



Ray Edwards Show, Episode 586 Interviewed by Jennifer Allwood

Announcer 00:00

Ray Edwards Show, episode 586. Interviewed by Jennifer Allwood.

Ray Edwards 00:01

Sure. It's a good idea to start there. Because some people think it means that little "C" inside the circle that protects your intellectual property. And that's not what we're talking about that.

Announcer 00:09

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

Kris Edwards 00:18

Hello, and welcome to the Ray Edwards Show. This week's episode comes from a private interview for Jennifer Allwood's paid mastermind group, where Ray was recently a guest speaker. And the conversation was so good. We decided to use it for this week's podcast. Lots of great stuff here. So let's get into it.

Jennifer Allwood 00:35

Ray, thank you so much for joining us today.

Ray Edwards 00:37

Thank you for inviting me. I was so honored to get the invitation, and I had to pray about it for like one second,

Jennifer Allwood 00:43

One second.

Ray Edwards 00:44

Before I said yes.

Jennifer Allwood 00:45

Awesome! We're so glad! Okay. So tell the people that are here and we have all females in this group. Not that that matters. But about what copywriting is, maybe even you know what copywriting isn't. But I'd love just to start there. Just a real big baseline.

Ray Edwards

Sure. It's a good idea to start there. Because some people think it means that little "C" inside the circle that protects your intellectual property. And that's not what we're talking about that.

Jennifer Allwood 01:00

I've never even thought that.

Ray Edwards 01:02

People ask me that a lot. When I'm speaking at events, they say how do I copyright my song? And I'm like, no, that's the other kind of copyrighting.

Jennifer Allwood 01:17

That's another kind of copywriting. That's- okay. I never would have thought that people would confuse the two. Good to know.

Ray Edwards 01:21

This is writing words that sell. And so most of us think of like sales pages when we think of that. But it's also all the words that you write or speak on your podcast or on your videos. It's all your communication, because as Nora Ephron said, she wrote a book called, *Everything is Copy*. Because every word you publish into the world, whether it's from your lips, or on your screen, or in your video, or on your sales page, or in the mail that you send to people, every word forms an impression in their mind about you and what you have to offer the value that you bring. And so I like to think of everything we write, as copy, but specifically, we're usually in this context, we're talking about sales pages,

Jennifer Allwood 02:02

Yes,

Ray Edwards 02:02

and email copy.

Jennifer Allwood 02:03

Okay. And so, tell me, how did you figure out that you were good at this? Or that, you know, how did you even get into copywriting? I mean, yeah, go ahead.

Ray Edwards 02:14

Um, when I was a kid, I was gonna go visit my grandparents. And my grandmother had these great newspapers. I didn't realize that the National Enquirer and the Weekly World News were not actual news at that time, but they have these big one-page stories that I did not realize were ads, but they were ads for books and different books like how to cure diseases naturally with food from your kitchen. These are ads written by the great Eugene Schwartz. He was one of the greatest copywriters of all time. I only learned that later in life. And I was working in the radio

business, and I was a DJ, and I had to write copy for the clients at the radio station because I was just part of your job. And I went back and looked at those ads. And I thought this is how you do it. So I started studying books by Eugene Schwartz and by people like Jay Abraham, and there's other great copywriters that probably none of us most, most have never heard of, but they were the old classic copywriters. And I studied, I found Dan Kennedy and began studying all this work of how to engineer words together in the right sequence, right order in the right sequence for the right people in the right context, to get them to make a decision that this is important to me that is in their favor. So I started writing ads for the clients at the stations. And they, they loved me because I wrote ads that brought people into their businesses.

Jennifer Allwood 03:31

Yeah.

Ray Edwards 03:31

And other DJs got fired because the ratings would go down. But they didn't fire me because, like the Ford account, or the New Holland account, or the big accounts of the radio stations, they didn't want their favorite copywriter who brought them business

Jennifer Allwood 03:45

right,

Ray Edwards 03:45

to get fired. So I kept my job where other DJs got fired.

Jennifer Allwood 03:48

Okay, I love that. And I also love that you said that copywriting is really any place where you're like putting words together, because when I think of copywriting, I think sometimes I think mostly on sales pages and emails. But I love that you're, it's, it sounds like you're also saying anything, even just the Instagram stories I just did.

Ray Edwards 04:10

Absolutely. Yeah,

Jennifer Allwood 04:11

that that's copywriting. And so obviously, in my head, I'm thinking it's super important because it helps to hopefully eventually lead to trust, which will hopefully eventually lead to a sale. But is that, is that the main goal of copywriting? Is that why it's so important to is it the trust factor? Or is it the being able to get them to do- a client or potential client? What do you want them to do?

Jennifer Allwood 04:11

That's a great question. And if you boil it down to its barest essence, yes, it is getting them to do what you want them to do.

Jennifer Allwood 04:36

Okay,

Ray Edwards 04:36

what I'm what I'm hoping is, you want them to do what's in their best interest. So I can encapsulate I can give you a whole copywriting course in less than five minutes. Want me to do that?

Jennifer Allwood 04:55

Right here this morning?

Ray Edwards 04:56

Right here this morning.

Jennifer Allwood 04:57

Okay, all right. I'm getting my own notes. I've got my stuff here, go for it.

Ray Edwards 05:01

I created a framework for writing any piece of copy, whether you're writing the script, or an outline for a podcast or a blog post, or you're writing your notes for an Instagram story, or you're gonna write a sales page or an email. It's the PASTOR Framework- PASTOR. it has zero to do with being a preacher.

Ray Edwards 05:20

unless unless that's your job, in which case, you can use it there too. I have lots of pastors who actually use this framework to write their sermons on Sunday mornings.

Jennifer Allwood 05:20

Okay,

Ray Edwards 05:28

hopefully, hopefully, to write them before Sunday mornings, but sometimes not. So the reason I chose the word pastor is because the original meaning of the word is to shepherd,

Jennifer Allwood 05:28

Okay,

Ray Edwards 05:36

Yes.

Ray Edwards 05:36

And what does the shepherd do? Shepherd cares for the flock, protects the sheep, feeds them waters them, keeps the predators away, makes sure they're healthy, and safe and can sleep in peace. And of course, we all know the story, the Great Shepherd laid down his life for the sheep. And that resonates deeply with people. It also puts us in a different place, when we're thinking about shepherding our potential customers and clients. Now, we're not coming from a place of manipulation and wanting to get their money and get them. Get them; I don't even like that, that terminology, get them.

Jennifer Allwood 06:08

That's a great differentiation, though.

