

Why You Must ADORE Your Tribe Episode #223

Sean: Welcome to the Ray Edwards Show.

Ray: I love the jingle singers. Emerson Drive, thank you so much.

Sean: God, thank you so much. It's not actually Emerson Drive.

Ray: No, but wouldn't it be weird if they actually emailed us or something?

Sean: Yeah.

Ray: Because it would be weird if they were listening to this podcast.

Sean: It would be weird.

Ray: It would mean that their musical career was not going well.

Sean: No, that's true.

Ray: Because they'd be looking to start their own internet-based business.

Sean: All right, so here we are.

Ray: Episode 223.

Sean: Yes, that one.

Ray: I used to live at 223 East Tennessee Avenue, Pineville, Kentucky 40977

Sean: Wow! That's impressive.

Ray: I even remember that phone number.

Sean: Wow! How do you remember that?

Ray: I don't know. It just came to me.

Sean: Yeah, that's impressive.

Ray: It is, until somebody listening to this show will call that number. It's no longer the number for my grandparents because they've gone to be with the Lord.

Sean: Yes.

Ray: But it's somebody's number, I'm sure.

Sean: Most likely.

Ray: Sorry.

Sean: Sorry. Gillie! All right, in this week's episode you'll find out lots of fun things, like why you are about to experience more favor, abundance and "happy accidents" than you have ever imagined...

Ray: Love them happy accidents.

Sean: Me too. The charmingly simple audio recording app you're going to love...

Ray: You're going to love?

Sean: A success story interview with one of our Regency Mastermind members, Dr. Michael Hudson, and the 5 phases of adoration that bring more profits more often.

Ray: I've been watching the Kevin Spacey acting tutorials on [MasterClass.com](https://www.masterclass.com).

Sean: Yes.

Ray: So I'm going to work with you on that one.

Sean: Okay.

Ray: The last one, I'd like you to do that again.

Sean: Okay.

Ray: So I'd like you to think about this. This bullet point is your cow, milked.

Sean: And the 5 phases of adoration that bring more profits more often.

Ray: Yes.

Tip of the Week

Ray: That Kevin Spacey, he knows a thing or two about acting.

Sean: He does.

Ray: That show that he's in, though...

Sean: "That show", it will go unnamed.

Ray: I tried to watch the first episode...yuck! I'm just saying. I didn't make it past the first scene. Anybody who's seen it knows what I'm talking about.

Sean: Just don't.

Ray: I love Kevin Spacey.

Sean: Yeah.

Ray: Okay, tip of the week. I did this wrong. I said I wasn't going to have to edit.

Sean: No.

Ray: But now I'm going to have to edit.

Spiritual Foundations

Ray: Or maybe I won't edit, I'll just leave all that stuff in.

Sean: Yeah, I was going to say.

Ray: Because that's like real, man.

Sean: That's real. It's raw, all right? It's all going to take, we're not being hosers.

Ray: That's right. This is how we roll.

Sean: This is how we roll.

Ray: I don't know how I'm going to go from what we just said to what I'm about to say, so let me just take a pause. More favor than you have ever imagined, more good stuff headed your way than you've ever imagined. Even if you're facing bad stuff in your life right now, I think there are more good things on the way for you than you have ever even dreamed of and the reason is from I Corinthians Chapter 2, verse 9. It says, "Eye has not seen, nor ear heard, nor have entered into the heart of man the things which God has prepared for those who love him."

Now, if God prepared things for you because you love Him, you've got to know they're good things, better than you could have thought of because His brain is bigger. So it starts like this...

I was diagnosed with Parkinson's disease a few years ago. You probably know this if you listen to the show very much. I've been contending for a supernatural breakthrough. By which I mean, for those of you who don't know that language who are like what's he talking about contending for a supernatural breakthrough, a miraculous healing by God.

I'll say it and I know some of you are going to Jesus juke me on this, but I've been working for a miraculous healing.

Sean: Tisk, tisk, tisk...

Ray: Well, just last week as I record this I went to the neurologist for my quarterly exam. About every three months, quarterly...

Sean: Quarterly.

Ray: I go in for an exam.

Sean: I thought that's when they examined you with a quarter.

Ray: Well, they do, but that's different. I don't even know how you'd do that.

Sean: Yup, that's a quarter!

Ray: Sure enough. You're good to go. Some people bring in a fifty cent piece.

Sean: Nope.

Ray: Some people bring in dimes.

Sean: This is a quarterly exam.

Ray: Next time, bring your quarter. So just last week I had this appointment and I forgot about it until the night before. I didn't want to cancel out because that's not fair to the doctor. He's made a space for me in the schedule and if I don't show up then he's going to lose that revenue. He's going to charge me for it anyway so he won't lose the revenue, but I will lose the money. Plus, it's just a matter of respect. I made an appointment; I'll show up for it. So I went in.

The reason I wasn't going to go is I've been feeling so much better I didn't feel there was a lot to talk to him about, but I went anyway. Pretty soon, as we started our visit, he was shaking his head and was grinning from ear to ear. Have you ever met him?

Sean: No.

