



Ray Edwards Show Episode 405

The Experiment

- Speaker 1: [00:00](#) Ray Edwards Show, episode 405 "The Experiment"
- Speaker 2: [00:06](#) This is the Ray Edward Show. This is the podcast for prosperity with purpose. This is Ray Edwards and Welcome
- Speaker 3: [00:19](#) to the show. This week's episode is a candid conversation with me and my leadership team about the event we just attended Stu McLaren's Tribe Live 2019 now we'll have a separate episode where I will do a full review of that event. What I learned from it, what I found great about it, how it was enlightening for me, but that's not this episode. This episode is about the approach we took to attending the event. Now I was there with my chief operating officer, Tami Hyatt, with my event coordinator and head of customer experience, Jenny Kerns and of course my executive assistant Tiffany Laughter, and we went to this event performing what we called the great experiment and the experiment was we did not go with the strategic plan with a list of people I was supposed to meet times. We're going to meet people who are going to come to my suite for a cocktail reception.
- Speaker 3: [01:04](#) We didn't do any of that normal stuff. We just showed up and decided to be present for whoever came across our past and see what happened from there. What would happen if we just were present with the people we were with. And I think we came out with a very definitive answer and instead of pre-framing it anymore, I'm just going to get into the discussion with me and my leadership team. This is on the last day of the event as we are about to wrap up and head back to Spokane and Colorado and Idaho, the various different places that we live because we are a non-local team. And this is what it sounded like. What do you want to talk about? What were we talking about? A couple of people at the dinner last night. Oh, so that probably wouldn't be appropriate for the podcast. Now what about the food?
- Speaker 3: [01:45](#) Oh my gosh. I was like, I had never seen anything like that. Okay. So this was interesting how they did that. Cause I don't know if you're aware of this, but they

upsold, it's like crazy. What do you mean Deepak? Our guy who was running the room for us. Um, he comes, he comes over to me, he says, so Mr. Ray, we have a advertiser option of seafood towers and he's saying this in front of everybody. So he describes the seafood towers. Would you like that for the table? So how can I say no in front of my guests? But what do you mean? I thought he was just, we didn't originally by that, what did we buy? We originally reserved the room, paid a fee for reserving the room and agreed to a minimum food and beverage amount, which was not minimum, but the wine.

Speaker 3: [02:27](#)

I mean, I have no problem with any of it. I knew what would happen. It's just just, I was just observing a master marketer at work, that's all. And Kenny leaned over to me and said, hey, he's really good with the upsells. Huh? So we were, we were enjoying that. Oh, but does that mean you end up paying more? Oh yes. Yes. It's like you kidding me? Oh No. We started with like, I don't know what the exact numbers were, but we start with an agreed upon amount. Let's say it's what they were, let's say the agreed upon amount was \$200 I don't want to get into specifics. Why not? Because, well, okay, so what was the original man? Do you want to know? Oh, of course. Do you not know? No, not really. Really. Okay. Guess, the original amount we agreed to \$2,000 Oh, that's pretty good.

Speaker 3: [03:08](#)

2,500 yeah. So I bet it was. I bet in the end it was over five grand. I would be surprised if the seven was it worth it? Absolutely. Seven grand. Wow. That's like a vacation. That's like three vacations. Yeah. But this is a business expense. And even though we didn't do any business, we deepened relationships with people that we are doing business with. Yeah. And several people in that room have paid us a lot of money. Yeah. A lot of money. So, yeah, everything else that we did last night that he asked me about like the, the appetizers and the beverages and the, you know, how they kept the wine pouring? Yes. I the more wine they poured, the more money they charge, they're job is to keep the job, has to keep refilling the glasses. Wait, that's actually something that Pete specifically talk to us about.

Speaker 3: [03:57](#)

He said to talk to the waiters about asking before refilling, I lost count of how many glasses I knew sort of everybody I, but I knew what I was doing going in. I, I was not surprised by any of it. I knew exactly what was happening. So I was in complete control of that. And I just, like I said, I loved the way the restaurant did it cause it's a great way to sell. It's a consultative selling with a customer that has the money to buy and they know what they're doing. So it's, I just was admiring somebody for their craft. Oh, okay. As the money's flying out of your wallet. But I went there to make an

investment in people and that's what we did. And you know what I said at the end of the meal was true. I wanted like JT asked me. He said, "why did you do this cause you didn't sell anything." I said "I did it because I want to build relationships." He said, ""but what gave you the idea to do this? And I said,

Speaker 4: [04:57](#) "Oh God."

