



Ray Edwards Show, Episode 566 Copywriting... The Best Side Hustle Ever?

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

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So everybody and their brother, it seems like, is posting online about the perfect side hustle. And there's lots of great ideas people have about selling things on Etsy or on eBay or through Facebook, or whatever the case may be. They've got different ideas about setting up YouTube channels, so many side hustle ideas. However, I feel that I know the perfect side hustle. The best side hustle ever. And that side hustle is copywriting. And you might say, well, of course, you'd say that, Ray, because you teach people how to be copywriters, and how to make a living as a copywriter. So of course, you would think that is the best side hustle. But I've got real solid reasons for telling you. Copywriting is the best side hustle if you want to never go back to work for somebody else again. Or if you want to quit the job you currently have and you hate. This is your ticket. And the first thing I want to share with you is the fact that copywriting is the core of all successful businesses whether they know it or not because really, the amount of success you have as a business depends entirely upon your ability to communicate your message of value to the customer who needs your product, or service. Think about what I just said, if you can't articulate to them in words, and communicate to them, Hey, I know this is your problem. This is where it hurts. And this is how I fix it for you and you're going to feel better. If you can't get that basic message across, you're going to be out of business really soon. And then everything else you do in your business is also copy how you answer the phones, how your accountant writes a message on the invoices they send out, about what's on your business cards. about what people see here and say when they come to visit your place of business, or they come to your live seminar or training event, or whatever the case may be. Everything is copy. And every successful business is at its core, a copywriting business, whether they know it or not. Three examples, three great copywriting based message based companies that are doing this right. Apple is the most valuable company on Earth right now, as far as I know, the capital value of Apple is more than any other business. And they are fantastic with copywriting. I mean, go look at their sales pages for the new Mac Studio computer. And you'll realize it is a

sales page. It's a long scrolling sales page for a super expensive item that people mostly don't need. Most people already have a computer that's doing the job. But Apple is selling stacks of these things. And a huge part of it is their ability to do sequential marketing, to build anticipation to do a product launch, Jeff Walker style, literally, and write good copy. Another example Tony Robbins, the Anthony J. Robbins Companies. These companies are truly based on copywriting, and they know it. Jay Abraham helped Tony set up and articulate the messages around his Mastery University events and trainings and Jay wrote the original sales letter, and much of that has not changed since that day. Some of it has, because I wrote some copy for them also, and some of that is still in use as well. So one of the great things that Tony's company does, I think is worth emulating is they find a piece of copy that works and they stick with it until they can beat it some other way. And in some cases, they haven't yet.

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Another great company that is based on copywriting and messaging is a company run by a friend of mine called Think Media. Now, this is the company that Sean Cannell and his team created. Sean Cannell rhymes with YouTube channel. This company you might say, well, I don't get it, Ray, these guys make videos and they do social media video, they do video trainings, what's that got to do is copywriting? Because every word they speak is communication of value. And it's meant to persuade you about something about using a particular piece of camera equipment or about how to connect the camera equipment together or how to use it to most effectively convey your message. But these guys understand copywriting. So there's three examples of companies that get it they understand their company is based on copy whether anybody else would guess that to be the case or not. So beyond the fact that whatever business you're in, you're really in the copywriting business. Here are seven powerful reasons why copywriting is the perfect side hustle. First of all, number one, you can freelance your way to freedom. And that means even if you have a job right now, you can do this copywriting side hustle on the side without having to quit your regular job. Maybe you don't want to do that just yet. Maybe you want to build up your copywriting income first. I think that's pretty smart. That's what I did. And as you embark on this journey, and you think about reason number one, why this is the best side hustle. Remember that not only do you get the opportunity to have people pay you a lot of money for you to write sales copy for them. But there are over nine other different income streams, you can and should set up as a copywriter that could support you for the rest of your life. We'll get into those in the next episode. But for right now, just know you could freelance your way to freedom and into over nine different income streams as a copywriter. Reason number two copywriting is the best side hustle ever. You can literally build a six-figure income with no capital. You don't have to invest in a franchise or licensing or supplies or a building or anything. You can start doing this right now with, I guess the most basic thing you need is you got to have a phone. Yeah, build a six-figure business with zero capital investment. What other business can you do this in? Reason number three copywriting is the best side hustle, you deserve the freedom. And I want to talk about the freedom for just a moment. Even if you weren't making a very good six-figure income. Your copywriting freelancing business would allow you to work when you want from where you want, only with whom you want. That is enormous freedom most people do not enjoy. Soak this up, my friend. This is a beautiful part of being a freelance copywriter. Reason number four copywriting is the best side hustle ever. It's what we just mentioned, the freedom to work from anywhere you want, anytime you want. So it's non-local, and it's non-linear. You can be anywhere and you can be in motion while you're working on a big project. I started a project when I was somewhere in Kansas, and I went all the

way across the US to the East Coast, then up to Toronto, Canada, then back down back to Cheyenne, and Wyoming and Montana. Before I finished that project that falls back in Washington State, my wife and son and I were traveling in our motorhome that whole time while I was working on the biggest project I had on the books at the time was a client. That is a powerful business model that gives you loads of freedom. Reason number five copywriting is the best side hustle ever. Never again. Will you ever have to work for a jerk? Have you ever had a boss who was a jerk? Wouldn't you like to go in one day and tell them, take this job and shove it I ain't working here no more. Well, you can do that. You don't have to work with jerks. You shouldn't work with jerks. You should have your own business and let the jerks fall where they may. Reason number six copywriting is the best side hustle ever. Worrying about money sucks. Stop doing that. As a freelance copywriter, you can literally write your own paycheck, you can decide, okay, this year, I need to make \$240,000. So I'm gonna work a little extra hard, but I know I can turn that spigot on and make that money flow. And then next year, you might say, this year, I only need to make 75,000 to cover everything. I'm just going to have a sabbatical year and just kick back. You can do that too.

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Stop worrying about money, because worrying about money sucks. And reason number seven copywriting is the best side hustle ever. All you need to get started is you need the skill of being able to write good copy, and you need the internet. Which could be through your laptop or through iPad or through your phone. I know somebody who's done lots of business on their phone. In fact, the individual I'm thinking of just wrote a book on his phone over the last year or so. And that book is now a best seller written on a phone. You don't need nothing else. So those are the seven reasons why copywriting is the best side hustle ever. There probably are more but these are my seven. Number one you can freelance your way to free Freedom and to nine plus income streams, you can set up as a copywriter. Number two, you can build a six-figure income with no capital needed. Number three, you deserve the freedom. You deserve to be free. Number four, you can work from anywhere anytime. Number five, never again work for a jerk. Number six, worrying about money sucks. So stop it. And number seven, all you need is the skill and the Internet and you're in business. Those are the seven reasons why. Got questions want to share your experience or your thoughts. Do it below in the comments wherever you're watching or listening to this content. And I always love hearing your success stories. So please make sure you share those. Until next time, I pray that God will bless you with more than you can ask or even possibly imagine. And that you'll enjoy peace for yourself in peace for your house. Live long and prosper, my friends. See you next time.

Announcer 11:03

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