Ray: He's got a great smile. When he grins he looks happy.

Sean: I've heard great things about him.

Ray: He's one of those people, he just looks happy. He said to me something like this, he said, I'm a tough judge. What he actually said

was I'm mean about this stuff, but you are better. You're still symptomatic, but you're way better than you were a year ago.

What's not in the show notes was he said, you know, anybody who is not a trained neurologist who's not looking for signs would not be able to tell there's anything going on with you. He said, Ray, people don't get better from this and, yet, here you are. Then he said the thing that really got to me, he said, I'm so glad you didn't cancel, I needed this. All day I'm surrounded by people who've given up. You really encouraged me.

That was really poignant for me because I realize we all get discouraged, all of us. We all need somebody to lift us up sometimes and I've got good news for you if you're feeling discouraged right now or whatever you're dealing with. Don't give up on God. He will never give up on you. Help is on the way. In Christ's Kingdom people do get better no matter what your challenge is, no matter what you're facing, whether it's cancer, Parkinson's or something else.

I prayed for a friend of mine a few years ago, I've told this story before, who had Stage 4 cancer and his doctor told him you're going to die. I prayed for him and many other people prayed for his recovery and he did recover.

He had this storybook doctor visit where they put the body scans side by side and the doctor said here's your body full of cancer, here's your body with no cancer. My friend said how did that happen and the doctor said I don't know. It's a miracle. The question my friend asked me when we talked about this afterwards really was one that stuck with me. He said why would God do that? Because He loves you.

I believe that God wants to shower us with natural and supernatural blessings. There, I said it, natural and supernatural. So that includes healing, it includes restoration of all sorts of things that have been lost or we feel have been messed up in our lives, opportunities, favor, increase, peace, you name it. God's dream for your life is bigger, better and more fun than you can possibly imagine.

Maybe your dream is to be healed from some incurable disease, I understand that. Maybe it's just to experience a day without pain.

God's dream is that you live in vibrant divine health. His dream is bigger than yours.

Maybe your dream is to stop living in desperate poverty, being deep in debt. God's dream is that your credit cards are all paid off, your mortgage is paid off and your wealth is increased so that you never have to worry about money again. In fact, your biggest money decision is who to give it to because you can't give it fast enough to get rid of it.

Do you know that's the problem Bill Gates has? He can't give his money away fast enough to get rid of it, literally. Astonishing!

You might be dreaming of existing without fear or depression, but God's dream for you is to be overflowing with confidence and joy.

So get ready for good things. God has more blessing for you than you ever imagine and they're on the way. You may feel like they're late, but to paraphrase 'The Lord of the Rings' God never shows up early and He never shows up late. He arrives precisely when He means to. So keep your heart open, keep your mind open, keep your eyes open today. Today could very well be the day you experience the abundance life that Jesus promised.

Now, if you're a praying person I want you to pray this with me. If you're not a praying person that's okay, just think of this as an affirmation. It's just positive thinking; it will still work for you.

Daddy, I like calling God Daddy because Father sounds so churchy. That's what Abba means. The Bible says we come before Him and call Him Abba, Father. Abba means Daddy.

Daddy, thank you that your hand is with me. Thank you that you're pouring out your blessings, your grace, your favor on my life. I accept your abundance in every area of my life. In Jesus' name, amen.

Sean: Amen.

Tip of the Week

Sean: It seems like we were just here. Haven't we been here before?

Ray: I've got vuja de.

Sean: Vuja de.

Ray: The feeling of having been here all over all over again, again. That doesn't even make sense. Tip of the week, I found this neat little app called Piezo.

Sean: Piezo.

Ray: It makes it a snap to record audio on your Mac and in just seconds you'll be recording audio from any application or from any audio inputs like microphones or whatever you have plugged into your Mac. The reason this is kind of cool is it's hard to do this. It's harder to do this than you think it would be. You'd think you'd just be able to use any app and record everything that's going on in your Mac, but it doesn't always work that way and so I started messing around with something called Soundflower. Have you ever used that?

Sean: No, I haven't.

Ray: Well, let me tell you what happens. Many confusing things happen to your Mac when you install Soundflower.

Sean: Really?

Ray: Yes and it's very hard to get rid of it. So don't do it.

Sean: Okay.

Ray: Unless you're smarter than I am, which probably you are. Piezo doesn't require any configuration, well, almost most none, it's easy to use and on top of everything else it looks cool. I mean can you see this? I guess you can't.

Sean: No.

Ray: If I turn it around I'll spill my drink.

Sean: Right.

Ray: It looks like those amps that you build like out of wooden cabinets with analogue meters on it. On the website it states, “It’s a charmingly simple audio recording app.”

Sean: Charmingly simple.

Ray: That’s cool. That’s good copywriting.

Sean: Yep.

Ray: So you can download it for free and then if you like it and you want to use it it’s just \$20. I think it’s well worth it, so check it out. It’s Piezo.

Guest Interview – Dr. Michael Hudson

Sean: All right, here we are.

Ray: No, it’s the guest interview.

Sean: Yeah.

