



## Ray Edwards Show, Episode 575 The \$100 Recession-Proof Startup Business

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

**Ray Edwards** 00:19

Are you concerned about the economy? Are you concerned about inflation, about the recession? Well, today, I've got something for you that might make you feel a little bit more at ease about all that. It's a business you can start for less than \$100. I mean, in an extreme situation, you can start this for less than \$100. And it's a viable business, which I believe, is virtually recession-proof. In fact, I believe that this business, in particular, is going to flourish. And people who are building this kind of business are going to make a lot of money, because of inflation, because of the recession. The business I'm talking about is a freelance copywriting business. And you might say, Well, I knew you're gonna say that, Ray, because you're the copywriting guy. You're the guy who's written for all those famous people. You're the guy who teaches other people how to be a copywriter, of course, you're going to tell me this. Look, yes, those are all true things we just were talking about. However, it's also true that you could take what I'm going to share with you in this podcast, and go buy my book for like 11 bucks on Amazon, or buy one of Bob Bly's books or one of the many great books about copywriting by Dan Kennedy, or any of my other colleagues or people who've been mentors to me, and you could go do this on your own, which is what I did. But I'm going to give you a shortcut or two that I think will help you. So let's get into it. First, the three reasons why the copywriting business, I believe, is recession-proof.

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In fact, I would say these are three reasons why a copywriting business will benefit from the recession and from inflation. Now, let's be clear, copywriting is the skill of writing the words that sell products, services, and ideas. And here are three reasons why this business is perfect for the economic times in which we find ourselves. Reason number one- businesses are going to

be your customers. If you're super smart about being a copywriter, during this time especially, you will focus on writing copy for business owners and entrepreneurs. And yes, thought leaders, authors, coaches, speakers, because those people are businesses in and of themselves. Your customers, these businesses, will need copy more than ever during the recession, that we're beginning to feel the effects of right now. And they will pay for it in a recession with massive inflation. What's the one thing every business is going to need? Yes, more customers, better marketing, better coffee. And just here's a little hint this is a freebie. The people you want to work with the businesses you want to work with are ones that already understand what direct response copywriting is, that already understand that it's not cheap, that already use it, and already are paying or have paid in the past for copywriters to write for them. And there are multitudes of those people and businesses out there. And they are starving for good copywriters. I know because they contact me every day. So reason number one a copywriting business is perfect for this time for a recession is businesses are going to be your customers, and they're going to need copy more than ever. And they'll pay for it. Reason number two- your cost of running a copywriting business is virtually zero in the beginning. Now, if you scale up later, you hire writers, you have a whole team of writers and you make products and you do all this other stuff that we're doing now after I've been doing this for over a decade. Sure, then you're going to have some other expenses. But when you're starting out, the only expense you have really is what it takes for you to learn the craft. And you need a connection to the internet. And you need something with which to write, like a computer or a tablet. Or for gosh sakes, you could dictate it. You can get that part done. Your costs are virtually zero. Your profits will be enormous if you do this right. And then Reason number three a copywriting business is perfect in a time of recession- you can use the magic of geo arbitrage, which means you can work in one place and get paid in many other places. So you could live for instance, not far from where I live. You could live in rural Idaho, which the cost of living in rural Idaho is not very high. And it's beautiful. And it's the land of freedom. And you can live there and you can work for people and companies who are in New York City, or in Sacramento, or San Diego, or Los Angeles or Seattle, big cities where they'll pay big money for coffee that gets some big results. Meanwhile, you're living somewhere where your money is going a lot further than if you lived in say Manhattan. Geo arbitrage, you can charge high rates for your work, but live somewhere where the cost of living is lower. Or even more to the point, you can just live where you want to. And you can work with people you want to work with only not work with jerks. And if you target the right niche customers, for your copywriting business, as I was saying earlier, you'll get very little resistance to your services or to your prices. So those are your three reasons why this kind of business is perfect for the recession, businesses will need copy more than ever, and they'll pay to get it. That's number one. Number two, your costs are low, your profits are high. And number three, geo arbitrage means you can live wherever you want to, and work in many other places simultaneously on your own schedule. Those are three powerful and good reasons. Just to give you an idea of how much I believe this, and how excited I am about the opportunities that are in front of us. We as a company are staffing up. And we're hiring our own additional copywriter right now. We have a waiting list for clients of our agency. And I'm tired of making them wait. So we're going to hire more writers.

