



Ray Edwards Show, Episode 392

How To Make \$120,000 Per Year Attending Live Events

- Speaker 1: [00:00](#) This is the Ray Edward Show, episode three nine two how to make \$120,000 a year attending live events.
- Speaker 2: [00:08](#) The Ray Edward Show. This is the grow your business entrepreneurs podcast, prosperity with purpose. [inaudible] there are so many ways to monetize live events in this marketing centric world that we occupy. You and I as online entrepreneurs idea entrepreneurs, we can host live events like we can put on the small workshops like I'm doing this weekend as, as in
- Speaker 1: [00:44](#) according to this podcast before my small workshop zooms day two I had recorded this podcast before and didn't like the way it turned out. So I'm redoing it again cause I wanted to serve you better. So that's one way. Small group events we can put on the large group events like we have the copywriting academy live, it's coming up in July, July 26 through 28 in Franklin, Tennessee. And if you haven't gotten your tickets yet, why not you should she come to this event? You walk in with a blank page, you walk out with the words that create wealth. How's that for an event promise? So check it out. [railroads.com/tca live](#) TCA is in the copywriting academy live. This is [rayedwards.com/tca live](#), so register for that. There's a big reason why you should do that. We charge, like for the workshop I'm having this weekend in my office, this kind of workshop is \$5,000 a ticket and minimum.
- Speaker 1: [01:39](#) Sometimes it's \$10,000 per ticket, but 5,000 minimum. The TCA live event should by all rights and purposes be \$5,000 a ticket, but this year we're opening it up to everybody for just \$97 a seat for a limited time. Why are you doing that, ray? Are you desperate to get people in the, in the, in the event? No, we're just trying to experiment. We have limited the availability to these tickets to people who owned the copywriting academy product. Up until this year, up until this year, you had to buy the product, which was \$2,000 so you're paying at least 2090 \$7 to get into the event in previous years. This year we're going to open it up to the general public because we want everybody to have this knowledge about how to turn words into wealth. And we'll make the

academy course available to you at the event, of course, and where there's lots of teaching, lots of trading.

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He will walk in with a blank page and walk out with sales copy. I promise that's what we're going to do. So this is, uh, we, we will never do this again. I'm telling you right now, this year is the only year we're going to let you in for \$97 next year. The price is going to get jacked way up because it should be, I feel like, honestly, I feel like people undervalue at, at this low price. At first I felt like we're doing a great thing. We're letting people in for \$97 we're going to educate them, teach them all this great stuff, inspire them, encourage them, motivate them, and then they want to do business with us later. And some of our higher end workshops and masterminds and so forth. But I think sometimes people undervalue things because they don't cost enough. We're all guilty of this as entrepreneurs, we undercharge for our stuff, so this'll be the last time.

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I'd be guilty of that for this event, but take advantage of it while you can. \$97 per ticket and you get registered by going to [inaudible] dot com slash TCA lie we have limited number of seats left so there will be sold out soon. So you want to get yours now. End of sales pitch for Tca live. You should be there. Bada boom, Bada Bing. Now this episode is about how to make a \$120,000 a year by attending live events. So I'm not talking about hosting events like I was speaking of before. Hosting your own events, like the small ones are the larger, I'm just telling you about. I'm not talking about speaking at an event because you can get paid to speak at events and make money or you could go to an event where you don't get paid, but you get to sell your products from the stage and you make money that way.

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And lots of my friends and contemporaries make lots of money by doing that model. I've done it myself. I've spoken at events where I spoke on stage for an hour, hour and a half and walked off. He made \$100,000 but then there's follow up delivering the Product to coaching whenever you sold, et Cetera, and there's all the travel and you're, you're betting, you're gambling really going to an event like that because you don't know who's going to be in the audience. You don't know whether they'd been prepared. You don't know whether they're qualified and you may get up there and give the greatest presentation of your life and nobody buys. Then you've invested a couple of thousand dollars for nothing unless you had the strategies and tactics I'm about to share with you because this episode of this podcast used to be a product that I sold. I'm giving you this information now free on the podcast.

- Speaker 1: [04:42](#) Why? For two reasons. Number one, I'm just want to be clear about my motivations here. Number one, I want you to come to Tca live and I want you to make money when you do it. What'd you make money by being there, not just by showing up and learning stuff and then going home and applying it. You will make money that way if you do the work. But I want you to make money by attending the event. I'm gonna explain to you how you can do that. Number two, I want you to monetize every event you go to in the future. This will change the way you evaluate which events you attend, why you attend them, and how you go about it. So let's get right to it. Shall we. How To make \$120,000 a year attending live events. Now, I should say right now, I can't promise you any specific outcome in terms of income, money that made you may make no money, may go to events to make no money at all.
- Speaker 1: [05:26](#) So don't take this as a promise. Agreed. If you don't agree, you stop listening because we don't have an agreement. All right? So, so I'm not in control of your life. And and control of your circumstances. I'm not in control of luck. All those things come together, but I can't tell you the behaviors and techniques and tactics and strategies and approaches that I use that allow me to make money every time I go to an event. Let me restate that. These techniques that I'm going to teach you in this episode allow me to make money every time I go to an event, not as a speaker, not as a host, but as an attendee. So let's start with this. The surprising reason you should attend live events. You should attend live events so you can make friends. What make friends? How does that make me money?
- Speaker 1: [06:11](#) If you think about it in your business right now, chances are that the people you're thinking of, your biggest clients are also some good friends of yours. That's true. In my business, my best clients are also my best friends. We do business together for those reasons because I give them good value because we've become friends because of that. So you're looking to make friends not to sell stuff to people. If you go to an event with the attitude, I'm going to [inaudible] on a pitch, people on my stuff. Even if you're not speaking, you know there's people who show up at events. I'm just going to say this ugly truth. There are people who show up at these events. Name any event, any self improvement, business improvement, business building, seminar, workshop, conference, et Cetera. They show up with a stack of business cards and they're shoving them in everybody's face and giving their elevator pitch and they just leave you feeling like you'd been slimed better.

