



Ray Edwards Show, Episode 360

The One Hour Launch

Announcement: Coming up on the *Ray Edward Show*.

Ray Edwards: I told people for the longest time, speaking is like writing copy. It's just like a sales letter and you to speak it out, and that's wrong. I was mistaken. Yes, folks, you heard me admit it, I was wrong.

This is the *Ray Edward Show* episodes 360, *The One Hour Launch*.

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Announcement: *The Ray Edward show*. This is the podcast for prosperity with purpose.

Ray: This is kind of a crazy concept, what if you could do a launch in a single hour? What if you get all the benefits, the financial benefits, list going benefits of a product launch in just an hour? Well, you can. Today's guest is going to explain how. Plus I've got an amazing story to tell you about how I met this person. We're going to get to that soon. We'll be talking with Pete Vargas about the one hour launch, coming up next.

Announcement: Does anyone want to live a life that is long and prosperous? *Spiritual Foundations*.

Ray: *Spiritual Foundations* this week comes from the book of Proverbs 11:26. Now, a lot of people think that if you're doing good in the world, then if you run a business, you should give away all your profits, give away all your money. The only purpose in earning money, they would say, is to give it away, and better still just give away the stuff you make. But that is not what the Bible says.

In Proverbs 11:26, it says, 'The people curse him who holds back grain, but a blessing is on the head of him who sells it.' Right before that, it's kind of interesting. Right before that, it says, 'A generous soul will prosper, and he who refreshes others will himself be refreshed.' This is what business is all about, folks. This is it. That's why this spiritual foundation fits so perfectly with what we're talking about in the rest of today's episode. Let's get it.

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

Ray: I've got to do the tip of the week. I've got to do the tip of the week. I would like to introduce you to one of my favorite new apps. This is so cool, and it's going to cost you exactly nothing. I've been in search of the perfect task manager for a long time. I've used all of them. I paid for all of them. I've used the free ones. I've used the



open source ones. I've used a notepad. I've used a Franklin planner. You name it, I've used it.

But I think I found my favorite, and it's absolutely free. It's from Google. I'm talking about Google Tasks. This has all the advantages of the digital task managers I love. You can synchronize it on all your devices so you always have your latest task list in front of you. But it's also got the power of Google, and integrates with your Gmail and with your google docs, if you use those for your business, Google Drive and Google apps. It's just a fantastic simple, clean, elegant task manager that works right alongside Google Calendar. Check it out. It's called Google Tasks. You can access it and download it in the app store or right inside your calendar, your Google Calendar. You will thank me for this. Try it out and let me know what you think.

Announcement: Now, our feature presentation.

Ray: Here's our feature presentation. My conversation with one and the only, Pete Vargas.

Now, Pete, I've got some things I want to cover that are important to me. The first thing is, I've had a few people ask me, what in the world did you mean when you wrote *the Apostle Pete*? That sounds kind of weird. I actually have an explanation and a reason for that, and it's real, I'm not joking around. We'll get to that in just a moment.

I want to talk about how we met, because this was a God ordained, God arranged meeting. Before I do that, let me just introduce my friend, Pete Vargas. Pete, welcome to this live-stream.

Pete Vargas: Super grateful to be here, Ray. Thank you so much.

Ray: I'm glad to have you. I'm always jealous of your background. It makes me want to redo my office wall.

Pete: Its my wife, man. My wife did it beautiful in here.

Ray: She did indeed. I first heard about you from a friend of ours named Stu McLaren. I'm just going to tell this story. I'm going to dive right in. My audience, the folks watching, they know me and how I lead this naturally supernatural life where things happen that are just inexplicable, unless you explain them by the grace of God. That's what happened.

When I was at PLF live, product launch formula is a product sold by Jeff Walker, and it's a training coaching program, and he has a live event in Phoenix, Arizona this year. I went and I knew I was there for a reason, but I didn't know really what the reason was. By the third day, which is the end of this the whole deal, I was talking to God that morning and I was saying, I must have missed it. Maybe I missed it. I shouldn't have been here after all, but there's a reason I'm supposed to be here, then you've got to let me know what it is because I don't know why I came.

