



Ray Edwards Show, Episode 587 A Magical Tool for Copywriters

Kris Edwards 00:00

Ray Edwards Show episode 587, A Magical Tool for Copywriters.

Announcer 00:09

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

Kris Edwards 00:17

Thanks for tuning in to this week's episode of The Ray Edwards Show where Ray is joined by the incredible mindset coach and prolific podcaster here to pontificate on a powerful tool known as Notion, the incredible Cliff Ravenscraft. Now, before we jump in, I will tell you, Cliff did an incredible job of painting a mental picture of what is happening on his screen as he walks through some of the possibilities with Notion. However, for those who want to see those screen shares, we do have the video available, you will find it at Rayedwards.com/587. Cliff has a lot of material to cover this week. So let's jump in.

Cliff Ravenscraft 00:54

Hello, Ray Edwards.

Ray Edwards 00:56

Hello, Cliff Ravenscraft.

Cliff Ravenscraft 00:58

I'm so excited about this today.

Ray Edwards 01:01

I'm so glad you were excited about this. Because I just had that inspiration. I was lying in bed thinking, am I gonna go back to sleep? And then I started thinking about things I wanted to do. And I just started seeing this picture of you and me talking about your Notion. And I thought, well, what's that all about? So here we are,

Cliff Ravenscraft 01:15

I am excited. I love my Notion. I've put probably 1000 hours into what you're about ready to see-not in Notion specifically, but at least 1000 hours.

Ray Edwards

I know, I know. There's a deep process. And I think probably what inspired this really was when you and I were going to you're talking to me about your journals. And you were showing me all the journals. I know you've done this publicly as well, all the journals you've kept and talking about that journaling journey. In fact, honestly, I'm not I'm not sure whether we had a private conversation whether this was in your private podcast feed, see, it doesn't matter. It's no different. It's just it was it really inspired me it made me start thinking this is what I started thinking about. You write more than most writers I know, I mean, people who are pros, who get paid big bucks to write books, and copy and magazine articles and whatever, professional writers but you write more than they do. And I've for a long time said to people, it's easy to know who the writers are. They're the ones who are writing.

Cliff Ravenscraft 01:26

It's crazy that you say that. Because I mean, I heard you say that this morning, when you invited me to this. It's like this is why I want to invite you is because you write more than most writers ever consider writing and, and I think about, you know, the Hamilton soundtrack from the play as like he writes like he's running out of time or whatever.

Ray Edwards 02:29

Yes!

Cliff Ravenscraft 02:29

and I and I, and the funny thing is I never it's like, man, I wish I could be such a prolific creator of content. And I'm like, What am I thinking? It's like, of course, I'm a prolific Creator content, I have 48 podcast shows I have over 4700 podcast episodes. And I have notes on everything.

Ray Edwards 02:49

I'm just thinking about the numbers. If you take the average number of words, you speak per minute, and did the math on how many words those podcasts added up to, and just had them transcribed. It would be no doubt millions of words.

Cliff Ravenscraft 03:02

That's pretty fun to think about. And the average podcast length, by the way of those over 4700 podcast episodes is one hour. So

Ray Edwards 03:11

some may go up to three or four,

Cliff Ravenscraft 03:13

there have been a few.

Ray Edwards 03:16

So, not only do you write more than most writers write, you write with more intentionality than most writers I know, and I know some really professional writers. I'm talking about New York Times Best Selling recognized authors who are not as intentional as you are about the knowledge you collect, the notes you take, the journal entries you make, and then what you're going to do with them. So many people may keep journals, but they end up just being dusty, old books on a shelf that get thrown away after you die. That's not going to be the case with your stuff. Because I see how intentional you are with it.

Cliff Ravenscraft 03:48

It could be that the journals get dusty and thrown away at some point. But it's not that I'm so much concerned that somebody who may be 50 years after my death, whether or not they're gonna find this thing and find value. The thing is, though, is I am writing with intentionality about if I'm journaling something today, my intention is that this is something that I'm planning to potentially come back to and share the detail of what my experience is right here right now in this moment, with a client later or from the stage when I'm speaking later. And I don't want to have a fuzzy recollection. I want to have a detailed of an account of what I'm experiencing what I just learned, the thoughts that it's producing the actions I'm taking, I want to be able to document this so that I can share this with others because I gotta tell you what I just went through, that was painful. That I would never wish that on my worst enemy. Blah, blah, blah. But I'm tell you what this is meant to serve Me. This I'm going to grow through this response. I'm going to get up and I'm going to learn everything I can learn from this and I am going to document it everything. So I can help other people avoid this experience, that's just on one of those kinds of experiences.

Ray Edwards 05:11

That's really important. Because first of all, you said something about fuzzy memory. And that's so important to recognize our memories are notoriously unreliable devices or systems. They're very fuzzy, they're very malleable, they can be changed later, they are changed, every

Cliff Ravenscraft 05:20

They are changed.

