

Ray
EDWARDS

MONTHLY SOCIAL MEDIA



Templates



REMEMBER

1. Feel free to change the headline of the blog post so it sounds like you.
2. Also, write one or two sentences in your own voice to introduce the blog post.
3. Create a stock close for your blog posts with a call to action and your contact information.
4. If you promote your blog to Facebook or Twitter more than once, craft each promotion a little different to make each one unique.



Blog Post



How to Lead a Mastermind Group

If there is one telltale characteristic of super successful entrepreneurs, it's probably that they're engaged in a mastermind group. And if there's a single characteristic of chronically struggling entrepreneurs, it's that they're trying to do it alone.

A mastermind group is a small group of like-minded people who meet regularly to share their wisdom and experience with each other for the mutual benefit of all in the group. The size of the group can vary, but typically a mastermind group is anywhere between three and eight people. Some mastermind groups are free to join, while others require paying a fee.

Why Should I Join or Start a Mastermind Group?

A mastermind group usually focuses on helping its members launch, grow and lead their businesses. A mastermind is also a powerful way to quickly generate new ideas or strategies. A mastermind is a growth-promoting experience.

The group provides a rich environment for sharing what's working. There's a synergy among members that cannot be achieved without the input of others. The mastermind offers a level of camaraderie and accountability that is often sorely missing in a sole proprietorship. Members experience benefits from the mastermind mutually and reciprocally.

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Who Should I Invite to a Mastermind?

Invite like-minded businesspeople whom you trust, admire and respect. The members you're looking for should have a similar drive to yours. You want members with diverse perspectives, even representing a variety of different types of businesses. Beware of inviting those who are needy, negative, or chronic complainers.

How to Lead a Mastermind

- 1. Decide how often, when and where to meet.** The frequency with which you meet is up to you. Some groups meet weekly, every other week, or just once a month. Choose a frequency that meets the needs of your group members. Meeting too often may present a hardship, while meeting too infrequently may degrade the value of the mastermind.

Also, jointly determine when, where, and how long to meet. You might consider either choosing a neutral location for all meetings or trading off meeting on each other's turf. Mastermind groups can also meet virtually on an online meeting platform. Mastermind groups can run an hour to two or three, depending on how often you meet and what you wish to accomplish.

Finally, determine the lifespan of the group. Will you meet for three months, six months, a year, or open-ended? You decide together.

- 2. Establish group ground rules.** It's best to establish these together the first time you meet. These are the basic expectations that you have of each other when you meet. Your ground rules may include things like keeping confidences, making every effort not to miss a meeting, coming prepared, and not dominating the conversation.
- 3. Create a format.** Mastermind groups typically establish a format by which they conduct their meetings. This helps keep your meetings focused and effective. Again, the format is up to you. Below are a couple of suggestions.

Mastermind Formats

One format asks each member to come prepared to share the following:

- ❖ What are you currently working on?
- ❖ What's your biggest challenge?
- ❖ What has inspired you lately?
- ❖ What's your biggest win?

Another format has the members take turns so that in each meeting a member takes the "hotseat." In the hotseat that member briefly shares some major challenge or problem they're facing and then lets the other group members ask questions and offer suggestions for solving that challenge. This format can be coupled with other elements from the above format as well.

Yet another format might ask members to take turns giving an overview of one of their most successful promotions from the past. Members can ask questions and suggest ways that such a promotion could work in each of their situations.

A mastermind offers a unique environment for the sharing of ideas, for problem-solving, and for mutual encouragement of entrepreneurs and businesspeople. The mastermind also provides camaraderie for sole proprietors who might not otherwise enjoy this level of interaction. How might you and your business benefit from a mastermind group?

Facebook Post

How to Lead a Mastermind Group

Are you a sole proprietor facing some major business challenge? Or perhaps you have a tremendous business idea but have no one to bounce it off of. Consider joining or starting a mastermind group. Read the rest of the article...

Enhanced Facebook Post: A mastermind offers a unique environment for the sharing of ideas, for problem-solving, and for mutual encouragement of entrepreneurs and businesspeople. The mastermind also provides camaraderie for sole proprietors who might not otherwise enjoy this level of interaction. Read the rest of the article...

