



## **Ray Edwards Show, Episode 555 What Does It Take to Make a Million Dollars?**

**Announcer 0:00**

Ray Edwards Show, episode 555. What Does It Take to Make a Million Dollars?

**Announcer 0:07**

The Ray Edwards Show. Live your destiny by design. Start, run, and grow your own internet based business and create the life of your dreams. You can do it. This is the Ray Edward Show.

**Music**

Let's change the world and watch your business grow. Welcome to the Ray Edwards Show.

**Ray Edwards 0:31**

My name is Ray Edwards, and for over 40 years, I have been helping the world's best thought leaders, entrepreneurs and business owners craft the words that sell their products, services and ideas. That skill, the skill of strategic and influential communication has allowed me to build a seven figure business of my own, and live the life I was created for. And now I'm here to help you do the same. If you've got something to say or something to sell, this is your podcast. Keep listening for the weekly episodes, filled with million dollar ideas and step by step instructions, showing you how to put those ideas to work. Now, let's get into today's show.

**Ray Edwards 1:15**

It is so good to be here with you. I'm so excited. I feel that we've entered into a new era in this podcast and in this business. This week, the podcast is not just audio. It's also our YouTube video for the week. That's an experiment, we're going to try doing that. Just making the YouTube video the podcast. I used to wonder who wants to sit and watch somebody do a podcast because I did radio shows for decades. And I couldn't imagine anybody wanting to watch the video of that. But I noticed that I've

been watching lots of podcasts on YouTube and my friend Sean Cannell said you should go for this, you should do this. So here we are, this is exactly what we're doing. It's an experiment. If it doesn't work, we'll stop doing it. Not the podcast. That's that's proven itself, but the video version. So we'll just see what happens. Look, if you've been feeling like there are great opportunities available to you in this world right now, but you're very confused about what to do, this episode is going to help clarify all those things for you. And the reason I can tell you that with a lot of assurance is I know what is going on. And I know what the opportunities are that exists for all of us right now. And I'm very excited about it for you. I'm very excited about it for me. And let's get going and get into how to make it simple so that you can see the choices available to you. How to make the choice that's right for you about what business to start or whether to stick with the business you're in, or whether to stay at the job you're in, or stay in the town or move somewhere else. There. These are big life decisions people are making. And it's like it's a unique window of time. I don't think this is going to last forever. I believe, this is my theory about what's happened, is that the pandemic released people to stop being afraid of what other people would think. Because we found out what other people think. And we're not impressed. So I think many of us now feel free to boldly state, our purpose and our beliefs and live them out instead of quietly hiding away in a life of mediocrity. Give me an amen, if you're on board with that. Now, this means if you're going to embark on a new direction, you're gonna start a new business, you're going to change the business you're in and make it more focused on a different area, you're going to market in a different way, you're going to run the business a different way, you're going to quit your job, whatever you're doing whatever big step you're taking it's sometimes a little frightening to wonder, how do I do this? Because there's so many solutions out there to how to do any of that stuff. There's so many books, so many YouTube videos, so many TikTok videos. Who do you listen to? My advice is pick one teacher if you're going to follow a teacher, if you're going to follow a model and follow that until you've explored the possibilities it offers to you before you move on to something else. My friend John Lee Dumas says this He says you need focus. You need to follow one course until success and most people fail because they fail to do that. They try course after course, coaching program after coaching program, business idea after business idea but they only get deep enough to get past the initial excitement stage. Then when it starts to get real, they bail. Don't do that. Don't bail. That's not going to get you anywhere except broke and in debt. This time in history is the best time ever for freelance writers, and especially copywriters. This is the time you've been waiting for my friends. The time is now. Not later. Not someday. It is NOW, now. And there are so many online entrepreneurs or marketers or copywriters who are contemplating the near future and beyond, and most are reaching this same conclusion. We've just seen the beginning of the new acceleration. That's what we're looking at the great reawakening is happening in our world as people decide, I'm not going to hide who I am anymore. I don't care what other people think. I'm going to live out the truth as I know it. And I'm excited about that as we make those decisions. This will go down in history as the time that changed the world, not just because of a virus and lockdowns and all the things that came out of that, but because of the way it freed people to go follow their own personal vision. And this during this time, you as a copywriter want

