



Ray Edwards Show, Episode 402

Post Event Breakdown

- Speaker 1: [00:01](#) Ray Edward Show, episode 402- Post Event Breakdown
- Speaker 2: [00:10](#) [inaudible] the Ray Edward Show. This is the podcast for prosperity with purpose. This week's episode of the podcast is a little different. It's just a conversation between my executive assistant Tiffany laughter twining and me
- Speaker 3: [00:29](#) doing a debrief of the Copywriting Academy Live event, which at the time that I'm recording this, that event happened a week ago. So the event was fresh on our minds and we wanted to share some of our impressions. This is the first big event we do as a company that you've been to. You've been to other people's events. Yup. Like Jeff Walker and set or cliff Ravenscraft, et Cetera, et Cetera, but what did you, what was your overall impression of this? I loved it. Why? I think it was rad that the first day ever, it was just
- Speaker 1: [01:08](#) a normal event similar to the ones that we go to, but then something shifted the second day and then it became, it wasn't your stage anymore. It was like totally God working through your event and that was my, that was what was really bad. Plus everybody that works for you is Super Fun. All your speakers were cool. Just the whole vibe of the thing was great. Plus it was, we were running the show, but, and you kind of just let it happen. Like you kind of had like an open hand to it. It seemed like you, you weren't stressing or where, you know, you weren't concerned about how it was unfolding you weren't trying to be a control freak about it and it was just like you just let it unfold the way it did. What do you think happened that made day two different? I think, I think, I can't say it was Doug Pew, but it was during his, um, talk. Okay.
- Speaker 3: [02:13](#) The Hero's Fury, Beethoven is completely inspiring. What was amazing to me about that talk was he was talking about classical music, which is not normally the most riveting subject for an audience that came to a business event. He made it that way. He was on for like 45 minutes and he had everybody hanging on his every word and that bit he did at the end where he conducted the orchestra. And he was like turned his back to the

audience. It looked like he was standing in front of an orchestra and he's conducting, it was off the charts. I mean ev, everybody was either on their feet or in tears or both. And then Leslie was supposed to come out and just introduced me. I was speaking next and he comes out on the stage and he stands there for a long time and he says, I think we should sing.

- Speaker 3: [03:06](#) Is that where he said yes and he sits down at the piano, which was a total surprise for everybody. [inaudible] he says this grand piano and starts playing. It is well with my soul. I'm getting goosebumps just thinking about this. And Leslie didn't sing, he just started playing the piano and the crowd sang. I don't think the words are on the screen or anything. They just began to sing and it was quiet at first and then it got to be more and more. The lyrics of this, him are this when peace like a river. Attendeth my way when sorrows like sea billows roll, whatever my lot thou has taught me to say it is. Well, it is well with my soul. This hymn is special because the person who wrote this wrote it when his family, his wife and his ever called daughters had just perished in the sinking of a ship.
- Speaker 4: [03:59](#) Oh Wow. Okay.
- Speaker 3: [04:03](#) So again, it was, Doug's talk was about facing adversity and transforming pain into victory. And then Leslie played this him, which was so appropriate to the moment [inaudible] and it's just an amazing story that this person who wrote this hymn could have written these words after what I just described. It happened to him absolutely to his family.
- Speaker 1: [04:27](#) And it Kinda tied into Doug's whole thing about Beethoven too, being deaf and then writing his most popular and famous pieces after with after that happened. And then of course you and Parkinson's and then that just opened up the entire event to something much deeper. It's what actually I feel like the people needed. I mean there's people that are unhappy about how it went too. But the majority of the people,
- Speaker 3: [04:56](#) well here's the news flash. There always are. No matter what you do. And I think for the purposes that we are concerned about that we did exactly what we were supposed to do. I'd say 99% of the people there were bowled over, deliriously happy with what happened. And um, I mean I saw so many lives impacted. We had people that had relationships that got reconciled, that had the re committed their life to their faith. They, um, they were moved or touched in some way that allowed them to realize what their real purpose in being there was. What's the real purpose in being in business to begin with was totally. I never, uh, I can't remember a time like what

happened after Leslie finished introducing me when you were just like speak, couldn't speak. I didn't know what to say. I know Jenny was texting me. Is he okay? Three. Okay. Like he's fine. Just give him a minute. I mean, I stepped out. I knew I had to do something. I honestly don't remember much of what I said. You spoke about it, not even copywriting. You gave a sermon.

Speaker 3: [06:09](#) That's right because you sent me a text, you texted me and said, I knew you were a preacher. That's literally what you did and it was good. Did you ever think you'd be preaching? Not like that. I was in quite a state. Yeah. And then we had day three, day three, Sunday Andy Mason Spa. Yeah. Oh yeah. The sound barrier and breaking the breaking the sound barrier in his whole talk was about the power of stories to shape our lives. And he had this kind of formula that he shared, which was you find the stories from your own life where you've overcome adversity or where God has carried you through a situation and you record those stories and you recall those stories regularly. And then you repeat the process. And those repeating your own stories about how God has carried you through the hard parts of life brought you to exactly where you're supposed to be.