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So we can write copy for all those clients. And if you'd like to get in on that action, we'll talk more about that in just a few moments. This game of writing copy, not only is it profitable, but it serves people. I said this earlier, but I want to camp on this thought for just a moment or two.

Businesses are going to need you. You see a lot of businesses are going to fail during the recession. And it's going to be blamed on the recession and the economy but it won't be true. What will be true is that the business owner did not understand they did not have an economy problem. They did not have a recession problem. They had a copy problem. If you can communicate the value you bring to the market in a powerful way. And you understand the tactics and skills and strategies of doing that well. You can flourish even in recession. And that's the power of linguistic alchemy, language that can turn lead into gold. That sounds over the top, but I believe it's true. Now, here's the story about how I got into this business. I'll make this quick but I think it'll be helpful to you. Because when I decided it was time to leave the radio broadcasting business and become a freelance copywriter, I didn't really have a lot to go on. There were not that many books or courses out there. I'd read a couple of books on copywriting by Bob Bly and by Jay Abraham, and I'd written quite a lot of successful copy for the radio stations I was running, but I wasn't sure how to build a copywriting business with a steady flow of work that would support me and my family. So I had a few mentors over the years, people I learned from but by and large, I had to figure out the business building part of copywriting by myself. I had the same questions and problems that most rookie copywriters have. I mean, the things you've got to figure out include how to continue developing your copywriting skills. Because I mean, think about it. A craftsman is only as good as his tools. And though I was getting better and better at writing persuasive copy, I knew I had to find a way to consistently improve if I ever wanted to have the real success I was hoping for. I had to figure out how to set up my business. You know all those questions about LLC or S-Corps or legal contracts, fee schedules, websites, email services. If I was going to be legit, I had to be an actual functioning business. Not just a half-baked operation, held together by virtual duct tape. I had to figure out how to assemble an attractive portfolio. It's kind of hard to show your work when you're just starting out. And you haven't had many clients or like me when I started out. I had no clients at all. But still I figured out how to do it. I had to wrestle with the question of what do you charge your clients? Should you charge by the hour, by the project, and the nagging question that plagues almost all rookie copywriters and it kept creeping in on me was, am I really worth that kind of money? I know how to get the answers that question now. I had to figure out how to fill My customer pipeline. Now that I was getting serious about being a full-time copywriter, I couldn't settle for a series of once-in-a-blue-moon clients, I needed to have a steady stream of clients. But nobody knew who I was in the beginning. So how was I going to convince anybody to hire me? That's something it's actually easier than you may think. You've got to figure out how to identify your unique brand identity because you are a brand. You are the brand when it comes to freelance copywriting. Every business needs good copy written by a good copywriter. But how was I going to stand out from any of the others? What was my unique strengths? What was my unduplicated well brand image, it actually took kind of a brow-beating session from one of my first mentors in business, to get it through my thick skull, about what I needed to stop doing. And what I needed to start doing to build my brand quickly and effectively. And there's so many other questions. I mean, I'm sure you're aware of what many of them are, there's a tendency to want to just bypass all this and figure if I'm a good writer, I just put some samples on the web, and people will hire me or I'll go to some place like one of the freelance sites and post my availability there. And I'll just wait for the, for the assignments to roll in. It doesn't work that way.