Ray Edwards 06:11

Yeah. And so what we're doing is we're shepherding them to making a good decision. And the good decision might be don't buy from me. So I think it's important that we detach from the outcome, and we attach to wanting to take care of the sheep. And that's not to say that they're below us, it's just to say if they're in our care, so we're shepherding them through their decision. The letters of the word pastor stands for the framework, P A, S, T, O, R. P stands for person, problem, pain. So you start with the person you're writing to, or that you're creating your Instagram story for whomever you're communicating with, you think about what problem am I helping to solve here? Maybe it's in a conversation. And the problem is you want your husband or your or your kids to agree to go to a certain restaurant to eat dinner.

Jennifer Allwood 06:55

okay.

Ray Edwards 06:55

That's the problem. And the pain is they don't want to go there. So you're working through that. Perhaps you're the problem is something you help people with in business, perhaps you help them be fit over 40 and happy, energetic and fun and whatever those other words, were in that delightful podcast we just looked at. By the way, that was great copy. There were words that were copy on that podcast cover, and there was a photograph and image, she exuded energy and fun.

Jennifer Allwood 07:24

Back up, you keep talking, I'm just going to show that again, you keep going.

Ray Edwards 07:27

So person problem pain, who's the person you're writing to? What's the problem you're gonna help them solve? And what's the pain you're going to relieve for them? And I know there gonna be some questions about that. We'll get to that in a moment. Yes, let's move on to the A, the A stands for amplify. This is where you want to amplify the pain of not solving the problem because we human beings are great at denial. We love to cruise the river of denial. And if we can just sit comfortably. Even if we're in an uncomfortable situation, we get comfortable in it, we don't want to do anything to change it, we're not uncomfortable enough to make ourselves move. So part of our job, and this freaks people out a little bit is to amplify the consequences of not taking action and solving the problem now. So this is where we might say, you know, if you're helping people start their own online business, for instance, you might say, Look, what's going to happen, if you don't start your online business, well, here's what's going to happen, the economy is going to be turbulent, people are still going to get laid off, inflation is still going to happen. You're not going to be able to create money when you need it. And this, this situation could lead you to maybe you run out of money, maybe your retirement account diminishes, maybe you have to move to a smaller house, maybe you end up being a greeter at Walmart at age 75. Because you have to have that extra money. Now that's some some people get like, is that selling through fear? No, if that's a real situation that person is facing and they don't want to see it. I think it's our job our responsibility to show them, look, if you don't do something about

this, this is what's going to happen. I mean, think about Dave Ramsey, and how he counseles people about not being in debt. And he paints the picture look if you don't fix this, this is where you're going to end up yeah. Is he selling through fear? No, he's showing you here's a clip you're about to fall off of you don't even know about.

Jennifer Allwood 09:17

Yes, that's accurate.

Ray Edwards 09:18

The other side of "A", there's, there's amplify the pain but there's also show them their aspirations. So if you're helping them with fitness, you want to not only show them the the bad effects on their heart and their lungs, if they don't get fit, and eat the right food but you also want to show them the aspirations of, you can, you can feel younger, you can have more energy you can you can be slimmer you can be more pleased with your, with the way your body looks, because you know, it demonstrates the health that you feel inside. And so you're showing them what they aspire to the perfect situation wants to solve the problem.

Ray Edwards 09:55

Then we move to the "S" of PASTOR, which is the story of the struggle, and then the success, and then the system. And the reason all four of those things are important is, first of all stories sell. Think about in the Bible when Jesus taught, did he ever teach? A three point exegetical sermon?

Jennifer Allwood 10:17

Nope. No parables, parables, parables.

Ray Edwards 10:20

He just told stories, and they were powerful. And they, and they're, they're weird to us. But back in those in those days in that time, they meant something to the people who were around him,

Jennifer Allwood 10:31

Yes, yep,

Ray Edwards 10:32

and moves them to action. So that's what we're doing as well. We're telling stories. Stories don't have to be super long. We can get into that a little bit if you want to a little bit later on. But they can be very short.

Jennifer Allwood 10:40

Okay.

Ray Edwards 10:41

So you're, you're telling the story. And it's best if you can share a story of how you struggle with the same problem. Now, sometimes, we can't do that, because we're selling a product we did not create. So we can't say I had this problem. And so I created this amazing nutritional powder. And now it solved the problem for me, but we can share the story of the person who did create it. Or we can share the story of the person we had in mind when we helped put the product

together. Or we can share the story of like one of our superstar customers. And for those of you who know Stu McLaren, as he talks about his membership experience trainings,

Jennifer Allwood 11:14

He does that so well

Ray Edwards 11:15

He's always just telling stories of these people and how they've succeeded in all these different ways. And it's also important that we share our struggle. I mean, one of the biggest mistakes we can make is to pretend that we're perfect, we never make a mistake, we were the All-Knowing, all-wise, business, marketing, fitness, whatever our particular niche is we're the, we're the guru, because nobody, nobody believes that first of all, newsflash. Secondly, even if they do believe it, it's demoralizing. Because it's like, learning to be a millionaire from a lottery winner.

Ray Edwards 11:31

Right?

Ray Edwards 11:34

What good does that do me?

Ray Edwards 11:51

right, right.

Ray Edwards 11:53

None. So they want to hear our struggle. And you get you can overdo this. You don't want to become known as the struggle bunny. But there is a way to share your struggle that it's your story, but it's about them. That's the key.

Ray Edwards 12:09

Because they see themselves in your story.

Ray Edwards 12:11

Yes, you want to find those common elements that you can share, and people are going oh, yeah, I know exactly what you're talking about there. And then you share the solution. And you share the system. And the system is important, because you need to show them that not only did you solve it for yourself, you've solved it for other people. And you have a system that anybody can follow. If they fit your criteria for a right fit client for you. They can use the system and it should work for them as well. Okay. And then the "T" in PASTOR- we've gone through the PAS- "T" is for testimony, and transformation. So as we've all heard, probably 1000s of times now, but it bears repeating, again, what you're selling is actually not the stuff that you're selling. It's the what it brings about, it's the transformation. So even as we're sharing testimony, and this is, yes, you're telling your story, but it's also you're getting your clients, your customers, to share their success story about how it worked and help them and you, you want to encourage them to describe the transformation they experienced in that testimony. I mean, it's great if you have a customer who pops on a video and says, Jennifer is so fantastic. She's so friendly, and fun and, and colorful and funny. And I just love being around her and she encourages me. And that's all true, by the way.

Jennifer Allwood 13:27

Thank you.

Ray Edwards 13:29

And also it would be really good if they shared, like concretely how you help them, how you help them to create the life that they want to be living in a specific way. So that's testimony and transformation, then "O" brings us to the offer. All these things we've been sharing up to now have been preparing us to make the offer because by now if we've done our job, in relating all the copy, I've just gone over with you in the PAST part of the framework. They're already asking if they're in front of you, well, how can I get it,

Jennifer Allwood 14:01

How do I get it, okay?