Ray: Oh. You know that because you have the notes.

Sean: Right.

Ray: Hang on.

Sean: Like I said, here we are at the guest interview.

Ray: As you can tell, we’re very prepared today.

Sean: Absolutely.

Ray: Our guest interview with... How do we say it in Regency, Mr. Dr. Michael Hudson?

Sean: Mr. Dr. Michael Hudson.

Ray: Michael is a member of our Regency Mastermind group. We don't have openings right now, but we will have probably in the near future. So if you'd like to know more about that you can go to RayEdwards.com/regency and you can get on the waiting list. You can also learn a little bit more about what Regency is all about. We're going to speak with Dr. Michael Hudson now and I think you're really going to enjoy this interview.

Michael: Thank you, Ray. I am blown away and honored to be here and have the opportunity to interact with your audience.

Ray: I want to start with what I think is one of the most fascinating stories. I love the way that you kind of set this story up as you will casually be speaking and mention how you built a six-figure business from a single speech. So let's just jump right to it, if that's okay. Let's start there.

Michael: Absolutely, Ray. As you know, it's a story I love to tell and it is a true story. There are elements where you go really, that happened that fast, but it really did.

The genesis of it was that I was sitting in my house one Tuesday afternoon working in my home office and I got a phone call from a gentleman who was the older brother of a girl I went to high school with. He was also a gentleman who had worked for my father at one point on the Delaware State Police Force. He had been the president of my credit union and he was now the president of the Delaware Credit Union League.

He basically started the conversation and said I understand you do speaking, consulting and training types of things full time now and just curious what you're doing Friday. I said, well, tell me more. He said, well, my keynote speaker just cancelled. I have 250 people showing up for a conference on Friday morning and I need a 90-minute keynote speech.

I said, well, I'm available and we could work on something, what's your theme? He said the theme of the conference is service. Do you have anything on that? I said I have a great program right

now, Bob, I'm doing called The 7 Deadly Sins of Customer Service. He said fantastic.

He said these are credit union people, so can you change the word 'customer' to 'member' because credit unions don't have customers they have members. I said, yeah, Bob, I think the find and replace command will help us make that happen. He said fine, you're hired. How much are you going to charge? I said, well, I think I've got you in a good position here, Bob.

At the time I was coaching a guy, Ray, who was starting a video business so I said, Bob, my main condition is can I bring the guy that's starting this video business and have him videotape me. It will be a good experience for him and a good experience for me. He said absolutely. So I went, I did the 90-minute speech, had it videotaped. It went very well and, of course, as you can imagine, Ray, they loved me because I had bailed them out of a jam, but fortunately the presentation went really well.

So as I was walking off the stage the meeting planner came up to me and just told me three very specific things that she loved about what I had done. I said, you know, I really appreciate that. Would you mind if I captured that in writing, get your approval on it to then use it? She said absolutely, that's fine.

So I left the room, hung around and talked to people during lunch and so forth. As I was leaving the building one CEO ran me down and said, hey, I need you to do some work with my leadership team, call me Monday. He gave me his card.

Out in the parking lot I'm opening the trunk of my car putting my briefcase in, another person walks up and says, hey, do you do strategic planning? I said yeah, I've been doing it for a number of years. He said fine, you're hired to do my next planning session.

So I left the engagement with great feedback, a demo video of raw footage and two clients booked.

Ray: Now that's what I'm talking about.

Michael: We had to close them, obviously, but they were people that said we're done. Just call me, we'll set it up, so I went back home. The next Monday I wrote up what this woman had said to me and I said can I bring this up, sit down with you and make sure this is what you want to say.

So I wrote it as a letter to her colleagues who also ran trade associations in the other 50 states in the nation and I said if you're okay with this I'd like to send this to your colleagues. She said that's fine. I said okay. Give me some letterhead, I'll go home and print them and I'll come back and sit down with you. You sign them, I'll put them in the envelopes and we'll send them out.

Now, the letter, Ray, had a P.S. on it and the P.S. said I'd encourage you to think about him for your next event. I've asked him to send you some material so you can review how effective he is. I had these three specific things in the letter that she had mentioned and they were all about connecting with people.

Long story short, those went out. Seven days later I sent a three-minute demo video that was created from the presentation to those people and within 60 days I had 15 conventions booked for the next 12 months, each of which then had its own outcome of leading to additional business and suddenly I had a six-figure business in a niche that was completely accidentally and all caused by one guy who cancelled a speech.

Ray: Okay. Now, that is a fantastic story and I know it's true because I know you're a man of deep integrity. So I have no doubts about that, I know the story is true, but what I'm curious about is I know also that you've got speakers and would-be speakers who are listening right now. They're salivating. They're like that's incredible. You just described my greatest fantasy, that that would happen.

So my question for you is, this seems like it grew out of a very specific situation, do you think it's possible for somebody else to replicate that today?

Michael: Absolutely, Ray, absolutely and here's why. I did that by using a seven-step process. I listened to the client, I responded to their

needs, but what I didn't tell you in the story is that after I agreed to do it I got the names of 10 people who would be in the audience. I called them, interviewed them about what they were expecting, what they needed, asked them what their favorite story was. So when I walked on the stage I was now sharing their stories with them.