Twitter Tweet

How to Lead a Mastermind Group

A mastermind group focuses on helping its members launch, grow and lead their businesses. [blog post]

Enhanced Twitter Post: A mastermind is a growth-promoting experience. [blog post]

LinkedIn Update

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Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: How to Lead a Mastermind Group.

B. Content (revise to fit your speaking style): How to Lead a Mastermind Group

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C. Your close

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Blog Post

How to Live Life Like a Millionaire

What you're about to read may surprise or even shock you. You see, if you're not already a millionaire, the prospect of becoming one may evoke a wish list of things you could afford if you had that kind of money. Let me challenge you to crumple up that list and throw it in the trash can.

Living like a millionaire is not about the money. If lots of money is your goal, you'll be sorely disappointed. You'll never have enough. It'll control you. You will be its slave.

Stephen King has made millions writing fiction. But when asked if he did it for the money, he said, "I never set a single word down on paper with the thought of being paid for it. I have written because it fulfilled me. I did it for the buzz. I did it for the pure joy of the thing. And if you can do it for joy, you can do it forever."

Living like a millionaire has a lot more to do with a mindset than the money. To live the life of a millionaire, you need to live a life of abundance. This is foreign to most people. Living with abundance will set you apart from the crowd. What does a life of abundance look like?

Below are seven areas of abundance. Think of these as descriptions of who you need to become in order to live the life of a millionaire.

7 Areas of Abundance

- 1. Lofty motivations.** As Stephen King expressed above, joy is a lofty motivation. Joy springs from the enjoyment of serving others. Joy wells up when you recognize how fortunate you are. Joy comes when we give and receive love.

Money as a motivator leaves one cold and lonely. Cash doesn't cuddle. No one says on their deathbed, "I wish I had made more money." Serve others for the pure enjoyment of doing so. Then accept their payment as a token of their appreciation.

- 2. Compassion.** What goes around comes around. If you sow compassion, you will reap compassion. Compassion gives meaning to suffering—something we all experience. Think about it, without suffering there would be no need for compassion. Show compassion to others abundantly. Especially to those closest to you and those who are suffering.

Forgiveness is partner to compassion. To forgive is to show compassion. To refuse forgiveness not only withholds compassion but fills your life with bitterness. And a bitter person is poor indeed.

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When you go through life with a grateful heart, your life becomes lighter and more carefree. A grateful heart is a joyful one.

- 4. Confidence.** Ray Edwards calls confidence the number one asset an entrepreneur needs to protect. Don't slink away from confidence, confusing it with arrogance. Without confidence, you can't move forward. Confidence enables you to take the next step even when it's scary and unknown.

Confidence is self-awareness that recognizes both your abilities and your limitations. For this reason, your confidence can also be rooted in others' skills and abilities. In fact, it's confidence that gives you the ability to trust others.

- 5. Wisdom.** Wisdom is saying and doing the right things, in the right ways, at the right time, with the right people. Wisdom is not innate. You weren't born with it. And although wisdom has ties to knowledge, much knowledge does not guarantee wisdom.

Wisdom comes from two sources: learning from your past (both your mistakes and successes); and from the experience of others. The wise person seeks wisdom from others. To rely solely on yourself for wisdom will leave you poor.

- 6. Good habits.** Good habits are the building blocks of a millionaire's life. These are disciplines like sleeping, exercising, eating right, practicing sound business principles, and being frugal. All these habits move you forward constantly and consistently.

- 7. Generosity.** Money doesn't satisfy and never will. So don't be seduced by its allure. While money doesn't satisfy, it's what you do with it that does satisfy. If you serve money, you'll find it to be a ruthless master. Generosity demonstrates that you are the master over your money.

Generosity is an outlet for expressions of compassion and loftier motivations. When you're generous, you experience abundant joy. Money can't buy happiness, but it multiplies happiness in you and others when you give it away. Obviously, you don't give it all away and you need wisdom to know to whom to give, when, and how much.

But what if you really want to make a million bucks?