Ray Edwards 14:02

And that's perfect, because now you're gonna tell him and you're gonna do simply gonna say well, here's what I have to share with you today. It's my system for doing this and it's called and you tell them the name of your system. And then you begin to tell them exactly how it's going to transform their life. Now, people make the mistake of wanting to make the big long list and get into things like well we have a 587 page manual 38 hours of recordings and first of all, nobody wants that

Jennifer Allwood 14:27

Right those are all what we call the features. Do you call those the features too, Ray? So we we on occasion will send an email that includes the features of a new course or what have you, but we try to really stick with the benefits which is just I mean that's I don't always buy because of how many weeks it is or you know the manual size but I do buy for the transformation.

Ray Edwards 14:47

Yes, I mean, it's you know, so often I will look at the information about a course that's being offered and they've got it dialed in and so much detail, it's like scaring me away, but I'll see that one later. As soon as it'll say something like, this is the script we pasted into our web page that made our ad tracking work 100% better. I'm like, Oh, I gotta have that. Made our ad tracking work 100% better, it's that little phrase that's powerful and meaningful. And, and so you do need to tell them what they're getting. So you do want to say, it's an online course. And it's six modules, or six weeks, or whatever it is. But I would encourage you, as you're doing that, you don't have to get into so much detail, like so many people do. You can just say, in week one, we're going to define what is the perfect business for you? What does your life look like when you're operating your perfect business? Do you have? Do you have the peace and the joy and the freedom that you want to have? Do you have time to spend with your family, and then you go into creating that, and you're always talking about the benefits, the transformation they're going to experience, and then you share with them how to get it. And that comes to the "R", which is request a response. In real world selling the number one reason people don't make a sale, is they don't ask for the sale. And it's it's a shame because even like, big time six figure salespeople have this problem. They get with somebody that intimidates them a little bit, and they don't ask for the sale, they just decide not to do it. Or if they do ask for it, they do it. Like as

they're stepping out the door saying, Well, you probably don't want this to Yeah, this is where we need to lean in. This is where we need to believe in what we're doing. And if you can't, if you have to work yourself up to believe it, something's off, listen to that and go look at what's off. Either you've got a limiting belief by your own product, or you need to fix it. Because like with our product, I know, every business owner, and I'll go even further than that every person needs to learn how to communicate persuasively. Because I believe that the quality of your life is determined directly by the quality of your communication; first, with your Creator then with yourself, then, with the people around you.

Jennifer Allwood 15:14

That's so good.

Ray Edwards 15:26

If you don't have that squared away, you're going to have lots of problems. And you're going to be putting out fires thinking, why is all this stuff going wrong in my life, looking for 12 different solutions, when it's really just one thing, you're not communicating persuasively and clearly,

Jennifer Allwood 17:19

Can I ask you a question about when you're talking about making the offer? I feel like sometimes, and this is not a sexist statement. But I feel like men generally, it seems like they do a better job of this or that it's more it's easier for them. Sometimes I feel like for women that because we're super emotional, that we sometimes get into what you just said, which is the well, I don't blame you, if you don't want this or you know, it's probably you're right, it's probably not a good time for you. And because, you know, we're very heart lead. And I'm probably not saying the words, right. But sometimes I feel like, you know, God wired us as females in a certain way. And sometimes I feel like when we get to the part where we have to make an offer or sell that we get, we can get a little tripped up as women because we feel like we're like veering into, you know, slimy salesman type of things. And so we have a tendency to back down, have you noticed that?

Ray Edwards 18:17

Yes

Jennifer Allwood 18:18

Okay, anything that you can speak to with that, because, you know, the only thing that I know that has helped me immensely is to shift my mind from selling to serving. And when I shift my mind from selling, I'm not selling them, my program, I am serving them by offering them a program that I actually think would really help them. And when I'm able to make that shift, then I'm able to give them the offer with more, not necessarily confidence, but without feeling like I'm pitching if that makes sense. You have to help us in that area, can you?

Ray Edwards 18:52

I can because

Jennifer Allwood 18:53

Okay,

Ray Edwards 18:54

I have always been more heart lead. I like that as well.

Jennifer Allwood 19:00

Yeah.

Ray Edwards 19:00

And for the early parts of my career, especially when I was selling like in person or I was speaking at an event where we were selling from the stage or, speaking on a call like this, I would, I would often tone it down when I got to the offer.

Jennifer Allwood 19:13

Me too.

Ray Edwards 19:14

However, I ran into a couple of situations where I even talked to people as they were considering buying something and I talked them out of it because I felt like they, it wasn't right for them. And one day, I did that with a lady who was considerably older and wiser than me. But to me, what I saw was a little old lady who was about to give me \$5,000 And I felt like I can't do this. And I just told her I don't think this is for you. And she she said why not? And I explained my reasons which had to do with you know, I don't want to take your money and she said, Listen, did you lie to me? No. Does it do what you said it would do? Yes. Then don't tell me I can't buy it.

Jennifer Allwood 19:59

Wow, wham!

Ray Edwards 20:03

here's here's, here's a little shift that I like to make that I think could help a lot of folks, when, when I'm selling, and I start feeling any of that feeling coming over me, I will stop and say, Listen, everybody, I've told you enough today. And this is true right now today as well. I've told you enough already. You can take what I told you, and you can make this work. You're all intelligent. You're all smart. You wouldn't be here if you weren't. I mean, you had to figure out how to connect to zoom, which is not always the easiest thing. And you can do this. What I'm offering you is a roadmap and a shortcut. And I'm saving you time, I'm saving you frustration. And if that appeals to you, let me tell you why I think this is going to help you. And then I can go into it full fledge because I've told them you don't have to buy this, you don't need this,

Jennifer Allwood 20:49

right.

Ray Edwards 20:49

But if you want to save, like all the hours and money I put in learning how to do it and just borrow my best ideas, then let's talk.

Jennifer Allwood 20:57

That's so good. Because then like psychologically, you almost possibly feel like okay, I gave them an opportunity to also not buy and told them, here's why I would buy if if this if you fit this criteria, but also you have the option not buying and then you're able to kind of continue. I love that.

Ray Edwards 21:13

Yes,

Jennifer Allwood 21:13

I love that. Does that go for whether it is a product or a service? Either one?

Jennifer Allwood 21:19

Yeah.

Ray Edwards 21:19

Absolutely. You know, we sell coaching. I know you're doing a little coaching yourself.

Jennifer Allwood 21:24

Yeah.