Ray: That's powerful.

Michael: And that's part of my step four which is, prepare judiciously. I shared relevant stories that they could related to. I asked the people for permission to use their name. If they didn't want it it said, well, there's one member of this audience you know whose credit union this has happened in and then I leveraged the feedback I got from them and from the people that day.

Notice the key feature of that story, in my opinion the key pivot point. When the person told me what they lived I immediately asked their permission to use it. Most of us don't do that when someone says, hey, that was a great job. She said it was a great job. I said, well, tell me what you liked about it. Guess what she said, Ray.

Ray: What?

Michael: One, you told stories we could relate to. Two, it was clear you understood our audience. Three, you listened to what we asked for and you didn't use the word 'customer' you used the word 'member'. Now, that's kind of simple customization based on responding to what the audience tells you, but a lot of those people listening might not be going that extra mile to make those calls and get that information, which is where the leverage came from.

Ray: That is deceptively simple. I've got notes here and I'm going to go over the seven steps.

1. Listen to the client
2. Respond to their needs
3. Understand the audience

4. Prepare judiciously

I want to pause there for just a minute. Tell us again what that means.

Michael: Well, the first thing it means, Ray, after you've done that other stuff, you're preparing the message for this audience at this point in time. I had my stories I was using in my 7 Deadly Sins of Customer Service, but they weren't about credit union people. So I had to kind of shift on every one of my seven points what's the story that relates to the credit union.

The other part of prepare judiciously, Ray, to me is rehearse, rehearse, rehearse. I have a building that I have access to that has a stage in it and have had access to that for a long time and then back when this happened I did. Well, once I got those stories I went and rehearsed this presentation three or four times all the way through to make sure I didn't fall into my old favorite story I had told so many times before and that I told their stories. So that's what judicious preparation is.

Ray: That's great and that's a huge point. I think not enough speakers rehearse. I used to be guilty of that. Especially for those of us who kind of have a knack for speaking and are pretty good at it, we think we can just wing it. We've always been talented or gifted and so we think we're better than everybody else. I don't think that anymore, I've since learned humility.

Ken Davis was really the guy who was responsible for teaching me the value of rehearsal and then if that wasn't enough Michael Port pounded me on the head a few times to drive the point home, but I think that's so beautiful.

Let me ask what you think about this. I saw a gentleman speak at a conference one time and he blew me away by doing the simplest thing. He was using power points, but almost all of his PowerPoint slides were photographs of the facility where we were for the conference and the people at the conference.

Michael: Yeah.

Ray: I thought that is brilliant!

Michael: I've used that technique, Ray, and I love it. I've gone in and spent three days at a conference being the guy that walks around taking pictures of people introducing myself, them not knowing I'm the speaker who is going to close the conference and in closing the conference talking about whatever the theme is and using pictures that I've taken during the week so the people start seeing themselves. It's a brilliant way to connect with an audience in an amazing way and get a lot of re-booking business.

Ray: I'm sure and I'm sure when you step up on the stage in that moment there's an enthusiastic response because the light comes on for all of them at the same time.

Michael: Oh yeah, the minute you show the first slide they all go, oh, that was here.

Ray: It's that guy.

Michael: Sometimes it takes two or three of them and they see it was here and they go wait a minute. Who's coming next? Am I next? So now their attention is riveted. It's riveted on the screens, so you've got to make sure those things tie to your message or your message gets completely lost and just becomes a slideshow about the people at the conference, but it works.

Ray: Yeah, that's perfect. That was prepare judiciously, so step five:

5. Share relevant stories
6. Follow up quickly

Say a word or two about that. Follow up quickly, exactly how do we do that?

Michael: Ray, as I shared, I followed up immediately with those two people that I don't want to say accosted me that's not the right word, but touched base with me as I was leaving the event and said they wanted to hire me. This was a Friday event. I knew they'd be back in the office Monday. Both of them got phone calls from me before 10:00 a.m. Monday morning and we immediately scheduled a follow-up conversation.

A lot of times I'll do that face to face. I'll say, hey, can we set up a time next week so that I won't have to chase you down, you won't have to chase me down and we can follow up on this. In both cases that general question and them saying just call me Monday morning.

Now, I know there are a lot of speakers that could be listening to this and a lot of people out there that would not call Monday morning. They'd get up and the little devil would be on their shoulder telling them the person really didn't mean it, it really wasn't that good. They've picked their speech apart by then and they might wait until the afternoon or they might wait until a couple days later.

That quick follow up is the key. I didn't let the meeting planner's vision of what I had done grow cold. I was in her office on Tuesday afternoon.

Ray: Yeah, that's so important.

Michael: Fast matters.

Ray: It does, it truly does. It's the difference between getting the booking and not getting it. Step 7 was:

7. Leverage the feedback

Let me make sure I've got this. Take the feedback you get and then get permission from them for you to use that feedback with other people.

Michael: Yes.

Ray: Okay.

