



### **3 HUGE Takeaways From Ray Edwards Copywriting Academy Live For YOU!**

#### **PLUS: 3 More Hints That Will Help Your Side Hustle or Business**

Do you mind if I muse a bit right up front?

Ok. Good. Thank you.

I need to say that I have never been to a conference that was—in any way—like Ray Edwards' Copywriting Academy Live 2019.

Sure, it had the usual conference set up. Large meeting space, engaging speakers, lighting & sound, swag, vendor opportunities. This is not what I mean.

What I mean is...it's hard to describe. I came, like everyone else, thinking we were going to get some kick-ass mentoring from the stage by Ray, and all the speakers. I knew we were going to do some practical copywriting exercises. I knew I was going to coach folks who had questions on their copy and businesses during the coaching sessions. I knew that I was going to meet new people, see old friends, get some great insights, and have a little fun along the way. Lots of selfies, new connections, and stuff I can implement in my business to grow it.

What I didn't know is that I, and everyone else, was about the encounter the space where the sacred meets business world.

A place that has been compartmentalized for much of recent history. The place where faith and business not only meet but join together to create this magnificent, synergistic whole.

And it wasn't weird. Really it wasn't. It worked and is going to energize my latest entrepreneurial efforts for a long time to come.

#### **MY 3 BIGGEST TAKEAWAYS**

Every speaker literally gave the house away when it came to offering us value. I want to share my 3 biggest takeaways with you.

#1. These are from Jeff Goins. Don't know who he is? Look him up. He's an author and helps people write books. Ready? Limitations are what make you unique—they make you stand out among your peers in a crowded world. Being different (in my case a bit weird) or having liabilities and limitations becomes remarkable WHEN YOU LEAN INTO THEM. They create a category of 1. Some questions Jeff asked: What is a limitation that you're not leaning into? What's something you can be first in? What will you say "no" to for success?

My favorite quotes from Jeff? "MORE isn't a goal." "MORE is a drug." "When you run your own race, you will win every time." And, "Figure out what your work is, put blinders on, stay in your lane and make it a groove."

#2. Cliff Ravenscraft (you can look him up, too) has made several entrepreneurial leaps and pivots in his career. Really big ones. And each one took him closer to living out his purpose as the "The Mindset Answer Man." He had to overcome his limiting beliefs to do this and now helps the rest of us do the same. Some of my favorites from Cliff are: "We have the life today that we BELIEVE we should have." "We are where we are because we CHOSE to be here." "A belief is a thought you *feel certain* is true. All beliefs have consequences." And the T.E.A.R. Formula: Thoughts + Emotions (beliefs) lead to Actions = Results. Powerful stuff if you want to move forward in any area of your life.

#3. Then there was Dr. Douglas Pew, Composer and Copywriter. This guy lifted the house from its foundation like it was a rocket taking off with his talk on Beethoven's pain, how he overcame and how that relates to us today. Dr. Pew said, "How we deal with painful experiences determines...EVERYTHING." He told the story of Beethoven going stone deaf, and yet conquering the pain and anger of that tragedy to go on to compose his most beautiful and music-world changing pieces AFTER his deafness. Pain turns to anger, and anger, if we let it heal turns to a fury that fuels us to the mountain top where we can create our greatest works out of the tragedies of our lives. His combination of music history and personal development was...well, I fail for words. Some of my favorite quotes from Dr. Pew are: "Pain = Opportunity," and "The obstacle IS the way."

And here are a few of my other favorite bits...

Sara Anna Powers: "When we sell, we serve. When we serve, we love," and "Love yourself WITH money."

Mike Kim: "Words were my way to freedom."

Doug Pew: "Dive in. Fail fast. Learn fast. Get going."

### **3 Tips To Help Your Side Hustle or Business**

1) Business is about influence, which is: Earning the right to make a recommendation. This came from Mike Kim, cool dude, digital nomad, and personal brand marketing expert. Mike also talked about how your communications can be simple and uncomplicated and still extremely effective. He gave lots of practical steps to make it that way.

2) Social Media is a land grab. Grab as much space on it now while it is free/cheap. The land of Manhattan Island once sold for a penny an acre. A. Penny. Per. Acre. And just like Manhattan Island, social media won't be free forever.

3) You WILL encounter all kinds of resistance when you decide to move forward in the right direction, no matter what that is. You've got to expect it without calling it down on yourself and steel yourself to move through it to get where you want to go.

**Finally.**

I'd like to give you my notes from the conference because there is so much more than I can practically write here.

To get a download of my notes, [click here now](#).