk with our prospective buyers. And we do that through our email newsletter, through our podcasts, through videos, through things we send them in the physical mail, through ads we purchase on local TV stations, if we want to be really quaint. Local radio stations, those old technologies, you may have heard of, kids. We used to all watch TV and listen to the radio. Now we watch things on YouTube and TikTok, of course, and sometimes Instagram and for us old people, maybe Facebook. And then we have email newsletters and we have text-communications about things like black Friday sales. And the point is, you're talking about what's on the mind of your market at the time it's on their mind. And you know it because of the calendar. So you have a black Friday sale because the people who are your potential buyers are all looking for black Friday deals. So get them in your store, even if you're online. And you might say, well, I don't like black Friday sales. There's too many people copycatting each other doing black Friday sales. And I don't want to be one of the crowd- just does what everybody else does. You know, sometimes sunshine, you get in your own way. Sometimes you're so smart. You're not going to "play the game". Then you wonder why you shut your business down and go bankrupt. Because sometimes you just need to admit, this is what my people want. So I'm going to give it to them. The reason I'm speaking so harshly to sunshine is I'm speaking to myself. For so many years we have not done a black Friday special, and we're doing one this year for two reasons. Number one, because of what I just told you. Our buyers, our subscribers, readers, listeners are asking, do you guys have a black Friday special? What they're saying is we've got money set aside to spend on Friday. Can we spend it with you, because we like you.

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So I'm not going to be a jerk this year and say, we don't do black Friday specials because we're better than everybody else. That's an arrogant attitude and I'm not going to have it. Now,

maybe you don't want to participate and you're not arrogant and you're not reactive about it. You just don't want to do it for your own reasons. Fine. Then don't do it. Just don't talk about it. I think that's also a valid response. This year, we're doing it because I've, I know our people want us to do it. And also I want to test it and see how effective it is for us. So we have a black Friday special, which is crazy. We have a course that we sold for \$500 and it's available for seven bucks right now. And if you want to see what our black Friday special is, then go ahead. It's available early. You'll be able to go take advantage of this special. You don't have to. The purpose of this episode does not get you to do that. But if you want to see what we're doing, then you can go to [trainwithray.com](http://trainwithray.com) and that'll take you to our \$7 black Friday special deal. It's good through cyber Monday, because typically what I've observed happens is people have a black Friday special and they say, it's going to end Friday night. And then Friday night, surprise, surprise, or Saturday morning, they come back and say, well, it turns out we're just going to- it's so popular, we're going to keep this going through the weekend until cyber Monday ends because cyber Monday was invented. So you could come back after black Friday and say, well, black Friday was a smashing success. We got some more inventory in. So we're going to have cyber Monday. Now we're going to do things online that you can't get anywhere else. Special prices, special deals gather around kids, let me tell you what the special is for cyber Monday. So we're just doing our black Friday special until midnight cyber Monday, which is Monday the 29th. So go check it out. Seven bucks. Why would I do that? Because they're not in my store. They can't walk around and see other things. Well, the way our black Friday special works is you take the \$7 deal and we pause and say, Hey, your purchase is complete. And we have something else. If you want, that will help you use the thing you got for seven bucks. If you'd like to add that on, we give you a chance to add that on. That would put us into profit on the deal instead of in a loss, which is seven bucks, we're at a loss, but we're growing our list like crazy with this special. I can tell you that. So that's the purpose of our black Friday sale. And then we, we nurture our relationship through email and we have other things we're going to try to sell you. We're going to offer them to you and explain why they would help you. And some people will unsubscribe and some people will buy the stuff, and some people won't, but they'll all be new friends we have in life now. And we love that. It's an exciting, it's exciting to me, cause we've just started the experiment a few days ago and it's working really well. And it's very exciting. I'm encouraging you to do the same thing, pay attention to the calendar. If you're listening around black Friday before black Friday, it's not too late. Put your own black Friday special out to your audience.