Michael: In this case I also recommend give them a chance to see how you're going to use it, what you're going to use and be honest and direct with that. A lot of people won't do that. Let them see it. In this case it turns out this meeting planner was an English major

by training, so she wanted to do some things to my writing of her words and it was very important that she got that opportunity.

Ray: I get it and that's a really good point. People want to make sure that they're represented in writing well in a way that makes them feel good.

Michael: Yes.

Ray: It's so easy to accidentally slight somebody, so it's best if you let them see it before you use it. You're absolutely right about that.

Okay, I just want to underline. What Michael has just given you is a seven step system that you can just take and use to build a speaking business. You could go out and start tomorrow. I get asked this question all the time. I want to be a speaker, how do I build a speaking business? You'll get a kick out of this. I bet you get this, too.

I have people speak to me at conferences or they'll talk to me on a conference call and they'll say, Ray, I want to be a speaker. How do I get started? I always know what's coming, so I pause and then I say so what's your topic and they say dah... I can talk about anything. Okay, we've got a problem right off the bat.

We haven't talked about this ahead of time so I could totally be blowing the whole interview right now, but I believe while we may speak about different topics and may have several different talks we give as speakers there is probably one central theme we speak on that is our mission. To use your language, it's our vision for what we're doing.

I have a friend, you may know Paul B. Evans, and he says if I can talk you out of that that's not your million dollar keynote. So I think it's important to have a vision and if somebody asks, well, what do you speak about, on the spot be able to say this is my thing, this is what I talk about. That is what a Vision Speaker is all about. Am I right?

Michael: Yes, absolutely. Vision Speaker, Ray, is exactly about that because what I realized after 31 years of doing this, over 8,000

speeches and 3,000 clients is that there was one central theme that was in every bit of the work I've ever done. No matter what the topic was I was asked to speak about, what the program was I developed or what the work was I was hired to do, everything I did was always about more core belief.

That core belief is everyone has potential inside of them. The challenge is to unlock it and let them deliver it to the world. A lot of times they don't know what it is, but when I look at the ones that do it effectively and the ones that don't, whether that's speakers, whether that's business owners, whether that's coaches, whether that's consultants, there's always a difference and it's very clear.

Those who have an idea where they're going and they consistently communicate that idea to themselves and to others and make the decisions about what they will and won't do achieve this massively higher level of success than the one who says, oh, I can speak about anything and is will to just go do anything.

The secret to success strategically is one thing, it's figuring out what you're not going to do because there's way more you can do than you're ever going to have time to do. So Vision Speaker is about putting those two pieces together, what's your vision and how are you going to speak it.

Ray, you know this very well. The first place you've got to speak that is between those two things that are mounted on the side of your head called ears. If you don't get that message into your brain, it's never getting out of your mouth and into somebody else's.

Ray: Yeah. See if you've had this experience. I've seen people speak and they were technically good speakers, but I just sat there and thought you don't believe a word you just said. There's no life in that.

Michael: It's either they don't believe it, Ray, or they don't own it. Sometimes they may believe it, but it's somebody else's words.

Ray: So talk a little bit more about owning it.

Michael: Well, when we work from where we're passionate, where we believe and in my opinion where God intended us to work, we're going to be much, much more effective than when we work from somewhere else.

The speaker who gets up and recites the same old bromides, tells the same old stories, quotes the same people, there can be value in that to an audience because they've heard it before, they connect, it feels familiar and they're not uncomfortable. Take that speaker and compare them to the person who walks up and in their heart knows what they want to deliver, is doing the work they love and is committed to doing great work.

They're going to have a much different impact on that audience because that audience, as you just alluded to, is going to catch that genuineness. They're going to catch that reality. They're going to know this is honest, this is truth and that difference is so obvious when someone walks in.

You mentioned Michael Port earlier in your conversation here. I believe you were at the same conference I was and Michael was one of the speakers. It was Ken McArthur's JV Alert Live a few years ago and Michael went up and started to deliver the speech he had come prepared to deliver and you could tell that the audience wasn't getting it.

He stopped and said wait a minute. Let's stop this. This isn't where we need to go. He went to a young woman in the audience and said, tell me about your business and she's getting blubbery. He says would you be willing to come up here and let me just sort of do a live case study with you. Were you in that audience?

Ray: Yes.

Michael: What did he do, 45 minutes of how to take her business and using his book-solid system reposition her entire business so she could get it on the right track. What he did was recognize when you're coming from what you know and what you're passionate about it's going to work better and sometimes you ought to abandon the plan to connect it to the people in the room, what they need and where they are.

Ray: Yeah.

Michael: So when I talk the Vision Speaker System that's what it's about. It's about being so clear on where you're headed because that vision is so crystal clear that you can't help but speak the truth about what you're trying to create and, Ray, realistically you know where that ends.

You end up speaking that into existence because it becomes everything you do and every decision you make is based upon it. You no longer have a question between whether you do A, B or C, it is blatantly obvious to you. You're supposed to do D and A, B and C are irrelevant.

Ray: Yeah, this is what I love about the way you think about things. You're one of the most systematic thinkers I know and I love that approach.

