



Ray Edwards Show, Episode 292

10 Reasons Why You Should Host Your Own Live Events

Ray Edwards: Ray Edward show, episode 292. 10 reasons why you should host your own live events.

Speaker 2: It's the Ray Edward show. This is the podcast for prosperity with purpose.

[Music]

Ray: All righty. We got the music.

Sean: We got the music. We got the jams.

Ray: We got the lights. We got the fog machine.

Sean: Yes. Got the fireworks.

Ray: We got rock and roll. Man it has been crazy the last few weeks.

Sean: It has been crazy.

Ray: Totally nuts. We just did our live event in Franklin Tennessee, copyrighting academy live. Which turned out to be about more than just copyrighting.

Sean: Of course.

Ray: As it always does.

Sean: As anyone who's in our sphere knows, it's always more than just copy.

Ray: Because we get weird. We get weird but it's weird in a good way. One of the questions that I was asked more than once, I don't know how many times but people ask me, why are you putting on this live event because it's expensive, it's risky, it seems like it's stressful and you're maybe not going to make any money you maybe you're going to lose money. That is all true yet for some of us if we're in this kind of business, the kind of business that we're in, at Ray Edwards International Incorporated. The humbly named corporation which we operate under.

Sean: It's very humble.

Ray: It is but I feel like I'm important so name on the door.

Sean: Are you important?

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Ray: Yes. That's a totally different episode. Maybe next week but-

Sean: Is time a thing?

Ray: No. See that's the philosophy podcast. For those of us in this business of being a platform personality driven business, some would say the business of self aggrandizement. You've got to consider putting on live events. It's part of the business and even if you have already decided that hosting a live event or seminar or workshop is just too much complexity, too expensive, too risky, too stressful even if you've decided you have no interest in pursuing live events as part of your business model I urge you to reconsider that idea. Why?

Because if you pass this up you could be passing up one of the most rewarding enjoyable life-changing and profitable business activities available to you now.

That sounds like a reason to at least reconsider your position of saying, "I'm not going to live events". We're going to talk about that in today's episode and I'm going to give you 10 reasons why I think you should do your own live events.

Speaker 2: Putting you first things first and creating prosperity with purpose, this is spiritual foundations.

Ray: Keeping on theme there is power in the proximity created by people gathered together in agreement. Now we in the entrepreneurial and self-improvement human potential movement are very fond of quoting Mr. Napoleon Hill and talking about his mastermind alliance principle. Just as a sidebar, it's really interesting to me that in the book, *Thinking Grow Rich*, there are 17 principles which he names.

Sean: 17?

Ray: Yes. I can get in front of an audience and ask them, how many of you have heard of *Thinking Grow Rich*, all the hands go up. I can ask, how many of you have read *Thinking Grow Rich*, 80% of the hands go up. How many of you know that the mastermind idea came from *Thinking Grow Rich*, maybe 50% of the hands go up. How many of you can name the 16 other principles that are listed in *Thinking Grow Rich*, none of the hands go up. It's just amusing. I mean, they read it and they didn't remember it or they think they read it because they've heard about it so much.

I don't know but here's what Napoleon Hill says in *Thinking Grow Rich* about the mastermind. He says, "The coordination of knowledge and effort between two or more people who work towards a definite purpose in a spirit of harmony. No two minds ever come together without thereby creating a third invisible intangible force which may be likened to a third mind. This is the mastermind." Well, that sounds kind of spooky.

Well, there's another book that a lot of people say they've read but if I ask them specific questions about this book they usually don't know what's in it either. It's called, *The Bible*. In Matthew chapter 18, verse 20, Jesus is speaking and he says,

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for where two or three are gathered together in my name I am there in the midst of them. Well, that sounds familiar. Then in the book of Hebrews chapter 10, verses 24 and 25, the author of Hebrews whoever that was says, and "let us consider one another in order to stir up love and good works, not forsaking the assembling of ourselves together as is the manner of some but exhorting one another and so much the more as you see the day approaching."

