



Ray Edwards Show, Episode 579

Ask Ray Anything

Announcer 00:00

Ray Edwards Show episode, 579. Ask Ray Anything.

Announcer 00:10

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

Kris Edwards 00:16

Hello, and welcome to this special episode of the Ray Edwards Show. This one is special because it was recorded in front of a live studio audience, or more accurately, a live Zoom audience. This audio is from a meeting from this past Friday, Ray had originally set this up for people with copywriting questions, folks who are either new to the business or kind of stuck in their business, or had questions about certification, what that means, how you do that? And we got plenty of that stuff. But we also got things that just apply to being an entrepreneur in general. How do you function? How do you move forward in today's economic climate, all the weird stuff going on? It's a lot of great information that Ray wanted to share with everybody. So let's jump in.

Ray Edwards 01:01

I'm super excited to be here with you today. Let me explain what this meeting is all about. Ask Ray, anything. Original intent was to have you asked about our Certification Program, you may ask about that. I am going to talk about that for a little while. Because I think it's an opportunity some of you maybe aren't completely as familiar with as you might need to be because I think it can help you. But the bigger meaning of this call, I want to talk and share with you and answer your questions about what do we do when faced with the world situation we're in right now. Because I don't want to be tone deaf and just be talking about, you can make lots of money as a copywriter, and you can have vacations and free time. That's all true. And there's some scary stuff happening right now. Right? With the economy with inflation with recession, with the culture, quote, wars, with all the stuff that we're hit with every day in the media, legitimately. I mean, there's, there's wackadoodle politicians and religious extremists. And hey, you know, me, I, I was born and raised as a Christian, I follow Jesus. And I love everybody, whether you're an atheist, an agnostic, a Muslim, or, and I don't want to fight about that stuff. When I say religious

extremists, those are the people who give spiritual people like you and me a bad name. Our job is to love people. So I want to talk about how to deal with what's going on in the culture and with your business. Because a lot of folks are scared now, they're, I know, lots of entrepreneurs who are very successful, who right now today are considering just shutting down their business, things are actually going well. But they're considering just shutting down. And like moving to Puerto Rico, or wherever people want to go these days to avoid paying taxes, and they want to hide out. And please, please don't do that. Please don't go hide out. This is when we need you. This is when we need entrepreneurs, which are people who move things from a low abundance condition to a high abundance condition. That's what we do. We come into a place where there's low abundance, or we might call it scarcity. We come to a place where there's scarcity and we bring abundance to all the people in that area. That's what you do as an entrepreneur. That's why you make money as an entrepreneur. And we need you to stick with that because that assignment of yours is so important. It's important for you, yes, it's also important for other people.

Ray Edwards 03:40

Let's start with this. If you have a business already, you need to learn how to communicate the value of your business to other people clearly and persuasively. You know this already, you spent any time reading my stuff or watching my videos. You know, I'm a proponent of this thing called copywriting, where you write copy or you write words that explain the value you bring to the world and how you can help people and you get them to buy from you. And that is important to you and your existing business. If you don't learn how to do that, you're gonna suffer. So skill number one to have in a time of recession is writing copy. And it looks to me like it really is a recession. There's argument over that but you know, things are getting worse. In that regard. Prices are going up. Look back in history. I mean, this is not the first recession I've been through. There are those of you who've been through several of them. Look back in history. I was just looking at some notes from a video I was watching earlier today. 2001 Who remembers the .com bubble when it burst? Yeah, that was crazy times. That's when MailChimp started was right after the .com bubble burst and a bunch of other companies as well. Remember 2008, 2009? Remember The Big Short when the banks collapsed? Let me tell you how that hits home for me. At that time I was working for a client, who was in the business of teaching people how to invest in real estate. Only he had a very difficult time selling his product because it was his product was not about buy houses on credit was no money down and get 16 credit cards. And that's what everybody was selling at the time. This guy was saying, Pay cash, buy these little tax repossession properties, and flip them and you'll make a lot of money, eventually. It was not get rich quick, it was get rich reliably. And it wasn't very popular. Because we kept sending out emails as rent email copy for him sending out emails to his list saying, you know, if you're borrowing a bunch of money, you're going to be sorry, one of these days soon for your real estate investments. Then the bubble burst, or the game was up, foundation cracked, and the whole banking industry in the US collapse in one day. Remember that? So my client calls me he goes, Ray, we gotta cancel that promotion we had ready to start today. I said, Are you kidding me?