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I learned a lot of good stuff, it's a good event. You should go, especially you're part of Jeff's coaching program, but I thought there was something more. As I'm having that conversation with God, I'm headed to the elevator to get my luggage because we're getting ready to leave for the airport not too long after. I get in the elevator which had been crowded all-- you know how it was. Every time you get in the elevator, it was like sardines in a can. This time it was just one of the persons stepped in the elevator, and his name was Stu McLaren.

Somebody I'd been meaning to see the whole time I was there, but we never connected. He got in the elevator and he's like, "Ray Edwards, do you have time to have breakfast?" and I said, "Yes." and I thought, "God this was it. You wanted me to meet with Stu and talk to him. We're great friends, we haven't talked in a while, so this was the purpose."

We go downstairs to the restaurant, we have breakfast and we started talking and he's asking me about, "What are you doing in your business?" and I told him about this new book I've written called *Permission To Prosper*, and is specifically for people in the kingdom, Christians, who have a problem with money and it's helping them understand God's purposes for prosperity, his promises of prosperity, and the practice of prosperity as a spiritual activity, in particular about how we're supposed to be bringing about what it says in the Bible about "The knowledge of his goodness increases in the Earth."

How do we do that? We do that by distributing the wealth of the kingdom, which is a whole other topic. We won't dig too deep into that right now. Anyway, I'm telling him about this and he says, "Stop, you've got to meet Pete." and I said, "Okay, who's Pete?" and he told me about Pete Vargas. The person who he said, "He can help you get on stages." he said, "This message is huge. You need to spread this message all over the world." I said, "I agree, that's why I wrote a book." He said, "The guy who can help you get on the stages to do that is Pete Vargas, and you've got to meet him."

I said, "Well, great. Let's arrange that I" have my assistant call your assistant." and he said, "No, he's right out there." We went out and we saw you in the lobby and we talked. Maybe you could give your version of how that meeting went down.

Pete: Yes, man, same thing. Stu text me, and I probably have the text somewhere in here. Stu was like, "Where you at? I know you're in this room somewhere. I want you to meet someone." I'm like, "I'm down in the lobby." and he's like, "Okay, I'm coming right now." and the rest is history. We met that day, and you could see and sense I was just looking for the text because that would be funny to actually read it, but I could see and sense that it was completely a God thing. He goes, "Hey dude, where you at? I want to meet you right now, lobby." and he goes, "I have someone I want to introduce you to."

I was like, "Okay, I'm on my way." I'm reading the text right now from Stu and you can tell it was an ordained thing for us in our relationship, but also for the community



who is behind Ray because I know who you are. So many of you, your relationship with the Lord is so important to you and there's something that God's put in you, and I could see that that day in the lobby with Ray that God had put this permission to prosper message in him. Everybody that's watching this live or watching this on a reply, it's the same thing. God's put something in all of us in the way that we can enhance the kingdom of God and enhance things here on this Earth.

It was a beautiful meeting, and now it's evolved to Ray saying, "I want my community to get their message out in the world in the same way I am.

Ray: Yes. I've written this book, and it's giving people permission to prosper, but the next step is- the question that keeps coming up for a lot of the people in our community is, "Well okay, I've got the permission Ray. How do I get my message out?" Because it seems like everybody in our community has some message that God's given them for a particular group of individuals, and part of what we teach people is there are people in this world who can only hear this message from you. They only hear your voice.

There may be a dozen or a hundred other people talking about the same subject, but the people for whom you were put on this Earth to talk to, they will only listen to your voice, so you've got to do what you can to get that message out, and their question is, "How?" Just at the right time, God brought you into my life and I learned about what you're doing, and I thought I knew about 'speaking' because I've done a lot of speaking.

What I didn't know about was the unique way you have of thinking about stages, and the fastest way to grow your business and I'm wondering if you could give us a quick overview of how this process works and how people could actually take that burning message they have in their heart that God gave them and get it out to as many people, as many of the right people as possible.