to make more money from your copywriting business, if you want to get more clients who pay you bigger fees. If you want to build your business, based on the key pivotal skill of writing for the purpose of influencing people's behavior, whether you're a copywriter or not. Maybe you're not a copywriter at all. Maybe you have a business where you sell commercial insurance, or maybe you have a business where you work with people on their legal problems. You could be an attorney, or you could be a physician, or you could be someone who sells coaching and training in productivity. Anything you can imagine this applies to because here's my deeply held belief, you're going to find out the longer you hang out with me. Every business is a writing business. Every business is a communications business. Every business is in the business of copywriting. Copywriting is writing the words that sell products or services. Do you have something to say in the world? Do you have a message? You're a copywriter. Do you have something to sell in the world- products or services? You're a copywriter. Do you have a belief to sell? Are you a pastor or a preacher or a priest or practitioner and you want people to believe the thing you know will change their life? Then you're a copywriter.

### **Ray Edwards 7:02**

That's right, every business is a copywriting business. If you want to do any of those things, and especially if you want to build a copywriting business, then this is the time and there's never been a better time for you. Now I've been a professional direct response copywriter in one form or another for over 40 years. I just did the calculation I'm going to go over 40 years. I've seen good times I've seen tough times. I've never seen a time I wasn't able to produce the income I wanted for my business or my family. And I've never seen a time as promising, as exciting, as powerful as this time is for us right now. When I say us, I mean you and me as copywriters or as entrepreneurs who are going to use copywriting to grow your business. There is a bigger need right now for good, solid direct response copywriters than there ever has been in the history of the world. That is not exaggeration. That is not hyperbole, that is the truth. And it's only going to get better for us copywriters because as more people get into business or shift the way they do business, or realize they have to change the way their business communicates if they want to survive in this brave new world we're in, they're going to need more and more copywriters. This supply is going down and the need is going up, and that's good for people in this business because it makes us more valuable than ever before and clients will pay you higher fees in those circumstances. I'm seeing it happen right now. It's going to continue to happen. People are worried when I talk to them about copywriting. They're like, well, aren't you gonna be replaced by AI? Isn't there less and less of a need for this and I just laugh. I just think you don't understand what's in front of us. And if you as a writer can offer just a few points or maybe even just one point of superiority in some way in your craft, you literally can write your own ticket. You're going to be in your own category, you will be a category of one as a copywriter. Here are some criteria that makes a copywriter stand out head and shoulders above everybody else in their field. If you can be a copywriter who can actually write good copy that gets results, and it's obvious from your track record, you stand out. Can you turn your copy in by the time it's due? In other words, can you get your copy in on or before the deadline date? If

you can do that, you are now in the top 1% of 1% of copywriters. Can you and will you be available to your clients to talk to them about potential changes to the copy after you turn it in, in its final form? If you can do that, you are way ahead of everyone. You're in a totally different category now. Are you willing to allow clients to test your copy and then work with them over time to keep improving the results? Are you the kind of person who does what you say you will do when you say you will do it? Is that you? If you meet those simple criteria, which to me, I read those, and I thought, well, yeah, that's, that's how you do life. That's what my mom and dad and my grandma and grandpa taught me. Well, turns out if you can do what grandma and grandpa taught you to do, and just be a person of your word, let your yes be yes and your no be no, and let it be known that when you say a thing, it'll be done.

