



Ray Edwards Show, Episode 412

Your Dream Stage With Pete Vargas

Male Announcer: *Ray Edwards Show, Episode 412, Your dream stage with Pete Vargas. The Ray Edwards Show. This is the podcast for prosperity with purpose.*

Ray: Hey, it's Ray Edwards. I'm here with my executive assistant and podcast co-host, Tiffany Laughter-Twining. We are today, talking about how to get your message out with no website, no list, maybe even no clue on how to get started. It's a puzzle that lots of people face, "How do I start? I think I have a message to get out to the world. I don't even know how to express it. I don't know how to get started. I don't know how to get an audience or how to get a list or how to get people to listen to me."

I've taught about one approach to doing this and, of course, we called get clients first where I tell people, you don't need a website, you don't need a list, you don't need to buy a lot of coaching programs and expensive products at first. Those things are good and useful in their place, but first, you need to get started. What you're about to hear today is the best way I know of to get started. It all involves a guy I met by accident. I don't think it was an accident. I think I was guided into this meeting, which you'll hear about.

His name is Pete Vargas. He's a dear friend. I've seen and tested his approach myself and with my students and colleagues. I tell you, it works. The good news is, he's going to give you free access to his online workshop that teaches all this stuff for free. It starts in a couple of days, we'll tell you more about that coming up, but right now, let's back up. Pete, do you remember how you and I actually met the first time?

Pete: I do. I remember like it was yesterday. I can't remember the hotel, but it was in Phoenix. I got a text from a friend named Stu McLaren that said, "You got to meet this guy, Ray Edwards." I knew who Ray Edwards was already, just because I'd heard so many amazing things about him. Stu ran into you in an elevator and said, "You got to know my buddy, Pete Vargas."

I was trying to figure out what I was doing there. I got an invitation from Jeff, which was Awesome. I love the conference, but I knew my marketing integrator was the one sitting in the sessions taking the notes and was going to come back and implement the things that she was learning. I was like, "This is cool. It's awesome. Get to see Jeff." It was just trying to figure out what I was doing there and who I was supposed to meet. You are definitely, I think the one person that I met that really has become a dear friend at that event.

Ray: Well, I think the same thing of you. This actually, you don't know this part, but this was the first trip that my executive assistant, my new executive assistant,



Tiffany, was with me on this trip. The trip had been rather unproductive because I was there, I wanted to spend some time with Stu. I didn't get to do that, and we were both like, "Well, why did we come?" We were actually had our luggage and we were on the way out of the hotel. I was going up to my room to grab my bag and ran into Stu in the elevator, and then we talked for a while, he said, "You've got to meet Pete." I said to you-- What did I say?

Tiffany: This is the reason why we came.

Ray: Yes, and it was.

Pete: Wow.

Ray: That was the first time I really understood or was introduced to your concept about stages and how you build a business by being on stages. I found it fascinating because there we were at the Product Launch Formula event, and I have done a lot of product launches, and they are huge undertakings. They take weeks and lots of preparation and lots of work. You had this concept called the one-hour launch.

Pete: Yes.

Ray: Can you explain what a one-hour launch is?

Pete: There's a lot of people really trying to build their business and get their message out to the world. They're trying a lot of things. A lot of the things are the right ingredients, but they're at the wrong time. For example, a lot of people try to build this beautiful website out of the gates, and it takes you months and months of time and attention and mind and willpower, or they're trying to run ads, or they're trying to build this big list, or they're trying to put out all of this content. Remember, all of these things aren't bad things. They're just at the wrong timing of things.

These things take you months and months and months of time. It's no wonder that the percentage of businesses that go out of business are so high because they're not completely focused on generating new customers. When you generate new customers, you generate new revenues. A lot of the marketing things out there that we try to do when we're getting started in business or even while we've been in business for a long time, takes months and years to do.

So many people get caught up in those bright shiny object things at the wrong time, but what if I could show you in 60 minutes, one hour, that you could be on a stage in front of your ideal customers? Now, don't get paralyzed. If you're like, "I don't want to be on a physical stage." I saw Tiffany get all worried back there. It's like, "Don't be putting me on a stage." Guess what? She's on a stage today. What if I told you a stage may not look like what you thought it looked like? It may not involve you having to be a professional speaker.



What if that were the stage? What if the stage was a webinar or a podcast, a live stream, a coffee house meeting with three other moms or three other dads? What if it were just a small little stage? What if I told you in 60 minutes, you could see more customers come into your business than maybe you've seen in the last year? That stage doesn't have to be more than 50 to 100 people. That's what the one-hour launch is.

It's getting people to share their message on a digital or physical stage, and over the course of one hour, they will begin to see things happen in their business, that may be over the last 12 months, they haven't even seen that amount of business come into their business because you got a captive audience for an hour around your content. They're not going anywhere where all of these other things you have to stand out in a busy, noisy world, and you have to learn all of this technology stuff, and quite frankly, it can take months and years and sometimes we don't have months and years, Ray.

