



**Ray Edwards Show, Episode 588
Is Ray Returning**

[00:00:00] Announcer: Ray Edwards Show, Episode 588- Is Ray Retiring?

The Ray Edwards Show. This is the podcast for Prosperity With Purpose.

[00:00:18] Kris Edwards: Hello, welcome to the Ray Edwards Show. We'll join Ray momentarily, but a little backstory about this episode. Earlier this week, Ray announced to his list that if you wanna work with him directly, you're gonna have to do it soon because he's not gonna be doing that after next year.

Now, that announcement spawned a lot of questions. Is the podcast going away? Is the company going away? Is the agency going away? Is Ray going away? Well, spoiler alert- no to all of those, but there is something that's going away, and Ray will explain all of that right now.

[00:00:53] Ray Edwards: So here's the story. This could be, probably is, your last chance to mastermind and coach personally with me as we build your million- dollar freedom business.

Does that sound interesting to you? Well, I'm not being hyperbolic, I'm not exaggerating. This is my aim, This is my goal, if you and I decide to work together in the coming 12 to 14 months, It's put quite simply, I would like to help you. I would like to promote you. I would like to connect you to the people who can help you scale your business and take it to the place you dream of being.

And I would like to propose to you that we don't wait. We start now. And what do I mean by start? Let me be very clear what I intend to do. This is my intention. I can't guarantee this will happen because a lot of it depends on you, but together, I think we can make this happen. That's my opinion. I will work to help you add the next 1 million profit to your business.

Now, this is for people who already have a business. You're already making sales, you're already making some money. This is not for newbies who just started out with online business and don't have a clue what they're doing. I love you. We have plenty of free material and low cost material you can use to help grow that business, and I would love to do that in whatever capacity works.

Listen to our free podcast. Watch our free YouTube videos. Buy my book. It's inexpensive. But this, what I'm talking about today, mastermind and coaching together, is for people who either you have a real business and you're making money right now, or you have a history of having real businesses that make money.

And so this is not new territory for you. So we just proved that we know what we're talking about when we talk about adding seven figures to your business. We just proved it at Funnel Hacking Live. Now, I've been making over a million dollars in my writing business each year for the last seven years running.

This is the first time I've ever done anything to publicly prove that income, and I did it because I wanted to leverage that track record to be able to show people, no matter what you're facing, Whether it's the bad economy, maybe you lost your business during the pandemic. Maybe you lost loved ones.

Maybe you lost your relationship, your husband, your wife. So many terrible things have happened to so many people and maybe you're ill. Maybe you have some kind of illness, maybe you're older, wondering if you still are, are relevant. My answer to you is all your excuses are totally valid if you want them to be.

I credit my friend, Doc Rock, with that saying. I'm not sure if he originally came up with it, but he's the person I heard say it first and it wrecked me.

It's like, yes, that's true. All my excuses are valid if I want them to be. I can make an excuse for not building my business, for not growing my personal wealth for my family, but it would be an excuse.

Now I don't know what yours is. Personally, uh, I have Parkinson's disease. I've had it for 11 years now. It's a little bit annoying. It's a little bit inconvenient. It makes it difficult for me to show up in public without looking rather odd, but I decided to push through that and not let that stop me. And the main reason is you, I'm not doing it to talk about me.

I, I'm not looking for your pity, have no use for pity. But I do have use for being able to point to myself and say, Look, if I can do this, then you can do it. And you have no excuse. And that's what I'm doing. I'm showing you how. So especially if you're in that category where you're maybe over, let's say over 40, eh, that works.

Ya, , over 40. Maybe you have some health challenges, You're not done, my friend. If you're still alive, you've still got work to do and I wanna help you do that. So we just proved you did Funnel Hacking Live. We accepted the award there. Two Comma Club award, a million dollars through a single funnel. We actually did \$1.8 million through that funnel.

I'll even show you the full funnel that got us there. I, in fact, I'm happy to give you a copy of that funnel and help you copy it and make it yours so it can work for you. Will it do the same thing for you it did for me?. I don't know. Let's, let's find out. I'd love to give it to you and help you adapt it and see what happens.

