



Ray Edwards Show, Episode 582 Get Clients Now

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Announcer 00:09

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

Ray Edwards 00:17

Today's question, Ray, I'm a copywriter. How do I get clients now? This is a very timely question whether you're a new copywriter, and you're looking for your very first clients, and you need them now because you need income now, or perhaps you're an experienced copywriter, and you've experienced a slowdown in business, you're in the famine, part of the famous feast or famine cycle, what do you do? I've got three ways you can get clients now. And let's jump right in with number one. The number one way of getting clients now is what I call the open agenda method. Now, I'm going to give you an advanced warning and tell you all three of the methods I'm going to suggest to you today are going to require something that some of us might be a little uncomfortable with- human contact. Really, it's okay, humans are nice, they're just like you, they just want to be liked. They want to be helped. They want to be seen and valued, and loved. You can do this. So number one, the open agenda method. This is where you look in your contacts, your address, book, your phone contacts on your iPhone or your Android, and you look for people you know, and you call them. And you call with an open agenda. What I mean is, you've experienced this; people call you with a hidden agenda. They're like, Hey, I haven't talked to you in 20 years, but I wanted to catch up, see how you're doing, how's your kids, how's your family, by the way, I have a unique opportunity. I have a friend who's a millionaire, we're looking for some sharp people in your area who want to distribute vitamins to their friends and family. It's a unique opportunity for your whole family and all your friends. Nobody wants to talk to that person. This is not what I'm talking about. That's a hidden agenda. The open agenda goes like this, you call this person. And yes, I'm suggesting you call them, not text them, not email them, not dropped them a postcard. These are all ways of depersonalizing the contact. I want you to deeply personalize it, call them, and just say something like this. Hey, Dr. Fred, it's your old buddy Ray, I'm calling with an agenda. I'm looking for a favor. As you know, I'm a

freelance copywriter. My business is writing words that sell stuff for people. And frankly, I'm looking for business. So I'm just wondering if you know anybody who might need some help with their advertising or marketing? And if you don't, that's cool. That's my agenda for the call. Maybe they'll pause for a moment and say something like, I don't know of anybody. Or I'll think of it, and I'll get back to you, or whatever they say, other than Oh, yeah, you should talk to this person. Or maybe they say, well, talk to me. Regardless, most of the time, what's going to happen is they are going to not have an answer immediately. But you've put your agenda right out front. Now you can talk about other things. How are they doing? How is their family? How is their business going? What's their life like? What are they doing for fun? What are they excited about? What are they worried about? And this is genuine conversation I'm talking about. You're not trying to maneuver them back, so you can close a deal with them. You're now having a conversation with an acquaintance or a friend and your agenda was right up front. So they're not wondering why you're calling. This may sound like it's very ineffective. But it's not, it's very effective. Because normally, what happens for me, is toward the end of this conversation, and I usually have an ending point in mind, I'll allocate maybe 15 minutes for one of these calls. And as we get toward the end, I'll say, hey, look, I got to wrap up here pretty quick. But just a reminder, the reason I originally call was to see if you knew of anybody who might be able to use my help. And, you know, I'm not a high-pressure kind of guy. I'm just interested in finding people, I can help them sell more of their products or getting more people in their store or whatever. So if you know of someone, would you mind letting me know first? Let me know who they are and what kind of business they're in. I want to make sure I can help them before I ask you to introduce us. Would that be okay? And normally, about half the conversations I have like this, they will immediately start talking to me about someone in particular, often themselves, or in the other half the conversations, they'll say, Sure, I'll absolutely do that. And then I will urge them to get in contact with me as soon as they think of someone because I'd really like to help their friends. And that's it. That's the open agenda contact method. For some of you is going to be very unsatisfactory because there's no like, here's how you close the deal on the phone, right then. Do you really like it when somebody pressures you to close a deal out of the blue? No, neither do I. So let's do unto others as we would have them do unto us.

Ray Edwards 04:39

Method number two for getting clients now. This is what I call the life light method. Yes, the life light method. This is where I'm going to ask you to take your contacts list and maybe even go into your Facebook or wherever you socialize online and look at the names of your friends and see who the life light shines on. This is gonna sound a little too woo-woo for many of you. And if you don't believe the woo-woo, then just bypass it. Think of this as your subconscious mind highlighting someone to you that you need to talk to for reasons you don't consciously know, but your other than conscious mind does know. So that's the life light, somebody's name on the page or in your contact book, the life light seems to shine in that name, it leaps off the page, you think, oh, there's Joe. I haven't talked to Joe in quite a while. I feel like I need to talk to him. He just comes alive for you, or she comes to life for you in your mind, you think I want to talk to this person, call them. Now, this is not even the open agenda call, there's no agenda other than they came to mind. The other way you might have the life light on someone in your life is you're not looking through a list of contacts, they just pop into your head. These are the best life light contacts of all. When the life light shines on that person, just call them right then. And here's what you say, Hey, there, I was just thinking of you. How are you doing? I just want to check in with you make sure everything's okay. How are you?

