



Ray Edwards Show, Episode 571 5 Reasons Why You Must Write a Book

Announcer 00:00

Ray Edwards Show episode 571- 5 Reasons Why You Must Write a Book.

Announcer 00:11

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

Ray Edwards 00:19

Hello, my friends. Welcome to this week's podcast, which is all about five good reasons why you need to write a book. However, before we get down to that, we should probably talk about this. It occurs to me, I know we have many new listeners who have joined us on the podcast recently. So maybe I should do a quick explanation of who the heck is Ray Edwards, anyway? Who is this cat? Well, I'm a copywriter and marketing consultant, have been for quite some time, worked with some pretty well-known people wrote a bestselling book called *How to Write Copy That Sells*, and we'll talk a little bit about this book and what it's done for me in my business, and how you can do the same sort of thing, without being famous without even getting a big book deal. I did not have a big book deal when I published this book. I've also had the privilege of working with some pretty well-known folks, I helped those folks sell an estimated \$500 million worth of products online. And I'd like to help you with the idea of selling your book; selling your book to a publisher, selling your book to readers, and selling your book over a long period of time to make you a lot of money. And there are five good reasons why I believe you need to write a book. If you want to have a business online or you have one online, you want to grow it, especially in this new economic environment of chaos we find ourselves in, you've got to have a book. Here are five good reasons why: Reason number one- to be an authority, become an author. I mean, come on. The word authority is based on the root word author. That ought to tell you if you want to be the authority, you need to be the author. After all, what do we say about the person who knows everything about a subject, who's the de facto, go-to expert? We say, that person wrote the book. There's a reason we say that. Reason number two, why you need to write a book, not just any book, but a bestselling book- A useful best selling book is the ultimate sales letter for your company for your products and for your services. Let me say that again, a useful best selling book is the ultimate sales letter for your company, for your product, for your services. We'll dig deeper into this momentarily. The number three reason why you must write a bestselling book- Your bestselling book can and should become the hub of your digital business

and everything's going digital currency is going digital, even money's become digital. The world is digital, it's not going to go in any direction except more digital, you need to be at the center of that this is how you do it. Reason number four why you need to write a book- Your bestselling book can get you free publicity, invitations, brand deals, and a whole lot more. And reason number five you must write a bestselling book- Your best selling book is the key to big-time speaking gigs on podcasts, on live video streams, on stages. Having a bestselling book is almost in many cases, a guaranteed way of getting your foot on that stage, not just your foot. But the rest of you too. If you want to get on stages, have a bestselling book, having your own bestselling book, my friends is the fast track to building your personal brand. And building a personal brand is the fastest way to build a seven, eight or nine-figure business in today's economy. Building a personal brand and the fast track to that is having your own bestselling book. My mentor, Alex Mandossian years ago told me, "You don't get rich selling your book. You get rich explaining your book." And he was right. Now you can make money selling your books though. If you sell enough of them, you can make a lot of money. Stephen King, JK Rowling, they know something about making a lot of money from selling books, but they don't stop there.

Ray Edwards 04:00

There's licensing, there's movies, there's products, there's services, there's theme parks for crying out loud. There's just so much more to a book than just the book. I want to propose to you that the only kind of book if we're business people talking about writing nonfiction books, the only kind of book worth writing in that regard, and publishing is a useful, bestselling book. Why do I say it's specifically like that? Because a useful best selling book is a different kind of book. First of all, you want it to be useful and that people refer to it, they use it a lot, ideally. My book, *How to Write Copy That Sells*, I hear from people all the time telling me, I keep that book right by my computer where I write copy because I pull it out and look at the checklists you put in it, every time I want to write copy, so I make sure I get every little point covered. I get all the ideas in there that need to be in there to make the sale. That's a useful book. You don't want to just write a book that has some neat ideas in it that people talk about for a little bit and forget about it. You want them to refer back to the book over and over and over again. Like the book for me by James Clear, *Atomic Habits*. I refer to that book over and over and over again. It's a useful book, you want to write that kind of book- a useful book. And a bestselling book, and best selling, we have a couple definitions for it. First of all, there's that initial splash, where you get on the bestsellers lists like the Wall Street Journal list or the USA Today list or the Amazon bestseller list or the New York Times bestseller list, you get on it one time, and you can say forever, "I'm an international Amazon Best Selling Author." "I'm a New York Times bestselling author", you only have to get on the chart one time to be able to say that, but more useful to us. And that is a book that keeps selling even a moderate amount of copies of your book, month after month, year after year. Because that is the best way to be selling your book, selling your book over time in that manner. How do you get a useful bestselling book? And then how do you use it to make money as I've been suggesting? Well, one example I can give you is my own book,. It was published in 2016, so as of today, it's about six years ago, we've sold just over 30,000 copies. That's not a lot really over that period of time. It's not a lot of books to sell. But look, I've got almost 600 I've got 687 comments, reviews on Amazon. We're at an average of five and a half stars, four and a half stars rather, 1,2,3,4- Yeah, four and a half stars, sorry, had to count, live math. And those are unprompted, unprogrammed and unincentivized, they just happen over time, because the book keeps selling month after month, year after year. And that's what you want. Because this book, even though I've only sold 30,000 copies, and I only get a