Now this verse has been used to guilt people into going to church for a couple thousand years. By saying that what the author of Hebrews is talking about is having a church service but I think that's not what he's talking about. I think what he's saying is when we come together in a spirit of mutual harmony for the purpose of stirring up good works within ourselves and exhorting one another that we will call forth from within us the best that we have. Because we're looking for the day approaching. What is the day?

Let's just think of it this way because I don't want to get into deep theological waters here and some of you are not into this stuff anyway. Just think of the day as the day of your destiny.

Sean: Hey there you go

Ray: The day you were destined for. The day when it all comes together. The day as Jim Rohn would say, that turned your life around. What's my point with this whole spiritual foundation segment today? It's to say there is throughout all cultures, throughout all faiths, throughout all major thought systems, a consistent belief that coming together physically with other people does something to stir up your own spirit, your own cognitive powers however you want to think about it, your own internal world to stir it up and raise your standards of performance.

Coming together with other people like at a live event brings out the best that's within you. That's why I believe the advice, don't forsake the assembling together of other people as is the manner of some. If you want to get the most out of yourself and reach the day of your destiny.

Speaker 2: Now simple hacks that make life cheaper, easier and faster. Ray's tip of the week.

Ray: Was that too much, was is like over the top?

Sean: No, it's good.

Ray: The one thing that I love about working with you is that I know that if I ask that question and you thought it was too much, you would say, yes I think you went a little too far. Even though I told you at the beginning we weren't going to edit this we're just going to keep rolling.

Sean: Yes, that's true.



Ray: You would have just said it.

Sean: Yes, I would have.

Ray: I like that about you. I admire that about you. Of course that commitment to truthiness can sometimes get you into trouble. When you can't think of a diplomatic way to not-

Sean: Tell the truth.

Ray: Yes, exactly.

Sean: Most people are tempted to tell a little white lie and you've vowed not to do that.

Ray: There's no such thing as a little lie.

Sean: No.

Ray: Just think about that for a while. Okay, the tip of the week. That's where we were headed. Imagine that you could have me and Sean and our team mentoring you every month. Let's just pretend that we would start with an intensive training about how to get your online marketing system set up and running for whatever business you have. Whether it's an online business.

Whether it's a brick-and-mortar local business that you want to use the internet to market to your local audience, build your business whatever it is we're going to show you a way to set up a system that works for you and then let's further imagine as we play this game of let's pretend that each month we would do a live video training session on the interwebs.

Sean: Series of tubes.

Ray: Delivering the training right to you and you could ask questions and we could answer them live on-the-spot and then let's further imagine that every month I would sit down and write you a 12 page memo about what to do that month. About how to think about your business. About how to think about your life and then each month let's pretend that I delivered a proven marketing campaign you could copy and use in your business-- Can you imagine how much I would charge you to do something like that, all that stuff.

Sean: No.

Ray: It would be a lot-

Sean: [Chuckles]

Ray Edwards: -If I did it one on one. But we have been thinking through how do we do this on a scaled level to a lot of people, with a lot of people, for a lot of people, so

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that each person can pay an affordable amount. Something that even the beginner can afford, yet would deliver this kind of mentoring, so you could get to the level where you could afford. If you want to interact with us in more deep level like in a small group, one on one that kind of thing.

You could build your business to a point you could do that. This affordable mentoring and training program will be available soon. If you want to know about it, when it's available go to rayedwards.com/reic and get on the VIP notification list. We will send you a relentless series of emails, telling you about this opportunity you have before you, again that's rayedwards.com/reic I'll leave it to you to try and figure out what that means.

Speaker 3: And now our feature presentation [music]

Sean: Wow, new music.

Ray: Yes. [music] I felt our old theme for this part of the show was lazy.

Sean: Yes.

Ray: This is more peppy.

Sean: More peppy. Yes it's definitely more uplifting.