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And then what do you do after that? Well, you follow up and do the next thing. The next thing on the calendar, the next big milestone in the calendar for most of us in north America and Christians all around the world is Christmas. And non-Christians all around the world is Christmas, because Christmas has become a ubiquitous holiday that is celebrated by people far beyond the boundaries of its religious origins, which is kind of funny that I say that because there were similar traditions before Christianity came into the world and ours was similar enough we decided, we'll just do that too on that date, or we're celebrating something different. And for those of you who are wondering Ray, what do you believe? You sound kind of like, you don't know what you believe. No, I know what I believe. Christmas is about the birth of our savior, our Lord and savior Jesus Christ. I just wanted to be clear. So I have made my life's work based on being a writer and understanding how to write about the things people care about. And part of that is paying attention to the calendar and knowing what's on their mind and what's in their heart and what's in their conversation. Part of it is also paying attention to what's happening in the culture and understanding that things are happening that are clues about what people are thinking about. And right now people are thinking about their lives and what they want to do with those lives, because we've just been through almost two years of pandemic across the globe, now. People have lost their loved ones. Many people have lost their lives. Some have lost jobs and businesses, and they've lost the feeling of security

and safety. Others have decided they don't want to go back to the same job anymore. Maybe they were let go. Maybe they were allowed to work from home and they can never go back to an office and work for somebody under close supervision, again. I don't blame you. I understand. That's why I started doing that myself almost two decades ago, but a lot of people are contemplating change in their life and living a different sort of life. And so I'm paying attention to those conversations because those are my people. Those are you. If you find yourself saying, yeah, heck yeah, Ray, I'm thinking about that, how do you do that? Well then, hi, I'm Ray. Let me help you. Let's walk together for a while. You can be rewarded for spreading your ideas, your teaching, your knowledge, your wisdom online without having a physical building without having inventory, without having to build some kind of manufacturing plant. Your manufacturing plant is your brain, especially if you're dealing in ideas. And I love that because as the thing I know and love the best, and I can teach it to people in a way that people seem to like it and pick it up easily and can run with it and build their own business based on their thinking and their ideas and their teaching and their training and their coaching. And they get freedom to work when they want, where they want with whom they want. And that is power to shape your own destiny in a way that you want it. And it's through this writing sales copy, writing the words that help market and sell their products, services, ideas, books, speeches, seminars, et cetera, that I've had the privilege of working with people like Tony Robbins, Michael Hyatt, Jack Canfield, Mark Victor Hansen, Robert Allen, Brian Tracy, Jeff Walker, Donald Miller. So many others. I've built this, this skill of writing into my own micro economy for the last four years in a row we have produced a million dollars in revenue as a writing-based company. This next year, we predict we're projecting. We're going to be bringing in over \$3 million in one year. That'll be three times as much as we've ever done before. Not despite the pandemic, but actually because of and facilitated through it. And my thinking along this path has heavily been influenced by people like David Allen, Tim Ferris, Donald Miller, who created StoryBrand Guy Kawasaki, Dave Ramsey, Mike Stelzner, Frank Kern, Joel comm Dan Miller, who created a book called *48 Days To the Work and Life You Love*- might want to check that one out. If you're one of those people who's contemplating a change. Amy Porterfield, cliff Ravenscraft Stu McLaren, Jeff Walker, whom I mentioned before, Leslie Samuel, Dan Kennedy, Mark Mason of Late Night Internet Marketing, Pat Flynn, Seth Godin, PerryMarshall, all people have been learning from been influenced by.

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Lately, I've been consuming lots of podcasts and reading articles and books by people like Naval Ravikant. I may be saying that wrong if so, Naval, I'm sorry, but I love your brain. I love your ideas the way you think. Dave Weiner, Reid Hoffman, David Sparks, AKA MacSparky, Cal Newport, and most recently Tiago Forte, the creator of Building a Second Brain. It was through the works of these people and others that I first began hearing references to something called a backup brain or a second brain. That is the idea of intentionally recording your thoughts and responses to other people's writing and creation. So you're responding to other people's videos on YouTube or on Tik Tok to other people's blog posts, to articles that you see news stories that you see passages from books. You're making your notes and your observations, not just in the margins of a book now or in the form of scrap pieces of paper all over your office. But if you, if you get really sharp about how you do this, you're doing it in one place, one central, let's call it a magic notebook. Let's say that you have this magic notebook that you carry with you at all times, and you can record your thoughts on any of this information that comes across your screen, your metaphorical screen, any article you read, even if it's in a physical magazine or it's a book or it's a blog or it's on Medium, or is wherever you have a response to that, you capture it in your magic notebook. And that magic notebook could be on your wrist. Like mine is my Apple watch and I have a button I can touch. It looks like a microphone. And when I touch that button, I can now dictate into my Apple watch and whatever I dictate is turned into text and saved an app called drafts. And that app is set up so