Ray Edwards 05:20

It's been demonstrated, every time you pull up a memory in your brain, you make an alteration to it, when the file goes back in just using a metaphor, it's not really a file. But it's a set of neuro associations. And so it changes every time you access it. And if you doubt this, take some treasured memory, from your childhood, of which there may be a video or film or photographic record, and then go back and look at it and compare it to your memory. It can be shocking, how different it really is. And this brings me around to I was reading David Allen some years ago, and he wrote about something he called distributed cognition, which for him was writing things down in a book. He's saying, I store my thoughts outside my brain. My brain is good for having ideas, not for storing and organizing ideas. And that's become a real thing for people. Tiago Forte wrote this course and now a book called Building a Second Brain. And it's all about managing your knowledge digitally, because it's the most efficient way in some ways. There are other ways in which I think analog is more efficient. But for the specific purposes of running a business and

being a coach. And being a writer, I mean, I, I've talked to lots of writers in my community, we have thoughts, we want to preserve them and organize them in a way we can use them later and access them and make the most use them. And that's the thing that inspired today's conversation because you've been using a tool called Notion. And what you're doing with it really blows me away. Can you talk about how you ended up? Well, how do you use it? Let's start there.

Cliff Ravenscraft 06:43

Well, let me go ahead and share with you my history of creating a second brain as what you and you and some others have called it. I never really thought of it as a second brain until that came up. And I'm like, I like that second brain. I've always called it my knowledge base. See, the thing is, is for me how I got started with this. I've always been a journal owner. But in the early days of my journaling, everything was in physical right hand written journals. And I still do physical handwriting written journals today. But I sometimes try to create a process where I can digitize those as well and have it searchable. That's a whole other story for another time. But I used to journal every like everything is like I want to journal all of my experiences. And it wasn't something I was sharing with anyone. But here's what began to happen when I started podcasting in December 2005. growing audience in the 10s of 1000s. And then hundreds of 1000s, I was getting about 200 emails a week, from people all over the world, asking me questions related to a piece of content I just put out as a podcast episode, and they're like, hey, Cliff, how do you do this? You mentioned this, can you tell me where you found this? And I was getting the same 20 Questions from over 200 people. And so what I began to do is I began to create podcast content, answering those questions. And then I would hit reply, and I would say here, listen to this, here, listen to this. And then what would happen was people were listening to that episode that these people responded to immediately, I get an email like nine months later, from somebody who listened to that content that I published nine months ago. And guess what, the same questions coming. And then I'm like, Oh, I wish I could remember where I put that episode, because I used to link everybody to this. And I'd have to go search for my email archives. And I'd have to remember a key phrase to find this. And it became a pain in the butt. I was creating so much content, but I couldn't find that content easily. It would take me 20 minutes to find the particular episode I did nine months ago. And by that time, I could have just written the answer to him rather than send him a league. And I'm like, what if I created a searchable database, where it's all keyword driven? And so I don't have to have everything digitize? I just know I have this information. So what I did is I started with a what was it a Google Google document, so Google Word document or whatever. And I started writing keywords of every topic that comes up. And ,and what I would do is under those keywords, I would put links, this podcast episode had this title that and a link to that episode. This podcast had this topic, this topic, this topic, and keywords. So these keywords, every time I was creating a piece of content, I would go be able to open this single document. And I would do a command F for find so I can search the document and I'm searching for a keyword, and then I'd find all the places where that keyword shows up. And I find within maybe 60 seconds, specifically the one episode that I did nine months ago, and I click through to it, confirm that was the episode ,yep, that's the one, and then I hit reply. Here's the link to your answer starts at 23 minutes and 22 seconds. So that's how I got started.

Ray Edwards 10:00

I remember receiving some of those replies, I would occasionally send you a message and say, Hey, can you tell me what cable I need to use with my Road Caster Pro to go on Clubhouse, and you would pop send me this little link to go listen to something or read something. And I always thought, Man, I wish I was that organized. But what you just described sounds like a lot of work.

Cliff Ravenscraft 10:19

It is definitely a lot of work. But there's a reason why people pay me \$1,250 For a single 90 minute one on one coaching session with me, because when somebody hires me for one on one coaching, they're not hiring me for a 90 for 90 minutes, what they are getting is access to every piece of education I've ever consumed. All every experience I've ever had, they're getting access to every skill, talent, and ability that I have. And you could ask me anything related to all of those things. And in an instant, I can go and find a document that I created 17 years ago, or 13 years ago, or three months ago, or four and a half hours ago. And you can ask me questions, and I can help you attain as much wisdom and knowledge that it took me, let's just say, within a single 90-minute call, I give you access to five documents that I've created over the last several years. In that 90-minute call. Those five documents required about seven or 10 weeks of my life to assemble and put together.

Ray Edwards 11:34

Yeah, it reminds me of that story of the engineer that was called into the Queen Mary because they couldn't get the engine's going. And he came in and examined everything and tapped on a gauge with a hammer, and it all started up and he left them a bill for I'm gonna get the numbers wrong, but the ratio is correct. It was like 10,000 pounds. And he got an outraged note back from the Naval office saying this is, we need an itemized bill. So he sent a new bill and it said, tapping with hammer, one pound. Knowing where to tap 9999 pounds. That's the key.

