



## **Ray Edwards Show, Episode 593 Copywriting Q&A- Round 2**

[00:00:00] Announcer: Ray Edwards Show, Episode 593. Copywriting Q&A, Round Two.

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

[00:00:18] Ray Edwards: Hey, welcome back to the Ray Edwards Show, and I'm here with my co-host, Kris Edwards,

[00:00:24] Kris Edwards: Hello

[00:00:24] Ray Edwards: my brother. Good to see you here, man, and I'm ready to rock and roll. Let's do some Q&A. You asked the questions, I'll give the answers. The point of doing it this way is I think I could undoubtedly just sit here and pontificate about copywriting and marketing stuff, and I do that, and I enjoy doing it, and I'll do it again. I also think the most valuable stuff I could do often is answer these specific questions, that'll help you with a problem you have right now. So let's go. Let's go with our first question, Kris. Hit me with your best shot.

[00:00:49] Kris Edwards: Alrighty then. Question one is from some guy in Kansas, who says, Hi Ray. I got my first paid gig writing social media content for a restaurant here in Kansas City. I've owned one of your courses for about two years, and honestly never really put any effort into it until June of this year. When I finished, I was pumped up about getting my first client. I started going through social media, looking for local places with the fewest and lamest posts. I know you don't preach local sales, but I'm a good face-to-face closer. And after about two weeks, I actually got a call back that ended with an offer, 400 bucks a week to write content for their socials. That gave me a baseline, I mean, two weeks to get a client. By the end of the year, I should be able to get four more by my math, that's 2K a week, which is more than I make working at my current job. Here's the problem. I'm spending way too much time with this client. I've been at this for just over two months, and they've already seen a massive upswing in engagement and restaurant sales. Now, the GM is hyper-focused on social media and

is calling me almost daily, emailing me every time a comment catches his attention, sending me photos that need editing before they get posted, et cetera. Suddenly it's like I have another boss in my life, which is the exact opposite of what I'm going for. I'll probably have to drop this guy, but I wanted to see if you have ever found yourself in this situation. Any advice? Thanks. Some guy in Kansas.

[00:02:12] Ray Edwards: Okay. Great question. And the truth is, yeah, you may have to drop this guy because this is what happens on the local level so often. I don't have anything against local businesses. I'm all for you helping them as a copywriter, as a marketing consultant, as a social media coach. Whenever you do, however, the challenge is educating them so they understand your value. Most local business owners don't understand the value of direct response marketing.

[00:02:36] They think it's weird or they think it's scammy or spammy, and it's not when it's done right. You and I both know this and also getting them to understand the value of a copywriter. Because in the direct response world, people are accustomed to paying 25,000, 50,000 more in many cases, for a writer who can make things happen, who can cause conversions to happen, cause customers to come into the store, customers to spend more, more often, and all the things that we know how to do so well. So educating a local person in your value takes a lot more work. It's often worth it, but you'll have a lower success ratio. If you talk to a hundred local clients, you might get one or two. I'm, I'm not trying to be pessimistic, I'm just giving you an idea of what to expect. If you talk to a hundred clients, like worldwide, through your website, through your online personality brand, out of a hundred visitors, you may close 25 or 30 of those clients. So that's the difference. But you asked about local, What do you do about local? How do you do it? Well, you do it the same way I would do any other marketing I'm doing online, which is put out lots of content for local businesses, showing them how to market your way using direct response marketing and direct response copy to bring them a lot more business and profits.