Speaker 1: [07:01](#) You talked to them, they're just trying to sell you like their coaching program or something like that or tickets to their live event. That's the most, one of the most despicable things you can do is if you host live events of your own is going to somebody else's live events. Try to poach their audience to come to your event. Don't do that. It's tasteless. Um, so if you're not going there to pitch and sell, how do you make money, ray? I don't see how that works. I'll tell you to stick with me. First thing you remember is your attend live events that you can make friends and then secondarily so you can learn things. The people who host these events are going to hate me saying that because they day I'm one person who puts on a live event, puts a lot of effort into the curriculum, the teaching, the training, and I want you to get the best training you can get at my event and yet I know the most value you're going to get is because of the people that are in the room, not me, but the other people in the room because by being a teacher who draws a certain kind of person to the event, I bring together a crowd that can do businesses.

Speaker 1: [07:57](#) One another. They can learn from one another that can benefit from one another, and if you become friends with each other, you can become lifelong friends and lifelong profit partners. That is important. In fact, my main goal when attending any live event is to make three new friends. I can trace back to the beginning of my career as a copywriter to one event in Atlanta, Georgia, where I met three people who became clients and who are friends to this day. To this day, they are Matt Base Act, Alex Mandossian and Armand Morin, three people I've met at that event who became clients and became friends and their friends to this day over 10 years later, over a decade later. So my main goal from attending any live event is to make three new friends. This should be your goal as well. Now here are the five things that are most valuable. At any event, no matter whether you're going to a marketing event or a social media event or an industry training conference, whatever it may be, there are five things that are most valuable at any event you attended here or they are, and they come in the form of an acronym, the word, his ideas, and each letter stands for a different word.

Speaker 1: [09:05](#) The first thing is most valuable in any event is I and ideas for immersion. Immersion just means you're in an environment where you're cut off from all the external distractions you usually face in your day to day work environment. Like I'm in my office right now and even though my office is minimalist these days, I still have two screens. I have my road caster pro, I have, there are three books on my desk right now. There's atlas shrugged, there's principles by Ray Dalio and there's a score for

[inaudible]. Little Bit van. Be Easy for me to say. Ludwig Fund, Beethoven's symphony number three in e flat major. This is a gift from one of my students in a good friend of mine, Dr. Douglas Pew. Um, that's a subject for another podcast. My love of Beethoven. So anyway, I have those books. I have two journals on my desk and across the room I see my lenses and my Canon camera and my Panasonic camera.

Speaker 1: [10:00](#) And my point in telling you all this is not to brag about the stuff I had my office cause I said it was minimalist and strikes me there's not totally minimalist because I got too much stuff in here. It's too easy to be distracted by the things in my office. It's too easy to be distracted by the things in your day to day world when you're in your office, like watching a Webinar, you could, you could watch a Webinar or a livecast of an event and it wouldn't be just like being at the event, you know, it wouldn't be because when you're there, it's different. You're immersed in the environment, you're totally immersed in the experience of being there in the field of the room and the people that are there with you with the same common purpose. There's nothing like immersion to get things focused for you and get cheated to get the work done.

Speaker 1: [10:40](#) So like if you're going to write sales copy, you're going to write a book, one of the greatest ways to do it, just to go to a retreat where you're immersed in that process and that process only. So that's one thing that's most valuable about any of is the immersion experience. Number two, second thing is valuable is the demand and ideas is demand. Place a demand on the event and on yourself to produce value. Out of the experience of being there. So how do you place a demand on yourself while you place a demand on yourself by preparing before you go to the event, we're gonna get into how you do that prepared before you go to the event, knowing why you're there, what you're seeking to get, what's your outcome, your most desired outcome is from the event and already have a plan when you show up for how to get that outcome and then place a demand on yourself by being available to go to the sessions to attend the networking events.

Speaker 1: [11:28](#) You placing physical demands on your body because you're probably spending more hours doing this kind of stuff and you ever do any other time of the year and then placing a demand on the event. What does that mean? That means you've invested good money to arrive at the event. Place a demand on the event in the terms of you're soaking every bit of knowledge, wisdom, experience, learning, distinctions, revelation you can get from that being a ted event. You're talking to all the attendees that you can speak to your meeting, these

speakers, if you can do so, you're learning, you're attending all the sessions, you're learning, taking notes, making action steps in your journal, or better yet putting them in your calendar. You're placing a demand on these sprints of being there that return on your investment. This is something that I learned early on in my career because, well, because of my wife Lynn and her wisdom, which was in this form, okay, you can spend all that money going to that event, but you better show me a return on investment.

