



The Ray Edwards Show, Episode 396

Transformation VS Transaction

- Speaker 1: [00:01](#) Ray Edwards Show, episode 396 transformation versus transaction
- Speaker 2: [00:11](#) The Ray Edwards Show. This is the podcast for prosperity with purpose.
- Speaker 1: [00:20](#) Have you ever been to a live event, a seminar or workshop, a retreat where you felt like he was just a transaction where they just charged you a bunch of money and you got some stuff and then you got charged more money for more stuff. If they sold you at the event and you feel like you didn't walk away with any change, you just walked away with a bunch of what I call shelf help stuff. You take home binders, books, DVDs. Back when we had those hard drives, these days, thumb drives that you paid lots of money for and they just ended up on a shelf and they become shelf help, which is no help at all. Eventually you clean off the shelf and throw the stuff away. Has that ever happened and do you or is it just me? Then on the other hand, have you ever been to an event that you felt was transformational?
- Speaker 1: [01:00](#) You actually had a change occur in your life? Usually at those events. Here's a clue. You actually do something at the event that causes a change in you. Have you ever had that experience? I've had both. I've been to events that were transactional events and there's nothing wrong with those. Those are often informative. I get information from those, but information is not as we suppose power. The implementation of information can be power if the information is correct and the implementation is precise. Transformation on the other hand is a whole different ball game. It involves action on the spot, sometimes massive action, strategically aligned action and action that is precisely targeted towards your goals. Usually it involves a certain level of discomfort. All of the transformational events I've been to have involved discomfort usually in the form of paired or group exercises where I have to reveal things about myself that I don't want to reveal.
- Speaker 1: [02:02](#) Can I get a big amen on that? Is there anybody else who when the host of the event says, all right, turn to your

neighbor and I want you to share five things you learned from this lesson. Have you ever felt yourself rolling your eyes or groaning and thinking, oh my God, I don't want to do this, but yet every time I have that feeling and then I actually go ahead and do the exercise, I feel like something has changed within me and those uncomfortable moments lead to my biggest transformations. That's what I want to talk about today. I want to talk to you about the nature of transformational events versus transactional events, and I wanted to do it from the perspective of you're the one putting on the event because most people listening to this show are either planning to do a live event of their own, a seminar or workshop or retreat, or they're thinking about it, and if you fit into either one of those groups, I think it's important you know the difference between transformational and transactional events.

- Speaker 1: [02:54](#) Because transactional events will wear you down as to host. They will cause you lots of problems with customers who want refunds, who are dissatisfied with what happened at the event or didn't happen to the event. And transformational events on the other hand usually are much more profitable, but curiously, they're much more energizing for you, the host and for the attendees, everybody wins bigger, something bigger happens at transformational events. And those are the kinds of events you want to host as the person who's putting them together and putting them on. So let's get into it. This episode is brought to you by the copywriting academy live event coming up July 26th to 28th in Franklin, Tennessee.
- Speaker 3: [03:35](#) Ray has really taught me a lot about how to hit a great, uh, direct marketing that we're already doing with some internet sales and how copywriting fits in to all of that and the importance of creating really good content. But how does it relate to a more traditional marketing like direct mail, print advertising, some of that kind of stuff?
- Speaker 4: [03:56](#) Well, that's a fantastic question and I'm glad you ask it because it all started there. This, all this internet marketing, sales copy, sales funnel stuff started in the mailbox. We have live coaches on site who their job is to help you. As we go through exercises, people inevitably get stuck or they have roadblocks or mental blocks and the coaches will help you specifically with your copy one-on-one in a low pressure situation so you can get the words written you need to write and get them written in a way that makes more sales for you so you get personalized one on one help from our coaches. One of the first things that Ray taught me was this phrase, and I mentioned it every single day, is that authenticity will always have an audience and I think that that authenticity resonates with his audience. They feel his

heart and his passion for them to succeed and they just did. It allows them to come to him knowing that this is a safe place for them. There is a little bit of an agenda that I have. It's to give you a new mindset, a new framework for thinking about your business. So if you're considering, if you're feeling at all like maybe I should come to this event, maybe this is something I should do. I'm telling you, go with that. Do it. I don't believe you'll be disappointed. And I'll be working my guts out to make sure you get more than you came for.