Ray: Yes. This segment the core of the show, is 10 reasons why you should host your own live events. Despite what we talked about earlier, about how stressful it is, about how risky it is, about how much complexity there is, how many moving parts, how many things can go terribly wrong. Why on earth would you want to put on your live events and let me clarify this could be, we could be talking about a seminar like the one we just did where we had about 250 people there. Or we could be talking about one like our friend Jeff Walker does where he has 1,200 people, or we could be talking about smaller workshops where you have only six to 10 people.

It's not about the size, it's about the quality of the experience. Here are the 10 reasons why you should host your own live events no matter what size they are. Reason number one, the honored prophet phenomena. Now, I'm afraid I'm going to have to try another version of the bible for you, this is universally true whether you are a bible [babbling] believer or not. The honored prophet phenomena, in the gospel of Mark, the story is being written of Jesus and it says, "Then he, Jesus went out from there, where he was before, and came to his own country, and his disciples followed him, and when the Sabbath had come, he begun to teach in the synagogue," so he was putting on a seminar-

Sean: Right.

Ray: -In his home town. "Many hearing him were astonished saying, "Where did this man get these things, and what wisdom is this which is given to him, that such mighty works are performed by his hands. Is this not the carpenter, the son of Mary,



the brother of James, Joses, Judas and Simon, and are not his sisters here with us," they were offended at him." They were offended and it goes on to say, "Jesus said to them, a prophet is not without honor except in his own country, among his own relatives and in his own house." He goes on to say, "Now, he could do no mighty work there except that he laid his hands on a few sick people and healed them," which always makes me laugh-

Sean: Right.

Ray: -Because he couldn't do any miracles.

Sean: Yes, he could only just heal a few sick people.

Ray: Yes, obviously we're missing something-

Sean: Right.

Ray: -Because we think the miracle is healing somebody.

Sean: Right, if every church they just saw a few people healed every gathering that'd be pretty--

Ray: That would rock the planet.

Sean: That would be-- yes.

Ray : People would be lined up to get into church.

Sean: If we the low grade anointing of the Nazareth conference.

Ray : If we had the-

[chuckles]

-Exactly. If we had the same problem Jesus had.

Sean: You're right yes [laughs]

Ray Edwards: He marveled because of their unbelief. Then he went about the villages in a circuit teaching. He did decided to take his seminar on the road-

Sean: Right, and became an itinerant minister.

Ray Edwards: -Because people in his home town just wouldn't couldn't hear it from him.

Sean: Right.



Ray Edwards: The honored prophet phenomena is simply, when you put on a live event, you put yourself in the position like Jesus did when he went on a circuit teaching to be accepted for the worth that you bring, for the value that you bring. A way of thinking about this in the business world is we used to say, in the radio business we talk about what makes a consultant so special.

How come we think they know so much and somebody once said, "Well, a consultant is simply a guy from our of town with a suit ans a briefcase, so everybody assumes he knows what he is talking about." This is reason number one that you should host your own live events, because you the honored prophet, instead of the tolerated tweet that you often are in your own home town.

Many people who know me, know I have a podcast, know I have a blog but they will often ask me, "What is it you do?" they don't listen to my podcast, they don't read my blog, they don't follow my work, so they have no idea what I do, those are just people that know me. I often want to say to them, "You realize there are people who wait every week to hear my podcast," [chuckles] I hope I don't sound like an egomaniac, I'm just saying this is the business that we're in.

The number two reason you should host your own live events, is it gives you credibility. If you are and Sean you've done so many of this with me now. You see the credit that people attribute to us, to me to you-

Sean: Yes.

Ray Edwards: -Just because we're on the platform.

Sean: Right yes absolutely.

Ray Edwards: I'm not suggesting that you pretend to be more than you are, but frankly I feel that's not most of our problems.

Sean: Right.

Ray Edwards: Most of us don't have the problem with pretending that we're more than we are. We have the problem of realizing how much we are, so this lends you credibility. Reason number three you should host your own live events, is because it creates community.

Sean: That is definitely true.

Ray Edwards: People crave community, we are in an age where we are more connected to the rest of the planet than we've ever been before. I believe more people are lonely-

Sean: Yes.