That's the one-hour launch. The best picture I can paint is the very first client that I served, Rachel's Challenge. She was the first girl killed at Columbine back in 1999. Her dad came into my hometown. He shared his message on a stage. It's what prompted my dad after hearing this man say, "I didn't know that April 20th, 1999 was going to be the last day that I saw my daughter." He goes, "For you, parents, you don't know how long your kids are here with you. Make sure that you let them know how much you love them. If you need to ask them for forgiveness for things, ask them for forgiveness."

My dad took him up on that challenge. He wrote me a letter. He apologized for the abusive dad that he was growing up to me. He had never apologized. I'm 23 years old. I'm reading this letter. I'm in tears. I called Darryl, and Darryl, just like, "All your listeners wanted to get this message out to the world." He didn't know how to do it. He was trying all of these things that I just alluded to a minute ago, and they weren't working, and he was going backwards in his revenues. I've got the data to show it. He was dropping every single year.

So what happens? That means his voice and his message isn't out there. I said, "Let's try a stage. Let's try a dream stage." He's like, "What's a dream stage?" I said, "That's when your ideal buyers are sitting in the audience. The people who need your programs that you can change their lives." "Oh, I'm doing that already. That's students and parents." I said, "No, it's not students and parents. Students and parents don't control the budgets or the calendar of schools. Administrators do." Then it was this light bulb, even people the reason they've avoided stages is because they're on the wrong stages with the wrong people.

Maybe you want to impact parents and students, but they're not the ones making the decision, or maybe you want to impact students, but it's the parents who purchase it. You got to be thinking about who's going to make the buying decision too. Darryl says, "That sounds great. I've never been on an administration. Let's do it. Let's go."



I learned how to book a stage. As you know, we booked 25,000 stages over the last 15 years.

The very first, the very second stage, not true. The very second stage I booked was Pam Faulkner, Safety School Conference in Corpus Christi, Texas, and 400 educators, administrators. In one hour, over the course of the next two weeks, 350 of them gave us their names, they turned their names in and said, "Hey, we want to know about anything you do." Because we couldn't make an offer, but we gave away a free resource, and they gave us their name back in return.

In the next two weeks, we literally five times the revenues that Rachel's Challenge had done the last 12 months from one hour on a stage. There's nothing more beautiful than I can paint in that picture, Ray, right there.

Ray: That is amazing. I can hear my listeners. I can hear their wheels turning and they're like, "Well, I don't have a dramatic story like that. I am not a speaker. I don't know how do I get on these stages?" I know people who need what you're talking about, but they don't know the first step. What is the first step?

Pete: The first step is the fact that you all have a story and a message that you want to share with this world. You need somebody to help you begin to pull that message out and that story out. Guess what, Pat Quinn who I adore, who's part of our team says it's the ordinary stories that usually win more. It's the story of his daughter getting in a fender bender and him showing up and his daughter running into his arms and just hugging her dad even though nothing major happened.

At that moment, Pat closes some time with that story and says, "At that moment, I realized what the most important thing in life." What was the most important thing in life? Guess what, we all have fender bender stories. We all have stories of mom cooking us her homemade pie. Pat talks about a story of his mom cooking a homemade pie. It's a beautiful story. We all have that story where somebody cooked us something that we love.

Mine was Susie Merricks cherry dumplings. We all have those stories, and they're very relatable to people that are sitting in the crowd. You just now tie those stories into your message, and you design one incredible talk. That is what I would tell your listeners, is they don't have to have this crazy story. They don't have to think they have to be a public speaker, because they don't, they just need to have one incredible talk.

When they have one incredible talk, they can begin to take that on podcasts like this, or physical stages, like I'll be on this Friday. I'm on a podcast today, a physical stage on Friday. They can begin to take that and really begin to see people connect with them in 60 minutes in one hour.



Ray: Yes. I mean, Tiffany, you've talked about maybe thinking about having a podcast and wanting to talk about things like blended families. Does this resonate with you?

Tiffany: Oh, for sure. My question would be like, "How do I get there? How do I get a stage other than a podcast?"

Pete: Yes. Well, we get to the stage part. "How do I get there?" Some people are like, "How do I get there?" Even like, "What am I supposed to talk about?" I've never used my mother-in-law as an example but we're sitting out by the fire. She's my mother-in-law. She's 20 years ahead of me and she's got a whole lot more life experience and blended family and amazing mom. She's one of my heroes.

She's like, "How do I begin to figure out what it is I share because sometimes you can share too much and then you lose people?" She's like, "I know I have this story, but I don't know exactly what pieces to share." That's an important piece to this puzzle because if you share it all, you lose people. When you lose people, they don't connect, and they don't end up going deeper with you. The first thing that I would really encourage your listeners to focus on is really building one amazing talk.

Tiffany: How do you draw an amazing talk out of somebody that's not sure what they should share? Do you help people with that?