Speaker 1: [05:09](#) So you want to host your own live event. Maybe it's a small group workshop, maybe it's a bigger seminar or convention even. Perhaps it is a retreat of some kind. But in any case, it's going to be an event where people pay you a sizeable amount of money, whether that be \$2,000 or \$10,000 or \$50 for the person paying, it's a sizable amount of money and they expect a return on their investment. And let me tell you something. You may or may not know. They believe there's a promise made by your event. The promise may be that you're going to make them more money. The promise may be that you're gonna help save their marriage. The promise may be that you're going to make them less introverted and more able to function in the world with other people and be happy about it. The promise may be that you're gonna let them live with less anxiety or transform their total life.

Speaker 1: [05:56](#) If you're Tony Robinson or cliff Ravenscraft, whatever the promise is, whether you're aware of it or not, your event makes a promise. And the first thing you must know is what is the promise of my event? Now, for instance, we're putting on the copywriting academy live event July 26 to 28th in 2019 as I record this, we're a couple of weeks away from that, about three weeks in fact, and the promise of that event is very simple and straight. It is that you walk in with a blank page and you walk out with the words that sell your product or service. You walk in with a blank page and you walk out with your sales copy done in three days. That's a very specific promise and we plan to over deliver, but I'll get into that later. So just be aware that your event does have a promise, and if it's transformational, chances are you will live up to the promise.

Speaker 1: [06:43](#) If it's transactional, chances are you'll have unhappy people in your audience, perhaps most of them, so I like to think of it this way. Transactional events usually make the attendees more poor. Transformational events usually make the attendees more wealthy, whether it's wealth in emotional wealth or material wealth, it's wealth all the same and it causes the same effect for the host. If you're doing a transactional event that is just designed to extract as much money as possible from the attendees,

you're not going to be wealthier at the end of that, even if you have more money, you're going to be more poverty minded, more poverty based in your thinking, in your living because you're feeling that you took something from people that didn't belong to you. If however, you're a vet is transformational, everybody feels more wealthy, including you, especially you. You give and you give and you give you so into people you see change in their lives and that changes and transforms you, whatever your specific mission may be, I guarantee that it is foundation.

Speaker 1: [07:43](#)

It is about impacting lives of other people positively by you, yourself being an example of what you teach and what you preach. So if everybody doesn't win, nobody wins. How do you know if you're creating a transformational event versus a transactional event? If you've never been taught this before? Here are seven qualities of a transformational event. If you can make sure your event has these qualities, you're almost guaranteed to give your attendees a transformational experience and everybody will win. Quality number one of a transformational event. The event has a clearly defined and deep rooted purpose. Remember I talked about the event promise? Every event has a promise, whether you're aware of it or not. My suggestion to you is be aware of the promise for your event and articulate it as clearly as possible. So our event, the copywriting academy live, the purpose that we stayed on the website is walk in with a blank page, walk out with your sales copy done.

Speaker 1: [08:43](#)

And people who attend that event know that sales copy is difficult to write. They know that it costs a lot of money to pay someone else to write it and they know they're coming to a three day event and getting your copy done is enormous value, especially if I'm going to be there and my coaches are going to be there working with you personally to get your copy written and smoothed out in the best possible condition. It can be an in three days and it also is a vow, a promise to them that it's going to happen in that short period of time, that compressed period of time. Most people work on sales copy for weeks, weeks to get a first draft, and we're gonna get a first draft done in three days instead of it. That's the promise of the event. It's a very appealing, very compelling promise that a lot of people find almost irresistible.

Speaker 1: [09:19](#)

Your event needs to have the same kind of promise. Quality number two, have a transformational event versus a transactional event. Transformational events are planned, purposeful and programmed. Now what do I mean by that? I mean that instead of just throwing a bunch of speakers on a stage so they can sell stuff to the

audience, which is what happens at transactional events. You know what I'm talking about? You've been to them. Perhaps you've hosted them. I'm not judging you. I'm just saying this is a different kind of event we're trying to construct here. Our event is not going to be a bunch of random speakers thrown up on stage to make money for themselves and for you. They're going to be a group of teachers, a faculty of instructors that are planned. In other words, you thought about what are the areas of expertise that I'm not operating within my zone of excellence when it comes to that area and who can I find who can teach that to my audience, who comes to this event, who can teach my tribe and who do I trust with my tribe?

