



Ray Edwards Show, Episode 577 Thinking About the End

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

Ray Edwards 00:18

Friends, it is Independence Day on the day this episode is being published. Here in America, this is the Fourth of July, the day we declared our independence and became our own sovereign people. And this is a great experiment in freedom on the earth and democracy. And it's not perfect. We have work to do to make it, what it could be, to live up to our ideals, but we will get there. Meanwhile, I'm here to encourage you to declare your own financial independence. And right now, it seems everybody's worried about what's happening in the world economically, among other things. The big question I hear so much these days is, "Is this like the end of the world? Is the apocalypse?" It seems like everything is going to heck in a handbasket. And my answer is, it is bad, but don't get too worried. This is not the end. That's the spoiler alert for today's episode. But Ray, I can hear you saying everything is crashing, the stock market is crashing, housing prices are crashing, or they're not crashing, they're skyrocketing. The sky is falling, Ray. And there's so many pieces of evidence to support that idea, I guess. We are definitely going into a recession, we definitely are experiencing the effects of inflation, you know that, no doubt. You've bought gas at the pump, you know. High-interest rates, the labor market has gone crazy. It's hard to hire people; you have to pay them three times what you once had to pay them. The great resignation is still taking place, it's a bear market, supply chain shortages are plaguing us, there's war in Europe. It is bad. But it's not that bad. Let me explain what I mean. Now, I know that COVID is still with us. I know this. And I know COVID is no small thing. And I know the war is no small thing, and inflation, and all the things I was just talking about a moment ago, people are hurting. I'm not belittling their pain, nor making light of it or saying it doesn't exist. It does. There are big problems we're facing. But if you listen just to the mainstream media channels, they're gonna make you think this is the apocalypse. And they've been doing that since, well, I was born shortly before President Carter took office. So at least since then, the media has been doing this. That's their job. I don't begrudge them doing their

job. But I wish they could find a better way to do it. So here's why I say it's not that bad. The news, as I was just getting ready to explain, is in the business of selling you fear. There's a saying in the news business. If it bleeds, it leads; they want to scare you because that gets eyeballs glued to TV sets, to screens, ears glued to radios and podcasts. If it bleeds, it leads. When you panic, you make poor judgments, it impairs your judgment, your cortisol levels go up, you become very fearful. And you make poor short-term decisions. And that means they can sell you stuff. And we as individuals tend to feed this cycle. Because especially when things are crazy, like they are right now, who do we run to for our daily dose of what's going on the news, our daily dose of fear and anxiety and depression. So my big recommendation to you about that part is, stop watching and listen to that stuff. It's not helping you. Don't do that. Here's what really happened in the markets. Here's what really is happening in the world.

Ray Edwards 04:03

Inflation is real. That's not a phony thing. It's a real thing. The government, I don't know if you remember this or not. But they shut down the factories to flatten the curve back on the pandemic started. Remember? Shut down the factories. Then the administration shut down domestic oil production. So now we're running short on things that were made in factories. We're running short on oil, the prices of stuff has gone up because of that. Labor costs are skyrocketing. Because why? Because people sat around for a couple of years collecting those Biden bucks. They got free checks from the government that actually made them more money than if they went back to work. So they were happy to not work. And now they don't want to go back to work for those tiny checks. They want three times the money entry level jobs are now paying triple wages, or you can't hire people. And the people you get at triple wages, many of them don't want to work very hard. Here's something to think about. Pre pandemic- back before all this happened, you would go buy a loaf of bread at the store. And that bread was delivered when gasoline was \$2 a gallon, and that bread was delivered and stocked on the shelves by a \$10 an hour stock person, employee of the grocery store. And that's what happened. Now, that same loaf of bread is delivered in a vehicle that's paying \$6 per gallon of gas. And the stock person who's putting the bread on the shelves is being paid 30 bucks an hour. That's why your prices are going up. Those reasons, no other. So it's just how it is. This is how it happened. We're now paying the piper for those trillions of dollars we printed. When you put that much extra money in circulation, it devalues the rest of the dollars. Housing, there's so much worry about the housing market right now. Well, people flooded the market looking for housing early on. And now there's a shortage of houses to buy, and production is down. Because supply chains are held up. There's no lumber, materials, and labor. Housing has gone up 29% Since 2019, 18%, since 2020, and it looks like for this year, 2022, it's going to go up another 8%. Still, there's a housing shortage. But Dave Ramsey, whom I got all this information from, by the way, Dave Ramsey says that this is still a great time to buy or sell for the next six months or so, it turns out, I mean, I'm publishing this on July 4, 2022, we've got roughly six months, just under six months, till the end of the year, that next six months is like a charmed window for you to buy or sell your house. It's one of those weird times when you can when doing both selling one buying another. Now, the question many people have is, is the housing bubble finally going to pop is the market gonna crash. And early on, I thought that it would but I began to see that was not going to happen. Because it became clear, demand was going to remain high. And supply was going to remain low. Prices are not going to drop. There is no real estate bubble. That's what I'm saying. And it's not just me saying it. Dave Ramsey says the same thing. Now, if you're under the age of 35, you're probably freaking out because you've never been through anything