I believe it can do the same thing for you, it did for me. I believe it can do more for you. So that's only the beginning though, giving you a copy of that funnel. That's just, I know it's appealing and exciting, but it's really gimmicky and it's not really what you need to build your business going forward.

I'll give it to you if we work together. When we work together. Some of you right now are already saying I'm in. I'm in, Ray, but if this is the last chance, I'm definitely in. And so you need to do that now. If you wanna be in, here's what I bring to the table for you now. I could make you a whole laundry list of all the stuff you're gonna get when you become a client, working with

me, uh, access to my library, access to my previous products, to specific one-on-one advice from me to you to help you grow and build your business.

But here's what I really bring to the table that's most valuable, that most people, I think, miss. And that is I am great at pattern recognition and seeing the missing pieces in your business and your life. So I look and I see financial leadership, organizational efficiency, effectiveness concerns, missing pieces, inefficiencies, problem areas that don't show up as problems yet, but will soon.

I see where you're missing your unified communication strategy. Almost every business I encounter, every client I work with has this huge problem. They don't have a unified communication strategy. If you don't have one, you're leaving so much money on the table and you're leaving so much service you could be doing to your clients on the table.

Plus, do you have an integrated product and service suite? I'm great at seeing the opportunities in those areas as well, and for seeing the opportunity for speed. As Dan Kennedy says, money is attracted to speed, and the longer you take to implement that great idea of yours, the more likely you will never implement that great idea of yours.

It'll just be one of those things where, once again, you'll have to be on the sideline saying, Huh, see that product on tv? I thought of that 10 years ago. Don't let that be you. Think of me as the missing book. I'm the book of Revelation. I will reveal to you that you can't see what you can't see. It's difficult to read the label when you're inside the bottle,

as a friend of mine says. This is your opportunity to compress 12 years. It took me 12 years to get where I am into the next 12 months or less. Oh, it is possible. I've seen it happen, and I can help you make it happen. As. There are forces that work in the world that make now the time for you to do this.

This is the time you must do this. We're in a magic window of opportunity and it's not going to last. I'll have more to say about that in just a moment, but first I wanna show you the common thread that I discovered. This is the common thread that holds together all successful business. That is the

main strength of successful entrepreneurs, especially personality brand entrepreneurs, and most people don't even see it.

This is the X factor. Some people call it the the missing, mysterious factor that makes it work for these people or these companies, seemingly all the time like magic. It's the freedom factor that sets them free to do what you want to do when you want to do it, with whom you want to do it, and makes you free to set your own agenda and your own.

In your own schedule, what is this freedom factor? Well, it came to me and what I refer to as a blinding flash of the obvious, which was this, Every business is a copywriting business, and every business needs a funnel. Allow me to repeat. Every business is a copywriting business. It doesn't matter if you're a creator, you're a speaker, an author, a coach, a publisher, you're a designer, you're in retail, you're an artist, a craftsperson, a maker, whatever business you're in, first and foremost, you're in a copywriting business.

And what do I mean by that? I mean, you must learn to articulate the value you bring to the marketplace in a way that's meaningful to your best customers, so that when they see you, when they hear your words, read your words. They say, Oh, that's my person, that's my company. Those are the people I need to work with.

You must create that intentionally. That's copywriting. So every business is a copywriting business. Whether you think of yourself as a copywriter or marketer or not, you are. It's just a question. Are you a good one or are you horrible at it? Most businesses are horrible. That's why 90% of them go outta business.

Every business also needs a funnel, and you might say, What the heck is a funnel? Well, a funnel is simply. Think of a funnel that you have in your kitchen. It's wide at the top and narrow at the bottom. You pour things in it and out the bottom it comes out in a concentrated stream. In our case, the wide part of the funnel is the public marketplace, and the narrow part at the bottom is the people who actually hand you the money and become your customers.

This is a simple example of a simple funnel. You have traffic, which is people. People coming to your website. This is, could be paid traffic. In other words, you ran ads and people saw the ads and clicked on them and went to your opt-in page. Or it could be free traffic, just organic, like people did a search on the web and found your article on your blog and read it or found your video on YouTube and watched it, and it led to the opt-in page, or it could be JV Traffic, Joint Venture or affiliate traffic.