Speaker 1: [10:13](#)

Who Do I know well enough that I trust to give them the keys to the kingdom and let them have access to my best people, my most faithful followers? Who is the right person to help the flock that I shepherd. That's how you've got to think of it. What do my people need to know to learn to be taught? That's how you select the speakers who speak at your event. Maybe it's you the whole time, but what I found is that's almost a bit arrogant because I know I'm not the expert on everything. I know there are things that I know a lot about, like I know a lot about public speaking, but I'm not the world's expert on public speaking. We have come into the copywriting academy, we have the world's expert on public speaking, coming and especially in terms of in two ways.

Speaker 1: [10:55](#)

Pat Quinn is somebody who works with my good friend Pete Vargas and together they specialize in helping you put together a very unique kind of talk that will have massive impact from the stage and they also work together with you to help you get on stages around the world, big stages and small stages that have the influential people you need to be speaking to. It's a fantastically strategic way to run your business through speaking and they have this device or this method they call the one hour launch. It's where they can get you on a stage and give you a way of giving a talk. I talk that is uniquely yours. It's not their copycatted speeches, your own talk, your own content from your own heart, but presented in a way that will allow you to have the results of a launch that usually takes weeks to perform.

Speaker 1: [11:40](#)

You can get those same results on a single stage in a single hour. They call it a one hour launch. That is something I want my people to learn at the copywriting academy and that's why I'm bringing Pat Quinn in to teach that section of the academy. I've got other teachers as well coming in, so it's the whole thing is planned. It's purposeful. I thought through what do the people who are

coming to my event need to know about? They need to know things like what does it take to write a bestselling book? What does it take to form a brand identity for a personal brand online? How do you operate as a purpose driven faith based entrepreneur in today's world? How do you actually create a business that sets you up for seven figure success, not just a hundred thousand dollars but \$1 million in more? How do you operate in a way that allows you to speak on stages all across the world and grow your audience through that methodology?

Speaker 1: [12:26](#)

How do you do a one hour launch? I have people coming to speak and teach on every one of those subjects and more so it's planned. I have a purpose behind the plan by the people I've selected and it's programmed and I programmed it in a way that makes sense to so that the learning is embedded in your consciousness. When you come to our event, you should do the same thing at your event. You want to get people to experiences in each session that they don't just learn, like wrote phrases to repeat. They have experiences that they will remember. That's crucially important and it takes a lot more work to do this kind of event than it does a transactional event. That's why most people do the transactional event rather than the transformational event cause the transactional event is easier to do. But the transformational event for you as the host is so much more rewarding, is so much more in alignment with what I know is at the core of your being, which is the desire to serve and have impact on others.

Speaker 1: [13:19](#)

Quality number three of a transformational event versus a transactional event. Transformational events are constructed with a particular syntax in mind and syntax refers to order and sequence. You don't just randomly throw sessions and segments up on the stage too because it's convenient for you or it's convenient for your speakers. You put the sessions together at an order that is sequential and it makes sense for the audience, for the tribe who's there to learn so that each session builds on the one previous to it and it comes to a crescendo at the end where they have an impact on their lives that they will never ever forget. And that takes a lot of thinking ahead and planning and looking at your schedule and looking at your syntax and order and sequence of speakers and teaching and so forth and asking yourself the question, is this the best way to do this?

Speaker 1: [14:05](#)

Should this be in a different order? Do we miss something? Do we need to add a whole new segment? We didn't think of, do we need a new speaker? We haven't thought of. This is the kind of care you have to give to putting together a transformational event. Number four, the number four quality of transformational events is they

have integrity and I don't mean honesty, which they do have honesty. You must be honest. No lying, no fudging, no exaggerating. Be completely transparent and honest in everything you do. By integrity I mean the structure which holds the thing together. There's a framework around a transformational event that binds it together as one whole piece. Even though it's made up of many different speakers segments and teaching sessions over perhaps a wide range of subjects, but there's a framework, a reason that every session is included. There's a reason every speaker shows up on a stage and if it's the overall purpose and promise of your event, the event has integrity, a framework that holds and binds it together as one whole piece that has one specific result, which is the fulfillment of your event promise. Transformational events have integrity.