Ray Edwards 21:25

And so often people are investing a lot of money for the coaching. And I actually begin by asking them, What prompted you to to have this conversation with me, because you know, what we're talking about, they know in advance before we talk, how much coaching is

Jennifer Allwood 21:40

sure

Ray Edwards 21:40

and I will begin to probe for reasons why they should not do it. Based on their motivations. I'm not basing it on mine.

Jennifer Allwood 21:47

Okay.

Ray Edwards 21:48

And I'm asking them why you, they'll tell me they learned a lot from the presentation or what have you. And I'll, I'll say well, why not just take that and run with him? Or why not just keep doing what you're doing? You're doing okay. And they begin giving me all the reasons why they want to move forward. And then I'll shift into asking them what things might be a problem with you being in this program, what things come up for you before? They'll begin, so what I'm doing is I'm really looking for I am looking for legitimately reasons for them not to buy, but I'm giving them the opportunity to put that out in the open air, we can talk about it where there's not that weird pressure of like, Oh, he's trying to psychologically manipulate me.

Jennifer Allwood 22:27

Yeah, yeah.

Ray Edwards 22:29

I'm coming from a place of genuine interest and desire to help them. And so eventually, even those kind of more casual approaches to selling, it seems casual, it is intentional. It's not a trick, but it's intentional

Jennifer Allwood 22:44

okay.

Ray Edwards 22:45

It leads to them saying often, probably in half the cases, conversations I have, they'll still end up saying, Okay, I'm just ready to go. How do we get started?

Jennifer Allwood 22:56

Mm hmm.

Ray Edwards 22:57

And I haven't done any pitching.

Jennifer Allwood 22:59

Right.

Ray Edwards 22:59

Our, the one on one calls I do with people involves zero pitching. I have a closing ratio currently, this year of over 90%.

Jennifer Allwood 23:09

Wow. Okay. And, and is that for like your own coaching? Or that's for your program, Ray?

Ray Edwards 23:16

That's for my own coaching. For the program. It's a little considerably lower than that.

Jennifer Allwood 23:21

Okay.

Ray Edwards 23:21

Because one-to-one, pitching or selling is, it's personal. And I can,

Jennifer Allwood 23:30

yes,

Ray Edwards 23:31

I can observe your facial expression, I can hear your tone of voice I can

Jennifer Allwood 23:34

I was going to ask you. Do you do it on Zoom? So you can watch facial expression

Ray Edwards 23:38

required

Jennifer Allwood 23:40

Okay.

Ray Edwards 23:40

I don't do them if we don't if we can't do them on Zoom, because I want to, I want them to see my facial expression too.

Jennifer Allwood 23:46

Okay,

Ray Edwards 23:46

I think it's much more authentic communication that way. And I know we're all Zoom fatigued. But this is an important decision for people. And then the challenge with a sales page, like I always use a video on our sales pages. I recommend it to our clients as well. The challenge is, however, you can't see their body language, you can't see the expression on their face. They're not asking you questions, so you have to figure out what all that stuff is in advance. And that, by the way, because I'm sure some people are asking this. Why are those dang sales pages so long?

Jennifer Allwood 24:16

Yeah,

Ray Edwards 24:16

that's why you've got to communicate so much information.

Jennifer Allwood 24:20

Yeah. Okay. So is there like a price point, Ray, because I know we've got some people in here, you know, that are selling like \$1,000 course, for example. So do you suggest trying to get people on a zoom like this? You know, yes, for a \$1,000 course, or do you suggest it needs, you know, if it's over the 5000 or 10,000? Or is there like a price threshold or do you just feel like to whatever capacity you have, you know, that this, this sort of being able to speak to them in this manner is always helpful.

Ray Edwards 24:54

Well, it's always helpful to the process. There is kind of an inverse effect, however, if you're selling something for \$47, and you have to get on the phone with somebody for an hour to sell it,

Jennifer Allwood 25:04

yeah, that doesn't sound helpful.

Ray Edwards 25:06

That's not helpful to you or to them, and it doesn't scale. And however, I'll say this, my general advice is I, I personally won't get on the phone or zoom and talk with somebody unless we're talking about one of our bigger programs, like we have a certification. We have a big, high-ticket mastermind.

Jennifer Allwood 25:08

Yeah.

Ray Edwards 25:11

However, I mean, there, there have been times in the past where I saw, is it worth \$1,000 for me to get on the phone with this person for 10 minutes? Yes. At that time, the answer was yes. So that's legitimate also.

Jennifer Allwood 25:41

Okay.

Ray Edwards 25:41

I do think if you get below that \$1,000 mark, that's, that's sort of my benchmark these days. Okay. And you're trying to sell them something for a couple 100 bucks, and you're spending a lot of time on it.

Jennifer Allwood 25:51

Yeah,

Ray Edwards 25:52

it'll actually cost you money in the long run and maybe in the short run.

Jennifer Allwood 25:56

Yeah. So when we were talking, I'm going to back up just a little bit here to, you know, the the PASTOR and what each of those things stand for. I can wrap my head around using that like structure on a sales page using it in an email, how do you do that, like on a social media post? You know, you get this much space on Instagram, and this much space on Facebook. Do you just kind of like, give me your thoughts on that, like good copy on social media.

Ray Edwards 26:22

The, sure the North Star for me is what am I trying to accomplish in this communication? What's my most wanted result? So, if my most wanted result is I want to achieve some rapport and bonding with my folks who watch my stories, I'm going to be showing them my dogs or me and my wife taking a walk or just part of our daily life or some some a beautiful sunset that I saw from my deck, which seems cliché, but you know, it's what people share with one another. And so that, that's my most wanted result. That's what I'm going to do. If my most wanted result is I want them to pay attention to the email I'm going to send Monday morning, because I'm going to be talking about my new program. I'll actually just talk about that.

Jennifer Allwood 27:11

Talk about the email itself.

Ray Edwards 27:13

Yes.

Jennifer Allwood 27:13

Yeah. Okay.

Ray Edwards 27:14

So if now if we're in the midst of promoting something like, right now, we're promoting our certification program where we certify copywriters? We've got a whole big Chinga-Linga-hoo-ha, we're doing about that.

Jennifer Allwood 27:26

Did do you say Ching Linga, What did you say? I'm gonna have to borrow that.

Ray Edwards 27:32

Chinga-Linga-hoo-ha

Jennifer Allwood 27:33

Chinga-Linga-hoo-ha! That's amazing.

Ray Edwards 27:36

That's you get growin' up in Kentucky.

Jennifer Allwood 27:37

Yes, I gotcha.

Ray Edwards 27:38

I don't really know what it is. I hope it's not something bad.

Jennifer Allwood 27:40

I don't know. It's hilarious. And I'm going to try to remember that later.

