



Ray Edwards Show, Episode 557 Get Genius Ideas on Demand

Announcer 00:00

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

Ray Edwards 00:19

Hello, my entrepreneurial friends, Ray Edwards here. It's so good to be with you again. And today I want to talk with you about the system of copywriting I spoke of last week, that talks about your sales copy system. And I made a big deal out of how important it is you have a system. And I want to be sure I'm getting that concept across to you because I got more questions about that podcast than any I've done in a long time. And I think there's a reason why. Most people don't understand what systems thinking can actually do for you. So today, I'm going to cover the ideas of systems thinking why it's important, why it's important that you have a systematic way of thinking, and a system for writing your sales copy, not just your sales copy, but a system for writing anything. For creating communication in your business, it's vitally important to your success, like it never has been before. Let's get into it today. Last time, I spoke about having a system for producing sales copy. And I won't retread that information. If you haven't listened that episode, go back and check that out now. Today, I want to talk with you about systems thinking and how to come up with ideas that fuel your business. And this is important, especially today, because in every area of the marketplace, whether you are a coach, or you have a retail store, or a restaurant or coffee shop, whether you're a legal practitioner, massage therapist, a physician, or you own a real estate company, or you teach or coach or you're an author, speaker, or you do online courses, whatever you do, now, you're required to be better than ever before. You're required to have better ideas. You're required to have cutting edge technology. You're required to be able to operate online- deliver services, products and information and training online in a way that you've never been able to do before, in a way that two years ago would have been world class. Now you've got to rise above even world class, and you've got to be best in class. And my opinion for you, is my hope for you, my prayer for you is you'll capture the vision for yourself, of not just becoming best in class, but become

category defining, become your own category of provider. And you might say, "Well, gosh, Ray, how do I do that?"

Ray Edwards 02:44

I saw this inspiring interview. Tom Bilyeu was talking with Tony Robbins a few weeks ago in advance of Tony publishing his new book, *Lifeforce*, which, by the way, is fantastic. You got to get it and check it out. It's well worth the read. And it's like the last few books Tony has produced it's a tome. It's like, I refer to it as a doorstopper. Or it's so big, you could use it as a doorstopper. But don't. Get it read it. I think what I want to propose to you is, it's not just that you're finding new ideas that you're just reading new books, or listening to new podcasts, because there's a problem in just consuming lots of information. You can get caught up in just being an information consumer. It does us no good if we listen to tons of podcasts, and watch tons of YouTube videos, and read many articles and many books and if that information goes through our mind like a sieve. I mean, so many times when we're listening to a podcast, or we read a book, we catch a great idea and it just comes and goes and six months later, not only can we not recall that idea, we have not implemented it anywhere in our life. It's not doing you any good if that's what's happening. So I've become very aware of needing to have a systematic way of capturing ideas, and then processing them so that I can recall them, review them, and they become available to me again, when I need them. Like when I'm doing this podcast recording.

Ray Edwards 04:07

The way this came about is as I began to think about systems thinking and how important it is, I realized because my system turned up this content for me, the content I needed showed up in the system I use to manage the production of content. Let me break that down. Because I think you may have missed what I just said, I have a system for writing, for creating content, for creating topics for the YouTube channel, for the podcast, for publication on my blog or other places, and that system includes the ability that when I sit down to write, I know what I'm going to be writing about and all the resources that I have available to me, all my notes that I've taken on books I've read, podcasts I've listen to, all the audio clips, all the video clips that relate to the subject I'm writing about today, pop up in my dashboard automatically. That may sound like magic. And it almost is But it's actually just a systematic thinking through how to make that work. I'm doing it using a software tool called notion, it's most people think it's a note taking app, it's not really a note taking app, it's more of a personal knowledge management database system. And that may be a little farther than you want to go. You could use Evernote to do this. I, once upon a time not too long ago used a text editor called Ulysses. In fact, a lot of my notes are still in Ulysses, because I'm slowly transferring everything over from Evernote and Ulysses into notion. But, let's not go too far down that rabbit trail. I want to back up a step or two and talk about, first of all, if we can bring all those resources together at the moment of creation of content, so that we have ready access to the audio clips, the media, the notes from Kindle, the highlights, just at the exact moment, we need to create something, we're going to create more powerfully, we're going to create more intentionally, and our creative moments are going to be better. Because we have made manifest the process by which we get ideas anyway. What do I mean by this? The way we get creative ideas is not by inventing something completely new. None of us are creating brand new ideas. We are, whether we're aware of it or not, combining the ideas we've heard from other people and sometimes we have this thing called convergence. We've taken in so much information that something new pops out, some new way of seeing things becomes available to us as an idea. And if we have a system for making that happen

more often, with intention, we're going to have more new ideas. We're going to create new products, new books, new ideas, new speeches, new talks, new podcasts, that's going to create new opportunities, we're going to see new ways of thinking about things. We're going to meet new people, we're going to have new connections, new joint venture partners, and new customers, a new audience, a new direction, perhaps even a whole new purpose in life. Can you see how this is important? And thinking about these things systematically is what makes it happen. You start by deciding you're going to do it. And then you think about the methodology you want to use. I've mentioned a couple, there is Notion. There is Evernote. There's an app called Rome that a lot of people like I've been experimenting with that. There's one called obsidian says lots of tools to choose from, don't get hung up on the tools. It's not about a magic software tool. Although I'm going to show you the system I'm using just as an idea starter. You can figure out how to build your own system. But the point is you got to have a system, if you want to get ahead and stay ahead in the new economy. And make no mistake, this is a new economy. Things are never going back to the way they were before. And that represents a huge opportunity for you. Or if you're stubbornly trying to do things the way they used to work. It represents a huge danger you've got to become aware of. How can you begin applying the systems thinking approach in your business, as an entrepreneur, as a speaker, author, coach, trainer, and yes, as a copywriter? Because you can do it. And if you want to thrive, not just survive, you must do it. Plus, I've got a free workshop I'm going to be doing it'll include my actual system I'm using how I built it, how you can replicate one of these for yourself. And that is totally free. It's a three day workshop. Absolutely free. It's called Sales Copy System. And you can sign up for the free workshop by going to salescopysystem.com. Until then, I pray that God does more for you than you can possibly think, ask or imagine. That you enjoy long life, great prosperity, and peace for you and peace for your house. See you soon. God bless.

Announcer 08:54

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