Ray Edwards 06:00

Baby, this is your hour. So we sent it, we sent an email out it had one word in it. Okay, wasn't one word there was, I told you so. And we linked to this video where he's like, I tried to tell you guys this was gonna happen, because he did. So what I'm saying the point of my telling you that

is I mean, we were nervous if it turned out to be the biggest promotion he'd ever done. It turned out to be at that time, the biggest promotion I'd ever written for anybody. And that was just timing. But it wasn't luck. It was preparedness. And it was recognition when the door was open, and we did well, and continue to do well. And I'm saying to you right now the door is open. In 2009, here's a few companies that were formed, right after the crash. After the banks, all the biggest banks in America collapsed. Maybe you don't remember because the government bailed them out instead of sending them to jail. But that's a different story. Airbnb was started in 2009. Groupon, Square, I think Zoom started in 2009, if I'm not mistaken, in that desperate time, and that worst of times that most people living it's time working in business at the time, where like, I've never seen anything like this before. They thought it was the end of the world. It was not the end of the world. It wasn't even approximately the end of the world. And this that's happening right now. Maybe worse than that. But it's not the end of the world. It's just the end of the world as we know it. Come on, somebody say it with me now, it's the end of the world as we know it. And I feel fine. And so do you. Because you know, this is a temporary situation. This has all happened before. And it will all happen again. And our job is to notice where we are in the cycle and figure out what to do. Here's some things to do right now. If you don't have a business of your own, it's time to start one. Because that is high leverage. You can have ideas that make money. Yes, while you sleep. I was just watching a video earlier, I can't remember the name of the guy, he was talking about his, um, his vending machine business where he has like a few dozen these vending machines and it makes him like 30, some thousand dollars a month. All he does is go around and restock the vending machines. Now he had to buy vending machines and get to locations and do all that stuff. I'm saying there's so many ways you can disconnect hard labor, hard work, lots of time invested in creating income. So now's the time, if you don't have your own business to get your own business. There's huge tax advantages to having your own business, you can end up writing off so many things and not paying tax on stuff that you normally have to pay taxes for. The government, despite their own intentions, they don't destroy businesses, and they they make a path for us. They give us incentives. So we'll make them money that they can then take away from us and pay for other stuff. But I might be editorializing a little bit. If you want to help people, if you, you're not the kind of person who sits around saying I want to have my, my lifestyle where I can have a Porsche and Lamborghini and a jet and a mansion and travel all I want to. I got no problem with that.

Ray Edwards 09:11

If you want to do that, no problem at all. But a lot of people on this meeting don't want to do that sort of thing. A lot of us have this desire we want to be able to help people in other ways. And look buying a Lamborghini helps people. It helps the people who make Lamborghinis, obviously, but also the people who make the components that go into Lambos and the people who clean them and the people who serviced them and the people who made the leather that's in the seats and the people who own the garage where you that you rent that you put your expensive car into protection from the weather. There's so many ways that prosperity of you buying a luxury car transfers to other people. So do that if you want to. There are others among us who just want to have money to give. You just won't be able to say yes when people you love and people you know need help. You want to be the person who can say yes. Oh, you need help with your rent this month? Ya, I'll help you. I'll take care of it. That homeless shelter in your city needs some more money to feed some people. Wouldn't you love to be able to if that's your, that tugs at your heart, wouldn't you love to be able to just write them a big check and help out? So there's all kinds of reasons to want to have a business and create wealth and create income,

and taking care of your family and even having a nice life and a nice house, and all that is not a bad thing. There's still more available for you, as an entrepreneur. There's, there's a reason, my quote tagline, if you can call it that, since I started this business, since I put my Rayedwards.com site online has been prosperity, with purpose.