Michael: Thank you.

Ray: You're welcome. I love this new concept that you've come up with about 3-D presentations. I know we're running short on time, but if you don't mind share a little bit about what mean by a 3-D presentation.

Michael: Thank you, Ray. I appreciate the opportunity to share this. This is sort of my exciting new idea that hard to get me to stop talking about, but I promise I'll make it short.

How many times have you heard a speaker and somebody afterwards said, well, they were flat or the message just didn't resonate? If you want to simplify why the word 3-D, a 3-D presentation resonates through the room. It doesn't just get heard on one dimension, it gets heard on three dimensions. So to simplify it, there are three dimensions to developing any presentation.

- The design phase
- Develop phase
- Deliver phase

Too often people spend all their time, and you alluded to someone like this a few moments ago, working on the deliver phase. They may rehearse. They may practice. They may stand in front of a mirror and consider gestures. They worry about how they're going to come across, how they're going to use their voice, where they're going to stand and all that.

That matters, but it doesn't matter if you didn't design and develop the speech you're going to give because then you're just going through the motions and it doesn't connect, so I think about it this way. It's a little tortured analogy, but I think maybe it will relate.

If you think about designing the first thing you're really doing is designing the area in which you're going to give that speech, how you're going to use the room, how you want to people set up, what the outcome is you want and why they invited you to be there in the first place.

When you've got those things figured out, then you move into the development. Okay, how am I going to get that outcome in this setting? That's where you develop the speech, you develop the presentation, whatever visuals you're going to use and so forth.

When you've honed that then you move to the third phase, the deliver phase. How do I have to deliver this so it reaches out, grabs the audience and pulls the audience into me as opposed to them just sitting there going okay, he's done in 15 more minutes. What you want them to be doing is sitting in their chairs going don't let those 15 minutes go by so fast. I want more. I want more. Well, if you design it properly and you've set the space correctly.

Ray, this is a place a lot of people mess up, right? Someone asks them to come speak at an event and they say okay, I'll be there. They never ask what the location is. They never ask who the audience is. They never ask why the people are in the room. They never design how they're going to manage that space and they show up and run into a situation where this really doesn't fit what I prepared for.

Ray: Yeah, I've seen it happen so many times. This is a concept I've seen you own because I've see you in a room with a small group of people. I don't think we ever talked about this, but the room was awkwardly laid out.

Michael: Yes, it was.

Ray: It was a weird shape. It was rectangular and it was just a weird way to have to speak to people. I saw you look at the situation, assess the geography you had to work with and you took command of the room. I knew you were mentally designing, okay, this is my area and this is how I'm going to use it to get my message across. It's pretty astonishing what you can do when you have that knowledge.

Michael: I appreciate you noticing, Ray, and recognizing. If you remember, the first thing I did was move the location of the flipchart. People walk into a room and there's a flipchart, they think whoever put that flipchart down put it in the right place and they're not allowed to move it.

Ray: Or they think it's chained to the floor or something.

Michael: Yeah, they cemented it in for the day. I mean if you don't control the space you can't deliver the message and you're wasting your time and the audience's time. That's really what 3-D presentations is about. It's about don't start at the third dimension. Let's back up and start at the first dimension.

Design the space. Don't sit down and make your slides until you know what the space is about, who the audience is and what you're trying to get accomplished with that audience. Develop what the message is going to be, then master the ability to deliver that message so you achieve the outcome you were brought in to achieve.

Ray: You and I can talk about this for hours and we often do, but for now let's let people know where they can find you. I know they can find you online at MichaelHudson.com, but if they want to find out more about your brilliant ideas about speaking, about the 3-D

Speaker System and all of that what's the best way for them to get that information?

Michael: Ray, the best thing for them to do is go to 52SpeakerSecrets.com. What they'll find there is an eBook I've created with 52 things I refer to as secrets that people, who do what I'm talking about here, in the 3-D System do naturally, have made part of their routine and it's how they've built their success in speaking.

This is not just people, Ray, who do speaking for a living, but people who do speaking in any setting. You've got to do this same process, even if you're just standing up in a room of five people to share your summary of what happened last year.

There are a number of things in there. There's a tip in there on how you can tie your speech to the location on the floor. You create a diamond on the floor and it lets you memorize the speech so the issue of memorization and losing your place completely disappears and goes away. There are a lot of things in there that will really help you in working with someone who wants you to come give a presentation and have an impact on their audience.

So that's what's in there. They're quick, they're easy to consume and there are 52 of them. I'd love it if some of your listeners would go to the site, I'd love it if all of them went and downloaded a copy, put some of those things to work to take their presenting and speaking to the next level.

Ray: Well, I just want to add my endorsement, I have this eBook and it's fantastic. If you will just use even a third of the secrets that are in this eBook, you'll find your speaking will become more present, more powerful and more persuasive. I know you'll get a lot of value out of it, so I recommend going to 52SpeakerSecrets.com and pick that up. MichaelHudson.com, there's lots of great stuff there and I think everywhere else. On social media you're Dr. Michael Hudson, right?