that it takes that text entry and it automatically moves it into Evernote. So Evernote lives on my iPhone, on my Mac, on my iPad and in the cloud. So it's distributed to all those places instantly. My Evernote notebooks, it's a whole library of notebooks are all consistently updated, backed up and saved and preserved in the cloud. I can access them from my watch, from my phone, from my iPad, from my laptop, from a computer that's connected to the internet anywhere I'm on the web. So that is truly a magic notebook. And you say, well, what's the point of that? Well, if you have a system for being able to index, to search and make use of the material you save in that manner, then you can later use it to remix, to add together with other thoughts that you have and observations. To make connections that nobody else has made, cause nobody's collecting just the kind of information that you're collecting. And suddenly you've got new ideas that other people have never heard of before because other people have not made the connection that you just made; between a flyer you saw stuck up on the wall of a gas station in rural Washington, the connection you made between that and an ad you saw during a very popular live stream that Leo LaPorte was leading on his This Week in Tech Podcast that references something that was said by Tim Ferris that was quoted by somebody you know, who's writing and who's podcasts you enjoy listening to like Michael Hyatt and you make those unique connections that are strangely unique to just you and suddenly you've got an original idea. This is why I'm not worried about AI taking over our jobs as content creators. AI will be able to write a lot of good, moderately bad content. It already is good at that, but making these connections that require a flash of brilliance by connecting two or three or five or seven thoughts together in a way that no artificial intelligence is going to be able to manage to do because they don't have life, a soul like human beings do. If you are consciously intentional and you read and consume and watch only things you believe are going to further your progress in life. And we also begin capturing pieces of that information in meaningful ways. We'll begin to see an improvement in our own communication, our own ideas. Test me on this and see. If you become systematic about this process and begin collecting pieces of learning, knowledge, things that you're reading that inspire you, you put that into one central database of notes could be Evernote, could be notion or Rome or obsidian, whatever you like the best- Ulysses doesn't matter what app you use.

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Just pick one and have one place to put it. One that is indexable and updatable and synchronizeable via the internet so that ideas can be dynamically connected together and recombined in startling ways. That'll provide you with interesting insights, ideas, and new discoveries, and then you're going to be on to something big because you're going to find, you can take those notes that you're generating and start curating them into little blocks of ideas that you tweak and Polish. So you have a complete block on the idea of building a second brain for instance. It's only maybe a paragraph or maybe it's three or four paragraphs, but it was Dan Kennedy who introduced me to the idea decades ago that great sales copy is not written. It is assembled. And he explained that he has spent so much time taking every piece of copy he writes, and he's a fantastic, brilliant, like king of copywriting, probably the best copywriter living on the planet. And he is still alive, by the way, the rumors of his death have been greatly exaggerated, but he's taken his own copy and pulled out these chunks, these blocks of copy and Polish them up and puts them into a database. In his case, it was boxes of cards with bits of copy on think of a card catalog in an old style library. He could just go and find a dozen or several dozen different guarantee paragraphs or hundreds of different bullet points. And he could just mix and match those, what he called back before there was a piece of software on a computer that confuses people now, when he uses this term, but he called them back then PowerPoints- that you have to understand there was no software app called PowerPoint from Microsoft. When he invented that term, there was no Microsoft, but this system still works for him. His PowerPoints or his building blocks of copy work well for Dan, the technique has worked well for me because I have for a long time now used blocks of my own copy that I wrote for other clients. Always letting them know some of this copy is not

exclusive to you. Anything that's not competitive with you. It doesn't hurt you. That wouldn't benefit a direct competitor. I may use a similar or exactly the same paragraph in some other copy in a non-competitive situation. So my clients always knew it was always a transparent policy, but it saved me lots of time. I can write copy very fast because I assemble a lot of it. That takes time to build up that library. This idea that great sales copy is not written, but is assembled is maybe the second most valuable insight I've learned from a mentor in the world of marketing and writing. I know what the question is on your mind, now. What's the most valuable insight? That is Nora Ephron's assertion, that everything is copy. Anything we write is meant to be persuasive. Even if it's not quote sales page copy. All writing is actually the practice of marketing. You are attempting to change someone's mindset and to change their filter of how they view the world, so they'll behave in a way you want them to behave, which moves them along a continuum of desire and behavior to a point there may be ready to buy what you have to sell. The definition of marketing is the communication of ideas in order to change the worldview and behavior of your readers. Marketing creates the filters through which people see their world. Selling, sales copy, is simply the act of writing out or asking for money in exchange for your product or service or ideas.

