



Ray Edwards Show, Episode 591 Copywriting Q&A

[00:00:00] Announcer: Ray Edwards Show, episode 591. The Power You Need To Succeed

[00:00:10] Announcer: The Ray Edwards Show. This is the podcast for Prosperity With Purpose.

[00:00:18] Kris Edwards: Hey, welcome to the Ray Edwards Show. This is an incredibly powerful episode. This is the kind of thing that you might be sharing with your friends that have never heard of Ray Edwards just because it's that good. It really, it got me. I'll just say it, it got me. Now there is something a little unusual, this episode, I guess, Uh, the inspiration hit Ray while he happened to be out and about. So it was not recorded in the state-of-the-art recording facility that Ray normally uses. It was recorded in a Subaru, so if you're wondering why it sounds a little different, that's why. But my prediction is that you're going to get so caught up in the content, you're not gonna notice that so much. So let's find out if that's true and jump in right now.

[00:01:00] Ray Edwards: I have a topic in mind I wanna talk about. I wanted to capture it while it was fresh, but I've got a very limited time tonight, a very limited window to do this. So I'm attempting to do it during this 30 minutes or so that I have available. Will I accomplish my goal? I don't know. Cause I don't even have notes. The only thing I have written down, is actually a quote that prompted my desire to talk about this on this episode of the podcast. And that quote is something I read on Mindset.Therapy on Instagram. So it's @Mindset.Therapy is where this quote came from. What is the power you need to succeed? And I'm not talking about capital like as in money or assets or abilities or even people or team or talent or gifting. All those things are useful and all of those things are necessary to some degree or other, but none of them as crucial, I think, is this one thing. And it's something that when I say the name of what I'm talking about, it will turn some people away instantly because you will disregard what I'm about to say. You'll say, I know this. I've got this. I don't need to hear this. I'm tired of hearing this. I wanna hear something else. I wanna hear something new. And I wanna encourage you

to examine this question. Consider this question. If you're thinking those things, when you hear me say what I'm about to say, If you think I already know this or that doesn't work, or that's not important, or that doesn't apply to me. If you have those thoughts, I'd like you to honestly answer for yourself, how successful have you been so far following that line of thinking? Cuz there's a couple of ideas that will kill your progress very quickly as an entrepreneur. One of them is, I already know that I've heard that before, and when you find yourself saying that, then ask yourself, but am I doing that? And that could be all manner of things. It could be discipline, it could be being rigidly scheduled. It could be a technique for selling or communicating. It could be a way of approaching running your business, like the entrepreneurial operating system, the EOS system. It could be all hundreds of different things, but if you say to yourself, I already know that. I've heard that before. Are you doing it? And if you say, Yes, I'm doing it, and it's not working, then I would ask myself a further question, which is, are you doing it with excellence? With all that is within you. Have you done it well enough, long enough, consistently enough to absolutely know that experiment has failed.

[00:03:49] And the other thought virus that can kill your progress is some variation of, I tried that and it didn't work. Usually said of things you didn't enjoy, you didn't try very long or very well, or very hard, and you gave up quickly because the fact is today we live in a world where we want so much instant gratification, we're not willing to endure any setback, hardship, or difficulty. Anything required that it might take to learn how to do something well, we're not willing to do that. So often we just give up at the first sign of resistance. At the first sign of difficulty, we just quit and we tell ourselves, Well, that doesn't work. I knew it wouldn't work. That stuff never works. I encourage you to set aside the thoughts or ideas or phrases in your brain that say, I already heard that before. I knew that already, or, I've tried that before and it didn't work. Set those aside and set aside the preconceptions you have for what I'm about to share with you, because this is the power you need to succeed.