fraction of that money to keep. It's not a ton of money over those six years. But what it has done is generated millions of dollars for my company and revenue either directly or indirectly because of this book. And look at what happens I logged into Amazon incognito, so it doesn't know it's me logging in here. But if you look, you see that it says customers also bought items by Donald Miller, Robert Cialdini, Alex Hormozi, Jeff Walker, Russell Brunson, that's great company to be in. And it tells people who are searching for copywriting books, or for my name or for my book, or if they're searching for any of these other guys, my book will pop up for them, it relates me to a group of people I'm happy to be associated with. And again, that's because it's been selling over time, just a moderate amount of copies. That's a bestselling book. That's the best way of selling a book, in my estimation. And in fact, you want both of the ways. A bestselling book keeps selling, yes, month after month, year after year. And you want the best of both worlds, you want the big splash upfront, and you can engineer that getting a lot of books to sell on a specific date at a specific time. Get you on the bestseller list. That's a useful thing to do. There's nothing wrong with that. I don't I don't deride that at all. I think it's a good strategy. But even better. And even more important, is that not just the initial splash, but the marathon- the month after month, year after year thing. So you want the book to be useful. You want to have a big splash when you launch it, make that happen For sure. It's a good thing. And you want to have that marathon over the months, over the years of sales trickling through. Even if it's just a trickle, it'll pay you back so many multiples over time, I promise you. So how do you get a bestselling book, a book that sells like that the book that people use that they love that they recommend? You start with an interesting and useful idea, not just one not just interesting. Because there's lots of interesting ideas that are not useful. We hear about them, or we don't hear about them and they go away. We want it to be interesting and useful, repeatedly useful. That's how you do it, and to sell it to a publisher.

Ray Edwards 08:23

How did I do that? The book needs a business plan. This is something I did not understand. Until Jeff Goins showed me the way I knew there was such a thing as a book proposal. I thought that was just like a sales pitch on my interesting idea for the book is. This is my neat-o idea. Look at it. Isn't it neat? No, it's a business plan for your book. In the publishing world, they call this business plan for your book a book proposal. But make no mistake, what you're proposing is a startup, the startup of your book as a business. Now, how do you learn how to write that kind of copy? I'm a copywriter, you might say, Well, Ray that's just a sales letter, just write the sales out of yourself. What do you need Jeff for? Because you need somebody inside the industry who's done it dozens of times, and they know the formula. They know the words that work. They know the ideas, the concepts that publisher is looking for. They know in fact all the details about how it's done. They know the formula if you will, and you can either earn your way into that,

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by trial and error by bumping your head against the wall dozens and dozens of times, or you can buy your way in by paying somebody like I paid Jeff to come help me with my own book proposal, my own business plan for my book. Buying in is faster, so that's what I did. Jeff Goins is the guy I bought into because he knows how to do this stuff. In case you haven't heard of Jeff, again, where you been? I mean this guy is famous. He's written 5 bestsellers, 2 of my favorites are *The Art of Work*, love that book, it's a great book. And my favorite book Jeff has written so far is *Real Artists Don't Starve*, what a great book. You should get that book and you should get

the other books Jeff has written as well. He's an international bestselling author. He's got a website that gets millions of visitors every year. We're going to get into how I got that book deal with a major publishing house with a \$150,000 advance. And how I'm going to give you the exact proposal, plus show you how to use it. And how am I going to do that? Jeff and I are going to have a virtual 2-day workshop. You don't even have to travel. You can do it from the comfort of your living room, your office, your closet- wherever you do such things. 2-day Virtual workshop, where we're going to walk you through the whole process. It's 100% live and interactive, it's not recorded in advance. It's live. We will make recordings of it in case you need to miss part of it. You can watch it over and over again if you want to. If you want to know more about this workshop, and you do, you want the details, you perhaps want to register and join us, and you do, just go to properouswriter.com and I think that will answer all your questions. I hope to see you there. I think this is going to be a life-changing event for people who attend and do the work and I am going to enjoy being there right alongside you doing the work as well. Let's do this thing. So until I speak with you again, may God continue to bless you and give you more than you can ask or even possibly think, and may you live long and prosper.

Announcer 10:28

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