Michael: Yes. When I got into social media all the Michael Hudsons were taken, so I'm Dr. Michael Hudson on Facebook, Dr. Michael Hudson on Twitter and something like that on LinkedIn, too.

Ray: Basically, you're telling me because you couldn't get your social media handle you had to go out and get a Ph.D.

Michael: Ray, the truth is, as you well know, I got a Ph.D. long before anybody had ever thought of social media.

Ray: Yes, yes, that is true. I knew that. Michael, my friend, it is always a pleasure to speak with you. I love that you were willing to come on and share with our little tribe, so thank you. We'll have to have you back again.

Michael: It is my privilege and I'd welcome that opportunity, Ray. I really enjoyed talking about this subject with you and I hope we've given some great value to your audience.

Feature Presentation

Sean: All right, now we're at our feature presentation.

Ray: Notice I did not interrupt you this time and tell you what the second one is because I know you have the notes.

Sean: Yes.

Ray: And what's this feature called?

Sean: Why You Must Adore Your Tribe.

Ray: Doesn't that sound sweet?

Sean: It does.

Ray: Forgive me, it sounds kind of girly.

Sean: How to Adore Your Tribe.

Ray: It sounds like something Crystal Paine would write about on her blog.

Sean: Yes.

Ray: I love Crystal Paine, she's magnificent. She has like two million readers. Did you know that?

Sean: No.

Ray: So next time somebody says Mommy Blog to you don't turn up your nose.

Sean: Yeah, probably turns a pretty good penny.

Ray: Two million readers, wow! So this is not something you should ignore, you should adore your tribe. These are the only reasons to adore your tribe.

- If you want to make more profits,
- You want to do that more often, and
- You want to do it in a way you can feel great about and not feel ashamed.

In a way you are proud to have your mom see, that you're not hiding from your mom. You're not saying to your mom I have an internet business, but I don't want you to look at it. Don't do that.

I, of course, have coined this acronym. As you know, I'm fond of acronyms because they make things easy to remember. They give you a mental hook to hang ideas on, just like hats. Maybe the hats thing was going too far. I call this the 5 Phases of Adoration and these are the stages you go through in relationship with your tribe that will bring you profits and will bring them good stuff from you, good content, good products and good services.

1. 'A' stands for Amazing free Gift

Now, why would I say an amazing free gift?

Sean: Because there is a lot of not amazing free gifts.

Ray: Exactly.

Sean: There are a lot of free gifts out there that no one really wants.

Ray: Like an example would be download my PDF report.

Sean: Right.

Ray: Well, great, I don't need another PDF report. I have a hard drive full of them.

Sean: Right.

Ray: How do you make it amazing? That's what the question is. You can't just say download my audio, download my video training or download my PDF report. You can't just say that. That's not an amazing free gift, it's just like ho-hum. Maybe your checklist or whatever is interesting enough that somebody will trade their email address for it or maybe they'll just give you a fake email address they use just for this kind of thing.

Sean: Well, one of my amazing free gifts that I like to give out to people is sign up now and I will deliver you a free clown.

Ray: That's either something they want for themselves or for their enemies.

Sean: Right, yeah. They can do whatever they want with the clown once they have it.

Ray: What would you do if a clown walked in the door right now? I would freak out. Can't sleep, clowns will eat me.
Okay, an amazing free gift. I'll give you a good example. Our friend, Mike Kim, did a launch just recently of his Pivot Course and before he did that he gave away an amazing free gift to build his prelaunch list for that course. It was called The Pivot Profiles.

Now, that was a PDF file, but it was amazing because it looked like a magazine. In fact, he called it a magazine. It looked like it had a magazine cover and it featured stories of people who had made a career pivot and gone from one business to another. It was designed and laid out so that it looked very professional and it as truly amazing.

We take our own medicine. We're working on our own amazing free gift, even as we speak which you'll be hearing about very, very soon.

We have what I think is a pretty amazing free gift, which is our video 3 Keys to Building a Business that Changes the World, but we've got something even cooler I think that we're cooking up. The point is it needs to be an amazing free gift.

Think of it this way. You need to create something that people would be willing to pay money for. Now, that puts a different spin on it. If you ask yourself, well, what can I create that people would be willing to pay money for then you're asking the right question?

In fact, I have a friend named Cliff Ravenscraft, whom you've heard me speak of. Have you ever met Cliff?

Sean: Yes, Social Media Marketing Online.

Ray: Ah, of course, where we will be again soon.

Sean: Yes.

Ray: I've got some exciting news that I can't tell you on the podcast right now doggone it. Remind me to tell you later.

Sean: Okay.

Ray: So, Cliff made these tutorials about how to start a podcast and he was going to sell them as a product. I think there's like eight of them. Really high-quality screened captured tutorials. He put lots of work into it and I think he was going to sell them for a couple hundred dollars. I may have the numbers wrong here, but his Mastermind group at the time, I was not part of it at this time, said you know what, you should give those away. Those tutorials have generated tens of thousands of visits to his website.

Sean: Wow!