This is where you pay people a commission to send people to your website, whatever the case. This traffic, these people come to your site, they go to your opt-in page. They put in their email address in exchange for something valuable, a checklist, a video, a lesson, something they want that really appeals to them, and then you show them a thank you page on which you deliver the thing.

They just signed up for the video of the checklist, what have you, and there's a link on that page that takes 'em to the next page, which is the sales page where you're now offering to sell them your main product. You wanted to entice them into your funnel so you'd have a chance to talk to them about their, about your main product.

And you sell that product to them. They click the buy now button, and they go to the download page and download the product, and now you've completed a customer cycle. That's a funnel. Every business needs a funnel. Every business. You might say, Well, I don't sell my stuff online. Well, we should fix that, first of all.

Secondly, even if you're not selling stuff online, there's no way for people to buy online. Like my son and I own a coffee shop here in Spokane. For the longest time you couldn't buy coffee from us online. You can now, but for the longest time you could not. We still did marketing. We still had a funnel for crying out loud.

You need one too. And funnels can get more complex. This is where the term funnel hacking comes from. This is where we study the funnels that have worked for other people, and we look at the complexity of that and we say to ourselves, How can I duplicate the model, the pathway they put the customer on to make that work?

And so here you see. Simple marketing funnel, rather simple value first, free offer- we can talk about what that is a little later, perhaps a sales page. We have an email follow up sequence, checkout page, and upsell a confirmation page. It's a little bit more complex than the last one, and these funnels can get super complex if you're attempting any sophisticated marketing at all.

So you only need one funnel. Russell Brunson of ClickFunnel says, You're only one funnel away. May not be your first funnel that takes you to a million dollars or more, but you gotta have a funnel to make it happen. And so we are all copywriters. I just wanna emphasize this. All of us, and we are all funnel hackers.

In other words, you might have never thought about a marketing funnel before this moment, or you maybe you never thought about having a funnel for your business. Now perhaps you're thinking about it, you're thinking, Well, I guess I kind of do have a funnel we wanna take you from, kind of do to actually do.

To intentionally do and help you set up a funnel that's super effective, that works for you, that brings you customers and leads and subscribers to your email list and to your YouTube videos. 24 hours a day, seven days a week. Yes. Even while you're sleeping or on the beach. And how do we do that? We, we're funnel hackers.

We go look at funnels that work and we copy their structure, not their copy or their, not their content. But the structure of how they built the funnel, and we do that using click funnels and as we work together going forward, when you become part of this program working directly with me, then we'll share funnels with you that we have discovered that work and help you in implementing and setting them up.

So we're all copywriters and we're all funnel hackers. We're not all awake to that fact. We're not all aware of it. A lot of people are sort of trying to reverse engineer funnels and don't even know that's what they're doing. That makes it much very hard to do it correctly. And the problem is, I mentioned earlier about being in this magic window, this confluence

of conflict and chaos. That's where we are in the world right now. I know you're aware of this. You've seen the civil unrest, the warfare, the The genocides, the pandemic. Of course you're all aware of that. The, those crazy weather patterns, the threats of terrorism, the political problems that we have all over the world, and especially here in the United States.

These are all real things that really affect the marketplace. The inflation is supply chain problems. It's all problematic, and businesses without the proper foundation will collapse and vanish. I'm not being alarmist, I'm just telling you the truth. It's already happening. Look around you. You've seen businesses in your local market close.

I'm sure that you never expected to see them close. They've been there for 10, 20, 30 years. And then during this whole pandemic thing in the last year or so, they just decided, I'm done. I quit. And they put a chain on the door and left. That's gonna happen more and more, and in many cases it's not gonna be the business owner putting a chain on the door.

It's gonna be the bank. It's happening. Businesses that are not equipped with the proper processes, protocols, and defense systems will be destroyed. Not maybe will be destroy. Businesses who are not prepared to fight on the real battleground will be ignored and they will starve. And you might wisely ask, Ray, what is the real battleground?

I'm glad you asked me because I'm gonna tell you.