Ray Edwards 10:47

With purpose. And the purpose is going to be different for many of us, we're going to have different things in mind. And that's okay. So I think the ideal business is copywriting. Ideal business to start or to add to the business you have. Because you have to have it. You have to know something about it. Even if your business is the the vending machine business I was just talking about there, you got to have copy. You got to write copy to persuade people to let you put the machine at their location. You got to have copy to get people to stop and look at what's in the machine and buy from you. And there's opportunities. You think you could use any upsell copy at the vending machine? Heck, yeah. I mean, that's a that's a lead funnel right there. The reason I think copy is the most important skill you can learn as the business starts because you got to learn it one way or another. If you got a business you think has nothing to do is copy your maybe get beginning to get the idea, oh, every business needs copy, you're gonna have to learn it. Better to learn it intentionally, and not have to learn it for your business, but learning as your business. When you come at it from that perspective, you begin to realize, man, there's no reason I should not have five or six different businesses. Oh, yeah, now you're getting it. That's where we're headed. copywriting is the perfect business because you can start it for zero dollars, zero inventory, zero cost of product, zero equipment, zero building needed, zero employees, zero overhead. My team is looking all nervous now, zero employees what are you talking about? I'm saying, when you start out, you don't need to have all that stuff. You need to have this; a pen, or maybe this; an iPad, or Android, something to write on. You can write copy that makes sales. And you can have clients who pay you for it. And then you got a business. It's called copywriting. So some of you probably most of you are here to hear about the certification program, you probably know a lot about it already. If you got questions about that, I'll be happy to answer them. And I'm also happy to talk to you about the economy. If you're not interested in this certification program. We can talk about something else. If you got questions on your mind about that. I'm going to tell you a little bit about certification, and we're gonna go to questions. The reason I'm gonna share this with you is because I made a decision this morning to extend the deadline for application to next Friday. And some of you're gonna go wait a minute. What's up with that? That sounds fishy. Okay, I'm just gonna tell you the unvarnished truth. I totally goofed it up, I did not look at the calendar correctly, I did not put the right date in the email. I didn't even think about when we were ending and why. I know that was everything we offer, having a deadline gets people to move to make a decision. And so that's how we use deadlines. No big secret. The new deadline for applying is now a week from today. And the reason for that is, for whatever reason, lots of people have not been getting our messages about the certification program. And lots more people are becoming interested. Some people have been laid off, some people know they're going to be laid off. Some people are ready to quit their jobs. Some people are frustrated with where they work or where they live. They want to just have a business that they can travel with. Got lots of interest. And I need more copywriters, not just to enroll in our certification, but to write for our agency. We just cut a deal with client yesterday and just started up that deal where they're paying us a lot of money to generate ideas for them just for the ideas for their copy.

Ray Edwards 14:18

Think about that. What if you had somebody write you a check for five or seven or \$10,000 a month, just so you could have ideas for them? That's that's real. So, we are starting the new accelerated certification training on August 9. And what this is, is we've taken the certification program which used to take a year to get through. I mean, you literally had to go through 12 months of training, and do the assignments and get the evaluations and some people just crumbled. They're like I can't, I can't do this man. I'm just gonna learn this stuff. And we had more and more people coming into certification who are already writers like some people who already had their own agency, like Matt Sheeks, I don't know if he's on this call or not. But he, he, he and his wife already had an agency digital agency when they signed in to become certified. But there were, there's a lot of benefits and advantages to being certified by us. I'm putting my name right underneath yours and saying I back you up, and clients trust that. And so if you don't have any credibility right now, because nobody knows who you are, now, you're borrowing my credibility. So the problem we had though, was we had people coming in saying, Look, I'm already a really good copywriter, and we look at their stuff and realize they really are really good. Maybe they're even students of mine. They didn't want to have to wait a year. So we found a way to accelerate the process, I mean, really accelerated. We're going to start on August the ninth, and six weeks later, if you do all the work, you're going to be certified. Just in time, for us to go to the, what I consider to be the biggest and best opportunity of this year for getting new clients, which is Funnel Hacking Live. Now, you can go to Funnel Hacking live without me, but why would you do that?

Ray Edwards 16:04

I mean, we can be there together? Why would you do that? What I'd like to do is get you certified, and then take you around and show you. This is how you work an event like this without being a pain in the butt, without being the person who's remembered as, Oh, there's that guy who keeps shoving his business card in everybody's face. You don't want to be that person. But there's a way there's a spirit in which you can show up at this event, and serve people and be remembered. And some of them will end up becoming your clients. But you have to learn how to disconnect from that outcome and just go there with a heart to serve, there's a way to do it, way to approach it. You also don't want to be a jerk that gets the people who run the event upset, you got to be careful about that. I mean, they paid a lot of money to rent the facility and have their own customers show up at the event. So you gotta be know how to handle that situation. So we're gonna be together for a day before Funnel Hacking Live. And we're gonna get together with all my Certified Copywriter people who have their certifications, and they're there to find copywriting clients, I'm going to walk you through how to behave, how to act, what to do, so you can end up getting clients from the event. And also learning from the event, learning the material, and really building a good solid foundation for your business. This is, we've done this before. Joe, you were part of a group who went to, it was a different event, but that was one of the reasons you came on, became certified, right?