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So all your communication is marketing. All of it. We're always communicating. So we're always marketing. If you actually see what I'm talking about. If the light went on in the dark room of your mind just now and you realize, oh, holy cow, he's right. We're communicating to people our way of seeing the world. And with that particular part of the world, in which we are focused, we are communicating to them in a way that gets them to think like we think by first figuring out how they think so we can persuade them eventually to buy our product or service to frequent our store or restaurant or coffee shop, to think like we think to buy into the beliefs we buy into to vote the way we vote. It's all copy my friends. Even if you don't like to think of your business as a marketing business, you don't like to think of your writing as marketing copy. It's worth considering the idea that you shift your thinking about that because the more conscious and intentional you become about what you write, how you write it and the specific outcome you're looking for, I believe you'll find the more effective you become at achieving the goals you set for yourself and for your business. Take it a step further and develop the kind of quote magic notebook I was talking about earlier and start intentionally directing what you read and what you consume so that you can take note of the things that work and don't work and refine those bits and pieces and begin putting together your own blocks of copy- your own verbiage that describes ideas that are powerful and meaningful to you, and would be powerful and meaningful for you to communicate to your audience so that they'll do the things you want them to do. Now you're always working for your people. You're always writing for your audience and you start capturing pieces of information in meaningful ways in that magic notebook. And if you want to really get into the depth of how to do this stuff, there's a book I'd recommend. It's called *How To Take Smart Notes*. It's by Sönke Ahrens, there'll be a link in the show notes for this book. The full title is *How To Take Smart Notes- One Simple Technique To Boost Writing, Learning, and thinking For Students, Academics ,and Nonfiction Book Writers*. And I would say, and marketers and people who just want to communicate powerfully. Again, the book is *How To Take Smart Notes* by Sönke Ahrens. And then I'm currently in the midst of revisiting a course I purchased a couple of years ago. It's updated every year and I really think this course has powerfully and positively influenced my life and my business. And the course is called *Building a Second Brain*. It is by Tiago Forte. He's actually going to be publishing a book next year, by the same title, *Building a Second Brain*. Adopting this method of creating content and writing things will end up allowing you to build a curated compendium of complete knowledge blocks or what Tiago calls intermediate packets, what Dan Kennedy called PowerPoints, what I clumsily called building blocks of copy or building blocks of writing. And you can take those blocks, those intermediate packets, those complete and very literate, very well-polished chunks of content and remix and

reassemble them into final works with astonishing speed, clarity and effectiveness. And let's think of this in terms of sales and marketing, which is why I'm here. I know I sound like I'm rambling today, but I've got so much I want to share with you. I think the rest of the year is going to be me sharing some, some of these bigger ideas and then getting down into the weeds on how do you actually put that to work in your business and use that to sell more stuff.

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So if you take what I've been talking about and you think about it in terms of sales and marketing, as most of us creators in the digital economy are going to want to do,, chances are you're doing something very similar to what I do and what so many of my listeners, readers, clients and colleagues do. You turn your ideas into products and services, which you then market and sell to your own clients. And I can guess you do lots of work to create the marketing that gets that job done. And maybe if you're super smart once a year, maybe more often than that, maybe once a quarter, you do these big promotions and especially do promotions that are known as product launches in the style of Jeff Walker's Product Launch Formula. That's a training and coaching program he offers to the public once a year. It's already closed down for this year, so you cannot enroll in it right now. Next fall you'll be able to. Product Launch Formula has been responsible for, I think something like \$2 billion in sales. That's not by Jeff that's by his students. Anyone who's ever done a promotion, like one of these product launches knows how much work is involved. And one of the big insights I've had over the last couple of years is that it always tends to be like a one-time project and then a huge waste of resources for the people who do them. It's nothing against Product Launch Formula. I'm a diehard fan and devoted follower and practitioner of Jeff's methodology. What it says is we as short term thinking business people and marketers often overlook the fact-that's a heavy lift. That's what Tiago Forte calls a heavy lift. It's a lot of work in a short period of time. And the reason is, we don't ever do anything with all that material we generated. Now, that's not the way Jeff Walker actually teaches us to do things. He actually teaches doing the process that Tiago has been talking about. Jeff's been teaching this for 16 years, but people seem to miss this message for some reason, one reason or another, they don't listen to this part of what Jeff is saying. They don't model this part of what he's doing, but Jeff has wisely been doing this from the beginning. Much more like Tiago's intermediate packets theory or Dan Kennedy's PowerPoints idea, or my copy writing blocks. My crude workman's terminology. Jeff is first and foremost, a writer who writes great copy, great content and publishes on a regular basis all year long, YouTube videos and emails, primarily podcasts as well. His weekly YouTube videos in his emails, which he very carefully gauges the reaction response, And you can watch if you watch his process throughout the year, you find he's experimenting and saving pieces and preserving them and putting them into his marketing campaign for his own coaching program once a year. And then he teaches people how to do the kinds of messaging that he does, that he's tested with his own market, how to figure that out for their markets and how to replicate some of the results that he's gotten. He's been doing this for over 16 years, so he can quickly assemble his copy. The things he's been working on in his intermediate packets, if you will, and build like a three day, actually it'd turn out to be a five day live online webstream workshop, which resulted in him selling millions of dollars worth of his coaching program in a week. So how does this apply to you? Well, as Tiago Forte puts it, what if "instead of only delivering all the value in one big lump sum, at the very end, you deliver value in smaller, more frequent chunks, and then you assembled them at the end" end quote.