Speaker 1:

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You'd better earn the money back and then some. So I place a demand on those events that on myself to make sure that happened. It's a good thing you should do this. The e and idea stands for encouragement. I cannot overemphasize the importance of encouragement at events. People make fun of this. They say, well, it's just a motivational event. It's just a pep rally. Rah, Rah, jump on a chairs, dance to music. You feel good then, but what happens to get home? Yeah, what happens then Moses? Well, you need encouragement as an entrepreneur. Look, entrepreneurs, let's first of all, let's break down what the word encouragement means in courage. Moment means to fill with courage and entrepreneurs need courage because we're courageous. Where the most courageous people I know, how can I say that? If you're selling digital courses on how to code better or make better webpages, how does that make you courageous? Because you my friend have walked away from a job, the security of a job and a paycheck and you've said to the world, I have ideas that are so valuable. I'm willing to bet my entire future, my family's future, my financial wellbeing on the fact that my ideas are valuable enough. You'll want to pay me money for them, and you do that every day, every month, every year. That makes you a courageous individual.

Speaker 1:

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To be an entrepreneur in today's environment means jet to be courageous and more than one way because business people and entrepreneurs in today's environment are often looked down upon as as if we're greedy money grubbers only after the money. Let me be clear. I'm in business to make money. I'm in business for the purpose of making profits. That's why I'm in business for my previous podcast episode about the nature of Your Business, what it means to be in business, to get my further views on that. That's, yes, I'm in business because I'm making money. It's why I do it. It takes courage to admit that in public and say, yes, this is what I do. Why this, why I do what I do? Now you can't do that. You can't make money long term about serving other people's interests, but don't fool yourself into thinking just because you can say, well, I'm here to serve people first.

- Speaker 1: [14:36](#) If I make money in the process, that's okay because that's you're deceiving yourself. You're trying to, you're trying to put a better spin on it so people outside yourself think better of you, but their values don't match your values. If they did, they'd be entrepreneurs instead of having a job, not making you wrong. If you have a job and you're not an entrepreneur, some are called, some are not, some are called and even fewer are chosen. So encouragement, you're there to be encouraged. Keeping your courage in tact as an entrepreneur is very important and vital to the health of your business and not just the health of your business if you do care about other people. And I'm not saying that as an entrepreneur, you can't care about other people. Obviously you do. You have to care to be able to create products that help people.
- Speaker 1: [15:24](#) You have to care to be, to be able to build a business that supports the lives of the people that work for you. You have to care about them. So if you do care about them, you need to preserve your courage at all costs. Your confidence needs to be preserved at all costs. And you do that by going to events. One way to do it is by going to events that give you more courage. Now, the opposite of encouragement is discouragement. You can get plenty of that for free at home. I mean people in your hometown, people in your church, people in your social circles, they'll be quick to discourage you to how bad the economy is to how this business, you can't charge more for this product. And then what you're charging because nobody else charges more so you can't do it either. That's the industry standard.
- Speaker 1: [16:07](#) The industry standard in this business is \$5 for this item. You can't charge more. That's discouraging you from premium pricing, discouraging you from marketing, discouraging you from being in business. Discouraged means to drain of courage. Don't listen to the discouragers and the best way to counteract discouragers is to consciously, intentionally put yourself in the company, those who will encourage you and that's something you do at live events because you're gathering together with people who are like you, who are entrepreneurs, who share your values. Even if you're not clear on what your values really are when it comes to money and business and wealth and entrepreneurial-ism and capitalism, the fact that you are an entrepreneur tells me that you have the values internally. Maybe you just haven't articulated them yet, so you need to be with people who are of like mind and you do that by going to events like this, like the one that I'm hosting, for instance, the copywriting academy live. I'll share more about that event in a little bit later. I'll even give you specific tips on how you can make money at that event in a tasteful way that will not offend the host.

- Speaker 1: [17:14](#) The AE and ideas stands for anointing. This is one of the five things that are most valuable. In any event, the anointing. Now, this is kind of a spooky spiritual thing, so if you're not into spooky spiritual stuff, you might not like this, but you can think of it if you're not. If you don't believe in God, you can think of it as just the psychology of the group, the atmosphere of the emotions in the room. Either way you think of it, it's valid. That works the same way. So the anointing refers to this ancient religious tradition of when someone was given a high religious office like that of a priest, they were anointed with oil. In other words, the oil was smeared
- Speaker 3: [17:50](#) on their body or on their forehead or into their beard or their hair so that they had to send to the oil. And in the Christian tradition, we feel that we are anointed with the Holy Spirit, that the spirit of God is actually smeared into us and that that aroma of God's presence follows us wherever we go. That's the anointing. And then there's the group anointing. And again, if you're not religious, just hang with me. I'll give you the secular psychological version of this. So you can use that model to understand that just as well been in a group of pointing. It's the power of the groups spiritual presence that determines what may or may not happen in that environment. There's a story in the new testaments, kind of shocking. Jesus goes to his hometown and there's just, there's just this little throwaway line in the scripture that says he could perform no great miracles there because of their unbelief.
- Speaker 1: [18:44](#) So I don't think that was referring to the fact that they didn't believe, therefore they didn't see things happen in their minds. Psychologically that's not it. He could not perform great miracles because of their unbelief. That was the power of the group of 90 and the problem there is something we'll talk about in a few moments is that they were too familiar with this Jesus person that they had known all their lives. They were too familiar with them so they discounted him. So group anointing can be powerful. It can even suppress the power of the son of God to perform great miracles. Now, if you don't believe in all that stuff, then follow along with me in this way of looking at it. If you have a room full of people you're talking to, so there's 300 people there and you're, you're a speaker and you're encouraging them in their business, they get excited about it.
- Speaker 1: [19:27](#) Do you also get swept up in the assignment? You also cast the emotional charge in the room. Do you also follow the group psychology that happens there? Of course you do. That's why we go to motivational rallies. So that's, that's the anointing. And then the s in ideas, his strength, there is strength in numbers. There's strength in solidarity