Ray: They're so amazing. They are an amazing free gift. So that's step one to adoring your tribe. Step two is:

2. Deliver Value

That's related to your amazing free gift offer. When you tell people I'm going to give you these tutorials about how to start a podcast or I'm going to give you this three-level plan for starting a platform business if you have no budget, if you have a medium budget or if you have a large budget. That would be an amazing free gift that you might be able to receive from us very soon.

Step two is you've got to deliver the value. That's the 'D' in a door, deliver the value. Nothing worse than making a promise of your amazing free gift that turns out to be not so amazing because now you've set up a cycle of disappointment with your reader, audience or tribe and you don't want to do that.

3. Make an Offer

This is where people get shy about this. They get scared because they feel I gave them something free, they liked it and they liked me, now if I try and sell them something they'll get mad at me. Well, you need to get over that because chances are you offered an amazing free gift and you actually delivered value.

Once you describe for them the paid gift you have for them, the further training that goes deeper than the free gift did, it's the same subject, but it's deeper, more in-depth, more detailed, more step by step, whatever the case may be, they're going to be interested. Some of them are going to be interested in getting their hands on that training, that material, that product, that service.

So you make an offer where you say this is what I have to sell you, this is what it will do for you, this is how it will transform your experience, your life, your business, your family, etc., whatever the case may be, and here's how to get it. Pay this amount of dollars by pressing this button and putting in your debit card number.

Step four to the adoration process is:

4. Retention

This is going to be offensive to some. Too many people in our business have one night stands with their customers. They dress up, they look nice, they smell good, they go out and meet the customer, they woo

them, they talk them into consummating the deal, but in the cold hard light of day the next morning...

Sean: They're gone.

Ray: And the customer feels like they've been used. You don't want your customers to feel this way. If that's too graphic I'm sorry. I hope I haven't offended you, but I see it in our business so often that I don't know a better way to describe it. It's kind of visceral, but that's how most people feel.

So you want to retain your customers. In fact, I think thinking of it as a long-term courtship is a really good idea. You treat them with respect, you treat them with honor and you deliver what you promise and then more. That's how you retain them as members of your tribe. That's how you retain them as customers.

Sean: And then you promise I'll never have any other customer but you.

Ray: Well, I don't know if you can promise that, I think that's where the analogy breaks down. Although, I have a friend who is a coach and he has the greatest line you've ever heard. Well, the greatest line I've ever heard for coaches. When people ask him how many clients does he have he says only one. The one I'm with right now.

Sean: That is pretty good.

Ray: I think so. File that away, that has more than one use.

Sean: Yeah.

Ray: Step No. 5:

5. Engage

This does not mean start up the warp drive and head off to a new galaxy.

Sean: Too bad.

Ray: I wish it did. Well, it does if you're in the Star Trek universe.

Sean: Yeah.

Ray: What we mean in this context is simply reengage your tribe's interest, after you have given them an amazing free gift, you've delivered value to them and you've gotten feedback on that value. Mike Kim, just today I was talking to him on the phone and he was telling about all the communication that's happening in the forums for his new product, his course on pivoting your career. This community that is formed there, you learn what they want next.

Here's a guarantee. As soon as you solve one problem for your customers, a new problem becomes apparent. Your job then is to reengage them and say, hey, you know that new problem you've encountered? I have a solution. Here's an amazing free gift that gives you the keys to that solution and you start the process all over again.

So these five phases of adoration can be repeated over and over and I believe can escalate your profits because you'll find that your customers are engaging with you in terms of purchasing more often and they're usually willing to spend more money. We call that ascendency. They ascend as a customer to a new level of investment.

If you do it not only using the steps of the acronym ADORE, but you actually do adore your tribe. You love them. You care for them. You're giddy about them. You just love to talk to them and hear about their successes. If you actually do adore them they can feel that and that will help you build a business where you experience more profits more often and more of your customers who are happy that they did business with you, who are delighted to recommend you and who, in turn, adore you.

So that's it. That's how and why to adore your customers.

Sean: Well, if you get help from this show and you'd like to help, you can subscribe to the show on iTunes and give us a rating and review. Make sure you put your real name and website in the text of the review itself, we will definitely mention you at some point in the show.

Ray: Yup.

Sean: We're also on Stitcher, so if you prefer you can subscribe there.

Ray: Stitch us up!

Sean: Stitch us up. All right, I keep feeling like you want to say something.

You can connect with Ray on Facebook, Twitter, Google Plus and LinkedIn and you can get the transcript, which are provided by Success Transcripts; they are not a sponsor.

Ray: No, but they do our transcripts SuccessTranscripts.com.

Sean: All right, any parting thoughts?

Ray: Parting thoughts. Not yet, big voice guy. That's what I'm looking for.

Sean: There you go.

Ray: Now, John Williard tribe is something worth thinking through more deeply. If you don't adore the people you're serving as customers, maybe you need to find a different group of people to serve.

Sean: Yeah, that's true.

Ray: Until we need again a week from today, I pray that God will continue to bless you and He will do more for you than you can ask, think or even possibly imagine. Peace to your house.

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