This is not a bait-and-switch proposition. Living like a millionaire really isn't about the money. It's not about buying stuff. It's living a life of abundance. And when you invest in others abundantly, you not only gain what money cannot buy, you lay the foundation for monetary wealth as well. And with that, may you prosper in every way!



Facebook Post

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Twitter Tweet

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LinkedIn Update

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C. Your close

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Blog Post

Marketing Wisdom from Claude Hopkins

Every generation thinks it knows better than the previous generations. Perhaps we confuse technological advances with wisdom. So we tend to dismiss the advice of those who have gone before us. But one thing has not changed and will never change and that is human nature.

In this regard, the basic principles of marketing and advertising have not changed because people are the same today as they were in any other generation before us.

That's why I commend Claude Hopkins' book, *Scientific Advertising* to you. Mr. Hopkins wrote this classic primer on marketing in 1923 (nearly 100 years ago). Yet the principles he presents are timeless. The book's popularity is testimony to its value, for it has sold over eight million copies and continues to do well.

Marketing gurus Ray Edwards, David Ogilvy, Gary Halbert, and Jay Abraham, to name a few, all highly recommend Hopkins' book. The book is simply written and under 100 pages, so it's a quick and easy read.

To whet your appetite for this book, I've summarized some of Hopkins' key thoughts in what follows.

7 Timeless Advertising Tips

- 1. Write primarily to sell, not to entertain.** Hopkins warns about the tendency to want to write entertaining ads. Essentially, the copywriter forgets the primary purpose of the ad and elevates form over function. Hopkins is not suggesting that an ad's appearance or the entertainment value is unimportant, but it's not the purpose of the ad. The ad should move the reader, listener or viewer to buy, not applaud.
- 2. Coax rather than drive people.** In your marketing, seek to *serve* your clientele. Talk about *their* interests not yours. Generously offer valuable information or products for free to win their trust and to demonstrate the value of what you have to offer. People buy to please themselves not you the marketer.
- 3. The headline is more important than the copy.** The purpose of the headline is to grab the attention of the reader so they will continue to read (watch or listen). If the headline doesn't do that, then the copy is worthless. And because we are bombarded with so much information today, the headline must stop us in our tracks and lure us in.

Think of a time when you were stuck in miles of stop-and-go freeway traffic. And when you finally reached the cause of the slowdown, you discovered that someone just had a flat tire. But the flashing lights of the patrol car caught everyone's attention and that's what was holding up traffic. That's what the headline needs to do.

- 4. You can count on human nature.** I already stated this in the introduction, but it bears repeating. There are some key human drives that motivate people. They always have and always will. *Curiosity* is a very powerful human incentive. Also, Americans like a *bargain*, but not cheapness. We like to think we can afford to splurge on something *extravagant*.

Scarcity is yet another strong motivator. *Exclusivity* also appeals to people. Tell them that a product or service is only available to a certain class of people and they will feel honored for the privilege of buying it.

- 5. Be specific.** To use superlatives in an ad is what the reader expects and what will turn them off. As such, superlatives are meaningless generalities. And generalities offer no weight whatsoever as evidence. But when we are very specific, the reader knows our claim must be either true or false. And the more specific we make our ad, the more weight it carries.

For example, Dyson advertises its V11 cord-free vacuum as having *twice the suction power* of any other cord-free vacuum cleaner. That specificity captures attention and sells vacuum cleaners.

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I've barely scratched the surface of all the goodies you'll find packed into Claude Hopkins' short book. In fact, his chapter on "Test Campaigns" is worth the price of the book by itself. If you want to learn from one of the greatest advertisers of all time, read Hopkins' book, *Scientific Advertising* and be sure to have a highlighter in hand when you read it.



Facebook Post

Marketing Wisdom from Claude Hopkins

Nearly 100 years ago, master advertiser Claude Hopkins wrote a book called *Scientific Advertising*. And his book is as relevant today as the day he wrote it. Learn from one of the great advertising gurus of all time. Read the rest of the article...

Enhanced Facebook Post: Claude Hopkins' book *Scientific Advertising* is packed with wisdom on how to write great copy. In this article, you'll find 7 of his timeless tips. Read the rest of the article...