Speaker 3: [05:00](#) It was about what we were doing having a meal together bonding and part of it is at an event like the one we were at. It's difficult to get people's attention cause they're so caught up in the networking thing and going to big networking parties and meeting as many people as possible and I wanted something deeper and something better. So that's what we were doing. We're investing in people and I can't trace it back and say well that'll get us x number of dollars. That's not the, that's not the kind of investment I'm talking about. I'm talking about the kind of investment that makes people like- Kenny and I had been friends for almost 10 years now. We met at an event, something like the one we're at today and we, the reason we're still friends is because we bonded. We were in a mastermind group together.

Speaker 3: [05:47](#) We had lots of meals together. Is he one of the ones that told you not to go public with? He was one of the ones who was in the room when that happened, but he did not agree with it. He disagreed then why he didn't vocally disagree or agree? He just observed. Oh, he's very observant. Yeah, I noticed that. He's super smart. Yeah. I mean he's a psychiatrist. Yup. So he's always figuring you out. Yeah. Oh, here's a tree. He has your thinking. I hate that. I don't know that he does, but he and I have joked about that occasionally over the years. Like are you analyzing me right now? You go analyzing. Isn't that easy to analyze everybody or is it just like you have to be kind of obvious with some kind of symptom? I think it's, I think it's pretty easy once you cause it.

Speaker 3: [06:32](#) I mean, I'm not a psychiatrist so I can't speak for that. But I can say as somebody who studied psychology a lot, trying to figure out how people operate, it's pretty easy to see people's patterns. Especially because that's what I do. I mean that's what we want to do in these mastermind groups, in the coaching sessions and consulting with people. It's what I do. It's easy to see other people's patterns. It's not always so easy to see our own. That's true. Have you taken any psychology courses? Uh, no, no official courses. I've read lots of books. I've watched all kinds of videos and all kinds of audio. Like how to sell people stuff and behavioral changes as well. Like what do you mean behavioral changes? Okay. So Tony Robbins has this program called creating lasting change,

which is about how to, how to coach people, how to, um, that's coaching is the best word for it I guess.

- Speaker 3: [07:21](#) But it's really like counseling, but he can't call it counseling cause he can't teach people how to counsel. Cause you have to have a license to counsel but you don't have to have a license to coach. But you could basically be doing the same thing. Exactly. Which is why you need to be careful. If you hire a coach, you need to figure out whether they know what they're talking about. Cause anybody can call themselves a coach. Anybody. And just because they have a certification quote certification, you can get a, sir, I can get certified as a coach in 30 minutes for 100 bucks, have a half dozen different websites. You have to have a certification. You don't have to. But people think they go to somebody's website and they say certified master coach. Come on in. Tami and Jenny are here. Tami and Jenny are here. So dinner was really fun last night. I had a really good time. Did you enjoy it?
- Speaker 5: [08:05](#) I did. It was amazing.
- Speaker 3: [08:08](#) The food was like nothing I'd ever had like nothing. Did you eat the oysters? No, I ate lots of them. I love oysters.
- Speaker 5: [08:20](#) same. I think I had to because I was trying to save some for other people. Okay. So what did, what did the wait staff think of us? They said that they had never encountered a group such as ours. They saw the caring and even the emotion, uh, just the conversation, they heard some of the conversations very, you know, nothing real private but they,
- Speaker 3: [08:52](#) oh c'mon, it was real private and they heard everything okay. They did. We
- Speaker 5: [08:56](#) know they did, but nothing leaves that room. That being said, they were blown away by the, the way everybody acted and, and treated each other and just how our, our staff treated each other too. I'm just curious, how did, how did you get into this conversation? What started, well, I was paying the bill and I just stood out there and you know, thank them for everything that they did, thank them for watching our cues because when certain conversations were going on, they were great about that. I've been in situations like that were where the wait staff was terrible. It didn't pick up on what was happening, but they were like into the rhythm of what was happening in the evening. They never interrupted at the wrong time. They found just the right moment to step in and say, okay, now we're going to have the main course or whatever.