Ray Edwards: -Than ever before. Longing for human connection or somebody to talk to over dinner, for somebody to laugh with, for someone to share their heartache with, their problems, their challenges, their opportunities, their celebrations. The problem with being an entrepreneur, or an entrepreneurially oriented person is everybody in your life pretty much thinks you're weird.

You're like not from this planet. You're given to think in a way that they don't understand. You're given to take risks that they don't believe are necessary. You have the audacity to stand up and say, "I have an idea or service, and I'm not going to have a job, I'm going to go out into the world today, I'm going to tell somebody about my thing and they're going to pay me for it." As Dave Ramsey puts it, "Everyday you get up, you kill something, you drag it back to the cave, and feed the family," that's courage. The community brings you together with people who are like you.

As people wonder and they will talk about, "I don't why I just feel so good when I come to this event, I just feel so fired up," and I tell them, "Well, it's because you are with people who are like you, you're with your tribe," which leads us to the fourth reason to host your own live events, because it gives you the opportunity to create, to consciously intentionally create a culture. A culture is a set of I'm just going to call them guidelines, a set of agreements that's better.

A set of agreements that we all have about how we're going to behave when we're together in this place. I spent and you've seen me do this before Sean you unfortunately you weren't able to come to this last event.

Sean: Right yes.

Ray Edwards: But you've been to many events and you'll be to many more in the future, you know that when I start an event I have-- I take sometime right up front to set the culture and to talk about expectations. Like if you're going to be successful the kind of person who will succeed at this event is the kind of person who will show up early, will stay late, who'll turn off their phone, will not be buried in Facebook, who will not be holding side conversations during teaching time who will be open to playing the games that we're playing fully, like getting all the way into it. Even if you think it's crazy or stupid, you'll at least play while we're here together.

We set this culture, we talk about honoring one another. About how we want to applaud anybody who shares because people don't get enough applause in life. We have this culture that we build in about 45 minutes before the beginning of the event. This last time at this event in Franklin that we just did, Matt Champagne, our good friend and one of our students, has a system called the sideways survey. He does surveys for people at live events so that you can gauge how your event is going in real time. We did this, we did a pre-event survey, asking people what they expected and we did surveys everyday asking how they felt about what they had received, what they felt was missing, what they felt was good, what they felt was could have been better and we adjusted as we went along.



A few people said, I wish you hadn't taken all the time to set all the rules at the beginning of the of the event but overwhelmingly like five to one, we had other responses that said, I appreciated that you took the time to set up the culture so that we would know this was a safe place where we were okay to experiment and learn and be open and not worry about people betraying our confidence and so forth.

It's important you get to decide what the culture of the event is. Unless you don't think about this in which case there will be a culture you just won't be in control of it. There's a culture whether you want one or not.

Number five, the fifth reason you should host your own live events is networking. This is what everybody thinks about. Describe for me Sean what you think the typical person thinks of when they think of networking?

Sean: Amway.

[Hysterical Laughter]

Ray: What that looks like is --

Sean: People trying to use each other. [laughs]

Ray: Yes. We have a saying, we don't love money and use people, we use money to love people.

Sean: There you go. That's good.

Ray : I didn't make it up but now it's recorded for posterity. Networking is not about shoving your business card down people's throats or making deals, I'm here making deals man. What are you? A drug dealer? Making deals in the back of the room. No, no, no. Networking to me means this, how can I be of value to the people who are here other than stage time. Like how can I be aware of what people around me need and make the connection because I know everybody who's at the conference and I can say, well you should go me Gayle, Mercer-McKay because she would be great to come speak at your business thing in Redding California.

Like I did, I introduced Gail and Andy Mercer or I might say, you need a copier, you should you should meet Jack Ainley, who's was one of our coaches at the event. Networking is connecting people together because you know who they will not forget from the event, the person who connected them with the person they needed to meet. They will not forget you and networking is also getting to know the people who are at your event on a more personal level. Now, you know Sean I get fatigued at these events.

Sean: They are fatiguing.