Ray Edwards 27:43

So. So, now I lost my train of thought. Oh, so we're promoting the certification program. So I'm doing a lot of social video where I'm talking about why it's, it's a good idea to think about being a certified copywriter. Or you could be promoting a coaching certification or just a product or a membership that helps people with a certain particular problem they're having, just talking about, not necessarily about the product in all my posts, but the problems people have, and then sharing the stories of people that you've helped. And, you know, I've talked about folks like Mike Kim, who, when he first when we first met, he joined one of our programs because he was working a corporate job, but he just didn't like. it was sucking the soul out of him as he put it. And now he's an independent, personal branding expert. He's just published a book that was the number it was in the top of the charts on Wall Street Journal and USA Today, bestsellers list and he's just come so far, we've walked on that journey together. So we'll tell stories about about those things. So the key is to focus on what's your most desired outcome and not be trying to achieve 10 different things in one post,

Jennifer Allwood 28:55

okay, I sometimes find myself guilty of that. I want to, because I know sometimes you just have to make one point not five points in one post.

Ray Edwards 29:03

I know but it's hard isn't it?

Jennifer Allwood 29:05

It is sometimes it's hard and what's interesting too, and you guys can let me know in the chat because Ray has wrote two books I have wrote, we'll call it a book and a half because the second one really went with the first one, but the difference between writing copy for a book, you know, you have this much space to get your thoughts out to then go to social media and you have this much space to make your point and it's just totally different. The copy has to be totally different. And you know, I'm even like learning like let's say on Tik Tok for example, which I have been slow to the game on and really drugged my feet and didn't want to do another thing because at 51, Ray, I just don't want to, and but you know I here I am. But like on tik tok you really don't use any copy hardly at all in you know the description of the video but it's more just the copy that you're speaking. it's just with your words and so just making one point in a short amount of time you know, has been really important and so trying to wrap my head around because it's different also like copy on Facebook versus copy on Instagram. I think they're two totally different things.

Ray Edwards 30:08

Oh 100% Agreed. And this business of speaking copy is really important because some of the people who are the best copywriters I can name are actually verbal copywriters. Tony Robbins is a verbal copywriter.

Jennifer Allwood 30:25

Okay, so what do you call that just like an exceptional communicator? Or not necessarily, can I be an exceptional communicator, but still not have the ability to sell with my words?

Ray Edwards 30:36

You have the ability, you may not have worked on developing the skill,

Jennifer Allwood 30:39

the skill, okay, that's really good.

Ray Edwards 30:41

But if you can communicate, and I think everybody here can communicate or you wouldn't be here,

Jennifer Allwood 30:43

yes,

Ray Edwards 30:43

you can become absolutely can become a more exceptional communicator. Let me put it that way.

Jennifer Allwood 30:47

Yes.

Ray Edwards 30:53

And I like to study people who are really good at this. So Tony Robbins is good at it. Marie Forleo is good at it. You are fantastic at it.

Jennifer Allwood 31:00

Really? Thank you.

Ray Edwards 31:02

Yes. Well, you're welcome. I only say things like that if I mean them, though.

Jennifer Allwood 31:07

Thank you.

Ray Edwards 31:08

So I want to, I want to underline for you why I think that is so. You are articulate. And you have a good sense of humor. And most importantly, though, you have a strong belief about what you're doing and its importance to other people. And I can

Jennifer Allwood 31:26

You're gonna make me cry!

Ray Edwards 31:27

It comes through in all your communication, you care, you want to help. And when you see people hurting and suffering, you want to lift them up. And that feeling can make up for any shortcoming anybody may feel they have about how to how they put words together how eloquent they are. Because think it was Dale Carnegie who said, people don't care how much you know, until they know how much you care.

Jennifer Allwood 31:53

Yeah, that's good. Yeah, that's good. Thank you for that. So when you are, let's say on social media in particular, or even if you're I guess you're looking at sales pages, Ray, are there? Are there like any best tips are there are there? I don't want to say like, errors. But are there things that when you see people kind of do over and over and you're like, Oh, don't do that on your copy that's hurting your you know, sales or hurting your ability to communicate versus helping? Is there any, like best practices, best tips or things to definitely don't do when we're thinking about writing copy?

Ray Edwards 32:30

Yes, I'll, I'll share what I think is the number one problem with most copy. And that is it's written for the product producer and not for the product purchaser. It's, it's written for us not for the

customer. And we may look at our site and point to and say, but look, it says, doesn't say I, I, I, it says you, you you- it's about them, you need to do this, you need to buy this, you need to know that we're the best because we've been around for 30 years, or whatever the things are, we say that we think are about the customer, but they're really about us. The reader, the customer, the viewer, visitor, they don't care about us at first. Yeah. And they don't. They don't care about how we look or how our site looks, or what they want to know is I have a stinkin problem. Can you help me solve it?

Jennifer Allwood 33:20

I agree with this so much. Yes.

Ray Edwards 33:22

And so the mistake I see people make is, one of my colleagues, John Carlton calls it throat clearing copy. It's like that speaker who gets up and they're just like, so, so good to be here. Thanks, Jess for helping me get down to the right room where we're having a meeting and they go through all this. And you're you're sitting there thinking, oh, dear heavens, yeah. Is this ever gonna start? And will it ever end?

Jennifer Allwood 33:46

Right?

Ray Edwards 33:47

That's not what you want. And it happens in copy all the time.

Jennifer Allwood 33:50

Okay,

Ray Edwards 33:50

if you know what the problem is, you're helping people solve, like, if you're somebody who teaches people how to meal prep quickly, easily and with great nutrition value. You might start off your copy by saying, if you have been struggling to prepare quick, easy nutritional meals for your family and would like to get it done in two hours on a Sunday afternoon, have I got something to tell you about?

Jennifer Allwood 34:10

Now that's so good. I hope somebody in here just grabbed that for themselves because we have some people who are exactly in that industry.

Ray Edwards 34:18

So now now you're into it. And I think that's if you look at the best tik tok videos right now you look at the best YouTube videos and how you know they're the best. Look at how many people are viewing them. Look at the engagement. Look at the comments which ones are busy, which ones are not. the best ones are the ones that get straight to it. There's no intro there's no throat clearing.

Jennifer Allwood 34:38

There's no no fluff,

Ray Edwards 34:39

There's no fluff. You're just on.