[00:03:50] And the more content you publish that's aimed at your local market. So this would be like marketing tips for Spokane, Washington coffee shops. You wanna be that specific. And when you do that, they're gonna see that content because the algorithm, which everybody likes to complain about, will be working on your behalf to get that content in front of the person who wants to see it. And by the way, TikTok is the place to do this right now. TikTok is the discoverability engine online, and this is the place to do all your content market. I would suggest you're putting out five to 10 pieces of video content on Instagram, on LinkedIn, on TikTok especially, that's the number one priority, and you're publishing regularly at that level if you want maximum success. Now, that sounds like a lot in the beginning, so start with one piece of content every day. Make it useful. Don't make every piece of content you make about closing a deal and getting a sale. Tell them things that'll help them so that when they start thinking about doing more serious marketing, they think of you, and then they're willing to pay your price and then you don't have this problem where this person is thinking of you as if you're an employee. So let's get back to your actual question. Don't let them treat you like an

employee or this is what will happen. Scope creep is what we call it. The small job you agreed to do turns out to be like a full-time job you did not agree to do.

[00:05:02] So you just have to draw the boundary line and say to this individual, Hey, this is what we agreed to do for the price we agreed on. If you wanna do this other stuff, we'll have to talk about a different pricing structure. And then what about the person? This may not be you, Mr. Kansas City, but let's say that it's somebody else who's watching or listening to this right now, and you think, Well, I've got a dozen clients and they're all paying me a thousand dollars a month and I'm working my fingers to the bone. What do I do? You need to raise your prices. And people are afraid to do that because why? They're afraid the people that are already paying them will just go somewhere else and they might. And if that's the case, you need them to because you need people who will pay you a more reasonable rate for you. And you gotta figure out what that is. If you need to make a hundred thousand dollars a year, you have to charge each client a certain amount of money to make that work. So what I would do, if I had like a dozen clients, I would go to the first three of them, the best three, the ones you're getting the best results for, and just say, Hey, I want to be fair to you and let you know that things are going much better and much differently than we expected. We've got lots of demand. Three months from now, I'm gonna have to raise your rate from \$1,000 a month to 4,000, and I know you're, you're puckering up right now. You're saying, Well, they're gonna quit. Not all of them will quit. What if one of them says, okay, and the other two say, Nope, can't do that. Sorry, we're outta here. Well, now that one client is paying you \$4,000, when you were getting paid 3000 total for all four of them, you just bought back a huge chunk of your time. So if only one of them sticks with you, that's great. Now go to the next three and do the same thing. Out of your, let's say you have 12 clients. If you have four clients who end up paying you \$4,000 a month, that's \$16,000 a month for four clients, instead of \$12,000 a month for 12, do you see the difference? That's how you do it. Good luck to you. And by the way, what I hear, the rumor is everything is up to date in Kansas City. Let's go with question two.

[00:06:50] Kris Edwards: This question comes from Juliana. Ray question, How do I determine fair comp for emails that don't require a complete rewrite? Things like confirmation and show up sequences for a client that does lots of webinars.

[00:07:04] Ray Edwards: Juliana, what a delight to hear from you, my friend! Well, this is such a great question. How do you determine fair compensation for emails that don't require a complete rewrite? We run across this kind of thing all the time, and clients, of course, will soft-pedal it and say, I just need you to tweak 'em. So it should be really cheap and inexpensive, right? And I think what you need to start with is figure out what makes it worth it to you to write or rewrite those emails. In fact, I have a term for this. I call it what is your resentment fee? The fee, which when they pay you this fee, you'll no longer resent doing the work. That's what you wanna charge. So start by doing this. Figure out what life you wanna live. How many hours a week do you want to work? And let's say it's 20. And out of those 20, how many can you actually write? Let's say it's 10 now you have 10 writing hours available to you per week. Now you know how to