Pete: Yes, Ray. I'm very passionate about stages and speaking, and a lot of the times the things that we're passionate about come from something personal. Growing up, I just would want people to know I grew up in this broken family, mom and dad, very bad relationship with my dad. My grandmother took me in my teenage years, and in my teenage years, there were all these powerful speakers that came into my life that changed my life.

I remember into 1994 hearing a speaker speak as though he was just speaking to me. It was what prompted me to say yes to the Lord. I remember hearing David Robinson and Emmitt Smith share their testimonies from stage. I remember Rick Rigsby and Suzy Mera and Carey Glidlehellen and all these amazing people on stages that influenced me. I thought I wanted to be a sport's agent when I went to college, because I thought, "If I could help athletes get their message out to the world, we could change the world." Little did I know it'd be your community and many other communities like yours that I'm helping.



I had this calling in my life to go do something. Out of college, it was like youth pastor. My pastor called and said, "Do you want to be a youth pastor? We need you. I know you don't have bible training. Theology training, any of that. What if you could come back here and serve our youth." I had a cooperate job in Dallas, which should have paid me probably pretty close to six figures. \$18,000 a year, six figures, I'm going over and taking over as youth pastor. Because of the way speakers influenced me as a teenager, when I got in there, my mind was made up that I was going to bring in powerful speakers to impact my kids' lives. I was ready for that first Wednesday night, dozens and dozens of kids were supposed to be there. Maybe 30, 40, kids and they were three kids there; Jorry, Stacy and Mackenzie.

I looked those girls in the eyes, because I knew, I said, "Girls, we are going to make an impact in this community. I need your help. I need you buying in to this, because we're going to get speakers in here that influence kids to come to these stores. They bought in. Everybody watching this today, I believe stages are the fastest way to grow your business. If you can buy into what I'm about to share with you. You'll see that you too will grow in your business, in your reach, In your impact, the impact that God wants to make through you, because our youth group from 3 kids to 750 kids in a 10,000. My wife pulled out the article from the newspaper the other day. It actually says, 800 kids were there on my last Wednesday night.

I saw the way these speakers influenced my kids, and the kids would grow and they'd give and they'd serve. One of the speakers I brought in, I brought in about 30 speakers. One of the speakers I brought in, his name is Darrel Scott, his daughter was the first girl killed at Colombine back in 1999. He spoke, he shared his message. She was the first girl killed, she died for her faith that day. He talked about that he had no idea that was going to be the last day that he saw his daughter. At the end of the presentation to these thousand students in a high school. He said, "There're five people that you need to let them know how much you love them, and some of them you're not **[inaudible 00:12:39]** today." All I could think about was my dad, and I dared my dad to come back to the night event that night. My dad came back to the night event that night. As a result of hearing Darrel speak that evening to the parents, it prompted my dad to write me a letter and he said, "I'm sorry for the father I've been, here my son is having an impact on a hundreds of kids lives and I can't have an impact on my only son's life."

He asked me for a second chance to do things right. He told me, he loved me for the first time in a long time. That was when I was 23. The 7-year-old boy went back and was crying and weeping with my wife. I was just crying and weeping as though I was 7-years-old again. What did I do? I recognized the power of one hour on a stage. I recognized that his seven siblings for 15 years, were saying, "You've got to make things right with your son. You've got to make things right with your son." I remember all the books and the church services that I took, and just everything. I remember the counseling that we got, the years of counseling. Nothing worked. All of a sudden, one hour. The power of one hour on a stage changed it all for us. I called Darrel and I just said, "Darrel Scott, why aren't you getting this message out to more people." He said, "Pete, I don't know how to do that. I'm trying this and I'm trying this and I'm



trying all of these things. Which is what I call Bright shiny object syndrome." I said, "Why aren't you getting into more stages in front of your ideal customers and whom you can serve and watch what'll begin to happen."