there. Strengthen being with people of like mind who express an espoused the same beliefs and values that you do will help you articulate your own beliefs and values better than you ever had before. Strength is another part of the things that make any event valuable. So the, the five things that are most valuable in any event are regardless of the subject matter of the reason you have to event whatever you're there to learn, immersion demand that you place on yourself and you place on the event for results, encouragement, the anointing, the emotional atmosphere in the room and the strength you derive from maintain event. Those does the five most powerful, powerful, important things, the most valuable things in any event you may attend. Now let's talk about this thing about familiarity. Um, I attend lots of events that are put on by friends of mine

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and I've seen many of these folks speak at their own events and other events. I've seen him give the same presentation dozens, maybe hundreds of times in some cases. And so have many people in the room. And what happens is we begin to discount the people based on our familiarity with them. There's a phrase in the Bible where Jesus says a prophet is not without honor except in his own hometown. He was referring to the incident I was talking about earlier where the people just counted him cause they looked at him and they said, well who is this guy to say he's the Messiah. We know this guy. This is Jesus. This is the carpenter's son. He's not the Messiah. We we remember him, he was a kid. We know this guy can't be him. Boom.

Speaker 1: [21:27](#)

That was familiarity, breeding, contempt or disregard and we do this in our personal lives as well. We know people so well. We think we know everything about them and it's, it's always fun for me to go to events that my friends put on and these are my friends is, I'm not just saying that casually. These are people that I have stayed in their homes. We've shared meals together, we've shared experiences together. We've, we've laughed together. We cried together, we walked through there through painful parts of our lives. I know them and because I know them, I know. I tend to think I'm so familiar with him that I'm like, well, this guy's not up on that pedestal for me. Like he has everybody else. I know the truth about this person. I mean, I see it. No offense to my team if you're listening, I see it in my own team.

Speaker 1: [22:16](#)

They know me so well. They sometimes forget how other people see me and so I love to go to, and it's okay. It's just a natural part of human existence, but I think it's most not okay. It's common. We shouldn't do that though. Our familiarity with people in our lives kills our ability to recognize the brilliance that they carry with them. And

I'm not talking just about speakers and people who are public figures like me. I'm talking about everybody, like my familiarity with my wife tends to make me think I know everything about my wife, but I don't. She surprises me continuously. She's a radiant, brilliant, joyous, miraculous being that I'm so lucky to have in my life and my familiarity makes it dangerous that I might forget that my friends that I know in this industry, I know them so well. I need to remember who they really are and one of the best ways to see that and see how other people see them.

Speaker 1: [23:16](#) So I love going to their events and sitting on the front row and taking notes in their presentation. And people will sometimes ask me, Ray, you've seen this guy talk like 2000 times. Why are you in the front row taking notes? What can you possibly be learning? And I'm always learning something new from my friends even though I know them well, even though I'm very familiar with them, I never wanted to lose my appreciation to the brains of who they are just because I think I know them so well. And so I want to see them through the eyes that other people see them. I look at how other people treat them, how they think about some, how they talk to them and about them, how to behave around them. And I see this person carries a powerful presence with him or her that people respect.

Speaker 1: [23:55](#) And I need to recognize that and honor that in them. So it's just something to think about carefully before you go to your next event, especially if you know the people who were putting it on the people who were speaking. Now I'd like to talk for a moment about how being a good student will keep you broke, subservient, frustrated, and deep in debt. It can't, which is weird and counterintuitive cause we've been told to be good students all of our lives. But I'm telling you it might not be a good idea in a certain sense. What I mean is not, I'm not saying that being a good learner will keep you broke, subservient, frustrated, and deepened debt. But a quote, good student. If you become a professional event attender and you only do that as a hobby, like you're never taking action on the stuff you just going and learning and learning.

Speaker 1: [24:46](#) And learning, learning, you can become broke, subservient, frustrated, and deepened debt. So number one, you become a professional at attending events, which is not bad. You could make money doing that, so that could be a good way to build your business. But number two, you fall victim. This is the danger zone right here. You fall victim into indulging in what I call intellectual entertainment. Mm, this is dangerous because you can spend tens of thousands or hundreds of thousands of dollars attending events, having a good

time, being intellectually entertained and stimulated and accomplished nothing. This is the trap of, uh, of confusing activity with accomplishment. They're not the same thing.

Speaker 1: [25:32](#)

Number three, the number three way you can become a good student and keep yourself broke, subservient, frustrated, and deepened debt as you develop a habit of preparing to procrastinate. What I mean by this is you're always getting ready for that next new project. I know a few people that I've known for over a decade that for a decade I've seen you at different events like once a year somewhere, I'll see them. They're still working on the same project they were working on 10 years ago when I met him. The same book, the same course, just a different variation of it because they're always finding the new thing, the new shiny object to new shiny approach to marketing the new, you know, the new tool for the shopping card as a way to build the funnel or the the, the way to take a survey or whatever the new thing is and they're like, I have to wait until I get that mastered. Then I can go ahead and launch my thing and then in the next thing is, oh, I've got to do live video because that's the hot new thing now. So I gotta do that before he can launch my thing. And they never launched their thing because they're, they have a habit of preparing to procrastinate.