Joe Pomeroy 17:34

Yeah, it was, it was a different event. It was Product Launch Formula, here in Phoenix. And I remember that because we got little magnets saying we were certified to put on our name badges and everybody's got their lanyard walking around. And it was amazing how much more confident I felt just having that little- well one, the little magnet was a conversation starter. But also knowing you were there, the team was there being a part of that just gave me more

confidence to go up and talk to people and feeling legitimate and was able to walk away with some great contacts and some business.

Ray Edwards 18:04

It was so much fun. And we're going to recreate that only this time, there's a lot more people, they're gonna be like over 5000 people at Funnel Hacking Live. And you might say, well, how does that help me? Think about it, that's 5000 people who are your target prospect. They are people in direct response marketing who know about copy who know that copywriters cost money, who have spent money on copywriters, and who have money to invest in their business because they're investing it to be at Funnel Hacking Live. This is like the best self selecting crowd of live human being entrepreneurs you could possibly find. So we're gonna go right there and hang out with them and help them and serve them and get clients. That's our that's our purpose for going. So, that I encourage you to be part of it. And then you might say, Well, what what happens then? Well, then we've got the years worth of, remember the year's worth of curriculum I told you about? Well, we still have that, and we're reorganizing it, we're rebuilding a lot of it, and if not most of it to make it more efficient, more streamlined. Because we got a lot to share with you. And as a certified writer, you don't want to stop learning, you want to continue the path of mastery, continuous improvement. So for 12 months, you get live training for me, you get to practice your skills, you get feedback on your copy, so you can make it better you get live coaching with our lead master coach who is a freaking Captain Awesome genius, Joe, is our lead master coach, just in case you didn't pick up on that. So we got 12 months of that training available for you. And we stick with you for a year and we're also giving you a year in our new coaching membership, free, you don't have to pay for it. The value of that is just over \$3,300 I can't remember the exact number. But you get it for free. And there's there's monthly group critique calls, there's craft calls, there's so much material I'm not gonna go into all that you can you can see all that if you go to Rayedwards.com/sidehustle

Ray Edwards 20:00

That's the page where all of this is available, you check that out. There's lots more to it. I'm not going to make a big long pitch and make, you know, yellow slides, people having to do their pitches and they have like stacks of all the stuff that shows you how much it's all worth. The actual retail value of every single we're offering is, like \$64,000. Oh, that says this funny if that's if that's accurate, because that makes it the \$64,000 question. Some of you are getting it. Now you're like, I don't know what you're talking about. It was an actual game show. Okay, obviously, I'm amusing myself. So let's, let's see if I can amuse you. Do you have any questions? Anybody want to talk about the certification or about business? Or about the economy? Or do you have a copy problem or something I can help you with? Let's talk. Shane!

Shanei Born 20:45

How are you?

Ray Edwards 20:47

Hello, darling? I'm fabulous. And you look marvelous.

Shanei Born 20:51

Thank you. So, I have a cup- a question about: I ran a challenge. And I also invited affiliates. But there were not really a lot of affiliates. How do I approach people to become an affiliate? That

was my first question. And then my second one is, don't really know if the copy that I've written for those emails are on point.

Ray Edwards 21:16

Okay, so first of all, let's give it up for Shanei for stepping up boldly and asking the first question.

Ray Edwards 21:22

How do we, how do we get affiliates to promote our stuff? Now the things people want to know most, Shanei, are like, how do I build a list? How do I get the big quote gurus to promote my product? And how do I get affiliates to promote my product, because those are the dream, right? I got a big list and I send an email to the list make a bunch of money, or my guru buddy sends an email to his list, or her list makes me a bunch of money, or my affiliates all mail to their list at the same time and I make a bunch of money. There seems to be a common theme there. I think it's about making a bunch of money. That's okay. There's nothing wrong with that. I have an answer, you're probably not gonna like it very much. The way to get affiliates who will really promote for you is you build a relationship with them over time, and relationships are built on trust. And trust is built on experience of the other person in environments where they could become untrustworthy, and they don't. think about it. You can't really test the trust you have in someone unless you're in an environment where they might not come through for you. So people need to get to know you. And you get to know them. And you help them and you serve them and they see what kind of person you are. And then over time you develop a network of- I say overtime, it could take six months. But the deeper, better, higher leverage relationships take a little more time in that even I've got people on my list, like if I was in trouble, I needed them to email for me right away, because I needed some money. Because I was in Monaco, and I had gambled away everything. And I was being held in a casino where they weren't gonna let me go, unless they got a million dollars, I have friends, I would send an email to and say, I need you to promote something for me right away. And they would do it. But say you're not in that situation, those relationships that I have, like that are people I've known for five or 10 or 15 years. So you say, Well, I don't have I don't have five or ten or fifteen years to wait, Ray. Well, this is where the development of relationships with a few people who do know you, and then using that to build a network of smaller commitments to help you out. Like, Shanei, I know you. And I would recommend you some of my friends, to take a look at your material, your coaching, your expertise, your wisdom, your knowledge. And by brokering those connections, through someone you know, who in this case is me. That's how you get results that are going to be bigger and more productive than otherwise. So being certified, as you are puts you in the category of now you have access to me and my network and people I know and resources that are available. And as far as your emails, I have a hard time believing the emails are the problem because I know what kind of copy you write. But um, I'd be happy to take a look at those not on this call. But you can send them to me, you know how to get them to me, pop them over my way, we'll take a look at him. And we'll see what we might be able to suggest. Does that help?