He said, "Okay, but I don't know how to do it." I said, "Well I'm a naive 23-year-old. I have a few free hours in my morning, and night on my hand. As I'm a youth pastor too. I'm going to figure this out." At age 23 I started figuring out the system and the methodology in which he used stages to grow his movement, his business. Ultimately it's actually a fibre one C3 it's non-profit, and all of a sudden he became one of the most powerful programs in the school system. Going from impacting a few thousand kids a year, to impacting over 3 million kids a year. Going from revenues of \$52, when we took him over and declining. To just shy of 7 million dollars in revenues on an annual basis.

And why are revenues important? Why is prosperity important? Because it allows him to have a greater reach on those kids. Teen suicides were being prevented. School shootings were being prevented. School culture was being birthed into so many schools because of those revenues, and those resources that he was creating. We were the one creating the system to doing that, the entire system.

I was trying to figure it out as I've gone and now over the last 15 years, the system isn't just responsible for booking tens of thousands of stages across the world, it's also responsible for generating tens of millions of dollars to organizations, to non-profits, to ministries, and so many more things. I'm so proud of this methodology. I want your people to understand how to do it and do it well, Ray. It's so important. I'm so passionate about it.

Ray: Well, in that obviously comes through and with good reason. I just want to underline the importance of, what if he had not listened to your urging to go ahead and go big with his message, and get on those stages? How many kids would have suffered? How many families would have suffered tragedies, because his message didn't get to where it was supposed to go?

It's about revenue, and it's about building businesses. It's also about creating movements and saving lives. It's that important. The message that you have for the people that you have been giving this message, it's the most important thing you can do to serve others under the direction and the grace of God. I'd like, if you would, speak to why we call this "The one hour launch"?

Pete: Yes, so, "The one hour launch workshop". Here's why it's called "The one hour launch". There's this way to use stages to grow your business and your movement in the world. Remember, speakers impacted my kids. Our speakers impacted me personally growing up. It's why I have my faith. Speakers impacted my kids in my youth group. Then speakers impacted my dad and I's relationship.

In one hour, what Darryl did on that stage superseded the dozens of years that other people were trying to make that happen. What can happen on a stage in one hour



can significantly expedite people to want to go deeper and engage with what you have. Where the lightbulb went off for this is I remember booking the first big stage of my life. It was in 2003. It was the Texas Safety School Conference.

We want to be in front of ideal people who need what we have to offer. I remember Pam Faulkner saying, "Yes, we'll hire Darryl." She payed us, I don't know, \$3,500 to \$5,000 to be on there. A lot of people think that's speaking, but that's not what speaking is. We showed up, we made sure, I said, "Darryl, in your talk I want you to do these three things. I don't want you to feel salesy, slimy, sleazy, at all, but I need you to do these three things, because it's going to give people the opportunity to give us their contact information at the end, so we can follow up with them."

We did these few things. He got on the stage. He spoke one hour. One hour later, hundreds of people turned in their contact cards, and hundreds of people were like, "How do we bring your school programs back to our schools?" In the next several weeks from that one hour, they had 60, 70, 80, 90, I don't remember the exact number, new schools buying a \$3,000 to \$5,000 program that they would bring into their schools.

Their revenues from that one hour, on that one stage, four to five times exced their revenues from the last 12 months. What's more important, Ray, is that also equated to 60 to 70 to 80 thousand kids lives, and thousands of educators lives, and thousands of parent's lives who were deeply impacted because of that program coming into their schools. What you can do on one hour on a stage supersedes any other marketing medium out there that exists.

Because yesterday, here's the drive that home, The one hour launch home, yesterday a common friend of Ray's and I's told me, "Do you realize that sometimes I believe my people online. It might take them six months, a year, maybe two years to consume 60 minutes of my content, if I did it all online. But if I'm in a room with a captivated audience and I'm in there on a stage, 60 minutes I get all of it at one shot and it expedites the sale cycle."

The reason it takes so long with all of these mediums is because it takes time for them to consume you and get to know the greatness that you provide to this world. But the stage allows you to do that in a captivated audience in one hour.