[00:14:44] Kris Edwards: You're listening to the Ray Edwards show. This is your final opportunity to work with Ray Edwards directly to build your million-dollar freedom business. Thousands are listening, only 24 spots available, so get started now. Visit RayEdwards.com/apply.

[00:15:03] Ray Edwards: The real battleground. There are five areas of strategic focus every business should be dialed in on right now. Those areas are, number one, your mission. Why are you here as a business? Why are you in the marketplace? Who do you help and what do you help them do? What problem do you help them solve? This is part of my PASTOR Copywriting Framework.

P in PASTOR stands for person, problem, pain. You need to know the person you serve, the problem that you help them solve, and the pain they feel because of the problem and how you're gonna relieve that. That's your mission, figuring that stuff out. And then the next area of strategic focus is on your messaging.

How do you say all that in a way that's meaningful to your customers? This is much harder than most people think, and most people get this terribly wrong and that's why their sales stuff doesn't work. Cause they don't even know who they're talking to. They don't even know what the real problem is. They're not sure what the pain as it is perceived by their customer is.

We often think we know what the pain should be and how it should feel. That's not what our customers are feeling. So you've got to get your messaging crystal clear and it's gotta be simple. You need to simplify your messaging in order to amplify its power. That's what we help you work on in this area.

The third area of strategic focus is movement. You may be tired by now of hearing that you need to start a movement with your business. You might think, Well, I, I make bath soap. How is that a movement? Well, you need to make it a movement, and what I'm asking you to do is not actually make your bath soap a movement or whatever your product is, but to find a movement that's already in motion in the market.

A group, a tribe of people, if you will, who are banded together walking a similar path. And maybe these. I'll give you an example. Perhaps these are moms with multiple kids at home, still in school who are stressed. This, this mom has a job. She has the kids at home. She has a spouse who works also outside the home, and yet this mom is expected to take care of not only her job and the kids, but also the household and food and laundry and all the stuff that she's faced with, and she's stressed out.

So for her, maybe your bath soap is an escape. It's part of her self care. It's part of being able to relax and defocus and, and, and meditate and get into a state of a zone of calmness so she can love those kids and do that job well and serve well in all the roles in her life. And so self-care becomes a movement in her mind she wants to be part of.

That's just one example, and it could be a guy. I don't mean to paint stereotypes, I'm just saying there are so many, there are so many subtle movements. Just cuz it's a movement doesn't mean it needs to be worldwide and world famous. It's a movement of people who have a common problem and a shared pain and they're working together to help solve it.

That's a movement, it's a cause. And if they begin to want to help other people and they want to enlist other people to come on board, and say to those folks, Hey, this is a way you can get relief for your pain. You got a real movement. You need to identify what that movement is and step up and say, I'm gonna help lead this movement.

I'm not suggesting you'd be super arrogant and come in and say, I'm taking over. That's not the point. It's, you're gonna help lead the movement. Everybody's looking for a leader and you got people to lead. I got people to lead and let's step up and do our, do our assigned duty to help those people. Once we've decided on our mission, we got our messaging clear.

We understand the movement we're building or growing or shepherding, then we think of market. And this is another place where people get mixed up because marketing is not selling. Selling is selling, sales is selling, and sales makes us uneasy as it should. We'll talk more about that another time, but right now, I wanna tell you what I believe marketing is.

Marketing is communication strategically distributed in the marketplace to change mindsets, to influence opinions and beliefs, not to make sales. To get people to buy into your principles, your assertions about what life is and what it means in this area that you serve as a business person with this problem you solve.

And so your marketing material is the material you distribute for free into the marketplace that changes mindsets. And we do this through social media, through videos, through white papers, through books, through pamphlets, through emails, through podcast interviews. We're always. Marketing by spreading our message to those who are part of our movement and who are in need of our help as we endeavor to fulfill our mission.

See how this all fits together? And then finally, the fifth area of strategic focus. The fifth area of strategic focus is monetization. This is the selling part. This is where that happens. If you've done the first four parts of strategic focus correctly, this part can often just be automatic. People just buy, They'll ask you, How do I buy?