Shanei Born 24:28

Yeah, it helps a lot. Thank you.

Joe Pomeroy 24:33

Ya, If I can add something to that. Oh, no talking over the applause, Joe. So this is what's interesting is the saw Ray, you mentioned the the copy Academy and I don't want to get off into

that. But the expert training that we just had, one of the things that Ray taught was three keys to being an entrepreneur in today's environment. And he talked about we need to connect, we need to create we need to contribute. So this idea then about how do I get affiliates to Email me, how do I build these relationships? Well, you connect with others by creating contributions, or how did I say the other day when I thought, Oh, you create connection through contribution, I think that's the better way to say it. But this is what's amazing about live events, like Funnel Hacking Live, is that you get to sit down with the person, you get to have a conversation with them, there's in between sessions, or you're sitting down next to somebody. And a lot of times at these events, they encourage you to interact with people that are next to you, so you're able to start having conversations with them. I was at an event, Ray, it was your event in 2019, the live event you put on, I was sitting next to a gentleman and, and we've been talking a little bit, and I this was a Dr. Fred Jones, and I leaned over to him and I say, Dr. Jones, I'm going to write your copy for you. And he kind of nods his head, I was like, Don't be mistaken, you're gonna you're gonna hire me to write your copy. But I mean, we clearly have a connection, and we're gonna get some good things done. And he kind of nods his head, and he thinks about it. He's like, I've received that. And then it was about four or five months later, I was writing a sales page for him. So and it's not because I exactly because of what I said. But it's because the relationship that we built because those conversations and during those conversations, you start sharing bits of wisdom, you start providing value. I mean, that's what we do in friendships anyway. Right? We provide value. That just goes a long way. So being at events like Funnel Hacking Live, live events, especially being there with a team that can support you, you get your questions, you can come back to the team, you can ask them, hey, this person was asking about XYZ. What do you recommend I do for next steps? Or what should I share with them? Super powerful for getting business.

Ray Edwards 26:39

Yeah, good. Good answer. Good job, Joe. Thanks, Shanei. So yeah, I remember this, I'm getting so excited about going back to events again, who misses that? It's gonna be fun. And I mean, come on Florida, Orlando, go into the big D, and I don't mean, Dallas, I mean, can't be there. And I go to Disneyworld. That's, that's my opinion. So I just know that it's, it's so fun to go to an event together. And take some certified writers along as students along and watch when I say, take them along. You sorry, you got to drive yourself there, fly yourself there. You know, get a place to stay. I'm not gonna do that for you. But we'll hang out together, you'll have access, you'd be at our event or gathering we have. And then I just love having people know we're gonna meet up here at this place in this corner. Come back and tell me how you're doing, hearing the stories of the conversations they've been having and being able to offer suggestions and say, Hey, go, go back, find your person, either bring them over here, let's talk or this is what I would suggest you do to help them out with that problem they have. It's just a lot of fun. And let's not forget it's Funnel Hacking Live. Russell has lined up an incredible number of expert speakers, that the top people in the world are using this funnel technology called Click Funnels. I mean, Tony Robbins uses it, Dr. Daniel Amon uses it. Grant Cardone. This is the cutting-edge toolset. And you're getting to hear the people who know how to use it best sharing their expert knowledge, techniques. Tools, it's a win, win win. So okay,

Joe Pomeroy 28:23

Ray, we have a question in the chat from Beverly, if we're ready to take that.

Ray Edwards 28:27

Yeah, go ahead.

Joe Pomeroy 28:28

So Beverly asks, I have a question about blogging. Do we use the same PASTOR Formula? Do you have a module on blogging practices?