Speaker 1: [26:34](#)

They're always getting ready to get ready to go. That's a bad way to conduct a business. It's a good way to go broke. The sad part of this is there are so many baby boomers who are looking to build a business, looking for a new career, looking for new thing to do is they can put themselves into and believe in and be satisfied by like a business and they will get trapped in going to these events and baby boomers have time on their hands and they have, many of them have lots of money to spend and that's can be dangerous at these events because they can spend hundreds of thousands of dollars and get nowhere. Now you can also spend hundreds of thousands of dollars and get everywhere like I have spent. My current guesstimate is I spend about \$350,000 on self education products since I started in this business over a decade ago, \$350,000 but in the last two years in a row have made \$1 million and this year we'll make \$1 million again. So I think it's paid off. That's just the last three years. The previous seven, I've never made less than a hundred thousand dollars a year.

Speaker 1: [27:42](#)

I'm not promising you that will be your experience. I'm just saying it can be good to invest in your education, invest in live events, and invest in training programs. As long as you're not doing it as a way to procrastinate. As long as you're not doing it as a form of entertainment is a

very expensive form of entertainment. They're less expensive ways. If you're entertaining yourself, it'll be more fun and more productive. So this all comes down to now. Now that I've kind of given you the warnings to the benefits and the dangers of live events, how do you actually make the money?

Speaker 1: [28:13](#)

Here's my simple but effective three step method for generating business, by attending live events, not speaking at them, not putting them on, but just attending as a student, what to do before, during, and after any live event. And by the way, um, I've got a worksheet for you, a checklist. Really, it's not a worksheet. I've got a checklist for you about what to do during, before, during, and after any live event. There'll be very helpful to, you can get it by going to [inaudible] dot com slash three nine two and you can get that checklist, downloading it at the, at that in the show notes, give you a link to it in a shown us. So ravers.com/ three nine two and you can get the checklist that I'm going to give you for free. So let's go through this real quickly though. The three step method for generating business.

Speaker 1: [28:58](#)

What to do before, during and after any live event, workshop or seminar to extract maximum value from the experience. Number one, make friends. I've already told you this, why friends and not customers? Because if you're there to make customers, to make sales, to do deals, to do contracts, to sell people to close people your Eqi and nobody wants to talk to you and it's not going to work anyway. Anybody you sell anything is going to cancel two days later when they're not with you anymore. So don't be that icky salesperson. Just make friends. Number two, make an effort. Make an effort to connect with people on a real level. Find out about them. Find out about their business, find out about their fears, their frustrations, their desires, what are they trying to accomplish? Who Do they need to to make that happen? Number three ties into that beautifully.

Speaker 1: [29:45](#)

It's called make a difference. Figuring out how you can make a difference in this person's life. Maybe it's a book that you could recommend to them. Maybe somebody connect them to, they're looking for a designer for their project and you'd have to know a great designer and you say, Hey, I should introduce you to my friend and designer. And you find that person, you introduced them together and you leave them alone to discuss the project. You've now been a value to both people. You've made a difference. If you can make friends, you can make an effort to learn about people, to be interested in them before you try to be interesting. There's a saying that people don't care how much you know until they know

how much you care. I think that's Dale Carnegie who said that. Maybe not. But anyways, a great saying and it works. People don't care how much you know until they know how much you care. And one way you can demonstrate how much you care is that number three thing is just make a difference for them in their life and their business. Make a difference.

Speaker 1: [30:34](#)

Here's what to put on your business card and what not to put on it. Now obviously you should prepare this before you attend the events or in the before stage number one. Oh, let me, let me just in the spirit of full disclosure, let me tell you this, I don't use business cards anymore. Back when I was looking for a freelance copywriting clients, I did, I no longer do this. And in fact there was an in between period where I was quite well known and at all the business that could handle through referrals. So I didn't have a business card. It was kind of the positioning statements say to people, I don't need a business card. I'm that cool. But nowadays, just because I just don't, I'm not looking for business some, I'm not looking to hand out my business card. But if I were starting over, if I were building my business right now from the ground up, I would have business cards.

Speaker 1: [31:25](#)

This is what I would have on them. Number one, I would have my photo put your photo on your business card. You may feel like it's cheesy, but people don't remember business cards that I remember faces. So if you can put your face on a business card and they see your name beside of your face, they're much more likely to remember you and who you are. Number two, you need to have your name on your business card. You'd be surprised. Many people I meet who give me a business card at events and all they have is their company name and I'm like, well, who gave me this, I don't even remember is the company card with a company logo and the company name and no person's name and nothing else except a slogan. What was the point? Put your photo, put your name, put your website, address, your social media contact information, your phone number.

Speaker 1: [32:08](#)

Yes, your phone number so they can call you your email address, your core thesis. And a call to action. Let me go through those one by one. One you photo, we already talked about that too. Your name de three, your website address, Duh and your social media addresses, Duh number for your phone numbers. They can call you number five your email address. They can email you. You do want them to do business with you eventually don't. You will give them many ways to contact you because one of them is their favorite and many of them are not. Number six, your core Csus, we don't have time to go into this but this is the core meaning of your business. It's

what you do and why you do it. We teach this in one of our three day workshops, but I'm just going to give you the essence of it right here.