Speaker 3: [07:16](#) Or if you don't believe in God, you can think of it as fade or time or the process that you walked through, but you don't see the pattern of your life until you can look back and see the whole story. It's easy to forget your story and your stories and to just fall into old thinking. You know, like the Israelites. Yeah, and he, I love the way he talked about those though. He shared those stories and he would always say in this book of ancient wisdom, yeah, called the Bible that I read. It was, it was a great, great deal. I've heard Andy speak many times. That's the best talk have ever heard him give. Really. Does he use that sound barrier thing? Jet Thing? That was new. That was new. I really liked that because it reminded me of the night Taylor and I were racing around in the Mercedes and I said something like, I didn't give up or something, and you were like, what?

Speaker 3: [08:07](#) You didn't give up pushing the gas pedal. But then I realized I was breaking the sound barrier. I had to push past the feelings of terror to push past that beamer that was trying to race me. This is what you have to do when you're a drag racing and Franklin, Tennessee at night, I pushed past that sound barrier. I try not to think about what you're doing. But the car was relatively undamaged. He was making funny sounds, but they, you know, whatever hurts, if you're listening, don't, don't worry about it. It's fine. Change the oil. It'll, you know, it'll be fine. Things that were different about this event from events we've done in the past, they were less lame. I

mean just based on the picture alone that you sent me or showed me. Yeah, cause we did our previous, like the one from three years ago, we did it in a Ho like hotel ballroom at like the, I don't remember is like a Sheraton or something.

Speaker 3: [08:59](#)

He was, you know, had that like the eighties wallpaper and the eighties light fixtures and the bright light bright lights. You're selling something. Ah, it wasn't me that was on stage. So and that picture, oh, I didn't see the stage at a Lily Kraus, Michael Hyatt, Michael Hyatt was at your event. He spoke at my event. This one, he would have been good at this one. Let's get him to speak at the next one. That might happen. Okay. How would you have to pay him? That is a secret. It's like you're becoming young again. Even your events are becoming young and hip. So what was different about this from the one you're just referring to? And even the one we did two years ago this two years ago, we had like four people on the team. It was not nearly as organized. We had Brady made productions that did all the setup of the venue.

Speaker 3: [09:49](#)

They did all the lights and the video and the sound this time, this time, and it was like a, it was like a rock concert. The way they had it set up with the lighting and the drape on the stage to set backdrop to, they took our graphic designs that we had one, our graphic designer who's on our team, he did all the logo design and signed design. But they made it into the signs, the banners, the standing banners. It was really well-branded. In fact, I knew it was when Jeff Goins asked me who did your branding? I really like it. Oh cause he's like super critical. Oh really? I mean very discerning. Take no offense Jeff. No, just do you have high standards? Just hire one cause he's Rad having Brady do all that. Matt and Lauren, um, relieved a huge amount of stress and pressure off our team.

Speaker 3: [10:40](#)

Plus it just upgraded to the look and feel of our event like by a multiple of 10 or 20. Yeah. Cause we had, we had so many people talk about how impressive the event looked. So that was, that was the work of Brady made our graphic designer and the people who, who helped set all that stuff up. And then we had Justin [inaudible] and his team who worked with, we had a, a program, we offered a mastermind program we offered for sale and we had them work with people who were trying to make a decision about whether or not to buy that. And that may sound like, well, you had a sales team. Well, technically they were, they were a sales team. But what I love about those guys is they have a very strong value for not selling something to somebody that they don't need. And we talked about about that standard going into the event. And I told Justin and his team, I don't want anybody to

feel pressured. I want them to feel assisted. Right. And they were very careful about that. And I loved that we had zero complaints about people feeling pushed or pressured into buying something. And yet we did. We did well.

Speaker 3: [11:43](#) We did well while doing good. Put it that way. You see? So we had Justin, we had Brady made do, we had our team, which was more people than we ever had working on an event there was you, I guess you could count me. Um, Tammy, Jenny, Taylor, Kaylee, Tammy's mom and her friend. Yetta Yetta s eight. And we had Giuliana helped out. She spoke as well. That's nine. And I know him. I know I'm forgetting people. So if I forgotten you, please forgive me from the bottom. My heart. I can't remember everybody, but that was nine people. Then we had to our speakers, there was nine of them. So that's 18 that's just our not counting Justin's team and Brady May. So there was so many more people. So with what, what the reason I'm saying all this is not to impress everybody with how many people we had working on the event.