Cliff Ravenscraft 11:34

That is the key.

Ray Edwards 11:34

That's the intentional use of your accumulated knowledge. So how did you get from a Google doc to to Notion and let's talk about what Notion is and does and why somebody might consider using it. I especially recommend it for writers.

Cliff Ravenscraft 12:21

Absolutely. So I did. I did go from Google Docs over to Evernote as soon as the iPhone came out, and I had this thing in my pocket. This is amazing. And of course, when the iPhone first came out, it didn't you know, Google Docs did not work well with the iPhone, we're talking about the original iPhone. And of course, this wasn't actually maybe not the original iPhone, it might have been the second iPhone. But as soon as they opened the app store, Evernote was one of the first apps ever created that was a database where you could store stuff. And so I was a subscriber to Evernote from the beginning. And then it's like ooh, folders subfolders. And I'm like, Okay, so here's what I did is every piece of note, I would create a document, which is in

Evernote, it was called a note. And I would put everything into that document. And then what I would do is I create a note called my table of contents. And it later became known as my knowledge base. And so that's what this what I call this instead of a second brain, I call this my knowledge base. And so what I could do is in that knowledge base, I had a table of contents, which had all the keywords and all of those keywords linked to notes within Evernote. And that became the next thing. But then Notion came along. And I realized that wow, I can do more beautiful formatting I could do. I could embed video, I could embed audio, I could do it in it, I could create columns. I'm not as restricted in the formatting of my text, my notes, the visual appeal of what I'm sharing. Evernote had so many limitations for me and not to mention the fact my biggest problem that I had with Evernote was that I had Evernote on my desktop, I have Evernote on my phone and on my iPad and on my laptop. And over the 15 years of using Evernote, I can't begin to tell you the number of times I would add a couple of new notes on my desktop or on my laptop, I would update the database. And then I would go in and I'm like, Oh, this is great. I just saw this and I'm updating another I'm adding three more notes, updating my table of contents, only to learn three weeks later that there are now five different copies of my table of contents because of syncing errors, who's got time to fix this?

Ray Edwards 14:48

Yeah, and I don't know about you but a couple other challenges I have with Evernote is it kind of became my digital junk drawer. I just threw everything in it and didn't index everything and then them, I'm also challenged by the fact that some, the way they store the files, it's hard to get them out. Friend of mine referred to it as kind of like the roach motel.

Cliff Ravenscraft 15:09

Yeah,

Ray Edwards 15:10

once they go in, they don't come out.

Cliff Ravenscraft 15:11

Yeah. And I felt that because the situation was when I wanted to move into Notion, they have an import feature, but that there's some manual stuff that needs to be done afterward if you really want to get to your raw content. So I moved to Notion. By the way, there are some benefits to Evernote, that Notion doesn't offer such as offline access. So that's, that's a trade-off that I had to make. But let me tell you having things not in sync between four or five different devices. That was a non-starter for me. It's like this is this has been a pain point that I've experienced for far too long in my life. So I'd rather have an occasional flight where I don't have access to this, which is even crazy, because today I have access on the flight. And I was like, I'd rather be out in the woods hiking, and not have access to this, but even that it's getting to the point. So but Notion is all server base. So all of my content is on their server, if I don't have an internet connection, I don't have it. But other than that, everything is available and not to mention the fact that I can go in right now to Notion and I can go in and do a complete export, I want everything, every page, every note, I want it all downloaded in Markdown files, or PDF files, or some other I think there's a third option maybe. And I also want it to download all the content, all of the videos and audio files, and everything else, I want it all downloaded as a single zip file. And it will download 1000s of documents 1000s of things all in a single document. And I actually did this one day just ahead after I completed my transfer, I'd like to have at least a backup here.

And I opened it up, it was many, many, many, many, many gigabytes, and I opened up the folder and inside the folder, it is so easy to see how organized it is. And you click on these, and it's got subfolders got all of your content underneath it all the original files. It's beautiful.

Ray Edwards 17:20

So this is where most interviews would stop. But we're just getting started. Because what I want to do I have a theory that is the best education is through demonstration. So I'm wondering if you would walk us through what you're doing with Notion and maybe describe some reasons why and how you're organizing. And would you share some of that

Cliff Ravenscraft 17:39

I would love to do so. And so let me tell you one of my favorite uses of Notion and why I devote so much time, so much energy, so much effort into creating this knowledge base. And again, it has everything to do with the value that I bring to my clients, whether that's in a one-on-one coaching session in a mastermind group, but I'm going to just talk today about one on one coaching. So here's, here's what I created some notes about what I would share with you. Oftentimes, people come to me and say, Cliff, I just read the book, The Big Leap, I found a podcast episode, you talked about this, and I just read it for the first time, I'd love to hire you as my coach to help me discover my zone of genius and then make the transition like you did. I'm like awesome. Let's let's get into a session. And so I get into a call and they're like, you know, I just have no idea what my zone of genius is. And I'm like, well, I can help you with that. So what I'm going to do is I'm going to share my screen. All right, so you see that this is called my personal dashboard. And if I scroll down, this is my Notion. This is where I come to for the home of everything. And you'll see this is my knowledge base of resources. We, this used to be called Table of Contents. Now, remember, I told you keywords, right? So if you just scroll through here, and by the way, there's probably some incredibly revealing things about who Cliff Ravenscraft is by some of these things. So I'm not, I'm not hiding anything that I have notes on. So I'm sure a lot of funnel people will have fun with stopping pausing screen capturing and see what the heck kind of notes does this guy have

Ray Edwards 19:13

the Cliff Ravenscraft expose

Cliff Ravenscraft 19:15

Yeah, so you can see this thing's just continues to scroll on.