- Speaker 5: [09:45](#) I thought they were really good. They set the bar really high. So how much was the bill? It was, sorry, I'm thinking in Canadian dollars. It was just under \$6,000, Canadian. Canadian. So what's that come to us? Probably about 4,500 ish. So that's like half the price that you thought it would be. Okay. I mean actually just a small reduction of the price you thought it would be. Did you guys discuss what you thought it would be? I thought it would be six or seven. No, and that was with tip. How much was the tip on that? It was about \$799 and I gave them another hundred well done. It's what I do. It's the, I think of it as the generosity conspiracy. Well, and they really thanked me for that and I said, listen, you guys did an awesome job. If we're in Toronto again, we're going to do one of these dinners again. And I said, we'll be coming back here because this space was incredible. I mean the space was incredible. Did you know that that is the oldest boardroom in Toronto?
- Speaker 6: [11:09](#) I have one complaint, it was the bathroom. It was a combined gender neutral bathroom, which I typically don't have a problem with, but there was a urinal and a stall, so you would walk in and somebody could be in there there. The waiter was in there when I went to go to the bathroom and so I was like, oh my God, I like banged on the door cause I could hear somebody in there. And so I walk in and he was like just finishing up. And I was like, so is there, am I in the wrong? Is there a woman's bathroom? And he was just like, no, it's kind of modern. I know it's weird, but I went in the stall. I'm like, there's no way in hell I'm going to go to the bathroom until he, this dude leaves and he vanished very quickly. Yeah, totally. I was like, can we not, could you lock the door?
- Speaker 5: [11:50](#) No. No. Okay. That's weird. It was gross Harbor
- Speaker 6: [11:54](#) 60. You've got to fix that. Yeah. And maybe clean it cause there was like some streak on the wall.
- Speaker 5: [12:02](#) this is why I usually use the women's bathroom unless it's like a big Multistyle
- Speaker 7: [12:09](#) waiting in line. I was gonna say, you never know where you'll see Ray Edwards. It might be the women's bathroom.
- Speaker 6: [12:18](#) I think we should talk about working for Ray. Not like, oh Ray's so great. And I just love, cause we all know that, right? Yeah, let's say that. But like just working here, you know,
- Speaker 5: [12:33](#) funny, I have been here almost five years and I didn't do a lot of traveling, I would say in the first three years. And so it's, it's just the last two years that I have begun to

travel and, and it wasn't that, it wasn't fun before, it's just that we didn't have a lot of in person interaction. And it has, uh, just completely changed for me in the last two years. And it is so much fun. Um, my, with, with what I do, it's quite amazing because I do have the opportunity as a spreadsheet, officiondo I have the opportunity to come up with ideas to uh, you know, explore my creativity and what's awesome is a lot of times Ray and I are on the same page about pretty much everything. And it's, it's, it's amazing. I've never, ever had a job like that before. In the past

Speaker 6: [13:45](#) I was thinking, and maybe we talked about this a little bit, but I thought, hmm, it's Kinda cool how working for you gave all three of us a, not a Redo, but it was like a purpose. Well, and it changed the tone, the direction of our life, all of us like, and we all struggled with self esteem issues. We may all still, but this job is helping that and, and it kinda changes it for our families too. You know, like I was doing massage, making almost nothing and this job just fell in my lap and it, and it changed not just my life, but my family and my kids. So and you did that for all of us.

Speaker 5: [14:33](#) I think the change that we're going to see in our families and especially our children is going to be amazing because they get to see us grow and blossom into these people and they get to be around some of these people sometimes and just get inspired and you know, see possible for the future, which they don't get to see where they're at right now. Right. And that's like next generation. So like that's Rad. [inaudible] I think that as women too, seeing that their mothers and, and I will say that our husbands have all been completely floored by the change in the three of us since we started working for Ray. But I think that as women, our children seen us grow up, "grow up" I mean it is true to be independent and strong decision makers and we actually have a voice and I think that is huge.