Speaker 1: [32:52](#) I just did give you the essence of it and like my core thesis, I didn't know, I didn't call it that at the time, but at the time my core thesis was on my business card and it said I write copy that sells stuff and people would laugh and chuckle, but they remembered what I did and then I had a call to action on the card, which was free consultation call this number to set one up these days I would put a website address where they can make an appointment using some service like Calendly or some other appointment making service that ties into your calendar so they can make an appointment so you can call them and give them a three 30 minute consultation, a free 30 minute consultation and you can help them with ideas, insights, distinctions for their business and then maybe they choose to do business with you. That's why I put them on this. I need to slow down to had too much coffee. That's what I would put on my business card. Those things. All right.

Speaker 1: [33:44](#) Here's the key to following up with people after the conference without being a creep. Follow up like a friend and not like a salesperson. That's number one. Friends follow up by calling and saying, hey, I enjoyed seeing it to conference. I love that session about subject x. What'd you think about it? Did you have a good time? Who'd you meet? Have any fun insights? He getting new business. What happened for you? Um, the salesperson calls and they're like, I'm wondering if you'd like to take advantage of my offer that I made to you at the event is on my business card and the, and I sell you someone. Can you want to buy something? You want to spend a bunch of money with me, please? Yuck. You know the feeling. The minute you get the email, the mitigate to voicemail, the phone call, they start talking and you just know whether it's a friend or a sales person.

Speaker 1: [34:30](#) Don't be the salesperson. Be a friend. No offense salespeople, but the best sales people already know this. They know that if you sound like a sales person, you're doing a bad job. If you sound like a friend, you're doing a good job. And I think sales is a very noble profession. Wouldn't practice the right way. So I'm a fan of salespeople. Don't, don't misunderstand what I'm saying. I'm just saying when I say don't, I say don't follow up like a salesperson. They don't follow up like one of those cheesy sales people that none of us like to be around.

Speaker 1: [34:58](#) The best salespeople are like our friends, so we don't think of them as salespeople. Number two, choose the events you attend strategically. So this is one I learned

over a long period of time. I went to lots of events, mainly just whatever camp that looks interesting, I would go to it. But these days I think much more carefully about events and attending because I'm a little older and a little slower of step. I need to preserve my energy and make my choices wisely, where to expend my energy and time. So I choose events that I believe are aligned with my values that are filled with people that I like to be around. And that afforded me the most opportunity to potentially do business with new friends. So events I attend without fail or like product launch formula live by Jeff Walker, social media marketing world by Mike Stelzner in social media, examiner of crew, um, launch con by Jeff Walker again.

Speaker 1: [35:49](#)

So he gets to the events I make available to myself every year. Jeff gets two positions in my calendar. Good job, Jeff. Nobody else does that. I'm Stu McLaren's tribe event is tribe live event in Toronto. Looking forward to going there in November this year in November, no, August, August this year. It's going to be fun time. So not only are these events fun and filled with my friends, but they're strategically aligned with what I'm trying to do with my business, which is help my certified copywriters find copywriting clients, helped my friends in businesses at those events, find copywriters for their business that'll will do a good job for them and etc. So it's strategic choice of events based on what my business model is. You should do the same for yourself. Then number three, make sure the communication that you gave is helpful when you follow up. If you're just following up just to see if you can get some business that's not helpful.

Speaker 1: [36:39](#)

It's just being a pest. But you can follow up by saying, Hey, I found this book I think you'd like about the subject already talked about, or I met this person you should talk to, or I learned something I think will help in your business, and you give them an idea or a distinction that makes it a lot of money for them and makes their life easier. You've been helpful and being helpful as much better than being salesy. It's much better than being salesy. It'll get you more business than long run. You might say, well, if I don't ask for the sale, hell I'll ever make any money. If you're a good enough friend and you're helpful enough, there'll come a point where people will just naturally ask you, hey, I need help with this copywriting. Could you help me with that? And even if that doesn't happen, you can every once in a while just say, hey, you know, I'm always available. If you need any help with your copywriting or your designer, your consultation, or your accounting or whatever it is you do that you want to sell to people when you're friends, you can occasionally just reminding them, this is what I do. I

can help you if you like. So it's different than being a pushy, creepy salesperson.

Speaker 1: [37:35](#) So what to do before any live event. Number one, what to do before ponder. Think about the event, the nature of the event. Who's going to be there? What's going to be taught? What do you want to learn? Ponder to the reason why you're going. Why would this help your business? How can you monetize this event for yourself and your business? Number two, before the event you should plan. You should plan which sessions you're going to attend. You should plan where you're going to stay. You stay at the event hotel. By the way, wherever the event is being held is that hotel is where you should stay because you're closer to the action. All the networking parties, you're, you won't be late for sessions. You'll get stuck in traffic. It's just better all the way around. So plan that plan who you want to meet.