[00:04:47] This is it. This one thing will push you through everything else and allow you to overcome all the other obstacles to succeed wildly. And it's rooted in this phrase that I picked up from Mindset.Therapy. "Talking about our problems is our greatest addiction. Break the habit. Talk about your joys." Did you ever notice when somebody takes up a new passion, like, they don't quit when they don't score well on the golf course or if it's tennis on the tennis court, or if it's writing music they keep practicing and practicing them. The real musicians, those for whom there is no passion for the thing, give up quickly. Those who are consumed by it, who can't not do it, never give up. They keep pressing forward. People who are writers who write stories, or write poetry, they don't stop because somebody rejected their work or somebody criticized their work, or because they couldn't finish the story as well as they, they envisioned it in their head. They just kept going. They keep going. They never, ever, ever quit because it's not an option. But for those who have been dabblers in many things, and there are people who are masters, who practice mastery, and there are people who dabble, and people who practice mastery just keep practicing. They keep iterating and reiterating and trying new approaches and persisting and resisting the feeling of giving up. They persist and they

resist. They persist in the endeavor, and they resist quitting because they enjoy the process. They're passionate about the process. Sure, we care about the outcome. I want the story that I write to be as great as I imagine it to be in my head. I want to copy that I write to convert like crazy and sell. Like never before, like no other copy I've ever written before. I want those things, but I don't always get them instantly. But I persist in my pursuit of it, and I resist the idea of the temptation to give up, talking about our problems, our difficulties in getting what we want is our greatest addiction.

[00:06:55] Break the habit. Talk about your joys now. How does this relate to you and your business endeavors or whatever you're trying to pursue in life? Whatever led you to actually listen to what I'm saying right now. Whatever piqued your interest and made you think maybe there's an answer that I've been looking for here. Whatever you're pursuing must be worth the pursuit in and of itself. There's so much talk about dopamine these days. There's so much misconception. People call it the hormone of reward. In other words, we, we crave chocolate, so we go eat a mess of chocolate and we feel great. We get a dopamine hit. We get on social media cuz we're bored and we get a dopamine hit cuz we see things that trigger us or make us happy or gratify us or whatever it is we do whatever we indulge in to get our instant gratification. That's actually not what delivers the dopamine hit. What that delivers is the adrenaline rush of getting the thing we want. But that's a different thing than dopamine. Dopamine, as we have learned through recent studies, chief among them is work done by Dr. Andrew Huberman. Check him out. The Huberman podcast. You can get it on Apple Podcast or wherever you get your podcast recordings, or you can check out his YouTube channel. But he has a whole episode, more than one episode, many episodes on this very topic of dopamine being the hormone of pursuit of a goal. It's the pursuit of a goal that gives us the dopamine rush, the good feelings of dopamine. Dopamine encourages us to pursue the thing we're after. And what can happen is when we fulfill the need for instant gratification by giving ourselves little dopamine rushes by pursuing or doom scrolling on Instagram or TikTok.

[00:08:39] We're getting dopamine from that, yes, by this hyper-stimulated mechanism for getting dopamine into our system, and it's hyper-stimulated in a way that we can't match in reality, in the real world, in life, and pursuing a worthwhile goal, you simply can't get a dopamine rush every 15 seconds by scrolling up from one cleverly produced little dopamine evoking mechanism to the next one after the other, after the other, after the other. When dopamine release is separated from effort required to obtain said release, we're depleting our dopamine reserves. It's possible for us to deplete them until we're out of the dopamine we need to get that emotional hit. We need more and more of it. We're depleted, and the absence of dopamine is the presence of addiction.

[00:09:33] Why am I spending so much time on? Because this is the problem so many of us face right now that's holding us back. I see this. I've been talking to so many entrepreneurs about getting into our Private Client Group Coaching Program that I just opened up. Still a couple seats left, by the way, if you want to check that out at RayEdwards.com/apply, not for everybody, but if you know, it's for you, apply. In talking

to every single applicant, I've been looking for signs of this dopamine depletion and addiction to activities and emotions that do not produce the results we say we want. We say we want financial success, and we know that means we need to work diligently to generate income, to save money and invest in our company and in passive investments, and to pay off debt and all that involves delaying gratification. It involves delaying the purchase of the luxury items we so desperately want. It involves delaying, having the nicest, newest car payment, the nicest, newest home mortgage payment. It delays the reward, but it does not deplete our dopamine. If we delay that gratification, it builds the dopamine up.