Ray: Amazing. I'll say I've heard other people who've been through your training, and we're going to get to how you can get to free training, the workshop called The One Hour Lost. We'll get to that in just a moment or to. I just want to emphasize how important this is because I've heard other people say something like this and I will echo and endorse this statement. I would rather have that follow up information from a hundred people in a room where I've just been on a stage talking with them, sharing with them from the heart.

I'd rather have those hundred people contact information, than have a thousand emails from some big online promotion, because the connection, there's nothing like



the personal connection that you get when you're on a stage, whether it's big or small. Agreed?

Pete: Agreed, completely agreed.

Ray: Yes. I want to make sure I cover this. The reason I used the words "The Apostle Pete" is I have a very specific belief about what an apostle is and we don't need to dig into all the theology of this. It's not really important to the discussion, except for this fact. I believe that God has designated certain people to come in and change the culture in certain atmospheres and certain realms. You and I have not talked about this, so maybe I'm freaking you out or embarrassing you, I don't know. I believe that you have an apostolic anointing in this marketplace to show people how to change their own thinking the inner culture, so they can change the outer culture.

They can have an influence by getting on these stages. I know you have a big mission and a big vision. I wonder if you'd share that.

Pete: Yes. I want to help our students and our clients and everybody that we serve, I want to help them get on a million stages by 2027 and impacting a billion people through those million stages.

Ray: Wow. That just gives me chills every time I hear you say it. Just some common questions. Some people will say, "Well, I'm not a speaker. I'm afraid to speak." What about that? Will this message still work for those spoke?

Pete: Yes. I don't want them to be a speaker. There's reasons to McLaren avoided speaking is because he didn't want to be a road warrior. He has a family, I have a family. We want you to use speaking as a vehicle and a mechanism to attract more people into what you do. We want you to use speaking just like any other mechanism. Stu has just happened to use it four to six times a year, I've just happened to use it 12 to 15 times a year with offline stages, and then I'm doing 100 online stages. 12 offline, 100 online, the combination of those two is all we're doing in 2018, and it's driving our biggest year massively. You don't have to be a speaker.

We don't want you to be a public speaker or a road warrior or a professional speaker. When Stu McLaren got introduced to the training that we're about to take you through her in the next couple of weeks, the light bulbs went off. He was like, "Yes, I can do speaking a few times." but you don't have to be a speaker. The thing about being scared and "What do I do?" we're going to overcome that literally in the next week. You won't be afraid anymore. You're going to realize that your signature talk is the greatest marketing tool you have, and we're going to help you get that outlined in the next seven days. Start to finish outlined in the next seven days.

Ray: This is so exciting to me because so much so called speaker training focuses on getting the \$3,000 and coming up with a brilliant speech and being a speaker. We're talking about you got a message, and it's getting the message out and you have this method of the signature talk. You just need this one talk, and you've got a



message that makes it simple to tell the story in a way that hits people in their heart. It makes the connection that a quote speech will not make. That's so exciting.

Pete: Completely right. You just need one talk. We had one talk that built us from zero to seven figures, and then we incorporated a second talk. Now we only have three talks in our business that we do. We're going to help people get either their first talk done and outlined, or the talk they're currently given significantly greater than what it's been. I had a guy that interviewed us that said, "I was giving a talk for years, and I made tweaks and adjustments of what Pete taught me, and it resulted in six and seven figures this year in our business. Somewhere between high sixes, low sevens in our business just from being able to create that marketing talk and that signature talk."

You're going to be able to use it on podcasts, in webinars, in stages, in breakouts, in local stages, and big stages, and small stages, and stages all over the world. I'm really, really excited about that for sure.

Ray: Yes, and so am I. Same. I had the same experience. I reworked my talk, and I no longer feel like I have to come up with a new talk every time I go somewhere, which is quite a relief. I've told people for the longest time, "Speaking is like writing copies. It's just like a sales letter and you just speak it out." and that's wrong. I was mistaken. Yes folks, you heard me admit it. I was wrong

There is different because your face to face is a different dynamic. One other thing I want to make clear is it doesn't have to be- people sometimes say to me, "I'm not famous Ray, I can't get on these big stages with 1000 or 10,000 people in a room. Do you have to get on big stages? Do you have to be famous?"