Speaker 1: [38:15](#) You should have a target list of people you want to actually meet and speak with them. Have a conversation, who you want might want to become friends with as far as you know, and you might meet them in decided, I don't want to be friends with that person after all, but have a plan for who you want to meet and what you want to learn. What are the three major things you want to learn at this event? So I have a plan. And then number three, prepare and prepare means steadily. Prepare your clothes and your camera gear if you to take pictures or videos. Also prepare for who you're gonna talk to you, what you're going to say to them, how you're going to take care of your physical health, like snacks that are healthy for you. Prepare in every way you need to to make the event comfortable and productive for you. That's what you do before any live event.

Speaker 3: [38:58](#) Just remember that

Speaker 1: [38:59](#) prior preparation prevents poor performance.

Speaker 3: [39:03](#) Who, yeah,

Speaker 1: [39:06](#) what to do during any live event. This is a truncated version of a full blown product I created many years ago. That product is now kind of out of date so we don't offer any more, but these are the salient points that will help you I think with any live event you attend, including the copywriting academy live, which is coming up in July. I'll tell you more about that in a little bit in case you missed the earlier segment where I talked about it during the event you should number one, connect. Connect with as many people as you can and be on the lookout for those three friends we talked about earlier. But connect, listen to people and get to know them. Find out about their

business, about where they're from, but what their challenges are about their fears and expectations are about why they're at the event, whether they're looking to accomplish with the event really connects.

Speaker 1: [39:44](#) Don't just be superficial. Number two is like the version care about people. I said this earlier, people don't care how much you know until they know how much you care. So you should care about the people you're talking to and you can decide to care. It's not something that maybe happens naturally for you, especially if you're an introvert. You might just want to go to your room and watch Netflix, but you need to care about the people who are there and that's how you communicate to them that they're important to you and eventually that's how they may end up becoming your client cause they know you care about them. Number three, communicate. Communicate what you do of course and who you are of course, but also communicate with people at the event about other people at the event. I hinted at this earlier when we're talking about connecting people who need to meet each other.

Speaker 1: [40:29](#) If you meet someone who needs a designer and then you'd later you made a designer, you should communicate to both of those people. I found the person you're looking for doing that. Connecting people who need to know one another can get you miles ahead of your competition because hardly anybody goes to the effort to do that. I just had the privilege of connecting two very good friends of mine who are very well known. People who I couldn't fathom this. They didn't know each other. So I just said, would you let me introduce you? And I did. And I can't wait to see where that goes for them, but it may or may not have followed benefits for me. I don't really care. I just was happy to connect them. And you'll find that you'll enjoy the experience just as well.

Speaker 3: [41:09](#) All right.

Speaker 1: [41:11](#) What to do after any live event. So you've attended the event, you went to all the sessions, you took all the notes, you got hyped up and jazz and you're excited and you're motivated and you get back home. Then what do you do? Cause the real world hits you smack in the face. Okay, so before you even leave the event, review number one, review what you've learned. Take notes about the things you learned. In fact, do something better than that. The notes about did you wrote down during the sessions, things that you learned and put them in your calendar as events or tasks in your calendar. Not on a to do list, not on the list of notes about the conference, but put action items in your calendar. That's the best way to

put what you learn at the event into action. Number two, you need to rest.

Speaker 1: [41:53](#)

You know when you go to an event, it's, let's say it's a three day event, like our copywriting academy live event in July in Franklin, Tennessee is the 26th to the 28th Friday, Saturday, Sunday. That's three days, right? But you've got to get there the day before. Is that, cause you got to get there Thursday and you're going to go home the day after, which is Monday. That's all five days. And then if you're, if you're really kind and to yourself and you're really wise about self care, you're going to give yourself a day a preparation before you leave town stats. Really? Wednesday, Wednesday, yeah. Wednesday before the event. And it's really Tuesday before you go back to work. Cause you're gonna arrest. Well Tuesday you're going to rest and Wednesday so it's seven days. What I'm getting at a three day event is really seven days of your life, so you need to rest and recuperate and regenerate and rejuvenate and then number three, you need to reconnect. Reconnect with all the people you've met, who's business cards you got, who you thought maybe you can become friends with, who had questions for you, who you had follow up ideas for. Reconnect with them in. The best way to do it is the old fashioned way the telephone. Just call them because nobody does that anymore.

Speaker 1: [43:02](#)

Everybody tries to email because it's less personal. There's less risk. How about you? Be Different? Cross the chicken line, pick up the phone and call them. They'll make an impression. If you can be helpful when you call, that'd be even better because as has been said by wiser people than me, the fortune is in the followup and the fortune is really in the way you do the followup. If you reconnect and you do it by saying, Hey, I mentioned to conference, I want to tell you something now you want to buy my stuff. That's probably not gonna make much of a connection. Probably not going to build very many friendships, but if on the other hand you follow up and say, Hey, I really love talking to you about your business admin treatment, what you're doing, I read this article on the plane I thought you might be interested in, here's a copy of it. Let me know if I can ever bouncing ideas around with you or connect you with people that may be able to help you accomplish your mission. That kind of followup can get you lots of business.

Speaker 1: [43:56](#)

Got this non aggressive. Now I've got a checklist called the event profit checklist that will help you take these suggestions and turn them into practice. Every time you go to an event, you can put it on your smartphone, it's formatted for smartphone or tablet and you can get it by going to [inaudible] dot com slash three nine two and click the download link to get the live event profit

checklist. It's a way to put what you've learned in this podcast into action and make money with it. I can't promise you that, but I'm pretty sure it will happen. Okay, so we have our own live event we put on that I think is a great place to put all this stuff into practice as I would like to invite you to come to this event is called the copywriting academy live writing words that sell. The promise is you walk in with a blank page and you'll walk out with the words that create wealth.