calculate how much do you have to be paid hourly for those 10 hours in order to make the money you want to make? So I'll let you do the math, but just calculate if you're working 48 weeks a year, 10 hours a week, that's 480 hours a year, I think. Am I right about that? I should not do math in front of people without double checking my work. Let's see, 48 weeks times 10 hours. It's 480 hours. Yeah, 480 hours. Let's say you wanna make \$120,000 a year divided by 480. That's \$250 per hour. That's your internal hourly rate. I say internal cuz you never share that with a client. Never do this kind of work by the hour. Never do it by the page. Never do it by the word. You lose in all those deals. Do it by the project and you have to get good at estimating how long it's gonna take you to do the project. So with \$250 an hour, you look at this project and you say, Well it's gonna take me 10 hours to do their project. So 10 times two 50 is 2,500. Then you take that number and double it. That's 5,000. That's what I would charge the client in this particular case. Take your hourly effective internal rate, multiply it times two. That's what you charge. Why times two? Because this stuff always takes longer and is more difficult than you think. You need to give yourself enough margin so you're not killing yourself just trying to pay your bills. You've got time to do the work and do it well. So \$5,000, what you charge for that project. But Ray, what if that client says no, it's too expensive. Then, connect them with somebody else. Wish them well. Send them on their way. They're not right for. I promise you, if you'll hold out for this and you calculate in this way, it'll work. And some people object and say, you can't just set a price based on what you want and think that's fair compensation.

[00:09:27] Yes, you can. And here's why. You're looking for a client who's making enough money already. They have the financial leverage to be able to pay you and still get a return on their investment. Somebody who's eeking by making \$30,000 a year in their little business, they can't pay for that kind of copywriting cuz they can't afford it.

[00:09:45] They don't have enough leverage in their business to be able to use what you give them to make enough money to make them a profit and pay you. So you're looking for somebody who's got a bigger business, quite frankly, and maybe that feels unfair to you. Like you wanna help the little guy. That's okay. Help the little guy. Either help them for free or give them instructions or courses or books they can use to help themselves. But if you spend your time serving poor individuals and poor businesses for pay, guess what? You're gonna be? Poor. And one of the best ways of helping people is to have more money with which to help them. You don't assist the poor at the highest possible level in the best way by becoming one of them, in most cases. There are exceptions. Mother Teresa comes to. But unless you are a saint or you're running a charity organization. If you're running a business, Then you need to figure out what you need to make to be happy in your life. Notice I said to be happy in your life. I didn't say to be greedy, crazy, avarous. I'm not talking about having four Lotuses and five Ferraris and three mansions and two personal jets. Although if you want that, I got no problem, Go for it. But for me, I know I need a lot less than that to be happy. And then I can serve well and the more money I make, the more I can pour back into other people and communities and projects and causes.

[00:10:59] Like the Michael J. Fox Foundation searching for a cure for Parkinson's. That's a personal thing of mine. You got your own, figure out what you need to make, what's gonna make you happy, What's gonna be your resentment fee? You're not gonna mind being paid that fee, and that's what you charge. And if it doesn't work out for them, it's the wrong client. Go find somebody else. That's my answer. Thanks, Juliana. Good luck and let us know how it goes, man. I'm wordy.

[00:11:19] Kris Edwards: Yep. Here's a question from Tony in Rockland, Maine that says, Ray, love the Q&As. You probably won't do this one on the podcast because it's a little softball, but I'm curious to hear your answer. What's your favorite ad campaign of all time?

[00:11:34] Ray Edwards: Okay, Troy, I love this question. I actually did some research to answer this question because it's so important to me to get it right. I had to stop and think I have my favorite campaigns, that popped to mind, but I thought, well, what are the greatest ad campaigns of all time? There are objective ways to measure this, like by the number of sales made or by the amount of money spent for the ads. I found a great list on HubSpot will link to that in the show notes. You can see it below wherever you're watching or listening to this content. And HubSpot has their like 18 greatest ad campaigns of all time. And they take into account the money spent, the money created, the money the ad campaign brought in, which I think is a key metric. So I'm gonna give you, uh, one of theirs and share that with you cuz it's also one of my, And then I'm also gonna give you a couple that may not fit that list, but for me, they're some of my favorites. Number one, my favorite ad campaign of all time is Tony Robbins Personal Power Infomercial from the 90. Why is this a favorite of mine? Because this was an advertising campaign he paid for, he paid cash for this campaign only, he built it like a TV show. Now looking back, it's very cringe. If you find it on YouTube, maybe we'll link to one of those folks who've posted that infomercial and you can watch the YouTube video on my YouTube channel.