Jennifer Allwood 34:42

Yeah. Okay. I love that. I love that. And so we we did an exercise the other day in one of our groups about writing the bio for our businesses on Instagram. And that's one of the things that I was telling the ladies there that like so many people are making their bio all about them, instead of all about how they can help the person who's looking at it for the first time. And I think it's okay to like, you know, say something great that you have done. But the fact that you are a mom of 16 kids and been married, you know, for a long, long time and live in Georgia, like none of that matters to the people on the other end, unless you are literally your business is parenting, or marriage or Georgia tourism, you know what I mean? Otherwise, like, that's all about you. But that doesn't help them make a decision about just even following you. Because I think sometimes, in my opinion, anyway, I think that the copy matters on our bio too, would you agree with that?

Ray Edwards 35:39

Oh, absolutely. I mean, there's, there's a number of reasons. First reason is what you just described, because people are just looking to see what does this mean to me?

Jennifer Allwood 35:46

Yes, yes.

Ray Edwards 35:47

Secondly, though, it's easy to come off the wrong way. You can come off sounding egotistical, or dry or boring, or just, you can turn people off so easily. Because, I mean, how many of us have sent a text message that we meant something?

Jennifer Allwood 36:05

Look at your bio while you're talking? Go ahead.

Ray Edwards 36:09

Oh, that's comfortable. That's Oh, that sounds sorry. Okay. I won't do it. Do it. I've, here's here's, here's the next biggest mistake that copywriters make. And business people who write their own copy make not being open to feedback.

Jennifer Allwood 36:25

Yeah,

Ray Edwards 36:25

because, and I was so guilty of this for so long. I just didn't want to hear people's feedback. You know why? Cuz it hurt.

Jennifer Allwood 36:33

Yeah,

Ray Edwards 36:33

it doesn't feel good to have people look at your work and say, this could be better.

Jennifer Allwood 36:37

Yeah.

Ray Edwards 36:37

What I have learned is, there's there's great wisdom in many counselors. So we can, we can receive feedback. I'm always open to hear people's feedback. I don't always agree with them, but I'm always open to hear it. So yeah.

Jennifer Allwood 36:54

If you don't follow Ray on Instagram, it's obviously Ray Edwards, your bio, and in my humble opinion, is perfect. It's fabulous. Not that I'm a bio expert, but he helping entrepreneurs write the words that sell. clients, Tony Robbins, Michael Hyatt Jack Canfield, everybody would know those people 500 million in sales. And then he even has what I tell all you guys to do remember sometimes, and we can talk about this too, Ray, I'd love to know. But I'm always telling them, you've got to write your copy in like fifth and sixth grade level. And so you've done that here with amazing are you 90% off sale now with an arrow pointing down because you'd be shocked at how many people they just don't know what to do when they hit your bio. So just like instructing them, like I would one of my kids like, right here, like, click right here. That's so good. Your bio is phenomenal.

Ray Edwards 37:37

Oh, thank you. That's, you know, Instagram is so interesting to me, because it's like a puzzle. If it's like a video game. I know people get all upset about the like, the bad content, or the scary stuff or the Doom scrolling. I'm just I like playing the game. It's just fun. Like, I figured out, you know, if I put up an animated, silly arrow that points to the link in my Instagram story about my podcast, more people will know, click on this link.

Jennifer Allwood 38:03

Yes, yes. Okay. I have some more questions here for you. Okay, so if like, let's say somebody is needing to write copy for their sales page, or emails, or even just social posts, Ray, and they feel like they're in a slump, or every once in a while, I'll be like, okay, all right, I gotta sit down now. And I just, I don't have a whole lot of, you know, not feeling oober creative. Do you have any tips for people who feel like, you know, they gotta, they gotta sit down and write something when they just feel like wah wah?

Ray Edwards 38:34

Yeah, I think I feel that way too, sometimes. So don't feel bad about it. The key is just get writing something. So my advice, if you got nothing if you're just sitting at zero, and you don't have any note you made previously, or anything like that, or any people's people, the work of any people whom you admire who inspire you, then just maybe sit down and just write out this is gonna sound silly, write out your offer, like, okay, eight weeks coaching, even if that's all you got eight weeks coaching, it helps you to have a better mindset that helps you do better things in your life that helps you if you keep pushing yourself to write the next thing. Eventually, what happens for me is I get going, and I'll get something useful out of that writing session. However, the real

answer for me is on my phone, I have a text app. Like for Apple users, it could be Apple notes. I use that I use another one as well. It doesn't matter if whatever you're using, I just it's not something that connects to the internet because I don't want to I don't want to get distracted by that. I just anytime I have an idea,

Jennifer Allwood 39:41

me too

Ray Edwards 39:41

or like I see something that I think oh, that's a that's a great little bit of phrasing. I pop that into a text file. And especially when I have title ideas. Like one idea I had in here, near the top of my list was avoid a life of quiet desperation. So I ended up writing a post this morning based on just that title.

Jennifer Allwood 40:06

That's so good. That's so good. I this this weekend. So I all the time will say, Siri, make a note. And make a note. I was walking through a field this weekend at my family's farm in Iowa. And I was watching Aria and I were trying to walk around thistles. Like, you know, it's a field with with cattle in it. And so we're trying to walk around the things that will prick you in the ankles. And my daughter, Ava said, no, no, you just walk right on top of them. And I was like, what, and she goes, you just go ahead and smash them down with your foot. And then they can't get you in the ankles. And I was like, oh, there's lesson there. So I literally I'm like Siri, make a note, avoiding the thistles like I was, but Ava just steps directly on them. She instinctively knows if she steps on him, they can't hurt her do a post on that. Like that's like literally in my next. Because I thought later when I sit down, I have to come up with a post. And I have to come up with something I'll be like, I've gotten nothing. So if I make a note of it, like when the idea hits me for copy, that's so helpful for me anyway,

Ray Edwards 41:04

yeah, I've got so many of these notes. And something else I do is I when I'm, this may help some people, it's kept me out of trouble.

Jennifer Allwood 41:12

Okay,

Ray Edwards 41:12

when I'm writing a text message or an email to somebody, especially if it's about anything that might be a little bit sensitive. I write it in a text app first, so I can't accidentally send it and go back and read it later. Make sure it's what I want to say. But often, I'll find I've typed something in there that I can use in copy. Like I'm just happened to look down here randomly and see, I wrote here's something I could use your help on. That's actually the beginning of a text message to somebody. I thought that is a great subject line.

Jennifer Allwood 41:40

That's for like an email, that is a great that is s a great subject line.

Ray Edwards 41:44

Yes.

Jennifer Allwood 41:45

Okay,

Ray Edwards 41:45

now you want to make sure what's in the email is consistent with that. But if you're, if you're asking people to click on a link, or answer a poll or something like that, that's perfect. So this is, this is the kind of thing for me, almost every good email. And every good piece of copy starts with a little snippet of text like that, that just gets me inspired to start writing. And, and here's, here's the third thing, people try too hard to make their writing perfect- they want to make sure their English Composition teacher would be pleased with it. And I would say please disregard that while you're writing, turn off your inner editor and just write

Jennifer Allwood 42:24

that's good. Your inner editor. That's good.