Speaker 1: [44:45](#)

It is July 26th to 28th 2019 in Franklin, Tennessee at the factory tickets are unbelievably inexpensive. This is the last year we'll charge this tiny price and we're going to jack the price way up next year to what it should be. We charge \$5,000 for the three day workshops. This is one we've been charging less for it because we've been inviting only people who own the copywriting academy course to this event. In the past past years, there's only been academy members who could come as they'd already paid \$2,000 to be in the course and we asked them to pay \$97 seat reservation fee to be at the event this year. As an experiment, we're inviting everybody who wants to come to come at that price, but we have limited number of seats and we have limited time cause it's July 26th to 28th so you need to do it now if you want to get one of these seats because they will sell out fast.

Speaker 1: [45:37](#)

And then we opened it up for everybody next year we'll charge the actual value of these tickets, which will be a lot more than this. So this will be your last chance to get in at this price. So I really encourage you to register for the event and you can do so by going to ray edwards.com/tca live and we'll have the links in the show notes for your listing while you're driving or on your scooter or on your boosted board or your one wheel or whatever. You're in a position where you just can't, you can't go to the web right now. Wouldn't be safe, but we have for the time I'm recording this, we have 48 days. Hello Dan Miller, 48 days, 48 days until the event, July 26 to 28 in Franklin, Tennessee and you go to [inaudible] dot com slash Tca live. We've got such an all star lineup of, it's going to be me teaching primarily, but I've got some guest speakers and they've got, these are people who have great value to deliver to you.

Speaker 1: [46:28](#)

Jeff Goins is going to be speaking there. Mike Kim, cliff Ravenscraft, Sarah Ann Powers, Andy Mason from Bethel and Redding, California. Juliana's to Kurski. Pat Quinn, the quintessential speaker training guy, Dr. Douglas PW, one of my top students, Leslie Samuel, our Mc for the event. It's going to be just as we used to say back home in Kentucky. He's going to be a hoot and a half in the Holler, so you should come to the event. It's ravers.com/tca live. I encourage you to be there and put these things I've been

teaching you in today's episode into practice. Make this an event where you can make money and you don't make money by selling people stuff in the hallway. Don't look, don't show up and start pitching people on your stuff while you're there. That's not the way you do it. Don't come there and try to push people to go to your event.

Speaker 1: [47:12](#) Come there to learn connects, make friends be helpful. And I'm going to facilitate networking and show you how it can really work on the spot. I'm going to teach you how to do it while we're there and facilitate it. Make it happen. And also, if you're a copywriter, there's going to be a ton of people here at this event who are looking for copywriters. So it's a great way to find clients. And if you're a business person who doesn't want to write their own copy, which you want to find a good copywriter, we're going to have a ton of them. It's his event. You can find the one that's just right for you. So those are two good reasons to come to the event is that as I said, it's at the factory in Franklin, Tennessee, uh, near the national airports, about 20 minutes from the airport there.

Speaker 1: [47:49](#) You can pick your own hotel. We have a list of hotels. When you sign up, we'll give you a list of recommended hotels where you can stay, um, each day as an all day thing. We have a VIP day Monday, which is almost sold out. So if you want to be in the VIP group on Monday, it's a much smaller group, but you get much more intimate time with me and we'd spend the time together talking about your business specifically and um, we'll give you an opportunity when you enroll for your seat, if you want to get the VIP option, if it's available in the registration page, I would do it if I were you. It's how to get the best experience to the event. Uh, what you get there when you're there, you get what we call your copy book, which is the book you fill out that will have your sales copy on it.

Speaker 1: [48:28](#) When you leave your sales letter draft will be done. In those three days. You'll be learning how to build an influencer brand, how to go from start up to seven figures. We have facilitated networking. We've got all the speakers I told you about, maybe even a surprise celebrity guests or two, and you can claim your two tickets, two tickets per person worth \$10,000 because we charged for three day events of other kinds. We charge \$5,000 a ticket, so these are actually worth \$10,000 you can get it for just \$97 each right now at Rayedwards.com/tcalife, ravers.com/tcalive yet registered. Come to the event and put the secrets that are given you in today's episode to work. This is, this is how you do it. You attend events, you make connections, you make friends, you add value to people's lives, and you connect

in a way that it ends up with them doing business with you.

Speaker 1: [49:15](#)

And I can't promise you any kind of income, but I can tell you that it's made me over \$120,000 a year for the last 10 years and this is how I did it. So I can only speak to you from my experience. That has been my experience. I encourage you to come to the event with us and I would love, I want to meet you. I want to hang out with you. I'm going to be there the whole time. I want to meet everybody at the event. I want to shake every hand. I want to get pictures taken. Everybody who wants to take a picture with me so I can put you on my social media. That's what I want to do. Those are my goals. You can tell me what yours are and by responding, tell me your biggest takeaway from today's episode. On Twitter, I met Ray and on Twitter, on Instagram, on Facebook too. Same thing, Ray Edwards. Today's show is produced by Chris Edwards, show notes and worksheets by Douglas Pew and Juan Lopez. And until we meet again, may you prosper in all things, health, wealth, and wisdom. Now go out there and live your most prosperous life. See Ya.

Speaker 2: [50:05](#)

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