Ray Edwards 06:13

That's all it takes. If it's nothing, if they can't think of anything, and they don't know why you might have called them, at the very least, they're gonna hang up from that call thinking that was really nice. Nobody ever does that for me. That's the worst thing that could happen, the best thing that could happen is they say, Oh, my gosh, I don't know how you knew to call me. But here's what's going on. It may not be a big life situation emergency, it may be a question they have about their business or their life, or they just need some feedback, or they need a sounding board. I've had some of the most amazing conversations just based on this intuitive or spirit lead or life directed, however you want to look at it, moments of somebody jumping to mind and me responding to that prompting, and just following up on it. And often, it results in us doing business or then recommending someone that I can do business with. But I want to be really clear. In all three of these methods, we're not attached to the outcome of you signing a client, we're attached to connecting with the person and making a real contribution in their life. And we set aside the potential for business until after our initial purpose is accomplished. And you might say, Well, that seems like a small difference. And maybe you're just kidding yourself. If you're kidding yourself about that, this won't work. So it's weird. You have to not care whether it works or not to get your business in order for it to work to get you business.

Ray Edwards 07:37

Method number three to get clients now- now, this is a much more intentional communication system. I've got a whole training I'm developing on this right now. But I will walk through it quickly for you. You can use this starting today. And it will get you business if you walk through it completely thoroughly. And the way I instruct you to do so. I call this the zero-resistance client creation process. Now let me deal with something right up front, you're saying to yourself, maybe, client creation. You're not creating people, are you? No, but I'm creating a client relationship. And a client relationship, by the way, is different from a customer relationship. A client is someone who is under your protection under your care. So you're creating a client, a caring relationship with this person. And I borrow this language from Rich Litvin, who wrote the Prosperous Coach book, along with Steve Chandler, a great book. I highly recommend it. I highly recommend their trainings about client creation. My training is a bit different, but based on many of the same principles, so I think you might benefit from theirs if you'd like mine. That being said, let's go into the zero-resistance client creation process and how you can start using it today. There are seven steps, and admittedly I'm gonna go through them very quickly today. There's more depth to get into, but today, just seven quick steps.

Ray Edwards 09:06

Number one, contact. This is where, however it happens for you, you see someone's name, or you have someone's name on a list, and you want to connect with them. What do you do? You connect. You call them preferably, or you text them, or you Voxer them, however you get in contact with that person on a normal basis. You contact them.

Ray Edwards 09:27

Now, what do you say? This is step two in the zero-resistance process. You have a conversation with them. You contact them and say, Hey, I'd love to catch up and talk to you about business, life, and how you feel about it. And you give them your method of contact, and you get on the phone with them. You get on zoom with them. However you do it, FaceTime, and you have a

conversation, and I would start the conversation like this. You want to be clear about your intentions. I might say, Hey, Steve, I'm so glad you agreed to talk to me. It's been so long since we talked. I want to know everything I want to know how you're doing. I want to know how businesses going, I want to know what's happening with your family. And you recall some details from your last contact with them. And let them know that you've kind of been keeping up with them on Facebook or what have you. Let them know you're truly interested. That's it. That's it, you just start having this conversation. You're not telling them your agenda is to get business, and you're not telling them your agenda is not to get business because at this point, you don't have an agenda yet, you show up open to the conversation, to see what develops.

Ray Edwards 10:27

Step three in this process is connection; you're looking for connecting points that seemed charged with life in this conversation. They may start talking to you about business, they may get excited about something new they're working on. Or they may be discouraged about how business is going. And if they know that you're in the business of helping businesses, for instance, they might start asking your advice. This is where I just stay curious and begin asking more questions. I'm not giving advice just yet. I just want to find these points of connection. And maybe it's not in business, maybe you're connecting with them on a personal level. Maybe they have some fulfillment dissatisfaction in their life, maybe they have some relationship challenges, illness, who knows? Life happens. Connect on those points that are meaningful.