And you make it easy for them to find a way to buy, and it happens. Those are the five areas of strategic focus. Be aware of them. This is where you're fighting the real battle. The real battleground is in the minds and hearts of your customers, of the marketplace. That's where the real battle is taking place.

You've got people out there you need to defend, so go defend them. Better yet, let us help you to defend them. I'm inviting you for the next 12 months to be part of my private client coaching group. This is going to be your last chance to coach and mastermind with me directly. Personally, why is that? You might say, Ray, what's going on?

Are you retiring? No. No, no. The platform is growing. I've got a new book coming out, published through Harper. It'll be out next year. It's, it's going to be based in my experience as a copywriter and marketer, but we're gonna go so much further and this is gonna lead to a different stage and platform for us, and I'm not gonna be available to these kinds of things after next year.

I'm making this commitment cuz I wanna do this for a certain number of people and help you grow your million dollar business. I don't want you to miss this opportunity, so listen closely to what we're gonna be doing. For the next 12 months. We're gonna be working on four phases in your business. Phase one is where you profit from what you already know.

You may already be doing this and if you are, congratulations and I bet we can help you do it 10 times better with 10 times more profit and 10 times less effort. So we'll be focused on that. If you're not doing this yet, this is gonna introduce a whole new profit stream to your business and it's gonna blow you away at how easy it is and how much of an untapped resource you had been sitting on all this time.

So phase one is profiting from what you already know. You don't have to learn anything new to do this. This is what you already have in your beano braino. We're gonna bring it out. Phase two, your business structures, your foundations and processes. These are things you probably have already been working on, but you don't have perfected, and we're gonna help you get them perfected, and we're gonna work on the ones that matter and help you understand which ones don't matter for you, and you can ignore them.

But this is crucial to making your business scalable so it can grow beyond just you. Phase three in your business, we're gonna work on your dynamic response marketing systems. These are systems for marketing, for distributing your messages to your movement, to your people, in a way that is dynamic and responds to what they like. The things they click on, the things they watch, the things they comment on.

They begin to see more and more of those as the dynamic response marketing system goes to work and we begin following up with them and we adjust our marketing so that it fits the person to whom we're marketing, and it becomes customized and your conversion rates, the number of people who actually sign up and buy your stuff, Spike dramatically when you get this right.

So we're gonna help you implement this. Don't worry about the tech stuff. We've got that all handled. I'll tell you about that in a bit. Phase four, multiplication of everything and everything good. We're gonna multiply the number of customers you're bring into your business. We're gonna multiply the amount of dollars you can charge per sale.

We're gonna multiply. The actual lifetime value of your customers. We're gonna multiply the number of people you reach in your marketing to the, to the entire world. And we're gonna do this in a way that does not stress you out or overwhelm you, but allows you to sit back and in a place of chillaxed bliss, enjoy your newfound prosperity as you're not working your tail off to make it happen.

Because I'm telling you, I'm in favor, look, I, I respect the grind, but I prefer the grace over the grind. We're gonna move you to a place of grace where you don't have to grind. And if you're, if you are grinding, it's coffee, you're

grinding. That's the way it should be. Plus, we're gonna share with you a tool that I use in my own business called the adversity inverter.

This powerful tool will help you take any obstacle that gets in your way, any problem that comes up in your business, and turn it into something that helps you. Takes a problem or a pain and turns it into prosperity. That's the adversity inverter. You're gonna love this tool. You're gonna become fanatical about using it.

People are gonna be tired of you talking about it, but you're gonna keep talking about it cuz it's gonna help you tremendously. We're gonna help you architect and build out your value- first funnel. This is the key to my kind of marketing. Value- first is so important. You've gotta start from place of value, not from place of taking.

That's what you gotta do, and so we're going to help you build. This is my new value-first funnel at my website, RayEdwards.com. We're working on our funnel hub. This is something that we've been, uh, talking with Russell Brunson's people about at Click Funnels; fascinating concept that I wholeheartedly endorse.

In fact, we're building, not only are we building my funnel hub, we're building funnel hubs for clients. We're also, um, helping our people in the private client group build their funnel hubs. These are important. I'm just clicking through some of the pages here and go to the about page. This is, this is my site under construction still, but we're almost done with this one.