Speaker 5: [15:43](#) And we are setting the bar for them, for what they should be looking for in the jobs that they have someday. And the other awesome thing is that we get to be who we are and we don't have to put on this facade of, you know, respectable, poised ladies. Cause we're totally not, we're totally just big goofballs most of the time. And you know, it's just great to be able to be who you are and not be judged for it. Yeah. It took awhile to get there, to know that I was allowed, we were allowed to just be ourselves. I mean really, it took a while. You know what? I think we're in a world where, uh, that's not okay sometimes, especially in the workplace. And I struggle. It's funny, we're here at this event and I said to the team, I'm stepping up my game.

- Speaker 5: [16:39](#) So I went to Tarjay and got a couple business like skirts and a, and then I threw over a Jean jacket for some edge and I was wearing heels and we, Jenny and I went back to our room and I said, I have to take these heels off. I need to like downplay this outfit. And I, I felt pretentious. Tami's so pretentious, which is not me. And which was all in my head. And so I think really we get into our own heads and uh, we think, oh, I can't be who I am, but we can. And you know, I will tell you that I get a little paranoid about being myself around clients, but then I find out that they actually love it. They all love you, Tami, you're amazing. And they're like, dude, Tami is awesome. I love all the things you've said. But what's the hard part about working for me? I'm sure all of us is going to have something different. Hang on, let me think. I think the hard part is planning sometimes you're not the greatest plan. I would totally agree with that. And it's totally hard. I mean we are very fluid and we're very good at that.
- Speaker 5: [18:00](#) We're very flexible and we're very good at that. But it's just really hard not to have the pieces in place sometimes when we're trying to plan things and then we're trying to do it at the last minute.
- Speaker 6: [18:14](#) I have learned to be really flexible and have it not bother me that much. But you got kind of better at it for awhile. But I feel like being flexible is a good thing. And so, I mean it's sort of annoying when you wake up really early and you're like, oh, okay, we're gonna meet at like six but then we don't
- Speaker 5: [18:35](#) Or we are going to meet at eight but six
- Speaker 6: [18:42](#) is, is that the same for you too Tami?
- Speaker 5: [18:44](#) or, yes, but it's not. Honestly for me it can be hard, but I kind of thrive on making quick decisions later. I like a deadline and if it's getting close to that deadline, I'm doing some of my best work. So yeah, that's what I'm talking about. You know, at TCA live, I created an issue with coaching slots and yes, you did. And what ended up having, and some speaker slots and ended up having to happen was I had to at the last minute readjust things and I, I have to give a shout out to Leslie Samuel because he sat down with me and he helped me figure it out as our MC. He was amazing. And I'm, I said, I don't know what to do. I need to shave off an actual 30 minutes on all the coaching's lots and this and that and, and it was all my fault. Was it or was it mine? It was not your fault. Oh I see what you're saying. Okay. So we all take responsibility. But no, it was actually a planning thing on my part and, and big events are crazy and you just, so I had to be fluid with myself on that one and I was so

grateful for people who supported me in that too. I'm very tired. We got back very late last night. Yeah. What time did you guys finish up? One. What time did you and I leave Ray almost 11.