Ray Edwards 42:27

Later, you can edit and rearrange and check the spelling and the grammar and make sure it's in the right order. But while you're in the flow of getting words on the screen, or on paper, let that happen. And edit afterwards. Stephen King, which you may or may not like his stuff, but he's written a lot of books. A lot of people love his stories. He's a great storyteller. He says, he writes big books, in case you don't know he's like, a 1000 Page guy. He says, it's better to be a taker outer than it is to be a putter-inner, meaning you've written too much. And you get to go in and just trim things out. That's that's a good scenario to be in.

Jennifer Allwood 43:06

That's good. I love that. I love that. Any trends that you're seeing in copywriting right now, Ray? Things that you know, are kind of trendy or working well. Like I was sitting here thinking about how a few years ago seemed like, I would get so many emails, somebody selling their course. And then a couple hours later, I get another email. Oops, forgot, you know, it's basically like, Oops, the link of the last email didn't work. And in my head, I was like, really, I've seen this type of thing happened 5000 times in the last month. So I don't really believe that email. But I that so I was thinking that that was kind of a trend. Is there anything you're seeing right now?

Ray Edwards 43:43

All that stuff is still there. In fact, we did just that saying you just described this last week. And it was because I screwed something up.

Jennifer Allwood 43:49

Did you really?

Ray Edwards 43:50

Yeah. I sent that email out. I was thinking nobody's gonna believe this. I'm gonna tell the truth. I screwed it up. So

Jennifer Allwood 43:57

I believe you.

Ray Edwards 43:59

Thank you. Yeah, it's interesting. There's, I had in here some notes on three email subject lines that are working, see if I can find them. So the trend is short and curiosity invoking Yes, here we go. Three email subject lines that are working well, right now. The first one is just put the person's name in the subject line of the email. So if you've got an email service provider that will do this. I mean, if you got to, if you got an email from me that said, Jennifer, in the subject line, you probably look into email.

Jennifer Allwood 44:39

Yep.

Ray Edwards 44:40

Another way to try that is to put it in all caps.

Jennifer Allwood 44:44

The whole subject line of the email or just just

Ray Edwards 44:46

just the name just subject line, just all caps, some email service providers will let you do that. Some won't. Okay. Here's here's another one that's worked really well for us and for many other people. Stop it.

Jennifer Allwood 45:00

Ah, okay, That's all it's in the subject line.

Ray Edwards 45:04

Yes. So then you have to figure out well, how does that relate to my business? Right? Because if I'm teaching people nutrition stuff, it could be stop going by Starbucks on your way to work and drinking 1000 calories before you've even eaten anything.

Jennifer Allwood 45:17

Good stuff,

Ray Edwards 45:20

stop drinking a cup full of sugar. The third one is this, this is a variation on something. A friend of mine, he is a dear friend, but he he has made the subject line "bad news" famous. Because he uses it a lot. And people always click on it, open it. And I just thought, you know, I know it works. But I wish it didn't have to be like that. So I started using good news.

Jennifer Allwood 45:46

Okay,

Ray Edwards 45:46

And guess what! It works better.

Jennifer Allwood 45:48

I love that. So like news, good news, and then something behind it or just the whole subject line? Just good news?

Ray Edwards 45:56

whole subject. The key to all these is one or two words.

Jennifer Allwood 45:59

Okay,

Ray Edwards 45:59

Good news. And so what's the good news? Well, the good news is, we just released our course. And people are loving it. Here's what some of our folks have said, and you have maybe three quick testimonials and check it out for yourself. Here's a link. So those are the three you can use. So this is really short, one or two words, curiosity, invoking and you don't take a lot of time getting to what this what the email is about. We get right to it. So what's the good news? What do you want me to stop? And why are you calling me out by name?

Jennifer Allwood 46:29

Okay, I love that. Those are such great tips for all of us. Thank you. Last thing I wanted to ask you about, I want to be really honorable with your time here today is because we're at almost the top of the hour, but when is a good time for somebody to just hire a copywriter? Or if there's somebody that's like, I feel like I just I am horrible at this like, is there? When is the best time to hire a copywriter? Or how do you hire a copywriter? Where do you find a copywriter? Like tell us all those things.

Ray Edwards 46:58

The best time is when you have learned how to write copy well enough that you know whether the copywriter you're hiring is writing good copy or just taking your money

Jennifer Allwood 47:08

That's so good.

Ray Edwards 47:09

It's really important. I know there many people who don't want to learn and want to just hire somebody. But what's going to happen if you do that is you're going to hire two or three different people end up paying 5,10,20,40 \$50,000. And you're going, you just might as well set your money on fire.

Jennifer Allwood 47:27

Yeah.

Ray Edwards 47:28

So first, learn. Second, write your own copy for a while until you get a really good sense of what's working for you and your your offer. And then third hire very carefully. And there's so many people claiming to be copywriters, and they have the appearance of being a copywriter.

They have a good website. It's looks very convincing. But you really need somebody with a track record of success. And we we have, we have an agency and full disclosure. So something we do is we talk with people we don't we don't take on very many clients, but we often connect them with our certified copywriters who have our approval and have our backing to like if they hose you, you let us know about it.

Jennifer Allwood 47:28

Right?

Ray Edwards 47:34

We chase them down.

Jennifer Allwood 47:42

Yeah,

Ray Edwards 47:43

beat them with a wet newspaper.

Jennifer Allwood 48:07

Exactly.

Ray Edwards 48:10

No, we we've never had to do that. But we do, we do back them up. And they've been trained in our system of writing copy. So we have different levels of service we offer there's other people that do this as well. But I really think you need to learn it first yourself. And then you hire very carefully. And you check this this blows me away. People don't check references. Like I invite you to call anybody on my client list and ask them about me.

Jennifer Allwood 48:42

Yeah.

Ray Edwards 48:43

And I'm not worried about what they're gonna say, because I know we worked together and it was a good relationship. It still is or I wouldn't have listed them on my site.

Jennifer Allwood 48:52

Right, right. Sure.

Ray Edwards 48:53

But so many people will claim they've worked for 10 or 12 people that don't even know who they are. So check references, and then start with a small project and see how that goes, or do they deliver on time? Do they deliver what they promised? Does it work? If it doesn't work? How do they respond to thiss? Look, not every piece of copy I write works. And the true test of a professional copywriter is a pro will be on the phone with you saying how's it going? And if you say it's terrible, then the Pro is gonna say, oh, let's talk let's figure out what's the amateur or the con artist is going to Ghost you.