Speaker 3: [12:39](#) It's to say it impressed me how much difference it makes when you have a lot of people working on something with that many moving parts. And it makes me wonder, how in the heck did we do this? Was four people before. How did you, I mean, how did, how w what were some of the differences that were glaring? Well, every five or 10 minutes, the last time we did this, there was a panic attack. Like, oh my gosh, we don't have this wire to plug in this speaker to get this thing going. Or at the end of the day, the first day I remember somebody said, um, apparently nobody's going to come pick up the garbage, but I want to, I want to be clear. Both events were fun. They were, they were awesome. But this was just like 10 levels better, better, higher, higher end.

Speaker 3: [13:23](#) It just really was. So it was having all those people working so hard to make it work to make it happen correctly. And then plus it's like you letting go of some of that control and maybe paying somebody to help out, but look at how much smoother it went and yeah. That and then that all grows out of our participation in Michael Hyatts business accelerator program. Because if you remember that last meeting we went to is where we talked about me making a plan to get other people to teach, not only in my courses but in the academy and the live event itself. That was part of the plan. That's why we had all these people speaking. Yeah. Um, and, and bringing more people on board to do things. So I was doing less and less in the company so that I can focus on what you actually liked it and actually like doing what I'm actually the best at, which is preaching now you can add that to the list.

- Speaker 3: [14:17](#) So this was a, this, this was a manifestation of are actually following through on the things we got from the business accelerator program, which is why we're continuing to participate in that. We're going into year two. I can't wait to get back to Franklin and share with the group the things that have happened and we've, I mean this is just indicative of what's happened behind the scenes as well because everybody in our company has stepped up into roles that I think, I mean I think honestly I had suppressed people being able to step fully into their identity in the company. You totally had been without meaning to because I felt like I had to be controlling everything. So I mean people can't flourish when they feel like you're controlling them. Totally. How are what, what has caused you to feel like you can give up some of that control for real?
- Speaker 3: [15:08](#) Well, it's two, two main things. I think one was the decision that I made while we were at that event with Michael and Megan and talking about succession and what it means and looking at the example that he has set. Mike and I are very similar personality wise. Like we have the same enneagram number. We'll even like that one at workbook that we were going through. Yeah, you were like exactly aligned up with like how he likes to be approached for, you know, whatever. Yeah. So just seeing that he, he and I being so much to like personality wise, seeing what he's been able to accomplish by letting go of control and giving people the authority and the latitude to do their own thing. And that means letting them make mistakes as well as letting them succeed because you can't expect somebody to step into a new job with big responsibilities and not make any mistakes.
- Speaker 3: [16:03](#) That's just unrealistic. So it's, it was inspiring to see what he's done with his company by turning more things over to other people. Watching Michael and working through the exercises of setting up succession and letting people come in and do things that I'm not going to do anymore. Seeing his example and then hearing him tell me this is what you need to do. And then that gave me the inspiration to deal with the fear of giving up control of my company to other people. If you think about it, if I think about it, I realized this was something that I felt like I had built from the ground up for me to just hand it over to other people saying, okay, now you take it and run with it was, it's like giving up your child. Oh yeah. Especially if they're still learning how to do the job.
- Speaker 3: [16:44](#) Here's my baby. Don't hurt it. Oh crap. You dropped it. So that gave me the inspiration and the courage to go ahead and, and say like to Tammy, okay, you're going to go ahead and take over as operations manager. I'm really gonna let you run the operation. I'm really gonna Trust

Your judgment and let you handle the cashflow, the hiring policies, the, um, select our health insurance plan. All of these things she has done that I was always in my new control of in the past. Just like with you, I've given you my calendar. I've given you my email to handle, to deal with you. We're still going through a process where you're coming to me asking me questions, but I'm not digging in second guessing you or what you're doing. In the past, I did all the tech stuff. I set the websites up, I set the landing pages up, I set the this shopping cart system stuff up.

Speaker 3: [17:31](#) I've had it all that over to other people. Now. Part of the process for me is going through a period of thinking, what the heck do I do now? Oh, I write and I speak and I create these podcasts and I, I make content. Yeah. It's like this stuff that you want to do. Yeah. And it's like a dream come true. And it's of course also I've out of depression for a long period of that to deal with. That made things a lot harder for everybody. So the event I think is just the latest best example of what happens when you have a great team and you let them do what they're great at and you get out of their way. Yeah. And I was a lot less stressed than I've ever been at any of my own events ever. Yeah, I didn't see that you were stressed.

Speaker 3: [18:13](#) So let's talk about next year. I almost, I almost canceled next year before, before we went into this, this event, before you even got there and started thinking about, we had committed to a bigger room. Yeah. We committed to needing to have more people there just to pay for the thing. And I was freaking out about that a little bit. And I called Tammy, I said, if we sign that deal yet, I think I've met want to cancel that. And she said, well, let's think about it over night. So I thought about it overnight and I called her back the next day. I said, okay, don't cancel it, but it's not going to be copywriting academy. It's going to be something else. It's going to be about prosperity in your business, but it's also gonna be about prosperity in your, the rest of your life like theirs. Think about the areas that are important to us.