- Speaker 6: [20:27](#) Are you serious? So you were there for another two hours. People were just wanting to chill and hang out.
- Speaker 5: [20:31](#) Well cause we had to wait for dessert and everyone was talking and well we walked back because it's super close. Oh we got an Uber to start with and they didn't show up. I got impatient, I got impatient. So we
- Speaker 3: [20:48](#) walked and I forgot to cancel the Uber. So the Uber driver called me like 18 times and I eventually canceled it. Did you get charged anything? Oh yeah. And then they kept calling me cause I think you were pissed. So I blocked their number. How much did they charge you? It was like just under \$6 I got the receipt this morning.
- Speaker 7: [21:07](#) [inaudible]
- Speaker 6: [21:07](#) like the price of a latte.
- Speaker 3: [21:09](#) \$6 is a small price to pay to piss somebody off.
- Speaker 7: [21:14](#) [inaudible]
- Speaker 3: [21:14](#) I didn't do it intentionally. I thought I canceled it, but I didn't. I kept trying to figure out why is this guy call me like every two minutes. Oh and you're like, can you not? Was it the wine, Ray? I didn't have any way. Oh, what did you have bourbon? How much too? That's it doubles.
- Speaker 6: [21:34](#) Oh, too much. I was actually surprised when we walked back that my feet didn't hurt that badly and I got back to the, to the room and I was like, I love these shoes. They're so comfortable. They're like four inch heels. But then I realized, oh wait, I had a lot of wine- this morning. My feet were pretty sore. I woke up at 5:17 and I couldn't go back to sleep until about six and then my alarm went off 15 minutes later and then I hit snooze until seven, which I don't normally do, so stupid. I am
- Speaker 3: [22:10](#) those. I'm one of those people who sets like four to five alarms because I am so paranoid that I'm not going to wake up. The only time I'm ever nervous about waking up is when I use my Alexa because sometimes she just doesn't listen and she doesn't do what she's asked. Alexa, Alexa. So now people listening to the podcast, all their Alexis had been triggered. Yeah,
- Speaker 7: [22:33](#) that was my plan.

- Speaker 3: [22:36](#) So usually on the podcast we just say lady in the can wait, I thought it was in your phone. Oh no, that's Siri. Siri, Siri. We keep looking at her iPhone to make sure it has been
- Speaker 6: [22:46](#) triggered. And this is why I don't have an iPhone. I love your camera on your phone. What is it? What kind of phone do you have?
- Speaker 3: [22:54](#) It's a Samsung Galaxy eight edge. Is that like the new, Oh, that's like the [inaudible] two years old. It's ancient in phone world. Oh yeah. I like your camera though. It makes pictures look awesome. I know it's the best camera that ever existed. Really. Right. What do you think about that? Ray has better cameras. It's the best phone camera. I think it's better than the iPhone. Yeah. Consistently. They are better than the, I put in all other ways. The iPhone is better. I disagree.
- Speaker 7: [23:26](#) [inaudible]
- Speaker 6: [23:26](#) let the debating begin. Or end apple versus android. What do you want? I just like the logo of Apple. Like it's cute and simple. The android is this
- Speaker 3: [23:38](#) cute little robot
- Speaker 7: [23:40](#) thing that goes, what was that Jenny?
- Speaker 5: [23:46](#) So for those who have been with Jenny and Jeremy, also known by Jody Mayberry as Shenanigans, uh, this is a sound that Jenny makes when she tells stories.
- Speaker 3: [23:59](#) Chris, I'd like you to please clip out the part where they said shenanigans at the same time. And also that noise that Jenny makes
- Speaker 5: [24:07](#) Shenanigans [inaudible] see. And we can't do a podcast with our stories because we need to meet new people who haven't heard them. So we can tell them all over again and make them laugh hysterically until a pee their pants. Wait, did that happen almost? Yes. I'm not going to tell you who almost peed their pants all the time. Oh, I am always peeing my pants. Okay. So do you have another question for us? What'd you think? What'd you think of this event? You know, let's talk about that because I, can we talk about the experiment because that was one of those things that I had to really adjust my mind.
- Speaker 3: [24:57](#) [inaudible]
- Speaker 5: [24:57](#) not I, we were being present but we weren't always at the event and I had to deal with some guilt because I felt like I must be there because I'm a rule follower. And You

keep thinking experiment. Like what do you mean by that? Well, Ray can talk about it. Actually listen, when I talk,

Speaker 3: [25:21](#) just explain. So the experiment was instead of coming to this event with a strategy in mind, like we had to go to these sessions, we have to meet these people. We have to have these get togethers. I consciously decided going in, I wanted to come and just be present for all of us to do this, not just me, which is, I've been operating that way for a while now. But I wanted all of us to show up and be with the people we were with and be with the moment and see what God orchestrated, what happened serendipitously, if you will, and just go with that. So that was the experiment. We had no agenda and you guys all kept asking me what are we supposed to be doing right now? And I kept saying, it's an experiment.