And so we'll show you, in fact, we'll share the template with you and show you what we're doing so you can do the same thing for your own business that I've done for mine. Uh, this kind of way of structuring your site makes every page on your site a funnel. Oh, these are our certified copywriters. Um, these are

all the folks who've been through our certification program and are now available to write copy for you and your business, uh, and also through our agency. So anyway, this is the way of building your website that, that, like plugs all the holes in your search engine optimization. You don't have to worry about this stuff anymore cuz things have changed.

Everything's changed with social, everything's changed with ads, everything's changed with seo and you gotta be up to speed with the times so that you are on top of the changes as well. And we're leading the way by example. This is our site for our agency, where we write copy for clients. We're leading the way by example, and I'm showing you how to do what we've done so you can make it work for yourself.

Because the aim is to get you to something like this. This is, this is a four-level representation of proving, launching and scaling a successful business. Starting at the bottom. You're in the drought stage. If you're here, you have no funnel in place. You're doing manual lead generation. You're kind of frustrated.

You're doing one-on-one selling. You're struggling. You're making 10,000 bucks a month or less. And your next step is to identify a product or market fit and clarity on your offer and your message. And once you get that figured out, Then you reach a point where you're at level two, which is trickle. We started with drought and we're move on to trickle or surviving.

This is 10,000, 50,000 a month. You're exhausted from doing all that work on the drought level, the struggling level. But you're excited cuz you lack marketing systems and you know you need them. So you're putting an effective funnel in place. Um, maybe it's not scalable. This is where we were for a long time, but we figured it out and boom, everything changed for us.

You launch a simple automated lead generation funnel with a measurable ROI. That one sentence right there can change your life, my friends. If you just. If you just take one thing away from this. If you don't even work with me, take that sentence. Launch a simple automated lead generation funnel with a measurable ROI that can change everything about your business.

It can lead you to the flow stage, or thriving stage where you're making 50 to \$100,000 a. You've got free time, but now you're restless because you can see clear growth runway ahead of you. You've got an ROI producing funnel. You've got multiple offers and traffic sources. You can scale your lead volume with traffic sources and or more sales funnels.

You have a product ladder. You can have 37 sales funnels if you want to. And this is all process. So at the bottom, we started with proving your point. You sold some stuff. Then we got to promoting, so we started building an automated lead generation funnel. Now we got processes we can replicate and duplicate and scale, and then we get to people.

We're at the franchise level, now we're at the flood stage. You're totally time independent. Your business grows whether you show up or not. You get leads on demand. There's no constraints for scaling. You've got a team, you've got a sales model. You can explore partnerships and distributors and all franchises and all kinds of great stuff.

You're making a hundred thousand dollars a month or more, and this is the roadmap we're taking you through in this 12 months. We start at the bottom left at A on the bottom left here, foundation was your avatar, your message, your offer. We moved to attracting those people to your site to get, to get them to engage with you, to convert into buyers.

Then we start building up the traffic on demand. We have your publishing powerhouse where you're putting out content on all the different channels, and in the ranking Rule book is how do you build out this funnel hub that we just showed you. The old way of doing SEO is dead. Don't, don't waste time or money on the old way of doing it.

You need to be up to speed on what's really working these days. So the big foundation pillars we're helping you with in this group, I'm gonna help you figure out your avatar, your manifesto- if you don't have one, you need one. Your brand. What does that mean? And how do we make it und applicable? Your website, your podcast, your book, your YouTube channel, your social channels, your videos, your photos.

This all integrates and it's all a lot easier to do than you might think, as we'll demonstrate to you in the group. You are getting when you become part of this group. First of all, you're getting your last chance to work with me directly as we begin to change the way we're selling and serving in our business.

And again, I'm not leaving, I'm not retiring, but I'm stepping more into the CEO role and eventually into the chairman of the board role as we grow the

company and we have a mission to fulfill in the world. I'm gonna be working on that, and this is your chance for us to work together. I want to work with you and help you.