Pete: No, man, nobody knew me three years ago and not a lot of people know me right now. People watching this like, "Who's this guy?" and I just got on small stages, small 20, 30,40, 50 people. As you see people on the big stage but most of them started on a small stage and you don't get confident on a big stage, you get confident by starting on the small stages and speaking to like five people and then 10 people and then 15 people. There are literally millions of stages that exist and tomorrow we're going to show you all of the online and offline stages that exist, we're going to show you how Steve Jobs introduced Apple into the market through stages, we're going to show you how people like **[unintelligible 00:26:01]** introduced- we're going to show you stages and I'm actually going to give them thousands of stages tomorrow in our ultimate stage guide that are perfect stages that will exist for them.

One of the biggest misconceptions people have, and I just want to drive this home as we go into the workshop because I know we will have a couple of minutes left, but are people like, "Will this work in my industry, will this work in my niche?" Every single niche?" First time I heard Ryan Dice digital marketer on a stage, and by the way none of these people made offers. First time I heard him on a stage bought his products and services, I bought everything that he had. First time I heard my financial adviser on the stage. She became my financial advisor and then the first



time I heard my second financial advisor on the stage, he became my financial advisor. First time I heard people talk about faith from stage, I bought into the "wow, I'm missing this in my life, this void." First time I heard this group called Access talk about how to talk to your kids about pop culture technology and multimedia, I bought everything they had to offer.

First time I heard Jimmy Evans talk about marriage, I bought everything he had to offer like marriage, parenting, finances, mindset, spirituality, health, faith, digital marketing it doesn't matter whatever is the genius that God has put in your heart there are stages, industries, niches, markets out there and you don't even have to make an offer, people will want to go deeper with you if you design your signature talk right.

Ray in this one hour launch workshop, we're going to be talking about the three things. Over the next week, we're going to help them identify their dream stages, we're going to help them get their talk outline to make sure they're great on these stream stages, and we're going to make sure that this becomes the number one at least really strive to help it become the number one customer acquisition channel or donor acquisition channel or whatever acquisition channel that exist in their business in '19, that's what's going to happen the next week.

On the second major event on October 20, we're going doing it October 30th I think, we're going to pull back the curtains and show you how Ray and Pete have used speaking in their business to really exponentially grow the reach that God has and then, in November 1st we're going to conclude this whole thing with giving you access to 30 plus meeting planners who control stages and how they think and what they're looking for for you to be on their stages. We have three major events coming up in the next two weeks Ray and I'm really excited about it.

Ray: The price, folks, is amazing. This is free. You have to show up, you have to participate but the value of this could be in the hundreds of thousands or millions of dollars if you take what you're going to learn in this free online workshop and you actually use it. I'm encouraging you to go to rayedwards.com/ayr, and that's where you can get registered for the free workshop, it's going to take place over the next couple of weeks, you want to be at every session, you want to do all the homework, you want to go through all the material, pretend that you paid \$10,000 for this and you've got to get your \$10,000 in value out because you'll get more than that I believe that firmly. I'm with you in this, I'm going through this training myself, I believe in it or we wouldn't be here, jump in full commitment for this workshop over the next couple of weeks you will not be sorry. Pete thank you so much for being here.

Pete: Ray said it's rayedwards.com/ayr right, is that what you said?

Ray: Yes, if my team has already put that in the comments we will put it in there for you so you can just click the link.

Pete: Yes Ray thanks so much.

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Ray: Thank you Pete, bless you and I can't wait to see what happens next. It's going to be huge I know.

Pete: Thank you, man. I appreciate it.

Ray: Make sure you check out Pete's free online workshop you can get all the videos right now it's still available for the next couple of days at rayedwards.com/ayr. That's rayedwards.com/ayr. I promise you, even if you don't buy anything for Pete, you will enjoy and benefit from and potentially profit from the practice he teaches in the free workshop. Check it out.

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Until next time, my prayer for you is that you enjoy peace, purpose, power, and prosperity. See you next week.

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