Speaker 5: [26:07](#) I will say that there's two sides to the coin on this one because I received some personal experience, uh, especially when we went to the island yesterday. Uh, you and I, Ray, we had some conversation and that really kind of set me free, uh, with some beliefs I've had my whole life and gave me some logical explanations on why it always felt so wrong, what felt wrong. Oh Wow. That is quite deep, um, so it's about the book of Revelations in the Bible. And, uh, you know, I don't think I can explain it as well as ray can explain it, but there have been feelings I've had my whole life. I've been told my whole life he's coming, he's coming, you know, oh, the locust in Vegas falling from the sky. Well, this is just another sign that he's coming and I discussed the fact that, you know, I am this person who wants to affect the world and the lives of people in a positive way.

Speaker 5: [27:17](#) And I was starting to feel a little jaded because I thought, well, if all this horrible rapture stuff is going to happen and the Lord is coming, which I know he, it will happen. This will be where we are. But I felt like, why should we try so hard? I was beginning to feel that way. Even though I love people and I want great things to happen to the world and I want to be involved in affecting change. Uh, I was starting to feel like, well, what's the point? Ray, What did you say to clear that up?

Speaker 3: [28:02](#) What we talked about was, I think you made some comment Tami, like, well, we agree, I know about the book of revelation. We know it's going to happen. And I, I asked a question like, what do you know? Because I was looking for, most people have this, most evangelicals in the Western world have this idea that the world's going to get worse and worse. It's going to go to hell in a hand basket and the devil's going to become more and more powerful. And then Jesus is going to come back and

rapture the church, take them away, and then it's going to be the time of great tribulation and all these horrible things are gonna happen. And when you look at the world through that Lens, when you look at revelation through that Lens, you watched the news, you're like, see, that's another sign. It's just confirmation.

Speaker 3: [28:43](#)

There's wars and rumors of wars. And I think theologically, and some people would disagree with me. There's, there's about four major ways to look at the book of revelation. And that's the most predominant one in our culture is that the, I call it the left behind philosophy or theology and I think that's wrong. What do you think it is? Well, so that view is called the futurist view, which is says that the book of revelation is predictive of the future and then there's another view called the Predator risk view, which says that almost everything in the book of revelation already happened. It was about what was happening at the time in the first century and if, if you were a Christian at that time and you read revelation, you would recognize because you come from a Jewish background, you know, apocalyptic literature, which is poetic, has this poetic imagery and these certain archetypes like the fire and judgment and horsemen.

Speaker 3: [29:38](#)

You would've recognized that literature is what it was and you would've known, oh, this is, this part is talking about Nero. This part is talking about the church that's been persecuted in Rome. You would have seen all the stuff that was happening and realized this is our people writing about what's happening to us right now. Because you couldn't be totally open about what was happening because the Romans took a dim view of that because they were an empire and they had conquered the land. So when you look at it from that viewpoint, you realize, well, the book of revelation confirms what was already written. What had happened in the lifetime of Jesus. His prophecies came true. He said, he looks to temple and he says, I tell you, truly not one stone will be left on top of another. Well, the first century Christians saw that happen as the temple was destroyed. So they knew what he was talking about. And that gives us a different worldview if we're just waiting for the rapture to happen, which I don't want to get into that whole subject. That word only appears in the Bible one time. And I think our general conception of it is wrong. But if we think that the, the world's just going to get worse and the devil's gonna take over and then Jesus is going to take the church away out of that, what motivation do we have to do anything to make the world better?

Speaker 5: [30:56](#)

Exactly. And so that was very freeing for me. And then on the business side of things we had, we actually had two dinners. One was hosted by one of our, our mastermind

clients who was amazing. Um, and then one that we did and I felt like bonds were created. We were actually able to be in that moment and create those bonds. And I'm leaving this event just loving these people more than ever. At last night it was, we had 14 people there total and the conversations around the table were incredible and they moved us, moved to some of us to tears. And I think that's what helped create deeper bonds and better friendships with our clients.