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Now that's a powerful thought. Don't waste your developmental work in the process, collect these, these blocks of digital wisdom and knowledge into your personal knowledge management system, your second brain, if you will, in an accessible way that lets you reuse



them and remix. So whenever you're working on your podcasts, your webinars, your classes, your content, your workshops, they all become part of developing the product you'll ultimately sell and all that work and all that content inside the actual training and coaching and teaching and books. You can use that as you assemble it, find the parts that resonate most with your audience and begin curating those things. So you have the ability six months or a year from now. You can effortlessly, almost it seems, assemble and deploy a marketing campaign or even a book. Tiago puts it this way, he says "your main job is to acquire the most valuable, most interesting, most unique building blocks you can so that when it comes time to execute, you just mix and match the pieces you have and try out different combinations until something literally clicks. And if you get bored with what you've created, you just reuse the pieces in something else." Bam mind blown. To me, this is a signal that it's time for us to move beyond the mad men era and the infatuation we had with Don Draper and all those drunken apes in the sixties and become more like the possibilities that are represented in the best parts of the creator economy. Have you heard about the creator economy? This is a term that's being used more and more. It's becoming universal language for people who create for a living. YouTubers are the best known creators. Game streamers, TikTok-ers, bloggers, vloggers, there's so many different ways now to create something and sell it online and make your living that way and be part of the creator economy. Somebody recently asked me, Ray, what is it that makes the work? You do different from other copywriters or marketing teachers or online marketers. And I thought about my response and I was surprised to hear myself saying out loud, well, I arrive at my best marketing ideas from a source of spiritual consideration of other people. And I set myself free from canonizing a small group of marketers who developed some ideas in the early 19 hundreds. I moved into the 21st century and I'm stepping boldly into the creator economy where my primary idea and goal and tactic and strategy is to serve people in the deepest most meaningful way I know how. Now, you may need to go back and listen to that again, because that's my secret, if I have one. This is why we are watching the great resignation happened. I'm sure you've heard about this. Millions of people just quitting their jobs every month. No longer satisfied with working in the TV, industrial complex model of capitalism, which gained its maturity, think about this as an expression of the immediate post depression, World War II era philosophies and economics. Now I'm a firm believer in capitalism. I believe in its purest form, it is good, and it benefits all human beings- in it's purest form. That means not only is it unfettered by rules, regulations, and leeches, trying to bleed money from the people who generated it to give to themselves. But it's also, we keep it pure by not allowing corruption to spoil the process because I have long admired the works of Ayn Rand. I've long admired and adhered to the, the idea that capitalism is the best marketplace philosophy I've ever seen. I don't think it's something you can question. Now what you can question is there, is there a way to make it better?