Twitter Tweet

Marketing Wisdom from Claude Hopkins

The basic principles of marketing have not changed because human nature has not changed. [blog post]

Enhanced Twitter Post: Discover why Claude Hopkins' book, *Scientific Advertising* is as hot today as it was 100 years ago. [blog post]

LinkedIn Update

Marketing Wisdom from Claude Hopkins

Marketing gurus Ray Edwards, David Ogilvy, Gary Halbert, and Jay Abraham, to name a few, all highly recommend Claude Hopkins' book, *Scientific Advertising*. Find out why. Read the rest of the blog post ...

Enhanced LinkedIn Post: In Claude Hopkins' book, *Scientific Advertising*, he shares timeless tips on how to create powerful sales copy. To whet your appetite for his book, I've summarized just 7 of these tips. Read more in this week's blog post...

Video Script

A. Your standard Opening: Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Marketing Wisdom from Claude Hopkins.

B. Content (revise to fit your speaking style): **Marketing Wisdom from Claude Hopkins.**

Every generation thinks it knows better than the previous generations. Perhaps we confuse technological advances with wisdom. So we tend to dismiss the advice of those who have gone before us. But one thing has not changed and will never change and that is human nature.

In this regard, the basic principles of marketing and advertising have not changed because people are the same today as they were in any other generation before us.

That's why I commend Claude Hopkins' book, *Scientific Advertising* to you. Mr. Hopkins wrote this classic primer on marketing in 1923 (nearly 100 years ago). Yet the principles he presents are timeless. The book's popularity is testimony to its value, for it has sold over eight million copies and continues to do well.

Marketing gurus Ray Edwards, David Ogilvy, Gary Halbert, and Jay Abraham, to name a few, all highly recommend Hopkins' book. The book is simply written and under 100 pages, so it's a quick and easy read.

To whet your appetite for this book, I've summarized some of Hopkins' key thoughts in what follows.

7 Timeless Advertising Tips

- 1. Write primarily to sell, not to entertain.** Hopkins warns about the tendency to want to write entertaining ads. Essentially, the copywriter forgets the primary purpose of the ad and elevates form over function. Hopkins is not suggesting that an ad's appearance or the entertainment value is unimportant, but it's not the purpose of the ad. The ad should move the reader, listener or viewer to buy, not applaud.
- 2. Coax rather than drive people.** In your marketing, seek to *serve* your clientele. Talk about *their* interests not yours. Generously offer valuable information or products for free to win their trust and to demonstrate the value of what you have to offer. People buy to please themselves not you the marketer.
- 3. The headline is more important than the copy.** The purpose of the headline is to grab the attention of the reader so they will continue to read (watch or listen). If the headline doesn't do that, then the copy is worthless. And because we are bombarded with so much information today, the headline must stop us in our tracks and lure us in.

Think of a time when you were stuck in miles of stop-and-go freeway traffic. And when you finally reached the cause of the slowdown, you discovered that someone just had a flat tire. But the flashing lights of the patrol car caught everyone's attention and that's what was holding up traffic. That's what the headline needs to do.

- 4. You can count on human nature.** I already stated this in the introduction, but it bears repeating. There are some key human drives that motivate people. They always have and always will. *Curiosity* is a very powerful human incentive. Also, Americans like a *bargain*, but not cheapness. We like to think we can afford to splurge on something *extravagant*.

Scarcity is yet another strong motivator. *Exclusivity* also appeals to people. Tell them that a product or service is only available to a certain class of people and they will feel honored for the privilege of buying it.

- 5. Be specific.** To use superlatives in an ad is what the reader expects and what will turn them off. As such, superlatives are meaningless generalities. And generalities offer no weight whatsoever as evidence. But when we are very specific, the reader knows our claim must be either true or false. And the more specific we make our ad, the more weight it carries.

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- C. Your Standard Close:** Until next time this is....



Subject: Marketing Wisdom from Claude Hopkins

A. Your standard Opening (revise to fit your writing voice):

Greetings! YOUR NAME here and I've got something for you that I thought that you'd find extremely helpful!