[00:12:42] We'll put it in the show notes for the podcast also. But it's cringe now. But at the time it was revolutionary. It was, it was different. He made it as if it were a show. He had celebrities endorsing him. This was back when nobody knew who Tony Robbins was. He was just this kind of odd-looking young man in his twenties, seven feet tall, big giant, pearly white teeth, interesting voice, and delivery, and he was over the top for a lot of people.

[00:13:05] But he had big stars like Muriel Hemingway, and Martin Sheen endorsing him for no compensation. They did it cuz they loved him and his work. And Martin Sheen explained how Tony saved his life as he helped him get over a heart attack that he had while on set filming for a movie. Just a fascinating infomercial that just by watching that infomercial, I got benefit and made changes in my life.

[00:13:25] And then I got his Personal Power tape set, that tells you how long ago this was, and that changed my life. I ended up going to his multi-day multi-thousand dollar seminars and it's been a huge influence and positive force in my life for the good. So Tony Robbins's Personal Power, the original infomercial, we'll link to it in the show notes. That's one of my favorite ad campaigns.

[00:13:44] The second of my favorite campaigns is, uh, I love the story of this because it's actually a campaign these people swiped from a previous campaign. The campaign I'm talking about is the one that featured the most interesting man in the world. You know the one, don't you? He's this ultra-cool guy who dresses sharp, who looks like he's, He's a little weathered. He's over 40. We'll say he's surrounded by beautiful women smoking Cuban cigars, and he looks into the camera. Remember, he's advertising or advocating for a product of vice. So vice products are things like alcohol, tobacco, firearms, things that people enjoy, but they're potentially dangerous. But this man is sitting at a table surrounded by beautiful women. He's one of the coolest guys in the world, and he says, I don't always drink beer, but when I do, it's Dos Equis. He's the ultimate cool individual. He's the model of cool. Stay thirsty, my friends. Remember that campaign? The lesson in this campaign is the hilarious hyperbole, the overstatement, the over demonstration of how cool you are when you drink. Dos Equis beer, cuz I drink, Dos Equis, and I don't look like that at the end of the night. Neither do most of my friends I'm drinking with. But when we go to order beer, often we'll think of the most interesting man in the world that's successful advertising that marries an image or a scene or comedy with the vision that the customer has of using that product, themselves. So that's how people run astray with using humor in their ads. But this was a great campaign and it actually, I mentioned it was, it was borrowed from a different campaign from long ago. This was back in the, I think the seventies. And the commercials I'm thinking of are called The Man in the Hathaway shirt. This was a series of ads for just regular button-down Oxford shirts. Not anything very exciting, but the man in the Hathaway shirt was a man wearing an eyepatch. It was totally serendipitous. I don't think the, the model they used even needed an eyepatch. They just used it as a prop and it became wildly popular. So they ran many ads, magazine ads, billboard ads about the man in the Hathaway shirt with the eyepatch. Never explained why he had the eyepatch. It was kind of a focal point of mystery and it sold a lot of shirts. So, A couple of my favorite campaigns, the Dos Equis most interesting man in the world, and the Man in the Hathaway shirt. Google these for more history and backstory on how those things work. And we'll actually see if we can find the ads for you and put links in the show notes. Okay. That's all I got time for this week. Those are great questions. Let's get some more questions like that or your unique question. You can ask anything you want. You can ask about how should I write emails for local business? What about billboards, newspaper ads, yellow pages? Yes, people do still use the Yellow Pages. They do still work, but you gotta do 'em different than everybody else. We'll be happy to answer any questions you have about copy, about marketing, about online business. Just submit your answers here, wherever you're watching or listening to this content, until the next time. My wish for you is that you would experience great joy and immense prosperity in your life, and to me what that means is, be happy and do something worth doing. See you in the next video.

[00:16:33] Kris Edwards: For a complete transcript of this episode, the show notes, links, and the place to leave a comment, if you have a question you would like answered, head to [rayedwards.com/593](http://rayedwards.com/593).

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