Ray Edwards 28:39

We do not have a module on blogging practices. But yes, you use the same formula. The only thing that changes and it's not really a difference, it's just in our in our minds, is the R is requested response. So if you're writing a blog post, what response are you asking for? Probably you want comments or feedback. So, you ask for it. You say, I really want you to join the discussion on this, what are your thoughts, put them below in the comments or put them on social media and we can discuss it there. Simple as that. Or maybe you're blogging because you want to get people to believe a certain belief system or ideology. Or maybe you want them to vote for a certain candidate, you explain why they should do it, you use the PASTOR Formula, then the first thing you got to do is motivate them to get off their tush and go get registered to vote. So works the same way.

Joe Pomeroy 29:29

So I want to throw something on top of that, Ray. So the idea of blogging practices, there's no module on that. But we do have the Educational Based Content module where we're going to go over here's how you're providing value in everything you write, whether it's an email, whether it's a blog, whether it's script for a podcast, a script for a video that you're going to do whatever that happens to be. And so you can use everything that comes in that module to walk you through how do I provide value And then transition into a call to action. So it's not going to go over how often should you blog, what platform should you use, it's not going to go over any of those kinds of practices, but it's going to give you and show you how to use PATOR Formula in order to write highly effective blogs that are going to turn people to taking action.

Ray Edwards 30:19

Cool, you know, I'm just gonna tell you what you should be asking me. Because I think maybe you know, already. First of all, if you want to be in the Certified Copywriting Program, just make an application. And let's talk you and I will talk on Zoom. And we'll figure out if it's a good fit for you and a good fit for us. And if it's not, we'll refund your deposit and everything will be cool. We can still even hang out at Funnel Hacking Live, if you want to, I'll still even have a drink with you. I'll have soda water, because if I had anything stronger. God only knows what I would do. So I'll stay away from that other stuff. But we'll be fine. Now, here's what you should be asking me about business and marketing, and the current economic environment that we're in. You should be asking me should you be afraid? No, you should not. Not one little bit. Should you be prudent? Should you be frugal? Yes. So here's my advice. You didn't ask for it. So I asked for it on your behalf. And now I'm gonna give it to you. Now's a good time, look at your expenses, because prices are going to keep going up. It's like, interestingly, book prices have not increased yet. But they're about to, because why? Paper, you have to have paper to make books. Just you wait, Henry Higgins, just you wait. Price of books is gonna go up. So take a look at your expenses and ask yourself, especially for those recurring expenses, you just let slide month after month, maybe you don't need that service, because you're not using it, then

now might be a good time to cancel it. And everybody who runs a monthly subscription service is cringing. Now thinking, God Ray, don't tell them that. No, it's I mean, it's common sense. You got to look at your, at your team and your staff. Now, everybody at my company, I mean, fortunately, we're doing well. And we don't have to worry about that problem. But in the past, we did hit a point where we had to lay some people off. So that's hard. You don't want to do that. So the way you avoid that as you look at your expenses, you look at your revenue, you know what's coming in, you realize, oh, gosh, maybe we need to go create some new business, get some new things on the books. And that may require a little bit of work. I don't believe in having a workaholic culture. I don't believe that it's good for us to do the grind. You know, there's people who work 18 hours a day, eight days a week. I think that's that's not healthy. But there are seasons where you have to work harder, and other seasons, and we're getting into one of those seasons right now. So if you must work hard to lay up provision for the coming days of famine, then wouldn't you rather do it now? Instead of being forced to do it later when you're hungry? Yes, you would rather do it now trust me. So it's time to look at that, time to look at what opportunities are there. And there are many opportunities. Like, let me share this. And then I'll see there's any more questions, the biggest opportunity, you have to make more revenue, more income from your business? Right now is the thing that's right in front of you, whatever you're working on. What's the last? Do you have a course you just sold? Or do you have an ebook that you sold? Or do you have any kind of product, the people you just sold that product to are your best chance for selling something to next. All direct response marketers know, the hottest market is the one that just bought stuff. The hottest list is a list of people who just bought a product. It's called Are you ready for this? The Hot List, because they're buyers. And there's there's only one thing we know about buyers, buyers like to buy stuff.