[00:10:56] Another illustration of this, and I'm gonna get to why this is such a problem, what to do about it in just a few moments. Another illustration of this is pornography. If you engage in using internet pornography, and I say using it instead of the euphemism at people, they say, looking at pornography, I mean, let's be clear with one another. If you're looking at pornography, you have a physical activity you're engaging in while doing so. And the problem with this is I'm not even gonna get into the moral problem. There is, there are many moral problems with pornography, but we won't get into those right now. I'm just gonna focus on this one very practical problem it presents you and the problem it creates in your life, and that is an addiction to pornography, and it doesn't have to be porn. It's just a great example of how this works because that particular genre of entertainment provides you with a hyper-realistic, easy-to-obtain sexual experience that cannot be matched in life. It simply cannot be matched in life. It's not real, but it requires no risk, no interaction with another human being for you. You can instantly get that gratification you want, and those who become addicted to it are addicted to a startling amount. They view it, they use it every day in many cases. Perhaps they resist for a while and lapse back into it. Addiction drains them, drains you. If this is you, if I'm talking to you, it drains you of your dopamine supply and it leaves no dopamine to help you pursue worthwhile goals because you've depleted it all in immediate gratification that helps no one and hurts many. So porn is just the most readily clear example of this. It could be eating too much of the food that's not good for you. Chocolate, ice cream, pizza, processed foods. It could be gambling, it could be buying things compulsively off QVC or off Amazon, or buying internet marketing courses addictively. The absence of dopamine because you've depleted it is the presence of addiction. And addiction consumes your life and takes your eye off the target you're actually aiming for. So you can't hit your goals cuz you're addicted to something else. And the greatest addiction we have today, I believe is talking about our problems, talking about our challenges, talking about our misfortunes, talking about our pains and illnesses and past traumas.

[00:13:21] And listen, I'm not discounting the heartbreaking effects that traumas can have on us. If you've ever suffered the trauma of losing a loved one to suicide, of being betrayed by a spouse you thought you trusted, of losing a business you had invested your entire life savings in, of having your business shut down by the government during the pandemic, or having a business failure, or losing money, or being in the car- there's so many things that can happen to us that's life. I'm not diminishing or trying to

downplay or devalue your pain. Pain hurts. But when we focus on those events and we focus on the woundedness that it leaves us feeling, when we talk about it , . What we're doing in many cases, in most cases, is my belief, that's my hallucination, is that in most cases, the talking about it with other people is giving us the dopamine hit, cuz we're pursuing, the gratification that comes from their empathy, their sorrow, their pity, they're feeling sorry for us. The attention we get, the love even that we feel as people embrace us and hug us and cry with us. That's all seductive and so, many of us end up doing that, playing that game of talking about our problem so much with anybody who will listen, that we are addicted to that process and we actually become addicted to the emotions it produces in us.

[00:14:50] The emotion of victimhood, the emotion of powerlessness, the emotion of depression, the emotion of anxiety. These become our emotional home base, and we become addicted to that feeling. And what is a feeling? What is an emotion? It's a neurochemical cocktail in your body. You have certain circumstances that have occurred in your life. Maybe it was. Your spouse cheated on you. Maybe it was your business fell apart. Maybe it was the pandemic, whatever it was, something happened. It was undeniable. It's a fact of reality. This, the thoughts usually not so much a fact. Our thoughts are simply our perspective, our belief about what happened, about what did happen, what was it, and what does it mean? And that's where we get ourselves into trouble because many of us have become so good at this, we don't even realize that we're shading the experience and we're moving away from a circumstance which is, which is an undeniable fact of reality.