**Ray Edwards 10:30**

You're in a category of one, even if there's 1000 other copywriters out there, vying for the same job because people can't find good people who keep their word, do what they say they'll do, do it on time, and do it in a pleasant way. If you can do all that, then you're going to have to charge so much for your services, just to keep yourself some margin. You won't be able to take on all the clients that will want to do business with you. Of course, I can't guarantee that but I have yet to see it fail. This is dream time for freelance writers and copywriters, especially. Copywriters, especially why? Because in the direct response marketing business world, people who hire those copywriters understand that copywriting is the single most valuable skill in business, because words can change the results the company, the business, is experiencing. Think about the power of that. You change nothing, you spend no money, you write new copy for your ads, and that copy outperforms your previous copy by a factor of 10. You just grew your business 10 times for no cost. You can change the words, like I said earlier in your ad and multiply your results times 10. If that works in your advertising, will it also work when you're talking to your customers on the phone? Well, the words you choose when you're speaking to your clients on the phone, change your behavior, and theirs? Is it possible it may make a change in your behavior or theirs? Yes, you know, it is. If you change the words you use when you are talking about your product or service or idea when you're on someone's podcast being interviewed. Will that change the way people think about your company and the way they behave toward your company? Will that possibly influence their decision to buy? When you change the words that the people in your movement, in your church, in your group, in your political party when you change the words those people use when they talk about your ideas, your beliefs? Will that affect the way those beliefs or ideas are received? Yes or yes? Yes. My friends, change your words, change your world. If I get nothing else across to you than that- change your words, change your world. And you might say, Well, I'm not in charge of advertising, I'm not going to run any ads, I don't need to write any copy. The first person you write copy to, whether you're in business or out, is yourself. If you can write copy to yourself, in other words, if you can write persuasively in your own journal, you can convince yourself that anything is possible. You can convince yourself that your suffering is not without reason. You can persuade yourself that you can achieve the dream is in your heart. Can we all just agree, that's a good sale to make. Selling yourself on yourself. Selling yourself on your

vision for your life? Selling yourself on the purpose that you know God put you here to fulfill. If you can sell yourself on those things, you can change your world. Yes. Change your words, change your world. This works. And this is possible. And you can build a business on this. And yes, I have not forgotten that's why we're here. I should know it's possible. I have built my own copywriting practice into a seven figure business. That means that for the last seven years, we have surpassed a million dollars in revenue each year for seven years in a row. And next year or the year after. Our projections are showing us and we're on track to cross the \$10 million per year mark. And you might say, Well, Ray, it seems like you're not just building a business based on writing copy for people. You sell other things. You sell courses and workshops and Masterminds, you have all this other stuff going on. So it's not really a writing business. That is both correct and incorrect. This is very much a writing business. It's very much a copywriting business. It's a business about copywriting. It also doesn't matter what the business is. It could be selling special high-performance fish food. And I was still being a copywriting business. And so would you. So yes, I do more than just write freelance copy for clients. But everything I'm doing is copywriting. And it has allowed me to tap into different streams of income so I could build to this level of revenue and beyond, and go from seven figures, to eight figures, to nine figures, and that's where we're headed. And you might feel as though Ray That's too advanced, that's not where I am. You can do this, sunshine, starting from where you are. Let's get into how.

### **Ray Edwards 15:39**

So you got to start with this. This is gonna sound like really like spooky mindset stuff, but it really needs to start here. You need to start with your message and your reason for doing what you do. Why are you doing what you're proposing to do? Better way to say it, who are you? And why are you here? And you might say, I need to not worry about that right now, Ray, and not worry about the where the universe come from, I need to go make some money. It starts with this, my friend, who are you? And why are you here? You've been working on this probably all your life, whether you admit it or not. But now it's time to figure out the answer to that question. And I've got no investment in what your answer is. I mean, it's up to you. It's not up to me, I'm not going to tell you what the answer is. I can't, you have to decide this. You make this meaning my friends, so figure it out. And if you don't know what it is, take a guess. If you can't take a guess. Write down what you think would sound cool if you did know what your purpose for being here was, and just go with that for now. Next question- Who do you serve best? There's lots of ways to talk about this. A lot of people call this an avatar, or an ideal customer profile, or there's all kinds of businessy sounding terminology. But just who's your best client, who's the client that fits you the right way, and you fit them the right way. Like, for me, it's a super successful small to medium sized entrepreneur, their company is making anywhere from 5 million to \$500 million, and they're ready to grow. I can help those people, I can help them best. And these are people who are honest, who are ethical, they love what they do, they love their business it's not just something that they can sell it and cash out in a couple of years and go do another one. They enjoy their business because they love it. They love the people they serve. Those are my right fit clients. You don't have to have