like this before. I'm here to tell you, the sky is not falling. It's going to be okay. Everything's gonna work out. I went through this when I was a young boy during the Carter administration, saw gas lines, saw the gas stations would run out of gasoline and shut down. And a huge line of people who would just have to turn away and go somewhere else. Interest rates were high, you'd pay 16 to 18% interest to buy a house. Back then, unemployment was high, inflation was high. It was a crazy, scary time. All the while, we're in a Cold War with the Russians. And we're concerned they're gonna send nuclear missiles into our cities. Something similar happened in the 80s. We had a huge market real estate and bank collapse in 2008. I've been through a few of these, and I'm going to tell you the best policy to have is to not participate. Just don't participate. You're going to be okay. Now is a great time to buy things. This is an even better time to start a small business and to not give in to fear. So here are some tips on how to beat this recession and inflation and all the scariness you hear people talking about right now.

Ray Edwards 09:00

And by the way, Zig Ziglar said, "Every morning, I watched the news and read the Bible. That way I know what both sides are up to." Zig, a fountain of wisdom. Dave Ramsey said, "Fear makes a lousy compass. Don't be guided by your fear. Be guided by what you know, be guided by wisdom." I think the best thing you can do right now is start a business or a side hustle. I'm not a tax advisor. So this is not professional advice. But there are many tax advantages to being a business owner that will help you legally morally and ethically pay a lot less taxes. It's something to take advantage of. If you have cash right now. I would invest it if you don't have cash start piling up the cash. And one of the best ways to do that is with a side hustle. And I think copywriting and marketing offers the best opportunity for side hustle there is. We think copywriting as a side hustle is the best. Of course, we train people to be copywriters. If you go to Rayedwards.com/sidehustle, you'll be able to see our current enrollment is open for our Copywriter Certification Program. And we'll help you get set up in your own copywriting business. And this is a great business. You can make, I believe, really as much money as you want to. For the last seven years in a row, my company, which is a small company, we have seven employees. We started with one that was me, up until a couple of years ago, we only had two and two part-timers. Now we're up to seven, we've done over a million dollars a year, every year for the last seven years. This year, we'll do three; the following year, we'll do at least \$10 million in a writing business. When I say you can make money doing this, I know what I'm talking about. So go to Rayedwards.com/sidehustle and get the full report on how this works. Now the real test is, am I able to help other people do what I've done? Here's Dawn Apuan.

Dawn Apuan 11:07

I was perhaps your typical frustrated copywriter. I had followed Ray for quite a while, I knew of his success and many other copywriters for sure who had been successful. And yet I wasn't seeing those same kinds of results. And there were two main challenges that I was up against prior to working with him. One was that I was severely undercharging for my services. I remember the first time I told Ray that an entire funnel that I wrote for a five-day challenge with sales page, copy, and everything I charged \$450 for. To which Ray said, I wish I'd known you back then. Because that's cheap. And so yeah, that was a huge problem that I had to overcome was undercharging for my services, because then I was spending a ton of time delivering on something that I mean, I probably should have worked out the hourly rate that worked out to you. But it probably would have been really depressing. So that was my first big problem was that you know, I lacked confidence in my skills and my ability to really charge what I was worth,

