



## Ray Edwards Show, Episode 547 The Writer's Secret

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

Ray Edwards Show, episode 547- The Writer's Secret.

**Announcer** ([00:04](#)):

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

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

So what is the best business to start, as we begin to go into 2022, what's the best business to start with the lowest risk and the highest upside? In other words, what business can you make the most money with and put the least money investment into starting it and running it? The answer is a writing business. Now don't run off. I've got some facts that I think you're gonna shake you up and make you very excited to think about this concept of starting your own writing business. If you already got a writing business, maybe saying I'm not making any money, Ray. Is this still gonna work for me? Yes. Stay with me, my friend. I'm about to make you very, very happy.

**Announcer** ([00:54](#)):

And now, our feature presentation.

**Ray Edwards** ([00:57](#)):

Writing is the new influence, the new impact and the new income generator. Influence, impact and income- aren't those the three things you really want for your business? You wanna have influence in the marketplace in the world of ideas. You wanna have impact for the good on people and you wanna make a really good income, right? This is how you do it. The best business can use this writing thing, this writing for influence to grow because every business needs influential writing. But a writing business in itself, in other words, where you're writing as the business, you're writing for other people, they're paying you to write their copy their projects, or you're creating your own products and you're writing all the sales copy that sells them, a writing business does not need most of the overhead and expense that traditional businesses do. Now stick with me. Let me reiterate that for you in a different way. To start any other kind of business, other than a writing business, you've got to go create product. Either you gotta create courses or coaching programs, or you gotta create physical products, or you gotta get inventory stocked up, or you gotta get a physical facility set up. With a writing business, you don't have to do any of that. And you have huge profit margins if you do it right. This is the perfect business in my opinion. And I'm gonna walk you through how it can be that for you. There are three crucial keys to make sure your writing business is profitable

and is working for you. Number one, you've gotta choose the most profitable writing niche. See, you could write all kinds of things. You could write horror novels or sci-fi novels. You could write content for the web. You could write resumes for people, or you could write sales copy. Copy that sells stuff. The words that sell that is the most lucrative, most profitable niche for you to write in. How do I know? Because it's allowed me to make many millions of dollars over the years. And like for the last four years in a row, we've brought in revenue of over 1 million from our writing business. And before those last four years, I've been in the six figures ever since I left the radio broadcasting business and came into the writing business full time. And I believe you can do what I've done, only I think you can do it faster. I'm not making you any promises. I can't promise you any specific income, obviously, but I know what's possible, and I believe this is possible for you. And I want you to believe it as well.

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So number one, you gotta use the most profitable niche and that is writing sales copy. Why is that the most profitable niche? Why are people willing to pay crazy amounts for you to write sales copy? For instance, this is not where you're gonna start. But as I was mentioning last week, I, I think I mentioned this on last week's podcast, I get paid to write a product launch copywriting package minimum \$150,000 plus a percentage of sales. Why would people be willing to pay me that? Is my writing that good? Well, it's good. But the reason they're willing to pay is because they can easily measure whether or not they got a return on their investment and the people who are the prospects for this kind of writing, they know it's worth a lot of money, so they pay a lot of for it. That's why it's the most profitable niche.

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Number two, crucial key to making sure your writing business is profitable is you gotta get good at writing copy that sells products and services. In fact, your copy that sells has gotta be better than the copy that sells that all the other folks are writing, so you can charge a lot more for it. And you might say, well, there's the real secret, isn't it. Ray? There's the catch. Not only do I have to write sales copy, I have to write good sales copy. How do I do that? Well, there are ways to get good. The short answer to how do you get good at writing sales copy? You write lots of bad sales copy first, and you get lots of feedback from a mentor or a coach who can help you make your copy better. That could be me. So I have a self interest in telling you this, or could be any of the other great coaches that are out there. There are plenty of great coaches. I'm not saying I'm the only one. I think I'm one of the best choices for a lot of people, but not for everybody. So you gotta get some help and you gotta get some feedback and you gotta write lots of copy and practice, practice, practice. But you can do it rather quickly. If you're a decent writer, you can get really good, really fast.

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Number three, crucial key to making sure you're writing business is profitable- this is gonna seem like a no brainer. You gotta get high-paying clients and make big profit margins. Look, if you're gonna do this, and you're trying to be the discount writer and meet everybody else's prices on a site like Upwork or Fiverr, this is not gonna work for you, cause you're gonna be so busy writing cheap little projects, you're never gonna be able to come up for air and make any real profits in your business. You've gotta charge enough that you have enough margin you can do a great job for your clients and you don't have to have that many clients. High-paying clients and make big profit margins.