I want you to be part of this small group of people. You're gonna be getting two in person summits or meetings here in my home base of Spokane, Washington. We're gonna get together twice a year, quarterly you're gonna get a personal progress assessment. We go over what you've committed to doing. How it's going, What's your scorecard look like?

What , you get to your main goals for the end of the year when you get to first, when you get to fourth quarter. So quarterly personal progress assessments to keep you on track. Monthly, we have master classes. These will shift and change depending on what the needs of the group are.

So you may have a specific need about training on something. I'm gonna go find the expert who can teach it, drag 'em into our classroom and make 'em teach you. I'm not gonna make 'em. I'm gonna persuade them to teach you. Then weekly, we have a mastermind meeting. This is a meeting I'm part of Most weeks.

We'll meet every week as a mastermind group and you'll get a chance to work with your fellow Mastermind members, and this is gonna be a real mastermind. I'm not gonna say a whole lot about this right now, I'm just gonna tell you, I'm so frustrated with all these groups that call themselves mastermind groups, and they're really not mastermind groups.

They're just like, I don't know, two hour. Gripe sessions or something. It's, it's amazing to me people would pay for that kind of interaction. But we're gonna be focused on specifics and as a mastermind, we're there for the mutual benefit of all the members to show up for one another. When we, when one of us has a problem, we bring the problem to the group.

The group pours out themselves to that one person to solve that problem. I've seen some beautiful things happen. We're gonna have that kind of mastermind. This is a real mastermind, a real intentional, structured, closely led. Carefully cultivated mastermind group full of positive, uplifting people. Here's what we don't have in this group.

We don't have complainers. We don't have whiners. We don't have people who say, Ray, why haven't, isn't your magic pixie dust made my business succeed, even though I won't do the things you told me to do? We're not gonna have any of that. These, these are all people like you and me. These are doers who have a, a consciously cultivated positive attitude and who go forward in a sense of possibility and hope and service to other people.

That makes us all feel lifted up every time we come together. That's what we do in these meetings. If that sounds good to you, then you know you belong here. 24/7 we've got our community and our bat phone. That doesn't mean we answer 24/7, but we respond to your calls asap. Usually within less than six hours.

Sometimes on weekends and holidays, may take a little longer than that, but somebody's usually there to get back with you to help you. The community is fantastic. It's not just me and my team, it's all the people in the community with you. We stand together, we help each other. We value one another. You get elite access to the all-new Copy Academy membership and the new copywriting course.

That's all something you get as a member of this private client group. The total value of this group is \$106,330, \$106,330. That's the total retail value if you added up. So your next step? We should talk. Please don't sign up to talk with me unless you know you want to be in this group. If you've seen this and you're like, Heck yes, I want in, Ray, let me in.

Then make your \$2,500 good faith deposit. This is not gonna be a high pressure sales call. We're gonna get on Zoom, we're gonna talk for a few minutes. We're gonna make sure it's a good fit, make sure you've got the right motivations. Make sure I'm able to help you in a way I believe I can, and if we both agree it's not a good fit.

We'll just refund your deposit 100% the same day I ask for the deposit, just so I don't have to do hundreds of free calls for people who just want a free call. As much as I would love to do that, I'm only one person. I can't do that. So I need to only talk to people who are serious, who wanna be one of the 24 people in this group.

Make your deposit, lets you and I talk before these seats are all gone so we can get started right now, building your million- dollar freedom business for the coming year. I look forward to working with you.

[00:34:31] Kris Edwards: Well, there you go. There's the whole story. Ray is not going away, but your chance to work with him directly is, so don't put this off.

Spots are already filling up. Go right now to RayEdwards.com/apply. That's RayEdwards.com/apply. Once this group is full, that's it forever. Don't miss your chance. Go to RayEdwards.com/apply. We'll see you with a fresh, new episode next week.

[00:35:01] Announcer: Thank you for listening to the Ray Edwards Show. Find the complete archives of all episodes at RayEdwardspodcast.com or subscribe for free through Apple Podcasts and never miss an episode. This program copyright Ray Edwards International, Incorporated, all rights reserved. Each week we bring you a message of prosperity with purpose and freedom. Remembering that true freedom is available to all through Jesus Christ.