those same criteria, you can have totally different criteria. But you need to know in general, what is the person who's going to be your best, right fit clients that you want to work with in your business every day, what does that person look like? I want to stop and recognize that there are plenty of people listening right now, who already did know who they are and why they're here. Who already do know who their right fit clients are. Kudos to you, my friends. It's about to get exciting, because once you have those answers, then you need to look at your platform and see how you've been doing building your platform. We've been talking about platform for a few years now. Since Michael Hyatt wrote the book Platform, How to Get Noticed in a Noisy World. And what we're looking at today, in regards to your platform is, I'm just going to spell out for you what I think the essential pieces of your platform are. First of all, what is a platform? It's a couple of different things. If you're a little nebulous about what people mean, when they say platform, it's because people are nebulous about how they use the word. First of all, we're talking about a stage. Like a stage you step up on, and from which you give a speech or performance. Secondly, it's the sum total of your ideas. It's the meaning of what you're all about. Those two things together are your platform, and your platform when measured objectively, how do other people know what your platform is and how big it is? What do they mean by how big is your platform? They mean, how many people listen to what you have to say? Here's how we know the answer to that question. You just find out how many people watch your YouTube videos, listen to your podcast, follow your social media channels, engage with those channels. Come to your website, subscribe to your email newsletter, we take all that information, we aggregate it, then we can know the size of your platform.

### **Ray Edwards 19:27**

There'll be a link to a site where I have my media kit. There's now a tool available for those of us who are in this creator economy, and by the way, I should have talked about that earlier, but that's what we're talking about right now. If you're a freelance copywriter and you're making stuff to sell your copywriting services, in other words, when I say making stuff, you're making videos, you're making PDF documents, you're writing books, you're writing reports, blog posts, making podcasts, you're making content to sell what you sell, which is your copywriting skills and services. If you do that, then you're a creator in the creator economy. We'll go into that in more detail. Maybe next week, perhaps, because it's really important to understand what this creator economy is everybody's talking about, you can be led down the wrong path. Today, we're talking about the right path, though, so you don't need to worry. So you go to your media kit page. Like I said, we'll put the link to mine in the show notes for this episode, you can go look at what, what it looks like. And it aggregates all that information together so you can see how big how influential my platform is, to an extent. There's always influence that's off the radar, not measurable by outsiders, but known by the individual. Your invisible following, if you will. But we can certainly know we can look at your YouTube channel, your podcast, feed, your Facebook, Instagram, TikTok, LinkedIn, Twitter, these are all the, I believe the must have social networks, the ones you you must be part of if you're going to use this these tools effectively, because having cross pollinated content on all these different channels,

and presenting it in channel appropriate frameworks, is how you build relationships with large numbers of people. You build the invisible list, the invisible list is all the people who follow you who are not on your email list. They're listening to what you have to say and you never know how closely they're listening. Often, it's more closely than you think. So you're going to use the tools of mass social distribution, the social networks, to distribute your ideas, and thoughts. And I know that right now, it's very popular to be down on social media. But if you think about it as what it gives to you, instead of what it potentially takes from you, I think you begin to realize, well, it can only take from you what you allow it to. Let me repeat that. Social media can only take from you the things you allow it to take. And you can put into the pipeline of whatever channels you want to be part of, any kind of communication you want. Yes, some communication, they may shut off because they don't like it. But there's plenty of ways to say what you need to say without having that happen. So if that's not the battle you want to fight, if you don't want to fight the battle against the evil, social media overlords, and their lizard king for another planet, then thank you for living here on earth with us. And let's go make a difference in the world by putting good stuff on the social media networks, and making people feel better about their lives, we can do that. And as we build an invisible list, as we build a following on those channels, now you can use the advertising tools that the social media platforms provide you with, and the help they provide you in finding people who are interested in what you do, and what you say. And you can send those people messages that leads them to your website, or your landing page, or your lead magnet, and get them on an email list. That's mission number one. Get them on your email list. And as soon as you do that, my next move is to try to get their phone number. How do you do that? Well, you can do it the way I do it, as a for instance, you don't have to do it this way, but you can, I have a text list that I promote on my social media channels. So I tell people, "Look, I have this practice I do where I send encouraging or funny messages to my friends via text. If you'd like to be on that list, then please just send me a text right now. I'll just give you the number. 1-509-245-2670, 1-509-245-2670. Go ahead and text me right now. Yes, you will get an automated message because I want to make sure I have your permission to text you. And then you can text me and I'll text you. And yes, it's really me. I don't always answer super fast, because there's so many people on there right now. But I do answer, I do read your responses. And it's real."