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Cause are there problems with capitalism as we've seen it worked out in the world? Yes. Human nature comes into the game and the more powerful you get and the more money you have, the more tempted you are to do bad things. And that happens. And some of my friends who are devout worshipers of Ayn Rand, or of capitalism will be upset to hear me say this, but it's true. Capitalism is a beautiful economic system that I think closely mirrors the ideas and systems that God himself instituted, if you, if you read the scriptures carefully, you can see his idea, private property, his idea, charity, his idea- I'll give you the power to create wealth, humans. Says it in the scripture. Also, he says, don't worship money. Don't use people to make money. Use money to love people, because he knows how we are. We're easily tempted and corrupted. In the years following the second world war all the way through the Vietnam era, we the people, never had the ability to achieve a distribution and transparency needed so we could keep track of giant corporations and governments who not coincidentally controlled all the information, but as it has been said, information wants to be free. And the technology has exponentially increased, information has become more and more free until the point we've

arrived at now, as it's not ever possible to hide things completely or forever. It'll all come out, eventually. Edward Snowden, regardless of what you think of the things he's done, he broke the dam loose. He let the genie out of the bottle. Yes, the government and big companies can spy on you, but guess what? You can spy back. What we're all looking for really, I believe, is a more conscious, more accountable, more trust inherent form of capitalism. What do I mean by trust inherent? Not that you're just a good person and a good company and you're very transparent and reveal how you do things. It's just that you can't hide it. So the level of trust you receive, given enough time and given that you're able to survive long enough to make it past any purposeful distortions of reality by entities who would like to put your voice down and put you down if possible, because they don't agree with you. You can read into that what you will. If you can survive long enough to make it through that, the truth will come out. And the level of trust you deserve will be the level of trust that you get because trust becomes more and more inherent as the internet grows more powerful and the network effect becomes more irresistible. It's made possible by the internet, by social media and really by emerging technologies like blockchain, cryptocurrencies, and NFTS, smart contracts. And there are more things that we haven't even heard of yet that will be coming in the near future that will make it so that the bad actors are quickly outed almost as soon as the wrongs are committed. It will no longer be possible in the long run to build a sustainable business on the backs of exploited workers on the backs of exploited customers or at the cost of harming the environment for profit. The only plan for a sustainable long-term profit is going to require business owners like you and me to engage in deliberate, systemic compassion for human beings and for careful stewardship of the environment. That sustains the ecosystem and society so that we can continue flourishing as a species on this planet. Ray, good God, what is the point? I'm very reflective today and I'm very grateful for where we are right now. I believe we're at a pivotal time in history. And I know this is not my usual podcast. For some of you, you're going to be thinking, are you please going to keep doing this kind of stuff?

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And others are going to think, I don't know what kind of coffee you're drinking, but dude, you need to back off. But the pure truth of the matter is I'm so excited because I have this idea and I'm going to propose it to you today. What if the turmoil we've endured over the last couple of years is not the Herald of the end of humanity, but it marks the beginning of our most beneficent age ever. What if that is at the root of this creator economy movement? What if we're watching the world change before our eyes and we're only just beginning to wake up and realize it? If that makes your skin tingle like it does mine, your next question is how can I be part of that? If my premise is correct, it means that if you act in your own rational, ethical self-interest in this new digital environment, you become a productive and useful and helpful citizen and member of the creator economy, you can profit and create income and also increase the amount of positive social impact in the world. You can be an influencer for the good. You can be a force for God. It turns out being fruitful and multiplying is not merely incremental. It is actually possible to make it exponential. What if you and I began to believe that and paid attention to how we create our ideas, our notes, our tweets, our captions for Instagram, our advertising copy our podcasts webinars. What if we make every bit of communication we write or create inherently valuable and useful at all times? The old model was to learn things and know them well, then put that knowledge behind a paywall and make people pay for the knowledge we're willing to distribute in a miserly fashion. But what if the reverse is actually the true way to do it the most profitable way to do it? The most wealth creating way to do it. What if we only know things by making stuff first? That makes our job creating, making stuff. It makes our life much more interesting and rewarding, make more things so that you know more things and create more value. This makes being a digital entrepreneur, a creator in the creator economy, not only more enjoyable and more fun, but actually easier and more profitable because we really will be doing what we love and the money really will follow. I'd love to hear what you think about

these ideas. Find me on social. I'm Ray Edwards, almost everywhere online, and let's have a conversation about this. In the meantime, may God bless you and grant you the gift of prosperity with purpose. Peace to you. Peace to your house.

**Kris Edwards**([44:51](#)):

Get the show notes, links, and a full transcript of this episode at [rayedwards.com/545](http://rayedwards.com/545).

**Announcer** ([45:03](#)):

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