[00:15:46] And we're getting into our thoughts about it, our opinions about it, and how we language it or picture it in our minds to ourselves, how we represent it to ourselves, how we re-present the actual facts that happened, those thoughts as I think to myself, the pandemic ruined my life. Or if I think to myself, the fact that I was abused as a child leads me with these emotional scars, I can't have whole relationships anymore. I'm just anxious and depressed all the time because of that thing that happened. Those are all opinions. Those are not true. Aren't. Are they absolutely true? 100% true unchangeable. Ask yourself some hard questions about it. Is it possible if you thought of the thoughts, you'd feel other feelings? The answer I would submit to you is yes, it's possible. Look, I'm not saying you didn't suffer through something that was difficult. I'm not saying it didn't leave scars, but our scars are there to remind us of past injuries, not for us to use them as a means of re-experiencing the immediate pain of that injury for the rest of our life. Sure, there gonna be an aching there where that scar is for the rest of our life. Occasionally when the weather turns dark or when our thoughts turn dark. But if we're overwhelmingly living in that place of depression and anxiety and despair because of quote, the thing that happened, the thing we love to talk about so much, we're addicted to that emotion because circumstance leads to thought, leads to feeling or emotions. So the thoughts unleashed the chemical cocktail in your brain of neurotransmitters and hormones that we call an emotion- anger, fear, apathy, depression, anxiety, self-pity, and those emotions then control our actions. And our actions become talking to other people constantly about the problem, dwelling on the problem to get more of the feeling

that we're addicted to drinking or drugging, using chemicals and activities to buffer our emotions so we don't have to feel them, to numb them out.

[00:17:47] Maybe we're using pornography to blunt the feeling of loneliness and disconnection we have. So that's buffering. It's putting something between you and actually dealing with the feeling. And that buffering those activities then affect our circumstances in the world again. So you first have a circumstance, a fact that happened, any outside observer would agree with you, yes, that thing happened. Then you have a thought, which is your opinion, your perception of what happened. That creates feelings or emotions. And those emotions control your actions or at least strongly influence your actions and cause you to behave in certain ways. Maybe it's always playing the role of the victim.

[00:18:27] And here's, here's a news flash for. Nobody enjoys that except you. Nobody wants to hear your sad story more than once. That's hard to hear. I know, but I think it's mostly true. But you constantly bathing in the waters of victimhood and self emulation causes you to behave in ways and causes things to happen in your life that now affect the the results you get in life, that changes your circumstances, usually not for the better, so things just get worse.

[00:18:56] Then you start thinking things are worse, and it's a vicious cycle. Okay, Ray, what does this got to do with my business and my success? Think back to the quote I started with. Talking about our problems is our greatest addiction. Break the habit, because my friends, that's what it is. It's a habit. Talk about your joys, and you might say, I got no joys.

[00:19:17] You're working toward joy. If you're trying to build a business or create a work of art, or write something, or create some music, or cultivate a loving relationship with a person who actually cares about you, you can connect with, You're working towards something worthwhile. Earl Nightingale famously said "the definition of success is the progressive realization of a worthwhile goal". That means if I'm making progress toward a worthwhile goal, even a little bit of progress today, I'm successful. And that's the thought pattern and the emotion you want to cultivate. And it's work. You have to consciously do it. It's not something that happens to you that you just feel. Joy is something you do. It's a recipe. Think about this to be depressed, what's the recipe for depression? You've heard this before from Tony Robbins. What's the recipe for depression physically in your body? Are your shoulders up and back or are they slumped and forward? Slumping forward. Is your breathing deep and diaphragmatic, or is it shallow and fast? Shallow and fast. Are your eyes looking up or down at the ground? Down at the ground? Is your voice animated and lively and passionate, or is it sinking and monotone and low and kind of unexpressive? It's, it's those things, you know, It is. Are your thoughts about a brilliant future or are they about a hopeless wall of despair and opposition that you face constantly thinking about what's gonna go wrong? You know, it's those latter kinds of thoughts. That's the recipe for depression. Depression is not something that happens to you. Except in very rare cases, there are

very rare cases that I believe, this is my hallucination again, that most depression is the result of how you think about what's happened in your life, your habitual thought patterns, and your habitual emotional addictions.