Ray: And so I typically at the end of the day retreat so I can recharge my batteries but for whatever reason on the second day of this event I was super charged at the



end of the day, I've been teaching all day. Ernie's Spenson, who's one of our Regency Mastermind Alliance members, spoke for an hour. People loved that, they loved Ernie. Everybody does love Ernie and he's a lawyer and he's funny. It's kind of an oddity. He gave a great talk so that gave me a little bit of rest time but basically I taught for eight hours that day solid.

Normally I would slip out the back through the green room and go to the hotel room and sleep but I just went down to the floor of the event center and just talked to people as long as anybody wanted to talk to me. I probably talked to 80% of the people who were there. To me that was networking because I was getting to know people who are in my network. That's what networking is to me.

Now that does not necessarily translate to direct dollars in my bank account but I believe eventually it will. That's not why I do it but that's a side effect of doing it.

Number six reason for hosting your own live events, it gives you authority. When you have the audacity, the gall to step up on the platform and start speaking and teaching you have authority. People look to you as the authority and to build a platform, to build a brand based, personality based business, you must establish your authority. This is the reason why we recommend you write a book. It's the reason why we recommend you have a podcast because there are signals that demonstrate a person's authority.

Some of the signals are being interviewed by media outlets. I've appeared in forbes.com entrepreneur.com a bunch of online publications and offline publications. Another signal is the authority of being on stage at your own event and the fact that you have your own event people understand that's a real signal of authority because you have to be successful enough to have pulled off the feat of getting a couple hundred people to show up to hear what you have to say. If you think that is easy you are mistaken. It is not easy but as Jim Rohn said, I don't need easy I just need worth it and this is worth it. It builds your authority.

Just out of this last event, this happens every time, just out of this last event I've had people approach me who are at the event and say, I was really impressed, I would like to talk to you about a business deal. That doesn't mean I say yes to all of them but there's a couple that are really intriguing and really interesting. That comes from the authority of putting on your own live event.

The number seven reason to host your own live event is the leverage that you get. Now when I talk about leverage I mean, this is the lever that you use to put pressure on certain elements of your world, to yield a bigger result than you could get if you tried to apply your direct strength to those elements. You think of our Archimedes who said if you give me a long enough lever and a fulcrum I can move the world. That's a powerful principal.

Putting on your own live event gives you leverage first of all on yourself because you are using a lever and a fulcrum, the pressure of the people who are expecting you to



show up in a big way to be the best you've ever been in front of this group of people. To deliver for them. You get leverage on your team because they know they're in the hot seat, being expected to perform at a high level. You build in leverage for your tribe because if people show up for your event they've made a big investment regardless of what your ticket price is.

They've made a big investment to take time off works, take time away from family, to take time away from your business and to show up at this place, somewhere far away for most of them. I mean, we had people from Germany, we had people from Sweden, we had people from Singapore, they had leverage on themselves to say this has got to pay off for me that's this has got to have been worth it and you get to leverage your assets, your knowledge, your experience, your wisdom, your relationships because you have an event, you can leverage those relationships.

I don't mean that in a bad way, like it was good for Michael Hyatt to speak at our event last year because it brought him closer to a new segment of audience and gained him more exposure. That was good leverage for people that I'm associated with. It was good leverage for Mike Kim to speak at our event, for Ernie Spenson to speak at our event, for Cliff Ravenscraft to give a short talk. For Gayle Mercer-McKay to do so. Leverage. Number 8, the eighth reason you should host your own live events it can become a product. Now this is not true if you're hosting a sellathon. We've been to sellathon. I think the first time that you went to me which was a sellathon.

Sean: Yes.

Ray: Let's don't name the event.

Sean: No. We will not name the name the event.

Ray: We will not name the event but describe what you saw. You kind of knew what I did and you went to this event with me, this big event that somebody else is putting on and what was your impression after a short while?

Sean: I don't remember the exact words I used but it was I felt gross and achy and it felt like Amway again.

Ray: Every person had something they were selling.

Sean: Yes.

Ray: There was like no content.

Sean: No.

Ray: It was one sales pitch after another.

Sean: It was one pitch after another.