- Speaker 1: [15:10](#) Quality number five of transformational event is coming up next, but first a word from our sponsor, the copywriting academy live in Franklin, Tennessee. July 26th through 28th
- Speaker 4: [15:21](#) success is sequential, not simultaneous. Through some of the things that I learned from ray and his books, his podcast, his blog, I was able to turn the company around that I was working for at the time simply due to great copywriting. Well that gave me the keys and the ability, the opportunity to take that very skill and turn it into a brand for myself on the side.
- Speaker 5: [15:46](#) Even getting his feedback on it has been super, super helpful because now I feel that I've got such a great foundation now. I've been raised eyes on. It was really very helpful for me. New things have come to light. I feel me kind of being pushed in the direction to be a speaker or mentor or coach and I came back this year knowing that I'd be able to get some tools and resources. There is a little [inaudible],
- Speaker 4: [16:09](#) a bit of an agenda that I have. It's to give you a new mindset, a new framework for thinking about your business. So if you're considering, if you're feeling at all like maybe I should come to this event, maybe this is something I should do. I'm telling you, go with that. Do it. I don't believe you'll be disappointed and I'll be working my guts out and make sure you get more than you came for. Ah, yes. Where were we?
- Speaker 1: [16:30](#) Quality number five of a transformational event versus a transactional event in a transformational event. Every session, every teacher, every speech, every talk is synergistic with every other session, speaker and talk. And what I mean by synergistic is they all point back to one another. They all fit together like the pieces of a

puzzle. There's no conflict among the different speakers. There's no conflicts among the different sessions. It all has integrity. Yes, but it also has harmony so that all the notes fit together. There's no discord, there's nothing but melodious harmony and you know this is all people singing the same song and that makes all the difference in the power and the impact that the event has. Every session is synergistic with every other session. Nothing feels out of place at a transformational event. Quality number six, have a transformational event versus a transactional event.

Speaker 1: [17:24](#) Transformational events are immersive. What do I mean by immersive? Transformational events usually involve long days and long sessions and they involve being shut off from the outside world. Your normal day to day existence ceases to exist while you had a transformational event and the reason behind that is not some mind control thing like many people suppose it's we learn best when we're immersed in the subject. I mean, when you're doing something you love to do, you enjoy doing it. You enjoy learning something. You're working on a project, maybe you're restoring a boat or you're learning to play golf or you're practicing your musical instrument dull. You lose a sense of time and you find you've been doing it for hours and you're in that flow state and you're absorbed and you look up at the clock and you realize, oh my gosh, I spent four hours to started doing this.

Speaker 1: [18:09](#) I need to get up and walk around. My legs have gone numb, or whatever. That is you being immersed in an activity. It's difficult to do in today's world with all of our ring phones and our demands that are made in our time, people always wanting our attention, especially if you're an entrepreneur. Everybody wants a little piece of your time. Coming to a transformational event gives you the privilege and the luxury of being immersed in what you're learning. Being committed to this process for two, three days, however long the event is of just focusing on this one thing until you've mastered it, you've got it done. Like getting your copywritten. That's the promise of the copywriting academy live. We're putting you in an immersive writing environment and giving you all kinds of specialized tools that'll help you get your copy written very easily and very quickly.

Speaker 1: [18:51](#) You'll have your copy done in three days. That is the power of immersion, an event and it transforms people's lives and their businesses. And finally, quality number seven have a transformational event. Transformational events are interactive. They're not boring lectures who likes to go to a meeting or a seminar where somebody stands at a podium and reads you a boring text for an

hour and a half at a time? Nobody. Nobody likes that, and people say they don't like the interactive kinds of events like where they have you jump up and down on chairs and dance to the music and give strangers hugs and shoulder rubs. And don't worry at the copywriting academy live if you're coming to that, we won't make you do anything super weird, but we may push you out of your comfort zone. I'll talk about that in a minute. The point is, transformational events involve you interacting with the material, with the speakers and with the other people at the event, and that is where the transformation takes place. They are events that involve mastermind groups that involve exercises. And I urge you, if you're going to go to a transformational event, do the exercises, even though they're uncomfortable, you know most of the growth you experienced in life comes outside your comfort zone. And if you're never uncomfortable, you're probably not growing. That's a hint. That's a clue that you need to get uncomfortable every once in awhile. It's been said, the amount of success you're enjoying your life is in direct proportion to the amount of discomfort you can comfortably tolerate.