Ray Edwards 19:19

This is amazing

Cliff Ravenscraft 19:20

But I don't have to do anything, all I have to do is hit command. If I'm on the screen, I just hit Command F and then what I'm going to do is I'm going to type in Big Leap. All right, or I could put zone of genius and you saw how both times it takes me to text me exactly where I want to go so I can type in anything but if I just type in Big Leap there we go notes Big Leap by Gay Hendricks zone of genius slash upper limit problem, keyword rich titles. I click that and it takes me to this page right here. Now if I'm in a coaching call with you, Ray, and you said I want to I want to know what my zone of genius is. So I'm just going to scroll right here. And I'm going to

ask you a couple of questions. Hey, Ray, let me first ask you this. If outside influences like money, or what your parents thought, or family business and all this other stuff, we're not a problem. What would you really love doing? Okay, that's wonderful. Let me write that down. Hey, let me ask you, what do you most love to do? Something that you could do for long stretches of time without getting bored? And then I would continue to ask these questions. By the end of you asking these questions. I have a lot of experience into formulating that into a single statement that would blow your mind about what your zone of genius says. And if I if you said, Well, you know, Gay said this, and what what are those different? He talked about the four common reasons why we have the upper limit challenge? Oh, yeah. And I could find that easily. Because I have all of my notes about this. Everything that these are all my hands are typed up personal notes about everything I learned from the book, The Big Leap, I don't have to go pull the book off the shelf, I could instantly tell you what the four zones of work are. And I could describe to you in detail right here. And by the way, that first scroll there, that was my recent notes. But here's my notes on the second pass through the Big Leap, because why would anybody just take notes on this book once? So here's the second time and these are even more detailed? These are even better notes than the first time. So do you understand just how being in a coaching call and instantly at the top saying, You know what, I'm going to help you find your zone of genius. I'm going to ask you these questions.

Ray Edwards 21:37

Yeah. And here's the difference. I want to point this out. This is This is crucial for, for coaches, for writers, for consultants, what you've done is most people would just read a book, and they would randomly have memories of things I saw in the book. So they might say, well, you know, Gay Hendricks talks about the Zone of genius, you might talk to your client about that. But what you've done is you went through the book and wrote your own notes. I'm looking at them, I see they're complete notes on ideas, you rewrote the information, not just highlighting it out of the book, but wrote it down, in your words, collecting the pieces of information you wanted, so you can intentionally have access to this document later, and call up the exact points and advantages and features and questions, things that somebody who just read a book and vaguely remembers, it is not going to be able to do.

Cliff Ravenscraft 22:28

Yep. And here's the interesting thing, Ray, is that, let's just say you are one of my clients, I also use a Notion as a CRM. And so let's just say you're my

Ray Edwards 22:38

customer relationship manager, for those of you who are wondering,

Cliff Ravenscraft 22:41

yep. And so one of my clients, let's just say as Tom Baker, you may or may not have heard of Tom Baker, right?