Ray Edwards 34:06

Doesn't make you bad for wanting to sell them stuff when they want to buy stuff, does it? No, it doesn't. I'm saying look at all the assets you have in your possession, your list your products, your customer is not really an asset. But they are people they're relationships that you have that you may be able to render some more value to. We are doubling down on the way we serve our current clients and customers. When I say doubling down, everybody says that these days what I mean is we're giving better customer service. We're being better at follow up. We're being better at listening for questions that are being asked, we're being better at responding to problems that may crop up. Even if it's not really our problem. We didn't cause the problem you're having. If we can figure out a way to solve it, we will because by doing that, we build a deeper relationship and more opportunities to help later mean more opportunities to serve through further transactions, because your people who just bought from you or bought from a year ago or bought from you at any point in the past, you go and serve them first. When it comes time for them to buy your particular category of product or service, they're going to come back to you. So those are things I'd be thinking about right now. And my overall message to you is, have your own business. Operate it with good stewardship, don't just throw away money on things you don't need to be buying right now. Like, probably nobody needs to go buy a new camera, if you want to start a YouTube channel. Because you can start one with the camera you have in your pocket. I'm not saying be so, be frightened. Just be a cheapskate. But why buy a new camera if you don't need to right now when we don't know what the cashflow situation for you might be next month. Let's get your cash flow growing and stabilized first. And there's plenty of ways to do this. So this is what we recommend. This is what we're teaching inside the academy. This is what we're working with our certified copywriters on. And guess what, there's

lots of businesses that have plenty of fat cashflow, and are ready to pay you big fees to help them keep that going. And this is a time when you can get wealthy as a copywriter. I don't mean just make good income. I mean, this is a time where you get wealthy. So my advice is to do it.

Ray Edwards 36:33

Go to Rayedwards.com/sidehustle, get all the details if you feel like it's a good fit and apply and we'll talk. Otherwise, I'm going to answer any other questions we may have. And then I'm just going to go have a big fat cup of Mud WTR, which is an actual drink, not just like me saying I'm gonna drink something disgusting. Mud WTR is a good. It's a product I bought because of the direct response ad I saw on Instagram. And one thing we know about buyers is buyers loves to buy stuff. Okay, I guess that's my cue them done. This call will only last as long as your questions do. So if you have any questions to ask me. Now would be the time.

Tami Hyatt 37:16

It looks like Heather has a question. Heather,

Ray Edwards 37:19

Come on down, Heather. Unmute yourself.

Heather 37:23

I'm on my desk treadmill.

Ray Edwards 37:27

That is awesome. I mean, come on, give it up for that,

Heather 37:30

Tou know, great way to work.

Ray Edwards 37:34

That's so cool. How can I help you, Heather?

Heather 37:37

Okay, I have two questions. One has to do with me one has to do with my husband. I am a portrait artist, have a luxury portrait business. I paint portraits. So can you speak to copywriting in the luxury industry? Because I get conflicting opinions that a luxury brand is creating a dream, whereas everyone else is talking to the problem that people have?

Ray Edwards 38:08

Well, first of all, freaking awesome business you're in. I mean, let's just pause for just a moment, think about what portrait artistry really is. It's me going to an artist like you saying, I would love it if you could create a portrait of me and my wife, for instance, and show us, the best of us in this image that when we look at it, we we feel like oh, yeah, that's, that's who I feel like inside. Am I getting close?

Heather 38:41

Oh, yeah. And it's creating a legacy for families. So it's creating the dream of we want to make a difference to our family and to the generations that come after us. And so we want to create this

art piece that is never going to be taken off the wall. So I start with the camera and photograph them and then I paint it.

Ray Edwards 39:01

Okay, so I'm gonna give you another round of applause. Because he just beautifully illustrated the point of my answer, which is, you are dealing with the pain and creating a dream. We call this aspirational pain.

Heather 39:17

Yeah.

Ray Edwards 39:17

Because if I aspire to leave a legacy for my family, if I aspire to have a legacy, what does that imply? That I do not currently have it. And so my aspiration is to begin creating that legacy. And that's the pain you are relieving by painting, literally in your case a picture of the dream. That's how you do it. And that's why yes, you need copy. And that's that's what the copy speaks to. And you know, not every business needs to have a super long sales page but I can imagine very easily a business like yours having a brochure or a booklet that is actually it's a sales page. It doesn't matter what format it's printed in, except that it matters to your customers, your clients. Certain things they will read and certain things they will not. For your clients, they're probably not very interested in reading a big long scrolling page with a bunch of red marker stuff on it and doodles and all the usual stuff we associate with online sales letters, but a well written tastefully designed page or brochure or booklet, something that they would read, Yes?

