



## Ray Edwards Show, Episode 553 Don't Hire a Copywriter (Five Reasons Why)

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

Ray Edwards Show, episode 553. Don't Hire a Copywriter (Five Reasons Why).

**Announcer** ([00:11](#)):

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

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

Whatever you do, don't hire a copywriter. At least not at first. Here's five reasons why. Okay, let me back up a step or two and reassure you. Yes. You're hearing me, Ray Edwards says that every business owner should write their own sales copy, at least at first and not hire a copywriter. Here's five good reasons why.

([00:41](#)):

Number one- unless you can competently write your own sales copy, you cannot confidently hire a good copywriter. Why? It's because you won't know how to distinguish between good copy and bad copy. And if you don't know how to write copy to begin with, every time you hire a copywriter you're going to be gambling large sums of money, hoping you get a good result and never knowing why you did or why you did not. That is no way to run a business. That's gambling and you don't have to do it. And you shouldn't do it, in my humble opinion.

([01:18](#)):

Reason number two- writing good sales copy requires you to know your buyers. To write good copy, you must develop deep empathic knowledge about your customers, about their problems, about the pain their problems cause and how they experience that pain, about their desires. There's no better way to do this than doing the deep study of those human beings who are gonna buy from you; your customers, your clients. That's required if you wanna write good sales copy, you've gotta get to know your people. And you do that by talking to them, by visiting them at their workplaces, at their businesses, at their homes, having them come into your shop, your store, doing consultations, getting on the phone, actually getting to know the people you're gonna be selling to.

[\(02:02\)](#):

Reason number three to not hire a copywriter, at least at first- Writing good sales copy also requires you to develop deep, accurate knowledge about your own product or service. You see, you must know your product or services, strengths, and shortcomings, as well, as perceived by your clients and your customers. You have to know how to articulate your product's features, advantages and benefits in ways that cause your customers or your prospective customers to want to buy. If you do a good job of writing the copy of saying the words that get people to want your product, and you begin to realize there needs to be changes made to your products so it matches this great copy you just wrote, you're gonna end up discovering that writing your sales copy actually forced you to improve your product in the process. And you know, you're working on copy in the right way when it forces you to reevaluate parts of your product.

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The number four reason to not hire a copywriter at first, but to write the copy yourself- nobody will care as much about the copy as you do, because you are the entrepreneur. You're the risk taker who's putting your neck on the line for this product, for this company. And for these people, your clients, your customers, there is no bigger stakeholder in the success of this enterprise, this business of yours than you. Am I right? You're the one with whom the buck stops. You're the one that when everybody else goes home, you're still there working on the business. You're the one that while everybody else is asleep, resting comfortably in their beds, you're up pacing the floor, thinking about how you're gonna make payroll, how you're sure everybody gets their health insurance taken care of and how you're gonna grow your company. You're the one, because you're the owner. You're the creator. You're the person who put their capital at risk. It's because this is who you are. Nobody will care as much about the copy as you will. Therefore, no one will bring more sense of responsibility to deliver the best copy possible than you yourself.

[\(04:03\)](#):

And finally, reason number five to not hire a copywriter, at least at first, but to write the copy yourself- nobody else will spend as much time, write as many revisions, tweak the copy as often, or as carefully as you yourself. You need to get in there and write that copy and then rewrite that copy and then test the copy and then work to beat your control. In other words, when I say beat your control, I mean, whatever piece of copy has sold the most product so far is the control. If you can write copy that converts a higher percentage of buyers from visitors, that's beating the control. So in other words, you have a hundred people come to your website. And currently four of those people buy for every 100 who come to the website, four of them buy that's a 4% conversion rate, which is considered okay in the current online direct response marketing world. Personally, I would rather see that percentage be at least 10%, but that's me raising the bar a bit. But if you can write your copy and rewrite it and test it and tweak it, and you go from having a 4% conversion rate to a 12% conversion rate, you have beat the control. That's what we mean when we use that phrase. Once you've gone through this process enough with one big product and project, you may be ready to turn this over to a copywriter, but don't be in a hurry to do so because there's lots of room for improvement before that day has to come. And it's important because if you're hiring good copywriters, they're going to cost you a lot of money cuz they get a lot of results. It's important that you've had the experience of writing your own copy so that you can judge what is and what is not decent copy that you're getting from your copywriter. You're gonna know instantly. If the person is giving you the A-game or you're getting a C-game player. I'm going to strongly recommend against you trying to outsource the hiring of your copywriters. I think you need to know who you're hiring. You need to understand what they're like to work with. You need to understand what kind of copy they're gonna produce because only you are gonna care enough to make sure it gets done correctly. I can already hear the "what if" crowd.

I can hear all the what ifs. So I'm gonna go through some of the what ifs and deal with them right away.