Ray Edwards 22:47

Doctor Who

Cliff Ravenscraft 22:48

Doctor Who. Exactly. So what I go in here, if I if after I finish a call coaching call with Tom Baker, so I actually do a couple of things. Matter of fact, this, these are all templates inside of Notion. So just to give people a reason why I love Notion even more as I create templates. And whenever ever, I go through a first coaching session, I make sure that I've actually done each of these five things. Before I get started. Right after I finish a coaching call, I do an audio review such as this, this is just a sample of an audio note that I would take right after a coaching call, I would spend about 30 seconds to as much as maybe five minutes to record a summary of what I felt immediately after the call, so that I could listen to this recording right before my next call. So just imagine the power of that. Ray, let's just say, hey, let's schedule a second complimentary coaching session, I want to give you you know what, I think I'm gonna give you an entire month to work on these actions that you said you're going to take. But I'd love to help you evaluate the results that you get, let's schedule a call a month from now. Now I do 8-90 minute one on one coaching sessions every week, and about four or five of those are with people who are not currently clients. So that's a lot of people I'm talking to every week. So one month later, it's time your, your name shows up for a second call. And I have almost no recollection of what we talked about the last time. So all I have to do is click here and click play on that. And it reminds me, I remember Yeah, okay, this Yes. And not only that, I could click here and go straight to the transcript of that entire conversation. But I could also go here, but by the way, I do handwritten notes. And I didn't do it for this, but for in the future. I'll have it here. There would be a JPEG image of every page of handwritten notes from this meeting and then the email follow-up. All right, Tom, it was so wonderful to connect with you today. By the way, here is a dropbox link for the recording of our entire conversation today. Our next scheduled call. By the way, these are all templates I just type in the information or drag in and paste things here. Our next call is Tuesday, September 27, at 10:30 am. Eastern Time, here are the insights, we talked about your sonic screwdriver, you need to stop leaving it in the TARDIS, K9 does not perform well on rough terrain, that came out as an insight that you want to remember and recall. And by the way, don't blink around Weeping Angels. In fact, you said as a result of our insights, you're finally going to get around to fixing that chameleon circuit. So here are the actions you're going to take after our coaching call today, you're going to start a journal, this will be useful, especially in the future, I promise. And then you're going to order, you're going to order Romano's birthday gift that we talked about. All right? I look forward to evaluating the results of these actions in our next call. But let's just say there's some additional resources. All right, the Big Leap book, you said you were going to read that. So check this out, I'm gonna go over here. And I'm going to look for that affiliate link. So what I'm going to do is I'm going to grab, actually, let me click here. So I'm just going to click here to this book. And I'm going to re-grab the affiliate link, just so that you can see how I would do this, if I were actually setting up a post follow up call. So now I go over to Tom Baker here. And this is the Big Leap. And I'm going to hit add a link, hit paste, and hit link to that book. Alright, watch this video that I did after I read the book. All right, and so what I'm going to do is I'm going to go back to my notes on the Big Leap, and I'm looking for that video, that was the first one I ever did right after I read The Big Leap. Because this has had the most, this has had the most impact. So I like my clients to read, or to listen to do this. So watch this video, and I'm going to put a link. And that's going to link to that video on YouTube. And of course, I also want to go back to my notes. And I want to say how do you find your zone of genius? And I'm looking for the podcast episode I did with Ray Edwards. So let me just do a search for Ray Edwards. Alright, so here's featuring Ray Edwards, the last session ever how to discover your journey. This is the one I wanted, I wanted this episode. So I'm going to click through here. Then I'm going to go back over here. Listen to this podcast episode on how to

discover your zone of genius. And I'm going to do listen to this podcast episode is going to be a hyperlink. And then I'm going to hit paste link to website. And one more thing. Listen to this podcast interview with Gay Hendricks, who is the author of the book. So let's go back over here and interview with Gay Hendricks is right here. So I'll just click through to that, grab that URL, go back over here. And I'm going to put here listen to this podcast interview. And we'll put that as a hyperlink, hit paste link to page. Now, all of this is done. I'm just going to highlight all of this from the beginning of that email to over here, I'm gonna go over here and I'm going to do Tom Baker. And then I'm just gonna hit paste. Look how beautiful that formatted. Email this: Tom, it was so great, this is absolutely beautiful this was one of the most powerful conversations you've had with anybody in your lifetime.

Ray Edwards 28:45

Now I want all my copywriters who are taking part in this, watching this or listening to it. Think about what that means for you, with your clients with your writing clients. As you've gone through a 90 minute session with them, reviewing their marketing, reviewing their problems, their conversion troubles, whatever the case is that they're having a problem with. You've got recommendations, you're referencing pieces of copy other campaigns. Imagine being able to pull something like this together within 10 minutes of your call and send it to them. I promise you no other copywriter is doing that. Or if you're not a writer if you're a freelancer no other Freelancer is providing this level of coaching and service and information and accountability. What Cliff's describing doesn't apply only to coaches, life coaches. It applies to everything we're doing online with our clients and also in our relationships with other people in general. This is an amazing way to be intentional about why you're collecting ideas and thoughts and reading books, listen to podcasts. And this, this is what I wanted to dig into, Cliff, this is beautiful. Thank you,

Cliff Ravenscraft 30:09

you are so welcome. I want to share with you something else. So sometimes I give assignments to my clients. So one of my favorite things was going to Tony Robbins and understanding value. So if I just do here, values, moving towards and moving away, so I click on this note, right here moving towards and moving away values Tony Robbins from Date with Destiny. And there's a little note here Date with Destiny is a six day immersive self development seminar with ticket prices ranging from 5000 to \$12,000 US, I attended Date with Destiny virtual December 4 through December 9 2020, during the height of the pandemic and paid \$4,495 for this experience. I came away with countless insights and more pages of notes than you could possibly imagine. However, one session alone of Date with Destiny on moving towards and moving away values was worth many times more than what I paid for the whole event. If you are seeing this page, I'm now sharing this incredibly powerful assignment that could radically alter your experience of life moving forward, I hope that you will put as much time effort, authenticity and sincerity into the completion of this assignment as I did, Cliff Ravenscraft. And here is a step by step instructional guide on how to go through what Tony took two and a half hours to demonstrate in Date with Destiny. I personally created this document, here's everything you do, this is the description of what it all means. Here's the assignment. Here are the main focuses of the exercise, follow each of the steps closely. Step one, do this, step two, step 3,4,5,6. Once you have done this great news, you can rewrite your values, now. Here's step 7,8,9,10,11,12. End of assignment. Now, the great news, Ray, is this- I can click this share button, and I can turn this on so it's shareable via the web. So I can actually copy that and open