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Ray: Somebody in the audience had paid hundreds of dollars for ticket. They had paid probably over a thousand dollars for their hotel room, they paid maybe a thousand dollars or more for their airline ticket. They spent probably anywhere from two to \$4,000 to be there so they could be pitched relentlessly for three days.

Sean: Right. Most people were eating it up which I also found uncomfortable.

Ray: Yes. It feels like taking advantage of people's weakness and gullibility. When I say that it can become a product the first thing you have to do for that to be true is you have to actually deliver content. You have to actually give people something that's worth showing up for worth paying for and if you can do that then you can record the event and potentially use it as a product.

Now you may not ever sell the video or audio recordings but you could have them transcribe and they could become the material for a book or for e-books or for an outline for a product that you shoot on video or audio later. There's so many ways this could become a product. It could become a bunch of different products if each talk is self-contained.

There's the opportunity to turn this into a product.

The ninth reason you should put on your own events is clarity. Now let's start with how this gives you clarity. You have to clarify if you're going to have a successful event, you have to clarify why am I putting this event on? You have to be clear about what's the desired outcome that I have for doing this. Now, a lot of people put on live events and they don't go through this step.

They just think well I'm in this business I need to put on a live event because it's what everybody does. Then they have an event and it flops and they wonder why. It was because you didn't even know why you were doing it to start with. You've got to get clarity on your purpose. You've got to get clarity of the ideas in the content that you're going to share. You've got to get clarity about your audience, the tribe members who will show up for the event.

You have to get clarity about what they want, what they expect it. You have to be clear about what it can take for you to deliver. This also brings more clarity for your team because they have to know all these things that you've decided. Now, you could just not tell them that would be a bad idea. It's a good idea to let your team know why you're doing stuff. First you got to let your team know what you're doing then it's a good idea to tell them why.

I know this through academic study only not through experience. Wait that's a lie. I know it totally through experience. I think it was not a lie because I was being sarcastic. If I'm speaking sarcasm does it make it not a lie.

Sean: Yes sure. Let's go with it.



Ray: I told the truth right after. Okay. Hosting a live event brings clarity for your tribe and you can call them what you want. Your audience, your customers, your prospects however you want to. I like the word tribe because I think it sounds friendly and more respectful. This is my tribe. I'm part of the tribe. You're actually the leader of the tribe whatever tribe you're leading.

It brings clarity for them because they've got to examine why am I following this person, what do they bring of value in my life, is it worth me taking time and expense and trouble to go to this event and do I feel like it's something I want to do and what do I want to get out of the event once I get there. Now a lot of that thought process will only take place if you help them think through that.

This is why we did the training to get on how to get the most out of live events because otherwise some people will show up just because they are looking for a connection. They don't even know why they're there but what is really happening is they are looking for connection. They are somebody who once said that people are walking around with their umbilical cord in their hand looking for someplace to plug it in.

Now you can either realize that and be careful and respectful of that or you can abuse it. That has to be up to you. If you're doing this right I think you're helping your tribe clarify why they would show up and you're telling them why they should not show up like this is not going to be for you if you expect the magic fairy dust sprinkle on your computer so that money will shoot out of your disk drive if you have a disk drive.

So clarity. Then the tenth reason you should host your own live events is for the money. If you're doing it right you should make money. You should make money on the ticket sales. We actually were in profit just from the ticket sales. Then we had sponsors and then we did do some selling from the platform and we made money through that venue. Notice though that this is the last reason.

It doesn't mean it's not unimportant but if you put this as the first reason it will skew your behavior in a direction that probably will not be in the best interest of your clients, your tribe. It will be mostly in your best interest you think but really long term it will not be in your best interest. We put it last and there's one thing that I wish I'd put on this list and I didn't. This is a bonus.

Two things. Branding and research. Let me explain what I mean by this. We're not huge fans of branding like people think of it for the big fortune 500 companies because that is where you end up with these abstract, avant guard commercials that on television that don't really mean anything. They just create an impression and you're supposed to associate the impression with the company.