### **Ray Edwards 24:06**

So now think I've got the email address, I've got the phone number of the person that I'm making connection with. I want to take the relationship deeper. So my next goal is to send you something in the mail. I may send you a newsletter, I may offer to send you one of my books for free if you pay the shipping, but you can send them something in the physical mail. Once you've got their name, their email address, their cell phone number, permission to text or call them, and you got their physical mailing address, now you're not held hostage by the social media dragon lizard people overlords. You have direct communication with your followers with the people on your list. The people that love what you do, and for whom you came to serve. Now you can communicate with them directly. And this is super important. You can get them on webinars or live stream video sessions, you can send them emails, and now you can

make them an offer. And I suggest, I'm going to suggest something that's going to be bizarre, and maybe freak you out a little bit. But I'm going to suggest you start with a big ticket sale. You sell them something really expensive, not a \$30 thing, but maybe a \$3,000 thing or a \$5,000 thing, which could be your services as a copywriter. Or it could be a workshop you do where you bring people in, maybe four or five at a time, you work on copy for three days, and you help them, you help them revise it, you help them review it, you read to one another, you double check one another's copy, they come out with the best copy they've ever written. It's the best investment they've ever made in copywriting at that point. Well think about that for a minute. If you have four people come together with you for a workshop for a weekend, they each pay \$5,000. That's \$20,000 in revenue, and how much did it cost you to put that event together? If you were studious, and careful and frugal about where you had the meeting- nothing! Cost you nothing. I'm not guaranteeing that will work. I'm not saying you should do that this weekend, unless you believe you should. Look, when I did my first high ticket workshop like this, Do you know whose permission I got? Nobody's, I just did it. That's what it ultimately comes down to, you got to just do it. I really recommend you think about starting with high ticket services. In other words, expensive stuff people have to pay you a lot of money for. Why on earth and I recommend that? Because what you're selling them is your time and your personal work and you can't build a huge business on that for very long, but it can put cash in your pocket to get you started. So get some clients now. You're writing copy for them, you're doing legal work for them, you're doing design work for them, you're doing whatever it is you do for people directly. You're doing it for them, and they'll pay you a lot of money for that. And the next iteration is now you go back to your growing list of customers, because you're still doing all the other stuff from your platform and your social media outlets and so forth. And you go back to those people and you offer a group coaching program in the field, that you've been doing the direct one to one services. And the reason you've been charging high ticket prices for your services is, yes, you want to be paid well, you want to have money in the bank, it also gives you margin in your business to be able to invest some time putting the course together, to be able to invest the time when you put your first group coaching class together, and there's maybe only 30 people in it. You're not going to get rich with 30 people in each group, especially not if you're selling your course, for \$500 to \$1,000, or whatever you're charging- those mid level prices. But you've bought yourself some margin and the purpose in doing these smaller group coaching runs, at least once or twice as your next move, is to begin to get feedback from your right fit customers, people that you'd like that paid you money to learn from you, and pay attention to their feedback- what they liked, what they didn't like, what works and what doesn't. Because that gives you the opportunity to now make a version of your group coaching program, or your digital course the best it can possibly be. And you make it into your signature course, your signature workshop, your signature offering. You use all that feedback and experience to eventually write the book about it. And now you're the person who wrote the book about what you do. It started with high ticket selling that gave you margin to invest in yourself and your company. That gave you margin to go invest in training. Like you probably at some point want to get our copywriting training and coaching. I'd recommend getting it, oh, anytime you feel you're ready.

### **Ray Edwards 28:59**

Contact us and let us know. You might feel like it's time to get Jeff Walker's Product Launch Formula when he opens it up again this fall, and you do your own PLF style launch. Then you create your signature membership, your recurring monthly membership perhaps. You get training from Stu McLaren with Tribe for that purpose. Then you do a launch of that product, that membership. You create a signature digital course using Amy Porterfield Digital Course Academy. So you may want that training. So you do all those things to grow your business. Now you've got a bunch of different opportunities to monetize. Not just one stream as a freelance writer. Now this is me this is my business you may not be in the writing business or you may be in some other business and wonder will this work for me? Yes, it'll work for you. I've seen physicians, car salesmen, real estate brokers, massage therapists, spiritual teachers, you name it- all use these same frameworks to build their business. So you start with one on one direct, expensive service offers that you get paid well for. And then you start building other products. So I started writing copy for clients. I had the good fortune to write for some really well known clients, people like Tony Robbins and Jack Canfield and Mark Victor Hansen, those are the two guys that started the Chicken Soup for the Soul empire. And Robert Allen, and Jeff Walker, and Frank Kern, and Michael Hyatt endorsed me, and so it was, I just was very blessed by God. And I did a pretty darn good job too. So it was me and God together, co-laboring in the kingdom, as it were. So by doing that, I got paid really well, I got lots of referrals. got so busy as a writer, I couldn't do that anymore. There's no way for me to grow that way. And plus, I was getting really tired. And as has been famously said, business, operators get tired. Business owners get rich.