this up and paste that link. And now, this is available right here to anyone that I give this link to. You'll notice over here, my breadcrumbs. By the way, this is the same note, inside of Notion, you'll see that I have the breadcrumb that leads me back to my database. Whereas over here, there is no breadcrumb. It's they have access to this page, and this page only. But this is a publicly shared link, but only I get to choose who I send this publicly shared link. So now I could send this it's like, here's one of the actions you said you would do this assignment. Here's the link to the assignment and all your instructions. Dude, this is incredible. I don't have to send them a PDF document. This is available right there. And by the way, this is this looks beautiful on the mobile phone when they click the link. It's all responsive. And I can change it if I found a, if I found something if I found if I wanted to add a resource. Let's just say you are a coaching client of mine six months ago, and you started doing this process, but you didn't finish it. But it's like now I want to finish it. Well, that was six months ago that I gave you the document what if I added like five more instructions, five more steps that are even more powerful? Well, when you log in to the link, you're getting the most up to date, most valuable version of this document. Come on.

Ray Edwards 33:35

Wow. I hope you're grasping, you copywriters, you freelancers grasping the power of this, the potential and the level of service that you're rendering to your clients, Cliff, is off the charts. And it's not it's not difficult. I mean, it takes effort. It takes work, but you're passionate about it. This is what you enjoy doing, learning and sharing what you've learned. But it's not as hard as it looks. First people look at and think, I can never do anything like that. Yes, you can.

Cliff Ravenscraft 33:59

Well, there is a learning curve to learning what Notion is how it works. It's a page builder with pages inside of pages. And once you get your mind wrapped out around what Notion is there is learning curve on how to use Notion so don't I want to let you know, I did not wake up one morning and instantly know how to use Notion. There's probably about five to ten hours of me watching tutorials on how to use Notion.

Ray Edwards 34:26

Thank you that's that's important because I've picked Notion up two or three times and each time throw it back down in disgust because I couldn't even figure out what the first step was.

Cliff Ravenscraft 34:33

Yep.

Ray Edwards 34:34

If you just log into a new Notion account, it's kind of daunting.

Cliff Ravenscraft 34:38

It's intimidating. So you hear the fire and passion and the enthusiasm I have for Notion, right? A friend of mine tried to get me to check out Notion with this amount of enthusiasm 10 years ago or five years ago, 10 years ago, is an exaggeration. Five years ago, he was at my next-level workshop. Cliff, why don't you create this Notion? Why do you keep all this in Evernote? And I'm like, What's Notion? He goes, it's this, this, this and he's all the stuff that I'm doing is like, and I went and downloaded or I went and created an account on Notion. It's like, this is stupid. And so

it I could have had this five years ago, but instead I have it today. So I do want to share that. But once I figured it out, woo watch out and so yeah, today all of this is super easy for me. But not only is it easy for me, but it is effort, the effort I do not want to undersell on. The only reason this stuff is as thorough and as as deep in is as meaningful and useful as it is. I devote three hours a day into creating new content for this, usually five to seven days a week. And I have done this for the last several years of my life.

Ray Edwards 35:53

Wow,

Cliff Ravenscraft 35:53

The first three hours of my day from 6 am to 9 am. Creating content for this thing.

Ray Edwards 36:00

But cliff, I would have to give up three hours of scrolling TikTok to do that.

Cliff Ravenscraft 36:05

I know. But if you want to make \$30,000 a month, working 12 hours a week, this could help you get there.

Ray Edwards 36:13

And as a friend of mine once told me you don't need easy, you just need worth it.

Cliff Ravenscraft 36:17

That's right. And by the way, when I say 12 hours of work, but, Cliff, didn't you just say you do three hours a day, seven days a week, a year- dude, this is fun. This is what I love that six to 9am building this, this is my I consider my me time.

Ray Edwards 36:33

That's your zone of genius.

Cliff Ravenscraft 36:35

It's my zone of genius. I want to share with you a couple other things that are in here. Like if I wanted to create if if Ray you said hey, Cliff, I got a conference coming up next month. And I need you to I want you to speak at my event. And I need you to talk on this topic. And I'm like, Oh, great. I'm gonna go to my old SCORRE notes. All right, so let's see here, S C, C O R R E. And so it's right here at the top it found it. And so I'm going to click here. Now what I want to do is I'm I don't need to go through all of my notes. I remember the SCORRE speakers training conference. But I'm going to click here for 10 steps to building a talk. Boom. Alright, so the here's what I'm going to do. I'm going to get a piece of paper, and I'm going to write down who is my target audience? Well, Ray is a solopreneur, freelance copywriters. Okay, great. That's my target. Is this a persuasive talk? Or an enabling talk? Well, Ray wanted me in to enable people how they can become more effective by using Notion. Alright, great. So it's a this is an enabling talk, you can do this. And here's how. What is the objective? The objective is to convince them to do this and how to do it well. And by the way, if you don't know the SCORRE, this will make no sense. But, Ray, does this blow your mind? Because you know, the SCORRE method, you

know, how you choose a keyword for your rationale, what if I told you check out, I have a list in toggle of all of the of the keywords that I could use.