Ray Edwards 11:10

Step four is to contribute. This is where you might feel the prompting to offer some ideas. And I would do that this way. I would say something like, Hey, Steve, you know, I am a professional coach, I want to be clear, this is not coaching I'm about to do, but I have some thoughts that might help if you'd like to hear them. And if not, I'm not offended. Would you like me to share? And if they say yes, then share some thoughts, don't give them directives. That feels too controlling. And a lot of people respond negatively to that. And don't start coaching them because you don't coach for free. We'll get to that. You contribute, you might ask things like, well, I know you feel like it's an either-or decision. But what if it's a both and decision? I'm not saying it is I'm just suggesting, what if it were? What might the both and look like? Or they may be telling you how they feel trapped in a situation in their life. And they're stuck in a job or stuck in a relationship or whatever the case may be? And you might simply say to them? Well, it does sound super challenging. I wonder if you've considered this question. And if not, maybe you could ask this question of yourself and see what comes up. Yes, this is very limiting and very difficult. And yet, I wonder what this makes possible. It has to make some things possible, doesn't it? I wonder what it can make possible for you, Steve? That's a great question to get people asking because it opens their mind to possibilities.

Ray Edwards 12:34

Step five in this process is what I call the confront and coach. Confront and coach is simply where you're going to suggest to them something like this. Look, I'm a professional coach. I keep saying coach because in my trainings like in our certification program, I teach our people as copywriters to think of themselves as coaches or consultants or strategists, something other than just a copywriter. Because the marketplace who's going to pay for your copywriting skills, will tend to think of you as only a copywriter. And that's a limitation in their mind. They put you in the realm of the vendor. And what you want to do is you create an identity in the marketplace

that allows you to charge more money as a writer is you want to create the identity of being something more than just a writer. Now, between you and I, there ain't no just a writer, writers rule the world topic for another podcast, getting back to my main point, confront and coach or confronted, consult or confronted copyright however you want to think of it, you say to your friend that you're talking with on the phone, whom you've just been making some connection with, making some contribution to, you say something like this, Hey, Steve, you know, I am a copywriter and a communication strategist for a lot of businesses, I help them overcome problems like this. I'm not selling you anything right now I just want to I want to establish for you that that's what I do for a living and that I charge \$2,500 for an hour of consulting, or 90 minutes or two hours, whatever your rates are, for 90 minutes of consulting and coaching, I would like to make a gift to you have a 90-minute coaching experience. And there's no strings attached. At no point during this coaching experience, while I asked you to become a client, I'm not trying to sell you something at this point. I don't know if or how I might be able to help you. But I think I can help you in this specific situation. And I'd like to offer you this gift of \$2,500 worth of coaching. And all I ask is the following two things. Number one, if you agree to do this, you show up and act as if you paid me \$2,500 For this session. You expect that kind of value from it. And number two that you will show up on time and indestructible. You'll be ready to pay full attention and be open to coaching during the session. If you agree to those two things, I want to offer this to you as a gift. As I said no strings attached. No expectations for you to become a Client, just 90 minutes of my best coaching and this is what I promise you. This will be a coaching session you will never forget for the rest of your life. What do you say? And most of the time, they're gonna say yes, yes, I want this. So this is where you'd begin to do a little qualifying to make sure you've got the right person that you're speaking with; somebody you want to work with as a copywriting client, as a copywriting coaching client, as a marketing consultant, whatever your business happens to be. Today I'm speaking specifically to copywriters. So the confront part of this is where you're telling them, you need some coaching. And the coaching part of this is you're making an appointment for them to undergo your professional coaching. Now, there's a couple of reasons why we do it this way, you might say, why not just coach them right then and there. Because now it becomes a buddy of mine gave me some free coaching. And we all know what free coaching is worth telling me. It's worth what you pay for it. So what you're asking them to do is make an appointment to see you at your office, just like a physician would do. Just like a doctor, just like an attorney, you're establishing yourself as a professional, you're giving them the guidelines for how to show up for this coaching experience. So have them make an appointment, and one of the tests I like to perform is have them contact my assistant to set the appointment up. I do not chase after clients. If they don't bother to make the appointment, I don't follow up to see why. I just know that person has failed the very first test. When the appointment is made, I don't chase after them to show up for the appointment. I show up 10 minutes early. And I stay until 10 minutes after the appointed time. If they're not there by then I consider that appointment canceled, and I move on. And frankly, I need a very good reason to ever reschedule. I don't chase them down and say, Hey, what happened? Why didn't you show up for the appointment? I leave it to them to do that. And if they contact my assistant and say, Hey, I had a medical emergency, and I had to take my wife to the emergency room and everything's fine now or whatever happened to give the explanation and you feel that's justified, then you could have them make another appointment. Or maybe it's not justified, they just say I overslept, or some other form of lack of discipline, lack of punctuality, lack of prioritization, in which case, you might say to them, if you feel it's worth the further investment, you might send them a message saying, Hey, I understand these things can happen. But I do prioritize people