**Ray Edwards** 11:26

And ignoring the questions I was just sharing with you or many others that you may have on your mind, you're putting the welfare of your business this is, this is how I thought of it is not I'm

putting the welfare of my business and my family at risk. I mean, it's one thing to learn how to write persuasive copy. It's another thing altogether, to hang out your shingle and build a truly profitable, scalable, rewarding copywriting business, especially in tumultuous times. And that's where we are, tumultuous times. So I, I learned a lot of how to do this by trial and error by emulating my mentors, my heroes. Sometimes that was good. Sometimes it was not so good. Just because somebody is doing something doesn't mean it's a good thing to do. I experimented, I learned, I failed. I picked myself back up again, I started building my own business, one brick at a time. And one thing I did that I thought was kind of scary at the time because I thought it was expensive, but it turned out to be the smartest thing I did. I attended seminars all over the country, both to continue learning and to find new clients. And that's how things really began to take off for me. And I quickly, after that happened, began to work with many of the well-known influencers. I have mentioned elsewhere like Jeff Walker, Michael Hyatt Jack Canfield. Even one of my all-time heroes, Tony Robbins. Every year since I've left the radio business, in fact, to pursue a copywriting business, I've made at least six figures. And for six years going on seven years in a row, I've made seven figures, my I should say my company has made seven figures. And I certainly can't promise that that will be your experience. But what I can promise to do is share with you my experience of how to put together your own copywriting business. And I think more importantly, lets you model mine. And so that's only part of what we're doing in our new certification program. Because of all this interest in copywriting and starting your own copywriting business. For some people, it's like they want to start a copywriting side hustle. And if they can build it up to 100 grand or so then they'll be ready to commit, I get it. This is why we completely have reinvented our own Certification Program. This program has been around for a little while it was designed to take a full year to get through. Now we have made it self-paced and it's possible, if you already have some experience and you're willing to put in the work because it takes some work to do this, you can get certified in as little as 60 days. And that is powerful because once you have our certification, it means you get to borrow my credibility when you're out looking for clients. In fact, we'll be sharing in the certification program, how to set things up so that clients are coming looking for you and that's really more what you want. So this is a great time to start your copywriting business. And I said at the beginning of this episode, this is a business you could start for \$100 or less. And you can, especially if you've already got some experience writing or writing ads even, that's even better. You can pick up a good copywriting book or two and you can get started. I do believe that is probably the most painful way to do it because you're going to bump your head against a brick wall a lot of times unless you get some help, and there's plenty of good programs out there. We happen to think ours is world-class, and the best, because we've worked really hard to make it that way. So if you'd like to know more about our certification program, it is more than \$100. We feel it's still an incredibly valuable deal. Probably one of the biggest problems that new copywriters have is, well, first of all, it's having the right skills. Because most people out there on the internet calling themselves copywriters have never even had a real copywriter critique their copy for them. So how do you get better if you don't have a master of the craft, giving you critiques and helping you hone your craft?

**Ray Edwards 15:45**

I don't think you do. I think it takes a very long time if you do. So, in our program, we get plenty of feedback and critiques and you get plenty of chances to go back and rewrite and you get better. But probably the main reason most new copywriters feel like they lack credibility in the marketplace is because they lack credibility in the marketplace. You don't have any credibility

when you're just starting out. So being in a program, like our Certification Program, means you get to borrow my credibility. And your prospective clients will know that you've got a backup, whose name they've probably heard, and which makes them feel more confident about hiring you. That's just one of the benefits of being in our program. So if you want to know more about that there's a video that's online right now, it'll only be up for a short period of time, you can go watch that video and see if you think it's a good fit, then I encourage you to fill out an application to become one of our certified copywriters. If you don't think it's a good fit, no problem. This is still a business, I would strongly recommend you think about starting or adding to what you're doing, because it'll help you during the recession, and it'll help other people during the recession. The link to that video, the information, and the application is at [RayEdwards.com/CDRC](http://RayEdwards.com/CDRC) as in Certified Direct Response Copywriter. [RayEdwards.com/CDRC](http://RayEdwards.com/CDRC). Check it out, and if you decide to make an application, I look forward to talking with you soon. Until next time, my prayer for you is that you enjoy peace in the eye of this massive economic storm that's circling the globe and that God does more for you than you can ask for even possibly imagine. Live long and prosper, my friends. See you next time.

**Announcer** 17:46

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