Heather 40:25

Yeah. And I have that. I got acquainted with you through StoryBrand years ago, when you were one of the guests before they had Business Made Simple. So I watched your videos then. And it's just a challenge to figure out how to communicate to a luxury, affluent clientele, when they often don't have a lot of problems, at least obvious ones.

Ray Edwards 40:46

Oh, trust me they have problems.

Heather 40:48

Oh they do for sure.

Ray Edwards 40:50

I like to say not only do they have issues, they have subscriptions to issues.

Heather 40:56

Yeah.

Ray Edwards 40:57

So, now, there was a second question. I think I forgot it.

Heather 41:00

Okay, so my second question has to do with my husband, who is a pastor. He's been a pastor for over 20 years. And he didn't make it to the call. I don't think he had stuff going on. He wants to retire early. He's only 51. And I am encouraging him to look at being a copywriter because he's been selling the gospel for 20 plus years. So can you tell him why this would be a great exit strategy from church ministry?

Ray Edwards 41:31

What's your husband's name?

Heather 41:32

Justin.

Ray Edwards 41:34

Justin, let's hear it for Justin. I mean, congratulations on entertaining the idea of retiring. And Brother, if you can be a pastor for 20 plus years, you're gonna make an awesome copywriter because you've been selling something that people don't want to hear? I mean, come on, let's just get real. And say it like it is, a lot of stuff you said to people they did not want to hear. But you said it persuasively. And now you're at a point where you can take those skills and turn them onto the continue to use them for the purposes of good, but good in the marketplace. You know, I don't think we need a lot more. If any more pastors in pulpits, I think what we need is people who are ministering in the marketplace. And by ministering I mean helping, healing, restoring. I mean, Justin, isn't that what you've been doing all this time? Can't you see, this is a way you could do it with more freedom of time, more freedom of structuring who you want to work with, and when you were willing to work and when you're not, and deciding how much money you're going to make, without all the other pull. And I'm not saying that this is true, but possible. There's a lot of politics and pressure and manipulation, involved in being a pastor and it gets tiring,

Heather 42:56

Very

Ray Edwards 42:56

I'm saying this, this, my friend is the path to freedom to be who you really are, without being controlled by other people. And I know you love your people that you have been pastoring I'm not speaking ill of them. I'm just saying, I've helped so many pastors make this transition. And I would be privileged and honored to help you do the same if you want to talk about it. Heather, you have your husband get in touch with me.

Heather 43:20

Yeah, he's gonna want to know how much it's really going to cost. Because we, you know, it's probably more than \$2,000, that was his first presentation,

Heather 43:29

Yeah, that was my guess.

Ray Edwards 43:29

I'll just tell you. So I'm like the world's worst marketer, because I'm just gonna not gonna hold you in suspense. Certification is \$12,000. \$2,000 deposit, we have a call, we decided that you want to do it, then it's \$10,000 balance on a payment plan. If you want to pay in cash, then we will give you \$2,000 Discount off, so the whole, the whole cost is \$10,000. I think I mean, go try to find any other business, you can start for that amount of money.

Ray Edwards 43:31

So the more important part of the question, I know you want to know that. So I just gave you the answer. So there's no suspense. And I would still love to talk to Justin, this. Anybody who's been through this process with me knows this is not me, pitching you and selling you're really hard on doing it. In fact, I'll be asking questions that might lead you not to do it. Because I want if you can be talked out of it. You should be talked out of it.

Heather 44:21

Yeah.

Ray Edwards 44:21

So do you have any other questions? Any follow-up?

Heather 44:23

No, no, I think it would be a great fit for him. If he wants to retire at 55 in four years before ministry actually kills him, literally. I think it'd be a great option.

Ray Edwards 44:35

Let's start before that happens. Now I really want to talk to him. I hope he'll set up a call with me. So we can talk.

Heather 44:44

Okay, thank you.

Ray Edwards 44:44

And thank you so much, Heather, for asking. All right. So here's the deal. Go to Rayedwards.com/sidehustle If you think it looks like something you want to do and make the deposit we'll talk if it turns out you don't want to do it, I mean, you know the price now, so there's no secret, there's no hard sell. If it just turns out to not be a good fit, we'll refund your money and we'll still be pals. But maybe this is the thing you've been waiting for. If it is, I'd love to help you achieve the success you want. Because I know it's possible. I know this is an opportune time. It may seem scary out there and it is for a lot of folks. But if you have the right perspective and the right approach, this is a time of great opportunity. Let's pursue that together. So until we chat, I love you very much. Go out there today and make somebody else's life beautiful. See you soon.

Announcer 45:40

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