We think of branding as the natural result of your behavior in the marketplace. That's your brand. If people think of you in a certain way I think if you're the sleazy snake oil of the salesman who puts on sellathons and preys on vulnerable people that's your



brand. If you are known as the person with heart who cares about his tribe and does everything she can do to serve her tribe then that's your brand.

When we put on the event we're thinking about what do we want our representation of our brand to be like. We want it to be in this case we look at this event that we want it to be high quality. We want to be a cool space, we want to have excellent printed materials. We want to have great stage set. We put a lot of thought into this stuff this year. Not that we've done a bad job before but we just thought we could crank this up about 10 times.

You're creating a brand experience for the people who show up and the people who show up are some of your very best customers. Why? Because it's hard as crap to get people to show up. We just think we put on a seminar people are going to come. No. Here's the newsflash. Nobody wants to come to another seminar. Nobody wants to leave home, eat crappy airline food, eat crappy hotel food, sleep in skivvies sheets you're not sure if they really got clean.

Sleep in a stinky hotel room where the air conditioning doesn't work right or it's so noisy you have to put in earplugs and then sit in a room in an uncomfortable chair for eight hours under weird fluorescent lighting. Nobody wakes up in the morning says, "I want to do that." The people who do show up are your best customers. They love you the most because they came.

The other bonus reason for putting on your live events is it's a laboratory. If you pay attention you're performing a big experiment. If you're paying attention you get to learn all kinds of things about the people who love you the most. You get to learn what parts of your seminar event they like, what parts they don't. Even if you don't have Doc. Champagne doing the surveying for you, you-- can use your eyeballs and look out in the audience. Sean you speak quite a bit. When you are speaking to an audience and you start seeing people crossing their arms and fidgeting in their seat looking at their phones or getting that glazed look on their face, do you take any actions?

Sean: Yes. You take note that what you're doing is not connecting.

Ray: Maybe you adjust?

Sean Yes.

Ray: If you're paying attention. And then if people are leaning in and they're taking notes and they're saying, "Wait, I got to write that down.", then you know they're really engaged.

Sean: Right.

Ray: We notice these things, we take notes, we write this stuff down, we just did an after-action review meeting with our team. About what works, what failed, what we do better, what we want to keep, what we want to get rid of for next time. This is

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valuable research that even surveys as good as they are, they don't give you this. Because this is based on behavior. This is not what people say they will do it's what they do. That's two more bonus reasons for you to put on your own live events. There are more reasons but those are ten good reasons for you to consider putting on your own live events. Shawn, do you want to run us through the list real quick?

Sean Absolutely. Number one is experience the honored prophet phenomenon. Number two is built credibility. Number three, built community. Number four, you get to establish culture. Number five, networking and relationship building. Number six, you establish authority. Number seven is establishes leverage in many different areas. You get to create a product out of it as long as it's not a pitch fest. You gain clarity and you do if you do right you do make money.

Ray: Which is good.

Sean: Which is good

[background music]

Ray: Money is good. All right. If you found the show helpful, please subscribe to the show in the Apple podcast directory and give us a rating and review on iTunes. Make sure to put your real name and website in the text view itself and we will mention you in the show.

Sean: Eventually.

Ray: Eventually, at some point. To get the show notes and transcript, please go to rayedwards.com/292.

Sean: Do you have a closing thought or a quote worth note?

Ray: Yes. I'm going to try out that Jim Rohn quote that *The Cliff Ravenscraft* keeps on his home screen on his big computer, his big fancy computer in the studio. Jim Rohn said, "I don't need easy. I just need worth it."

Sean There you go.

Ray Booyah. Sweet.

[background music]

Speaker 3: Thank you for listening. This has been *The Ray Edwards Show*. Find the archives at this weekly show at rayedwards.com/podcast or on iTunes. Contact Ray at rayedwards.com. This podcast copyright by Ray Edwards international incorporated all rights reserved. Each week we bring you a message of prosperity with purpose and freedom and remembering that true freedom is available to all through Jesus Christ.



[static sound]

[00:43:17] [END OF AUDIO]