Speaker 1: [20:19](#)

So if the transformational event you're attending and makes you a little uncomfortable, celebrate, lean into the discomfort you're about to learn something, you're about to be changed, transformed transformational events. Challenge your belief systems. They challenge your ideas, they challenge your current way of doing business. And if you find yourself getting a little bit offended, good, lean into that because this reveals a, an ossified way of thinking. In other words, a fossilized way of thinking is so solidified in your brain. You don't even question things. And that's a dangerous place to get. If you get to the place where you think you know everything about your business, you got a place for your business is declining. I guarantee it. You may not see it in the bottom line yet, but it's happening. So if you believe you've got everything figured out, get worried and get yourself to a transracial event that challenges your current belief systems, your current way of doing things.

Speaker 1: [21:04](#)

You may not end up changing exactly the way that people who run the event wants you to. You may not agree with everything they say. You may implement everything they do you or you may implement everything they say. It may not work, but having been challenged and try something new, we'll give you a new flexibility. It builds new, literally builds new brain cells and new neural pathways makes you more creative, makes your brain younger, makes you think in a younger, more agile way. So let yourself be challenged. Let yourself be made uncomfortable. Take part in the mastermind groups. Take Part in the networking and meeting other people. A

transformational event will make networking part of the activity of the event so that even the introverts meet other people, get exposed to new ideas, have to interact with folks and get to know new friends. That's an important part of a transformational event, even if it makes you uncomfortable.

Speaker 1: [21:47](#)

You know what I said about discomfort? Get ready to be uncomfortable. For those of you who are coming to the copywriting academy live, you'll find all these things are happening at that event. It's a very interactive event. We have exercises that you'll do as a group, exercises that you're doing your own. We have mastermind sessions. We have networking sessions that are facilitated, so if you don't think you're good at networking, we'll teach you how to be good and then we'll let you practice and we'll make it easy for you to meet people without it being awkward and embarrassing. We'll have challenging things to present to you that may be different than what you currently believe or think, and you can make the decision yourself about do you want to change that belief thought or do you feel more, more reinforced in it than ever? That's up to you, but we're going to challenge you.

Speaker 1: [22:22](#)

That's going to make you grow new brain cells, new neural pathways. It'll sharpen your thinking like it says in proverbs, like iron sharpens iron, so one person sharpens another. So those are seven qualities of transformational events versus transactional events. If you're putting on an event, you want to make sure you have these seven qualities that work for you and they are just to review. Number one, a transformational event has a definite clearly stated purpose, a promise for the event. Number two, transformational events are planned, purposeful and programmed. Number three, they are constructed with a syntax order in sequence in mind. Number four, transformational events have integrity. They have a framework, a structure that holds them together. Number five, every session is synergistic with all the other sessions. It all fits together in a way that makes logical sense. Number six, transformational events are immersive. They put you in an environment we can.

Speaker 1: [23:14](#)

Number six, transformational events are immersive. They put you in an environment where you can only think about the thing you're there to do. Such as at our copywriting academy live, you're there to write your copy in three days. That's the only thing you get. You will be focused only on what we have in store for you at that event. If you're coming to it and you should come to it, I think you'll be transformed. I know. And number seven, the seventh quality of a transformational event is it is interactive and this is the hardest part to put together as the host. It takes thoughtful planning. It takes

preparation of materials for exercises and so forth, and it takes having a rapport with the audience in a way that gets them to do what you want them to do, even though they're uncomfortable with it and they don't want to do it.

Speaker 1: [23:52](#)

We all know that they don't want to do it because we've all been in the seats and thought, oh, I don't want to do this. And yet after I do one of those uncomfortable exercises I rolled my eyes at and didn't want to do, I always feel challenged and transformed by it in a positive way and I'm always glad that I did it. So you've got to figure out how to get people to participate in those activities. Those are the seven qualities of a transformational event versus a transactional event. Which kind of event do you want to put on? Which kind of vet do you want to host and which kind of event do you want to attend? If you want to get your copywritten in three days and get even more than that as a result of being at an event, you want to consider coming to the copywriting academy live, which is July 26th to 28th in Franklin, tennessee@thefactoryandyoucangetmoreinformationaboutthecopywritingacademylivebygoingtorayedwards.com slash TCA live. The link is in the show notes if you're going to be attending that event. I look forward to helping you get your copy written in three days and I have plenty of surprises for you. They're going to knock your socks off. You will. I promise you, you will be transformed. So that's it for this week. Until next time, may you prosper with purpose. May you receive wisdom that brings wealth and may you be transformed by the renewal of your mind. Peace to your house.

Speaker 2: [25:10](#)

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