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C. Your close

If you'd like to read more relevant and informative articles, check out my blog at www.....



Blog Post

Why You Should Exploit Your Flaws Rather than Hide Them

Remember the debacle with President Clinton and Monica Lewinsky? The public was equally enraged, if not more so, by his denial of his affair as with the affair itself. Lying about it and denying it, then having to own up to it made him look like a fool.

And yet, on a very human level, we all have a natural reflex to want to defend ourselves and protect our image. But, as in the case with that former president, this natural tendency to self-protect can get us into trouble.

Obviously, our goal should be to avoid compromising situations like the Clinton-Lewinsky affair. But we're all human. We all make mistakes. We all have flaws. "To err is human." But it's what we do with our flaws and mistakes that can make all the difference in our relationships and our business.

Instead of jumping to a self-protective mode and denying your flaws, what if you were to readily admit them? By owning up to your flaws and mistakes, you can exploit them in your favor instead of them exploiting you.

5 Ways You Can Exploit Your Flaws

- 1. To admit mistakes and flaws takes humility.** Humility is a desirable trait that endears you to others. People tend to like and trust those who are humble but dislike and mistrust those who are arrogant and who deny or seek to cover up what's obvious to everyone else.

If due to your error you hurt someone, then apologize sincerely. Doing so can help you save the relationship and retain your integrity.
- 2. You remove the embarrassment of discovery.** By owning up to your flaws, no one can say they caught you doing something you were trying to hide. Besides, trying to hide your faults and keeping them secret takes so much energy. And you're constantly stressed, hoping no one discovers your dirty little "secret."
- 3. Transparency takes courage.** It takes guts to admit you're wrong, or to acknowledge a flaw. But doing so helps others find courage to self-disclose as well, because courage is contagious.
- 4. You appear more real.** People relate better with those who have foibles like they do. We identify more closely with those who have had similar experiences to ours. When you admit your flaws, you gain a hearing with people who might otherwise ignore you. Ray Edwards bared his soul on a recent podcast and found that his audience received it well and esteemed him even more because of it.
- 5. You protect yourself from those who would harm you.** This may seem counterintuitive. But when you readily admit your faults and shortcomings, your admission becomes your armor instead of a weapon others can wield against you.

Of course, when it comes to self-disclosure, you have to use wisdom. There are some things we should not disclose either because they would be inappropriate, or they could harm others who are involved. So use common sense.

But exploiting your flaws instead of letting them exploit you can be very liberating. Just think of all the stress you'll avoid! Additionally, most people will love you for your honesty and openness. So, muster the courage and try it. See what happens.



Facebook Post

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Enhanced Facebook Post: Instead of jumping to a self-protective mode and denying your flaws, what if you were to readily admit them? By owning up to your flaws and mistakes, you can exploit them in your favor instead of them exploiting you. Read the rest of the article...



Twitter Tweet

Why You Should Exploit Your Flaws Rather than Hide Them

Exploit your flaws instead of letting them exploit you. [blog post]

Enhanced Twitter Post: By owning up to your flaws, you remove the embarrassment of discovery. [blog post]

LinkedIn Update

Why You Should Exploit Your Flaws Rather than Hide Them

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Enhanced LinkedIn Post: When you readily admit your faults and shortcomings, your admission becomes your armor instead of a weapon others can wield against you. Read more in this week's blog post...

Video Script

- A. Your standard Opening:** Hey everyone it's YOUR NAME and on this episode, I want to share with you an important topic: Why You Should Exploit Your Flaws Rather than Hide Them.
- B. Content (revise to fit your speaking style):** **Why You Should Exploit Your Flaws Rather than Hide Them**

Remember the debacle with President Clinton and Monica Lewinsky? The public was equally enraged, if not more so, by his denial of his affair as with the affair itself. Lying about it and denying it, then having to own up to it made him look like a fool.

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C. Your Standard Close: Until next time this is....



Email Blast (or auto responder)

Subject: Why You Should Exploit Your Flaws Rather than Hide Them

A. Your standard Opening (revise to fit your writing voice):

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