Ray Edwards 38:03

that is astonishing,

Cliff Ravenscraft 38:05

here are I'm going to share with you five methods of using Notion. I can share with you the five needs that are met by using Notion. Here are the four objectives you can use with Notion. Here are the five paths, you could go down with Notion. And this is all toggle, check that out toggle, what is my pregnant sentence. And this would make sense only for people there. So this is an enabling talk. Every freelance copywriter can 10x the amount of value that they bring to their customers by following these five steps to creating a knowledge base in Notion.

Ray Edwards 38:40

Boom!

Cliff Ravenscraft 38:41

Alright, that's gonna be my talk. What's my rationale? And I'm gonna just write down here the five benefits, the five features, or the five steps or whatever? How will I open this, here are my options for opening, I could do a startling statement, I could say something sarcastic, I could use a quote, a story. One thing I know I'm not going to do when I get up. And Ray says, Hey, Cliff, take it away. And I'm not going to say, thanks for being here. I thank you for this opportunity. No, I'm going to do something that's going to capture your attention, because I know how to open and how I'm going to transition. How am I going to close this thing, here are my options for closing this thing. I could close it with a personal story, a striking statement, a suggestive course of action. So I get to choose this. And now I'm going to practice and evaluate this talk so that I'm really prepared. I could do this in probably three hours. If you gave me three hours notice on any topic because of the Scorre training from the Scorre speaker conference, I could outline a talk and knock it out of the park, blow people's mind with three hours of preparation or less.

Ray Edwards 39:46

What I love is this is an example of how you took a course, you took a training you went to an event, a seminar and you took the material and condensed it, wrote your own notes, but now you have them in this intentional system, where you can easily pull them up make use of them. That's extraordinarily powerful.

Cliff Ravenscraft 40:03

So I've been to this training three times, these are, these are my notes here. Not only that, but I also have a link to the online training sessions. So I have all the online videos of this. I have up here also the workbook, if I want to go and find the workbook, I could just click here. I, by the way, the workbook was made was made available to me in PDF, I went to a place called Tiny, tinywow.com little extra bonus for people and do PDF to jpg. All right, so right here is PDF to jpg, I can take that workbook, upload it, and it will, it'll give me JPEG images. So check this out. This is a Notion document within that document. And this is all of the note, this is the actual workbook in JPEG images,

Ray Edwards 40:52

very small files, and iOS can easily now parse out the actual text if you want to copy and paste.

Cliff Ravenscraft 40:58

Exactly. And so I have this stuff is just amazing. And this one more, I'll share with you one more. I love creating lasting change. This is my favorite program I've ever studied notes on Tony Robbins creating lasting change. Here's the link to where you can buy it on his thing. Now, by the way, this is private links to my audio files. So if I click here, it says this content is not to be shared publicly. These are for my own personal use only. This is not a publicly shared document. But these are the 10 days of creating lasting change in mp3 format that I can easily access anytime I want. And if I go back here I want to share with show you this is my notes on Tony Robbins is publicly shareable. But check this out. This is what another thing I love about Notion. Notice this section right here private links. All right, if I go over here and put in the shareable page, this page looks exactly like the other one. But there is no section for the page link to the private audio files.

Ray Edwards 42:01

That's slick

Cliff Ravenscraft 42:03

Notion knows that that link, that page inside of that page is not accessible, in shareable public, so it doesn't even show you that it was there.

Ray Edwards 42:12

Wow. What we've just experienced in this visit together as a multimedia experience, you've been free associating going from one idea to the next sharing your screen sharing your notes. You had a thought about Tony Robbins went to creating lasting change, pulled up a piece of media where we heard from Tony Robbins, these are all things that would take traditional media channels, millions of dollars worth of equipment and staff and people to produce and distribution channels. And I just was listening to a friend of mine, Ruslan, Ruslan KD, who's a Christian hip hop artist, and he has a Christian youtube channel where he does some pretty controversial things. He takes on popular opinions and causes a ruckus but he was he was reflecting on visiting a podcast studio, I don't want to call out the person, but a big podcast well known podcaster with millions of dollars worth of real estate and the beautiful glass enclosed offices and the staff and his producer, Ruslan's producer was saying but you do all this. It's just you. And he's like, Well, that's the technology man. That's what's available to us. That's what you're demonstrating. And this is why I tell people, you are a media empire. You just need to, you need to understand that. And these tools, Notion is inexpensive. It's a trivial expense to pay for a license for Notion and what you can do with it is stunning.