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

So I'm recommending that you write your own copy at first. And you're thinking about how busy you are and how you hate writing. So, Ray, what if I hate writing? Then I suggest you to change your attitude because writing is merely communicating about your product or service. It's communicating about your business. You may speak it out and it may be transcribed into an article or a podcast or may be transcribed into a blog post or into a social media post. But when you communicate, whether it's through speaking audibly or whether you're on video, whether you write something or type something on your computer, or type it on your phone with your thumbs you're writing. And if you hate communicating about your business, perhaps you should reanalyze whether or not you need to be the owner of a business. Perhaps you need to do something else because owning a business means promoting the business and promoting the business means communicating about your business to other human beings. That's writing. But, Ray, what if I'm terrible at writing? I mean really at writing like typing up a document, what if I'm terrible at that? Simple, you need to get better. You just need to get better. If you get better, you're gonna have better results in your business. And there's, in my opinion, no better way to get better than to focus your improvement practice on sales copy. Because in every area of life you will benefit from being more persuasive in print. Ray, you wouldn't suggest I do my own spot welding, would you? If not a welder. No, I would not, but that's not the same thing. I would not recommend you do your own spot welding. Nor will I recommend you do your own brain surgery. But this is not spot welding and it is not brain surgery. It's writing copy. Chances are, this is inside your wheelhouse. You're able to do it, and if you're not able to do it, you're able to learn. And if you can, if you can learn this skill, you must. That's my opinion. You must learn to write good copy. Ray, don't you yourself seek to get hired as a copywriter? How come you're so down on copywriters? Yes, of course I do take on one or two clients per year, personally. The rest of our clients come through my agency where we have over 50 certified writers now available to write projects for clients. So yes we do seek to get hired as writers, of course, but only by someone who knows the value of good direct response copy, who has used it successfully, who understands its revenue multiplying power, and who knows how to write good copy themselves. This implies that they will recognize the good copy I have written for them. And I don't have to reeducate them every time we submit a piece of copy for their approval.

[\(08:30\)](#):

So when is the right time for you to hire a copywriter? When is it not the best time for you to write your own copy? There does come a time when that's true. So here are a few indicators when it's time for you to hire a pro copywriter and stop doing it yourself. When you cannot get satisfactory conversion rates yourself, you've, you've written good copy in the past. You know, you're pretty good at it. You keep tweaking and working on this copy and you just can't get good enough conversions to satisfy you nor your investors, nor your partners, et cetera. When you can no longer improve your conversion rates. Maybe you've been improving your conversion rates pretty well, and it's been going up and up and up and you hit a plateau. You may say you're at 8%. You wanna go to 12, you just can't get over 8% conversion rate. it may be time to hire a copywriter, then see if they can do better than you. Another reason to hire a copywriter is you objectively are just not good enough to write it yourself. Maybe you really do suck at writing. Maybe other people have told you, so. Maybe you speak English as a second language and it's just too challenging for you, and you've given it your best try, but it's time for you to admit you just objectively are not good enough to write the copy yourself anymore. Then it's time to hire a copywriter. Maybe you say simply don't have the time to do it yourself anymore because your company has become too successful. You're too busy opening new divisions, new locations, working on new projects. You need somebody else to

come in and take this job of copywriting off your hands. That's a legitimate time to hire a copywriter. And then of course the final scenario in which you need to just go ahead and hire the copywriter is when it's clear, they can beat your control. In other words, they can write, copy that converts way better than your own copy. Hire them. Now you have to be careful when you're making this decision about hiring a copywriter because there's so many factors that go into the final conversion rate, other than the copy itself. It might not be that your copy is bad. The marketplace viability of the product, maybe timing for this product is just off or the quality of the product may be off. Word of mouth, then plays a big role. If you've got a bad product, David Ogilvie said, there's no quicker way to destroy a company than to do excellent marketing for a terrible product. Or words to that effect. Other factors that can affect your conversion rates that are not about the copy, the site design and speed, the graphic design of the copy itself, like the typeface, the illustrations that are used, the quality of the email copy and any other copy like on landing pages that contextualizes or frames the sales copy before they see it. They may see something before they see your sales page that completely destroys any they're ever gonna buy from you. So you need to figure out those things first before you decide it's the copy. But when you are sure it is the copy and it's time for somebody else to do it. How do you do that? What's the process that makes it work smoothly? Well, there are four steps. I have found that work really well. Number one- write the copy yourself at first, as we've already discussed. Number two- hire and start training a writer to work alongside you have them help you with projects. Number three- mentor, and teach them and train them and let them know their objective. One day is gonna be to beat your copy, to beat your control, to write better copy than you do. Number four- once they're writing, copy that consistently beats your controls, transition them into your role as the copywriter and have them start training someone to be their replacement, just like you did with them. Because as you grow and succeed, one thing you're gonna continuously need more of is more copywriters, so start training 'em yourself before you need 'em. Dig your well before you're thirsty. That's it. Those are the five reasons why you should not hire a copywriter at first, but write the copy yourself. And then the times when you should hire a copywriter and how to do it. I hope this was helpful. If you have questions, leave them in the comments below until next next time, I pray that God blesses you with more than you can ask or even possibly imagine. Peace to you and peace to your house. Live long and prosper.

**Announcer (12:25):**

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