or what the work was worth. The second big challenge that I had before working with Ray was finding clients and doing it in a way that felt good, that was systematic. Within entrepreneurship, we talked about this roller coaster of income, the feast or famine months, and copywriters certainly aren't immune to that either. And that's what I was experiencing. And I was really frustrated. Because by that point, I had a lot of clients, I had seen a lot of clients' success, like they were making a lot of money with my copy. But I just wasn't getting a regular flow of clients. And so those were my two main challenges- undercharging and having consistently enough income to where I felt like I could quit my nine to five and, you know, really depend on this business that I knew was possible. I just hadn't quite figured it out yet. You look on his website, any of his sales pages, and he talks about these big-league players that he had written copy for, you know, everyone from Michael Hyatt, Amy Porterfield, Jeff Walker, Tony Robbins, you know, all these incredible entrepreneurs, who had paid Ray a whole lot of money to write them copy. So that was the biggest thing, I think, for me, was knowing that he just had a lot of credibility. He was good at his craft, and I wanted what he wanted. You know, they say, when you're looking for mentors, you want to look for someone who has gone where you want to go, who has done what you want to do. And for me, that was Ray. And, you know, I followed him for quite a while I loved that he shares authentically about himself about his faith about his results and you know, working with clients and just his journey, and I really appreciated how transparent he was, how authentic he was, but also that he had been extremely successful. And I really wanted that for me. The moment when I got the results I was hoping for with Ray, the first one that comes to mind was actually after finishing my certification with him, and I am a bonafide course junkie. I've bought a bunch of Ray's courses, as well as many other people's courses. So I've experienced many of his programs and offers, and one of them that I chose to go through was the certification program. And at the end of the certification program, it was this just wild circumstance where someone hired me to write a sales page a week before her launch, and I wrote the sales page the day before it went live, built it in click funnels, and everything within 24 hours and then it went live, and it made \$22,000 in 18 hours. And that actually was more than I had charged her for me to build it and write the copy. And, you know, of course, Ray was like, "DUH" afterward when I told him. He's like, of course, it did. But that was the moment when I was like, Okay, I've come a long way. I've learned the skill set, I've shifted my mindset. Working with Ray, he was always such an encouragement and such a huge confidence builder for me. And, you know, so it was double, like, he was encouraging me. And then I saw massive client results. And I was like, Okay, I get to start charging way more, just like Ray has been telling me for months, that I needed to raise my prices, that I was too scared. And then when I saw that, I was like, Okay, it's time like, I get to raise my prices, I get to charge a whole lot more. But that's a scary thing as an entrepreneur, whether you're a copywriter or not, it can be a really scary thing to raise your prices and be like, oh, I don't know, is it gonna be worth it? Are they gonna be happy with the results? There's always that question in your mind. But when you have someone like Ray, who is just 100%, behind you, encouraging you, you know, he's like your best cheerleader, and just believes in his students so much. That's priceless. And I really appreciated that I think it really helped me be more successful, and then own that and start charging more. I no longer charge only \$450 for a complete funnel, I have more than 200X my prices. I now charge six figures for copy projects, which, a couple of years ago, I probably would have laughed out loud at you if you would have told me that I would be able to charge those kinds of prices for copywriting. You know, a couple of years ago, I didn't even know what copywriting was. And I was shocked to find out that I could get paid to write. That was an exciting day in my life. And now it's what I get to do every day, I absolutely love it. Since working with Ray, I have

bought my own home, which was our first home that we've been able to buy, my husband and I, we have gone on vacations such as taking my daughter to Disney World to meet the princesses- every little girls dream, I quit my nine to five, I also retired my husband from his nine to five. So he gets to be home, taking care of the kids with me and helping me out at home, I bought my dream car. So many things that I have knocked off my vision board, my bucket list, we're looking at buying our dream home on the lake here in the next year or two as a result of the success that I've been able to create within this business, from the mentorship and the guidance that Ray has provided. So you know, honestly, I'm living my dream life and living my dream life. And it's so much fun, and just priceless. Just do it, just jump in. Trust me. If you show up, I guarantee you that Ray is showing up for you. And you are going to see the success that you want. When your why is strong enough, when you are motivated, and you have a guide like Ray, failure isn't even an option. You just don't give up, and you're gonna see the success that you want to create. And he has been a fabulous mentor, so you know, he's the real deal. He's not, you know, some scammer out there just trying to take your money and sell you some make money online thing like he loves helping other people. He is on a mission to help more people in this world create a bigger income. And that's what you're gonna get when you join any one of his programs. You get this possibility of living your dream life. So just do it. Don't think about it anymore. Just jump in.

Ray Edwards 19:00

That's one case study, we have many more. Be happy to share them with you at some other time. I just wanted to inspire you whether you join our program or not, you can do this on your own. I did. It took me over a decade to figure it out. I'd like to save you the time and help you avoid the pitfalls and take the quick paths, but the lucrative paths and help you get to the place like Dawn did, where you can be charging rates that are enough to give you a great quality of life plenty of freedom and flexibility. So I'm hoping you will join us in the certified copywriter program. Go check it out. If you have questions, you can contact us and let us know. Enrollment is open as of today, the day this was published, July 4, 2022. We'll be closing enrollment soon. So make sure you get your application in right away. And I would love to work with you, help you get certified and then help you find clients, maybe have you write for us, maybe write for some of our clients, maybe recommend you to our colleagues. There's so many benefits. Go to the page, Rayedwards.com/sidehustle, and check out the offer there. And until then, I pray that God will bless you and do more for you than you can ask or even possibly imagine. Peace to you, peace to your house, and freedom to you as well. Live long and prosper.

Announcer 20:34

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