### **Ray Edwards 31:08**

Think about that. So I was advised by my mentors, they were the first coaches I'd ever paid. I do remember going to the seminar that Armand Morin put on and Alex Mandossian was speaking there, I ended up buying a coaching package from both of them. That was an outrageous, what seemed outrageous to me at the time, \$5,000. It was the most expensive thing of this kind have ever bought. But being in that coaching program changed our lives for the better, because those two guys advised me- they said, "You need to start teaching what you're doing, writing copy, then you can sell it to 1000s of people, and it doesn't continue to drain you." Now we have the Copywriting Academy Coaching Program, which is the premier method for learning how to write great direct response copy for your business or for clients, and to build your skills over a year. The only program of its kind where we give you, we have a team of coaches who work with you, I work with you, we give you feedback on your copy, we give you assignments, you get your work corrected. We have been known to do all that. We pay attention to what our customers were saying to us what they were asking for, like I was saying to you earlier. So we built our coaching program, we have a certification program now, where people pay us to certify them as a Ray Edwards Certified Direct Response Copywriter. And that gives them confidence, and it gives their clients confidence that their clients know they're going to get a good copywriter, because they were trained by me. And they know they have me backing them up. Now

we have two kinds of people who join the Copywriting Academy Coaching Program. The first kind of person who joins that program is someone who wants to write copy for clients and get paid for that. And the second kind of person who joins that program is an entrepreneur who wants to write copy for their own business, they want to master that key critical skill of writing good copy. So they can either do it from that point on, some business owners are like that. And I admire that, and I encourage that if you're willing to do it, or they want to learn how to do it and master it before they begin teaching somebody on their own team to do it. And then they can delegate or have somebody help them take some of the load. from doing that. At the very least those business owners want to learn how to write good copy that sells and how to recognize it, so when they hire somebody to write copy for them, they don't get ripped off. Two different tracks within our Copywriting Academy Coaching Program, we encourage most students just pick one track and go down one track at a time. Some choose to go down both, it's up to you you can do either. It's all available to you in The Academy Coaching Program. So we've got the course, the coaching program, certification, we have a mastermind group where we get together in person, and we employ the mastermind principle, and we have mastermind meetings where the purpose of this kind of group is for everyone to come together for the mutual benefit of each member. So we're all there to help one another see through our weak spots, our blind spots, see the opportunities ahead of us, the potential dangers ahead of us, help us avoid the dangers, help us grab the opportunities and help lift one another up. It's a fabulous group of entrepreneurs and human beings who love each other, who love their clients, and who love helping all the other members of the group. It's really a fantastic thing to be part of. I feel it is a blessing and a privilege for me to be able to work with the people who are in that group. And then finally, I haven't really talked about this in public until now but I have another group that we don't really promote. It's called My Inner Sanctum Group. And this is a very small group of 12 people only who we do life together. I help them with their business. Yes. I help them with other things as well. It requires the most number of dollars invested on your part if you're one of the people in that group. And it also results in I believe the most value coming back to you and multiples. But again, we're not promoting that I'm not marketing that right now you can't buy it, there's no link for you to click on. It's by invitation only. So just to recap, we have The Copywriting Academy Coaching Program, we have the Certified Direct Response Copywriter Program, we have the Million Dollar Messaging Mastermind, and then we have the Ray Edwards Inner Sanctum. The offers I just mentioned start at \$3,000 and go all the way up to \$120,000. And more in some cases, like I also do some advisory work. I'm an advisor to different companies, and available to do that if your company is something I'm interested in, I feel good about it, and it's interesting and exciting, and you feel like I can make a contribution, we should talk you should let me know. I'm always open to talking about those kinds of things. But those are the different ways we bring in money for the business. And because we charge high ticket prices, we have enough financial margin, that we can then serve those customers to the highest level of our ability. Another good reason is the people who pay the most pay the most attention. So you want people to pay you a lot of money for what you do. So they'll pay attention to you and they'll follow through and get results. And one more reason we'll