Jennifer Allwood 49:32

Yeah. Okay, that's good. We did have a question from someone who wants to know more about your certification program in here. Do you have time to tell us about that?

Ray Edwards 49:43

Um, sure. it's the certification is we just made a big change to the certification. It was a 12 month program. We I was a little frustrated with all the Quickie certifications like where you pay \$100 and get certified or you pay a couple 1000 and go to a weekend seminar and nobody He looks at your copy and they certify you. And that annoyed the stuffing out of me.

Jennifer Allwood 50:04

Yeah.

Ray Edwards 50:05

So we had 12 months of curriculum, it's, it's, I think it's the best certification program on the market. Some, a lot of people did not like waiting 12 months. So we we've created an accelerated track. So six weeks gets you certified. But to stay certified, you're in our program for another 12 months. And we continue to expand on your expertise, your knowledge, we the other thing we do is we have we give you an assignment with each week's lesson material, and then you write. And then we have coaches who read your writing, who look at it, correct it, make adjustments that you have to rewrite to get a passing grade to move on to the next assignment. And then we have an ongoing training area, we have monthly copy critique calls, group critique calls, mindset calls, how to build your business if you want to be a copywriter for hire. And it's really it's a, I think it's the best place to get the education about how to write copy that sells and to get actual coaching from me and my coaches and feedback. And then we only hire people to write for our agency who've been certified through our program.

Jennifer Allwood 51:16

That's so good. That's so good.

Ray Edwards 51:19

It's not a guarantee you'll get hired. But you have to be certified to get hired.

Jennifer Allwood 51:22

Okay, can you? We've got a couple more questions here. I know you have a bundle that you have available right now, too. It's it. Traci, could you take this in the chat? It's at Rayedwards.com/ultimate-bundle? Can you tell us what that is for? Because I think that's more of not to get certified. But that's for people that just need help on their copy, correct?

Ray Edwards 51:42

Yes. Okay. And so many of the things. This is, this is just a crazy idea I had and I thought why not? Let's try it. So we took all my digital products that I had locked away in the vault, and put them into one offer for \$197. There's like \$21,000 Worth, of course, for \$197, and there's no there's no trick. There's no like secret, continuing ongoing charge, right? It's just one payment of 197. You have access forever. We do give you a free month in our we have a low priced monthly membership community where we give, we also give feedback if you're an entrepreneur who wants to write copy for your own business, this might be something-

certification is \$12,000. So this might be something that you may be more interested in starting with.

Jennifer Allwood 52:35

Okay.

Ray Edwards 52:35

So it's, it's 197. We're going to be closing it down in a few days. But it's been a very successful offer for us. And people are loving it. And it's yeah, it's not to love I mean, it's

Jennifer Allwood 52:44

right.

Ray Edwards 52:45

It's good stuff. Even if I did make it, I can say that.

Jennifer Allwood 52:47

That's awesome. Okay, we have another question that last one here from Michelle Rupp who says, When just starting out and talking to a potential client, how do you handle the urge to offer something to be risk free? Or guaranteed? If they buy it from you, you know, will it work? And then what do you do if it doesn't work for them? So do you ever use the words like risk free or guarantee in your copy?

Ray Edwards 53:11

I do, but only if I'm willing to back them up? Okay. So I mean, we like, I mean, often, if it's a course, I, I tend to use the language, if you're gonna give this an honest effort, and you're gonna go through the steps, and it doesn't work for you, then cool, will give you a refund in the refund period. Sometimes I will say, you know, you could take advantage of me, you could, you could rip me off, you could pay the money, download everything and then ask for your money back.

Jennifer Allwood 53:40

Right.

Ray Edwards 53:40

I'm hoping you have more ethics in that and so, but I

Jennifer Allwood 53:45

yeah,

Ray Edwards 53:45

I have no problem making that offer. And I like for copy. If you're if you're doing a service, it's really important, especially like copywriting I don't offer copywriting on that basis, because there's so many things other than the copy that come in to you know, this

Jennifer Allwood 53:59

there are. Yeah,

Ray Edwards 54:00

making the offer work. It's not just the copy,

Jennifer Allwood 54:03

right. The copy can be great. And they get to a sales page that they wrote and it's horrible or they don't push enough traffic to the sales page and, and then the

Ray Edwards 54:11

Or the offer's just terrible. They didn't know who they were. Yes, actually speaking to.

Jennifer Allwood 54:15

not good. Yeah. Okay. Okay. That's really good. All right. So, Ray, where I think you love but correct me if I'm wrong. Do you prefer Instagram over Facebook? Because I know some of the ladies in here are gonna want to connect with you. I want every single one of you to go follow him. Would you prefer that be on Instagram? Or would you prefer that be on Facebook or both?

Ray Edwards 54:33

Both. I love them both.

Jennifer Allwood 54:35

Okay, he loves them both. He hasn't broken up with Facebook yet. I have. No I'm kidding. I just I'm having a harder time loving Facebook. I don't know.

Ray Edwards 54:42

I have followed your tumultuous relationship with Facebook.

Jennifer Allwood 54:45

I know. It's like I loved it. And then I fell kind of out of love with it a little bit. And part of that was because as I kind of stepped into more of talking about the things that I want to talk about Facebook, it feels a little more vulnerable. And it's not as kind and welcoming to strong opinions as Instagram is. So I think that's part of the reason. But, But So, ladies, would you do me a favor and would do go find Ray there. And I just want to make sure that we are always, you know, working towards just a culture of honor in this group. And so go find Ray on social media, if you want to take a picture of him in I-click and post it, you know, on your Instagram stories and tag him you don't have to tag me is just a guest that we had here today. I just I want you to know, his time is super valuable. And Ray, we appreciate you so much. I know that you are a busy person, and there's a lot of places you could be. So thank you for just blessing us with your knowledge today.

Ray Edwards 55:40

Well, I appreciate you so much. I, I really, I really respect, admire, and honor the work you're doing. So it's my pleasure to be here.

Jennifer Allwood 55:49

Thank you. You're awesome.

Kris Edwards 55:51

That wraps up this week's episode. Big thanks to Jennifer Allwood for allowing us to share this audio with you. And speaking of Jennifer, you gotta check out her new program called "Better Way" where she will teach you eight ways to make money in the online space. She actually has a quiz online that will help any entrepreneur figure out what's right for them. Since not all revenue streams are right for everybody. It's a super quick quiz. And will help you figure out which one you should implement and streamline first in your business and where to go next. From there. You'll find that a JenniferAllwood.com/quiz, and of course, we'll have that and any other relevant links in this week's show notes at Rayedwards.com/586. That's all for now. See ya next week.

Announcer 56:37

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