who are committed and who have discipline in their personal lives. So if you want to try again, make an appointment. And let's make sure we both make it there on time, this time, and I'd love to work with you under those conditions, you might feel like that's just kind of harsh Ray. It's not harsh, it's just being clear about your boundaries. And if that person becomes upset because you set some boundaries, then it's not someone you want to work with, so move on. So now they've made the appointment and they show up for the appointment. This is where you collaborate together on creating a plan to help them improve the situation you got together to talk about. Presumably, if you're a copywriter, and you're coaching people on their copy in your marketing, you're going to be giving them suggestions about how to fix their copy problem, how to fix their marketing problem. And you're going to tell them what they need to do, you're going to collaboratively come up with a strategy or tactics, and then you're going to wait to see if they follow up. So when you finish your coaching session, your 90 minutes or one hour, whatever you choose to give them I wouldn't give them less than an hour for these kinds of calls. 90 minutes is ideal. At the end of that time, you say okay, so your action steps, we've agreed our number one, you're going to create this lead magnet that we agreed you needed to create. Number two, you're going to set up the landing page for this lead magnet and begin pushing traffic toward it. And number three, you're gonna report back to me with the results of that exercise. Is that how you remember what we committed to? Get their agreement. Okay, can you let me know the results of this by next Friday at 2 pm Pacific time, please? And they agree, Yes, I can do that. Now you leave it up to them to follow up and let you know. And if they do, then you may propose that you create a client relationship. And the way I would do that is have them make another appointment with you so you can talk over the results. And then that appointment is when you make your proposal and you make a commitment to one another. And you now have a client. In every case where I followed this set of steps and protocols, I have had a 50% or better closing ratio, meaning over half the people I've done this process with have said yes and become a long term, high-paying client when I say high paying I mean like \$2,500 per session on an ongoing basis. So if that sounds interesting to you, this third system of mine is a little bit more in-depth, but it works extraordinarily well. And I would encourage you to think about using it in your business. As I said I am creating a full training on this system that won't be available for a few months. So we'll let you know what it is if you're interested. Meanwhile, there is one more thing I wanted to share with you. That is I think the secret weapon of getting clients now. This is how I originally built my own business. This is how I would recommend you build your business. And this is what I would do today, today being August 18, 2022- this is what I would do today. If I wanted my books full of clients by the end of next month, September 2022. What would you do, Ray? I would find the biggest, best, highest quality, live seminar training or event in my niche, my industry, and I would show up there. And I would follow a process that I use at live events, to meet with people to get to know them to learn what their problems, pains, and aspirations are, and to help them as much as possible for no pay, and with no expectation of making a sale. But the way I go about this whole process almost always ends up creating three to five new clients for me at the event itself. And you might ask, what is this method? We just went over it, it's the zero-resistance client creation process, adapted for the live seminar, live industry conference environment. Now, you have to be careful with this because you can easily turn that into you seeming like a jackass, who's just trying to sell a bunch of stuff to people at the event. And that will not only make your prospective clients annoyed with you, it will make the people who paid to put on the event annoyed with you, and they might even ask you to leave. So you've got to be really elegant and careful about how you do this. So that you are seen as a servant, who's super helpful, you're enhancing the value of the event for the person

who put it on, with the organization who paid for it. And you're also enhancing the value of the event for the people you come into contact with. If you would like to learn how to do that. I have a special one-day training we're doing on that subject. as we lead up to taking our certified copywriters with us to Funnel Hacking Live in Orlando, Florida, in September of 2022. I bring that up because that's the very strategy I just said was my secret weapon, what would I do to get my business off the ground immediately, I would be planning to go to Funnel Hacking live the event sponsored and paid for, and put on by ClickFunnels, no association with us. Other than we use ClickFunnels in our business, we use it to run our business. So ClickFunnels puts on this annual conference called Funnel Hacking Live led by my longtime friend, Russell Brunson, this is going to be the event of the year that you need to be at in order to learn the latest techniques that are working today in digital marketing. And also to meet your next five clients, there's going to be 5000 or so people there. Certainly, there are five of them who are waiting for you to show up and help them with their copy and marketing. So if you'd like to be part of that and come with us and come to our one-day training, which is going to be a very expensive in-person training for one day, and also is going to be the basis for the upcoming course I'm developing I told you about earlier. But you can get into that for free when you're part of our certified copywriters' group. All the details on that you can find at the link in the show notes or just by going to Rayedwards.com/CDRC- that's as in certified direct response copywriter. So Rayedwards.com/CDRC to find out about the one-day training right before Funnel Hacking Live to learn how to use that event to get your next five clients. And I would love to see you there, love to hang out with you at Funnel Hacking Live. We're going to all be hanging together it's going to be a really fun time. Very educational, very profitable. And it's in Florida in September. It's a good place to be. Seriously. So hope today was helpful for you. If you got questions, put them below. Put them in the comments. Hit me up on the socials. I'm Ray Edwards everywhere. And until next time, may you live long and prosper. See ya!

Announcer 23:31

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