- Speaker 3: [31:57](#) Is there a dark side to that and can, can that sometimes be messy because you have a real relationship with your clients?
- Speaker 5: [32:04](#) I have never encountered a dark side. Um, we, Jenny and I shouldn't aniguns we have had the opportunity to create solid friendships. These are not just clients, they're our friends.
- Speaker 3: [32:19](#) How does spreadsheet Tammy feel about the experiment? Oh,
- Speaker 5: [32:25](#) so you would think that with being stuck in spreadsheets? Uh, I have no personality and no,
- Speaker 3: [32:32](#) no, but it's interesting you say that do go on [inaudible]
- Speaker 5: [32:35](#) well, so in spreadsheets you're analyzing everything and I was analyzing the situation and things that were going on, not in a bad way, in a good way. And I just kept thinking, I want this to happen again. I want this to happen every time. I want to be able to go to an event and just be present. And whether that means sitting through the entire thing and being there with clients or doing these dinners, I don't know. Maybe I'll want to dinners.
- Speaker 3: [33:16](#) I love these dinners. I'm glad that we had that. We were inspired to do that and I'm excited to do it again. How do you feel about the ROI on the investment we made to be here and to do the event the way we've done it?
- Speaker 5: [33:33](#) Aye. So this is really hard for me to say, but I don't feel like we can measure the ROI. And I'm not going to even attempt to do that because this is something that we'll have ROI for years to come because this is about, it's not about money, it's about people and relationships.
- Speaker 3: [34:01](#) Well, one of our, well actually two of our guests last night asked me, why did you do this? Cause you didn't sell anything. And I told both of them and I, I've said this before, you guys got here cause you slept in. Just saying we're investing in people. Yes. Investing in relationships and also I feel following what God led us to do. So I think

the return on investment is, like you said, it's, you can't measure it. But I, I feel like we've already gotten the return on investment. So I feel 100% great. I think the experiment went fantastically. I mean, think about, we showed up here. I had no schedule, I had no scheduled meetings with anybody. And we ended up meeting so many great people, uh, forming new relationships, deepening preexisting relationships and with some pretty incredible things happen business wise to just even

Speaker 5: [34:58](#) down to the first night when we were all having dinner and Pete Vargas showed up and I have never met him in person before and he is just a real guy. He's a cool guy. But I'm sitting there going, oh my gosh, Pete Vargas is sitting right next to me right now. He just showed up. It was awesome. And he ate some of our bread, which was also awesome.

Speaker 3: [35:23](#) So I met Pete through Stu at a Jeff Walker event and it was all serendipitous. In other words, it was another similar sort of thing where we just showed at the event and I didn't know, I wasn't as comfortable then as I am now with like just showing up and hoping something happens. And that was at the last minute on the last day. You remember that? This is before we went to the airport. Yeah. Cause you were like, okay well this is why we came here, my work here is done. And then you were like super excited about all of that.

Speaker 5: [36:02](#) I know for me, for some reason I had this thing in my head that I wasn't coming. I had almost decided that I was not going to make this trip. Oh, I think you had decided I had. And uh, I had just gotten back from Georgia on a trip with my husband and it was his business trip and I tagged along and before that I had just returned from Seattle. So it was just like trip upon trip upon trip. But I looked at my husband and I said, I know that I'm supposed to be there and that God is going to do something great. And He, you know, of course he said, well, I love you and I just love our time together and uh, I don't want you to go, but I totally understand, isn't it great to be loved?

Speaker 5: [36:57](#) And so I have received tenfold from this. So the first day we were here, we were invited to a mastermind and I said, I know why I'm here now. This is why I'm here. Never in a million years that I think there are more and more and more experiences would happen and I think that this entire experiment has been completely blessed and I also think that we need to just stop putting God in a box and let him do what he wants to do because he has a plan and if we just let that happen, great things will come the end

Speaker 8: [37:47](#) and that is the end. If you would like to give your thoughts, your feedback on this, I'd love to hear what your takeaways were from this episode. You can reach out to us on social, on Twitter, on Facebook, on Instagram. I'm Ray Edwards. You can go to the blog [inaudible] dot com and you'll find this episode of the podcast posted there and I can't wait to hear from you until next time. I pray that God does more for you than you can ask think or even possibly imagine. Here's a hint, I already know he's going to do that. Shout

Speaker 2: [38:20](#) [inaudible]. Thank you for listening to the Ray Edwards show. Find the complete archives of all episodes@rainyedwardspodcast.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.