[00:21:14] For most people who suffer from depression and anxiety, two sides of the same coin. Some people have a physiological problem in their brain that causes them to require some kind of medical intervention to fix it. That's a very rare, small segment of the population. Again, this is my opinion. I'm not a doctor. I'm not giving you health advice or mental health advice. You should seek the services of a qualified professional if you need that kind of help. I'm just sharing my opinions, thoughts for entertainment and information purposes only. So that being said, if you want to break the habit of having these disempowering emotions that ruin your life, You've got to talk about and think about your joys. And I'm not just saying count your blessings. I'm saying, what thought brings you joy? Take a moment and pause and breathe deep and think about that. What thought, what picture of your future would bring you joy? Maybe it's the picture of finally being financially free of debt, of stress, of worry about money. What will it feel like to feel that freedom? What will it be like the day you write that check that pays off the last dollar of debt? Feel that feeling in your body and experience it, and start thinking about that. And you, this, this takes work. There's, there's more to it than just this one simple run-through of these ideas, and I'll come to how you can do that in just a few moments.

[00:22:38] But think again of another situation in your life you'd like to change. Maybe you are lonely, you don't have a person to love, you don't have a, a spouse or a boyfriend or a girlfriend, or a significant other. What would it feel like when you find that person? Or maybe you're with somebody, and it's the wrong person that happens, doesn't make them bad or you bad, but maybe it's just the wrong person. Maybe it's not the wrong person, but it's just not working because your needs and their needs don't match anymore. So what will it be like when you find the person that you're looking for, that you have a good match of what you want and need from a relationship, and you're open and honest and you trust one another? What will that be like on that day? How will that feel? What will, what will each evening be like you spend with that individual? Deeply picture these future moments and feel them. Put yourself in them and feel the emotions and the physical sensations of touch, of sight of smell, and you begin to feel and taste that future. And I promise you, your mood will change. Now, to fight off the addiction to these emotions, you've got to have a, a plan of action. You've got to employ some discipline, which discipline is not punishment. It's simply the non-negotiable daily practice of something that will help you now and in the future. There's many ways to do it. You can take up forms of active meditation. You can use affirmations. Yes, they do work when done correctly. You can use positive reinforcement of other people around you, upgrading your peer group. All those things are available to you, and it takes work, and I can't give it to you in a 5-minute or 25-minute or one hour podcast.

[00:24:16] What I can do is give you enough. I hope I've given you enough today to make you think this is something I need to do. Because I promise you, my friend, if

you've been trying and trying and trying to build your online business, or thinking about building it and buying lots of courses and being in lots of coaching programs and doing all the things, going to the live events, and you don't feel like you've made any progress, and your spouse is saying to you, You know, you've spent like a hundred thousand dollars on this stuff for the last five years and you've done nothing if you wanna stop that cycle, then the answer is have the courage to step up and face what your real problem is. Talking about your problems is your greatest addiction. You need to break the habit and talk about your joys, and if that describes you, then you and I should perhaps have a conversation about you becoming part of our new private client group. There's information available right now. There's a few seats left as we're continuing to go through some applications. Go to RayEdwards.com/apply. Fill out the application, and let's you and I have a conversation and discover together whether I can help you break free of this addictive pattern and finally begin living the life you desire and deserve. It would be my honor and my privilege to help you with that. And if that's not you or you're not ready for that kind of step yet, in the coming days and weeks, I'm gonna have plenty of material available here that will help you along that journey. But if you want the fast track, want my personal help, let's talk. Go to RayEdwards.com/apply, and let's get you the power you need to succeed. God bless you, my friend.

[00:25:52] Kris Edwards: That's it for this week. I told you it was a powerful episode. And if you want show notes, if you want the transcript links from this week's episode, you can find all of those things at RayEdwards.com/591. Hey, just a little sneak preview next week Sean returns to the podcast. It's been a couple of years, so you long-time followers know who I'm talking about and, uh, really looking forward to hearing from that guy and what he's been up to and the healthy wisdom delivered by father and son.

[00:26:18] That's next week on the Ray Edward Show. Until then, God bless and see ya next week.

[00:26:26] 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.