Speaker 3: [18:53](#) There's our face, there's our family, there's friendships and community. There's, of course there's money that's part of it. There's fitness. How would you label this event then? I mean, have you thought about that self improvement, right? Which is not something you're as well known for over copywriting. I mean obviously you're well on your way to being known for that. Well, I think the reality is that's what people come to me for now. They do come for the copywriting stuff, which we're still going to have, but it's going to be in a much more contained, tightly focused. We're gonna do a few workshops next year that'll be copywriting workshops and I probably won't

be teaching the majority of them. I have students that I'm bringing up to take over those duties in the company. So I'll maybe lead these events, these smaller workshop events, introduced to the instructor and let them instruct.

Speaker 3: [19:46](#)

Do you ever feel pressure to have like a perfect relationship with God because based, I mean because all these people looking up to you, does that put a lot of pressure on you to have a fake ish? I mean like what have you, what have you are struggling, you know, like what? Well that's why it's been so liberating lately to do the podcasts and talk about things on, on there and on Youtube that I've had, I actually have struggled with because I'm basically admitting people, look, I don't have a perfect relationship with God, but I know he's real. I know he cares for us. I, I, I think I have the same struggles everybody has, but people in this kind of position in the past have always felt like they couldn't reveal that because then people wouldn't follow them anymore. To me it seems like they were like god-like, you know something.

Speaker 3: [20:38](#)

Well, right. And then when they had them, when they stumbled people, people were destroyed by that. But yeah, that person would have been represented publicly as the perfect, having the perfect relationship with God. And then they ended up cheating on their spouse or they had a financial downfall or something happened or they found you found out that they were addicted to sleeping pills or whatever, and then people's face would crumble because they'd say, well, if that guy, if that lady can't do it, then I can't do it either. So people just walk away from God entirely because of the fact that their idol fell off the pedestal. Yes. Andy, we talked for about an hour yesterday and he said you should keep doing these things where you're talking about your struggles and the things that are not going perfectly because people can relate to that and they can see, well that's, that sounds more like what I'm walking through myself so I can, I can depend on this guy to tell me the truth.

Speaker 1: [21:30](#)

Yeah, totally. And that's something you do with your Instagram too, and your youtube and your podcast is that you're actually genuine without it being like fake, genuine. Like I'm so genuine on here. It's, you know, without you actually offer genuine content that's valuable because it is, you know, I, I, I follow this girl on Instagram who is always like, I'm so genuine and I'm so open and like sometimes it's really a nerving to be this open and I look back on all her stuff and it's like she's, no, she's not at all. It's like the humble brag thing. Exactly. And it's like you're not offering anything to anybody that's relatable because there's nothing here. You don't do that. You really do try.

Like I give you suggestions for Instagram that I would never do, but you do it. You would never do them. No, I'm too shy. Like I've like, I privatized my account cause I just can't get over. I like, I get nervous about putting myself out there so much,

Speaker 3: [22:30](#) still trying to figure all that out. Like what's too much? What's too much? What's not enough? What's too often, what's not often enough. I'm still working through all that. Okay, so less fake, more fun. Actual value. Yeah. Got It. No problem.

Speaker 1: [22:46](#) Okay. Done. You're like the dude that I can like say um, truth or dare and you're like, oh, truth. And then I, no, no dare. And then I dare you to do something and, but then you do it so that I'm like, okay, Rad. What's the next dare? I wondered if you saw that like we're going to get into now. Yeah, cause I, it's stuff you do on your Instagram. I would never not, I mean, just because I'm shy just cause I'm shy. But you do it. I dare you to, you're like that kid, that fun friend. Go put Saran wrap over the teacher's toilet. Hurray.

Speaker 3: [23:26](#) Oh, that sounds like funny. Okay. So it was a good event. It was profitable. It was fun. It was fulfilling. The factory was great to work with. Brady made fantastic. Everybody did a great job and I'm still worn out. So I'm going to, I'm looking forward to taking some time off and resting.

Speaker 2: [23:46](#) Meanwhile, if you enjoy this podcast, then please subscribe in your favorite podcast app. Give us a rating or review. And until next time, I pray that you prosper with purpose, that you find the wisdom that brings wealth and that peace visits your house. See It [inaudible] thank you for listening to the Ray Edward Show. Find the complete archives of all episodes at Edward's podcast.com or subscribe for free through apple podcasts and never miss an episode. This program, copyright Ray Edwards international incorporated all rights reserved. Each week we bring you a message of prosperity with purpose and freedom. Remembering the truth. Freedom is available to all through Jesus Christ.