talk about premium pricing some other time, at greater length, but one other reason is premium customers are the best customers, the best clients. They're the least troublesome, the least, they do the least amount of complaining, and they produce the most results, which is great for us because we love talking about our client success stories. I hope my describing all this has given you some insight into what is possible for you. Because so much is possible for you. Our company vision is big, it's bold, it's audacious, and it's exciting as all get out. It's got my soul lit on fire. I'm so excited about this. These are good days, and they're good days for you to I want you to join us in that quest, the quest for the truest, deepest expression of who you really are. This is where you go to get that. It's a privilege to be on this journey with you. I promise you that here I'm going to continue to give you on the podcast and on the YouTube channel. Step by step instructions, and interviews with the best experts in each of the relevant fields I can find to help you build the business of your dreams so you can live the life God intended for you to live. I promised you step by step. So here's your step by step homework after listening to this podcast.

#### **Ray Edwards 37:35**

Number one on your homework assignment. Start by designing the life you want to live. Look ahead into the future maybe five years, maybe 10, maybe three maybe next year, depending on how ambitious you are. But describe the life you want to be living the life you aspire to how much time you spend sleeping, how much time you spend with your kids and your family. How much time you spend just playing and enjoying life, how much time you spend working, what kind of work you're doing. Describe it all. Who your clients are, are you stressed all the time, like you are now? Or are you living a different sort of life? My hallucination is you're living a different sort of life. Describe that life. Because if you don't design your life first, if you make the mistake that most quote entrepreneurs make, you get in love with your business, and you go build it. And only after you've done that you discover you're now a prisoner of your own business. So the way you avoid that is design your life first, then build a business plan that supports that life instead of conflicts with it.

#### **Ray Edwards 38:40**

So number two, figure out what you're going to do in terms of your business. What are you selling? Who're you selling it to? And how does that business get built in a way that supports the life you just designed in step one?

#### **Ray Edwards 38:50**

Step three, decide what business models you're going to use? How are you going to deliver your product or services? Is it going to be digitally? By video, by audio, by online classrooms? Is it going to be physical like products you send to people? Is it books, is it coaching? Whatever it is, just describe in your homework assignment, just describe what it is you're going to deliver. Then begin building and look for feedback. And when I say begin building, I don't mean run right out and get a business license and a logo and a desk and office equipment. Maybe rent an office hire some people. No- get some clients first. Get some clients first who pay you money. And then you've

bought yourself some margin so you can take some time to learn exactly how you want to do this. Those are some general pieces of advice.

**Ray Edwards 39:43**

My next piece of advice would be this, get a mentor. Get somebody to lead you, who's done this or who's helping other people do it, that they actually know what they're talking about and they can help you get results. And that could be me. So I'm kind of serving my own interest by telling you to do that. But it also could be so many other people. There's so many great mentors out there in the business of being a mentor and a coach, and you pay them and it's well worth it. And I've paid many of them because you know what? It's worth getting to the result faster, with fewer problems, if you can just pay somebody to get you there. I mean, if I told you look, you can do it the difficult and costly way they leave you bruised, older, battered and broke by the time you get to the finish line, or you can pay a good professional guide will help you avoid all the lions, tigers and bears. Oh, my, and gets you there faster successfully. Which do you think is smarter? Pay for the speed and the safety. That's my recommendation you may do as you please. Get a mentor. Don't put that off. Don't cheap out on that. Don't say, I'll hire a mentor once I'm successful. I think you're smart enough to see the flaw in that reasoning. So what do you do now? Make some decisions, take some action, and get in motion. I believe God will be there to help you. He will put the wind in your sails and set you off on the right course. Of course, it's not possible for God to steer a boat that you won't untie from the dock. So perhaps today's the day to cast off and start sailing toward the life you want to live. Until that happens for you my friend, I pray that God blesses you, that He gives you more than you could possibly think, ask or even imagine. I offer peace to you and peace to your house. And I pray that you live long and prosper.