Ray Edwards 43:24

Absolutely. I have one Do you have time for one more case? Absolutely, please. So I have 4700 plus episodes of content in podcast form. I have 1000s of YouTube videos. But I'm just going to search. I remember, gosh, there was a podcast episode where I talked about the power of dreaming. By the way, what would life be like if... fill in the blank. The power of dreaming is one of the most powerful things if you understood the power of dreaming, it would blow your mind. So all of a sudden, this just came up in a conversation in a coaching call, right? What was that

episode of Out of the 688 episodes of the Cliff Ravenscraft show that I've done, which episode did I do in the middle of it somewhere, talk about the power of dreaming? Because I know for a fact I did not title that episode, the power of dreaming. The power of dreaming came up as a result of the actual topic. How on earth would I find what episode out of the 4700 podcast episodes I've produced over the last 17 years of my life, how could I find which episode contain the power of dreaming? Let me show you. Now. By the way if I go here and do power of dreaming, nothing. Okay, well, maybe let me just do dreaming. Nothing. Oh, crap. I guess maybe this is just useless. Something I'll have to come across later. No. I just go over here and do search. And I type in power of dreaming. Oh, that was episode number 686 of the Cliff Ravenscraft show The power of dreaming. If I argue for my limitations, I will always get to keep them. By the way, here's the link to the episode,

Ray Edwards 43:38

just like that.

Cliff Ravenscraft 44:29

And so check this out. It's like, wait a second, where did I? Where's that power of dreaming? That power dreaming is right here. The power your subconscious mind will always find a way to answer the question. Here's the thing, the possibility, I wonder what life would be like if I were to make a full time living from having encouraging conversations with others coaching? That's a question I asked myself 15 or 16 years ago, before I started my business, how would my life be different? How would I feel after working with each client? In what way would my coaching benefit the lives of those a coach? Here are the limitations that came to me? Here are some other possibility questions. And so this is just the power of dreaming all within one episode. Because I outlined that episode before, why not create a page in Notion with all of the show notes in the outline for that episode, so that it's instantly searchable at some point 20 years from now? Just imagine you have that for my 1000s of videos, my 1000s of podcast episodes. Now, I want to say for the record, do I have what I just showed you for all of my all 2000 YouTube videos and all 4700 podcast episodes? No. But do I have one for every episode I have that I've published for the last four and a half years? Yes,

Ray Edwards 46:27

yes. And I'll be quick to add, and it's pretty easy to get free, mostly accurate transcripts made of all your videos and podcasts. And then once you have those, it's pretty easy to upload that text to something like Notion for each episode. And then you it takes work, but not as much as you might be afraid.

Cliff Ravenscraft 46:48

Yeah, another service I like personally is otter.ai. And if you use otter.ai, you could I could take all of my mp3 files, which are on Dropbox folders, every episode, and you get an account, you can do a couple thousand hours a month, so you won't be able to do them, I wouldn't be able to do all of my content in a single month. But I could just upload all of these files into otter, I don't have to currently bring them into Notion. So but but imagine if it would for me with 4700 podcast episodes, and a couple 1000 YouTube videos, it would be about a four month project just to drag and drop and upload those into otter and have all of it transcribed. That would be a worthy time. Matter of fact, let me put this on my to do list. Alright, so but then all of that's just sitting in otter. I don't I don't need I don't feel compelled that I need to bring all of that into to Notion right

now. But here's what I can tell you that I would do if I'm in a coaching call. And I remember an episode that I did of pursuing a balanced life, which had 640 episodes. And it was around 2007. I talked about this, I could go into otter, do a search for a key phrase, find that particular podcast episode from 13 years ago, or whatever that is that was uploaded from my archives. And then I'm like, Hey, here's that. Now I know what episode it is and stuff like that. And because this came up in a coaching call today, I'm going to ask myself, would this come up again in the future? If so, that's when I'm going to now bring that particular episode and that transcript and create some notes and links and put that inside of Notion.

Ray Edwards 48:31

Wow. That's a mic dropper right there. Cliff, thank you for so generously sharing, and demonstrating how you're using Notion to organize your knowledge base and demonstrating for those of us who are writers or coaches or consultants, how we might do that intentionally to better our business and better our relationships with other humans on the planet. How can people follow up if they want to hear more from you about what you're doing?

Cliff Ravenscraft 48:55

Sure, a couple of different ways. If you're a podcast listener, check out my podcast called the Cliff Ravenscraft Show. If you would like to get a behind the scenes look into all of the crazy things that I do every day of my life. All of the insights into the decisions that I make in my business, check out an audio program that I do called the Train With Cliff Audio Journal, where I give a week in review once a week and sometimes I create some specialized content. It's all behind the scenes. It's available for as little as \$10 a month at trainwithCliff.com. And certainly sign up for my email newsletter where I share a lot of stuff including links to notes that I have a Notion by the way, you can sign up for that email newsletter over at CliffRavenscraft.com.

Ray Edwards 49:40

I highly recommend you do all. Cliff, my friend. I love you. And thank you very much for sharing.

Cliff Ravenscraft 49:46

I love you too, brother. Thank you so much for the opportunity to share something that means so much to me.

Ray Edwards 49:52

My pleasure.

Kris Edwards 49:54

Big thanks to Cliff Ravenscraft for joining Ray this week. Lots of incredible info in that one. You can find the video as well. All those links and show notes at Rayedwards.com/587. Or you can also get the video on Ray's YouTube channel, which I assume you're subscribed to. Right. Good. Until next time, see ya.

Announcer 50:17

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