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So this is a lot to take in. I know, but this is so important as we come to the end of 2021. And so many people are realizing, like we talked about last week, they have a problem in the area of, of their, uh, retirement funds, which is they don't have any retirement funds. And

especially if you're over 40 and you're thinking about starting a business, lots of people doing that because they realize they don't wanna go back to the way things were before the Vid. They don't wanna go back to the job they had, the company they had, the city where they used to live. They've had a couple years of liberation from all that and they've decided, maybe you're one of them, I'm not doing that stuff anymore. I'm doing something new. Well, good for you. I encourage you to do that. I think that considering starting your own writing business is the right next step for lots of people. Because even if you don't want to be a copywriter for hire longterm, this can be a good transitional move for you. You can learn how to write sales, copy and content for the web. And you can do that as a freelancer and make good money doing it. And it gives you freedom of time, freedom of place- you can work from anywhere you want to. Freedom of project choice, while you get ready to start your own business where you're not, not writing for clients anymore, you're writing for your business. In other words, you get paid by others to write for their businesses until you're ready to launch your business. Now you're writing your own sales copy, your own emails, your own product launch video stuff, and you're making many more times money for you incorporated. I think that's a smart way to do it. And the beauty of being a copywriter for hire in the transition is you getting paid really well to learn this crucial business skill. And some people are gonna decide, you know what? I don't need to start another business. I'm just, I'm just gonna be a freelancer. I like this. I wanna make 10, 15, \$20,000. I write a project I'm done for a month or two. If that's you, you, this is your beautiful, lucky day. It is marvelous to be you cause you can definitely do that kind of thing. Again, I'm not promising specific dollar amounts. I'm just saying what I see and observe to be possible for so many people, especially for myself, my students, my colleagues. I get excited about this for you on your behalf. We've got a free strategy class we're doing this week. This is being released on Monday the 6th of December 2021. And on Thursday, the ninth, we're doing a free strategy class for copywriters where I'm gonna share with you the one marketing strategy that I use that brings me thousands of new prospects every week, my copywriting business, and how this one marketing strategy that I've been using for quite some time now makes over 1 million dollars per year and each of the last four years for us, for our company. Now I'm not saying it's gonna do that for you, but I'm saying, this is what we're doing. And it's working really well. It's working really well for other people and while it might, may not be making that much for everybody. It's not making that much for everybody. It's making really good money for lots of people. So this is Thursday afternoon. We're doing it at uh, 5:00 PM Eastern time, this Thursday, the ninth. There's a link in the show notes you can go to, to get registered for this free strategy class. And if you don't want to wait till you get home and check the show notes, then you can just go to [Rayedwards.com/fasttrack](https://Rayedwards.com/fasttrack), and that will get you to the page where you can register to be on the free strategy class. During this class, we're also gonna be going over three powerful success secrets that you'll discover are crucial to your success.

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Secret number one, the four newbie mistakes that cause almost all freelance copywriters to fail. And yes, I'm gonna show you how to avoid all four of these mistakes. Success secret number two, the top power strategy for getting the best copywriting clients. These are clients who pay high fees and who are a dream to work with, not a nightmare. Even if you're new, even if nobody knows who you are, this will work for you. And then success secret number three, we're gonna share with you on Thursday's class, the most recent data from my own personal experiments and some embedded reports from folks I've got in the field reporting back to us about what works in this new economy and what absolutely does not work anymore. You wanna make sure you know this information. I'm gonna show you what you must know and do to succeed as a copywriter in the new economy.

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You can use this to start your new copywriting business or to put a warp-drive installation into your existing copywriting business. Maybe even kind of languishing and wondering how can I get more clients? How can I get bigger fees? How can I make more money with my copywriting business? Ray keeps talking about ,this is the dream business and I can't make it work. There's a few little shifts you can make that could take you from languishing, maybe feeling like you're trading water or drowning, to prosperity, to having the money, the influence, the impact that you want. It is all possible. Imagine being able to raise your rates, get better clients and make more profit at the end of every day. So while we're on this strategy class Thursday, and you gotta be there, so just go get registered at [rayedwards.com/fasttrack](http://rayedwards.com/fasttrack). I'll share with you the only way to get really good at writing copy that sales. I'll tell you exactly how to do it. I won't hold anything back. If you're a new writer, I'm gonna show you how to overcome the feeling that you have no credibility. The reason you feel like you have no credibility is cause you have no credibility, but I have a solution to that for you on Thursday's class. Make sure you're there so you get it. We're gonna discuss the strategic influence method of getting high-paying clients. You're not gonna be chasing them. They're gonna be coming after you. I'm gonna show you how to build a portfolio without any clients or experience and no lying or fibbing or fudging. It's a real portfolio. It's really pretty simple. In fact when I show it, you're gonna go, oh, I could have thought of that. Maybe you already have thought of it. Join us Thursday and find out. And then finally, I'm gonna show you how to skip the 10-year learning curve I had to go through and build your own six-figure writing business this new year, cause you can do it, and I would love to help you. I'd love the privilege of contributing to your success on this free strategy call for copywriters or those who want to add copyright into their current business, or wanna make more money as a copywriter if you're already doing that, you gotta join us. This is gonna be awesome. It's gonna be fun. We're gonna give you tons of free usable stuff you can put to work for yourself right away and we'll dig deeper into this whole thing. So get the show notes and the links by going to [Rayedwards.com/547](http://Rayedwards.com/547). And until next time I pray that you may prosper in all things and be in good health, even as your soul prosperous. Peace to you, peace to your house. See you soon.

**Announcer** [\(11:55\)](#):

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