Pete: Yes. I mean, that's our genius. That's definitely what we do. Ray's very familiar with our process. Yes, we do that. Ray, I know that we've got an incredible workshop that we've charged for in the past that all of your listeners are going to get to consume, completely free of charge. We charge anywhere from \$1,000 to \$2,000 for a very similar workshop that we did three years ago. We open this up one time a year, and they get complimentary and literally, within 35 minutes, so take us that much time.

Within 35 minutes, we get really clear on what is that opening story, that opening heart piece? What is this genius that they need to teach or that Tiffany needs to teach to the world that she needs to filter her, maybe, podcasts for? It might be a blended family, it might be life experiences, and it might be the ups and downs and maybe that becomes the three filtering parts of her process that she talks about on every stage, and different stories and maybe those three buckets.

The second part of it is beginning to get that framework or that process that you want to teach in your talk. The third part is making sure you have calls to action, that you make a call to action so you can help people get a quick win in their life, but also so you can capture their information, so it gives you the opportunity to go deeper with them. Then we talked about closing with the heart. We have a proprietary process called the Story Break Framework that will help people understand how to build these talks. That's what one piece of the workshop is dedicated to.

Tiffany: You do this for free?

File name: REP412.mp3



Pete: Yes, that workshop is completely free of charge and people walked away last year, hundreds and hundreds and hundreds of people all across the world, walked away with their talks outlined and we even give them the opportunity to submit a three-minute video of it, and we coach every single person. It's not like let's teach you, let's put you into the arena and practice low stakes and then we coach you. We actually gave one of them a two-day all expenses paid trip with my team for us to build out there talk with him in two days. Yes, we don't just teach it, we have them actually do it, and then we coach them on it.

Tiffany: That's huge.

Ray: Yes, you guys are going to get this for free. You're getting this workshop that Pete's talking about, you're going to get that for free. What else are you going to share in this workshop?

Pete: One of the things that I would really encourage your people to recognize is they start thinking about a stage and they're like, "Oh, a big stage, this Friday, I'm going to be on the stage of 7,000 or 8,000 people." That's what people think about with stages. It's like, no, this podcast is a stage today. I'm going to have dinner with some really cool people on Thursday night, that's a stage for me, and I'm at Michael Hyatt's event and somebody asks me what I do for a living, that's a stage for me, or a live stream or a webinar or whatever.

Here's what I want people to understand. There are eight digital stages and there are eight physical stages. Literally, stages in its term, stages have been around for thousands of years and they're not going anywhere. An algorithm does not change a stage. Actually, quite frankly, the time and need for stages have never been greater because of the lack of human connection in our world today. It's never been greater.

What I would really encourage your listeners to be thinking about in this next year are, "Oh, wow, so you're telling me I can be on some online and offline stages?" Yes. Ray, in 2018, I was on 100 other people's online status just like this. I was also on 14 offline stages meaning, 14 other people's physical stages. The **[00:16:00]** combination of those stages together both online and offline, each side, generated multiple seven figures for our business, the online stages, and the offline stages.

They each shy generated multiple, seven figures. The beautiful thing is most of them were while the six little feet were running around right above my head right here, literally above my head, my kids, as with the hundred online stages can be done in the comfort of your home office like I'm doing this one. I really want to encourage people though, the cool thing about the workshop is we're not just going to give them 1,000 plus stages that are in every niche and industry.

We've done the hundreds of hours of research and the thousands of dollars of finding them. We're going to show them exactly how to win those stages, a simple way to win those stages because we've booked over 25,000 stages across the world, so we know a thing or two about winning stages.

File name: REP412.mp3



Ray: When you say winning stages, you mean getting booked to speak on that stage?

Pete: Getting booked to be on those stages where Sam, this week, says, "Yes, I want Pete to be on this stage because I followed my own champion process," which they'll learn the champion process in the workshop. That might seem cool. You're on Sam's stage. Yes, but guess who Sam has on our stage? Sylvester Stallone, Gary Vee, Tony Robbins, Grant Cardone and then the one and only, Pete Vargas. Listen, that's a stage a couple years ago, where I was lucky if I was getting in front of the stage of a dozen people a few years ago.

The evolution of this continues to grow. Yes, it's the system for booking stages, podcasts. We show people a one, two punch on how to book a podcast in less than 10 minutes of time, like less than 10 minutes how you can book a podcast with somebody that you might not know. It's not hard to book this one because we're friends and you know my content, I know your content. Listen, the first time I reached out to JLD he had no idea who I was. I've not been on this podcast once but two times. There's a system to winning a digital or physical stage. I just want your people to really make sure they get that.

Ray: In this free workshop that you're doing, and by the way, you can register for the workshop by going to rayedwards.com/stages. I encourage you to do that. In this free workshop, you're not only going to help us draw out our story and outline our talk but then you're going to share with us a list of stages we could possibly give that talk and teaches how to get books to be in those stages.

Pete: We're going to lead people one stage as last year, within 24 hours of seeing the training. Absolutely, we're going to show you. Here's the biggest tip because I want all your listeners to say, "Well, I can't listen to that workshop." Well, it's crazy because it's one time a year it's free. Here's what you need to know. The person who controls the stage is the meeting planner. They're the ones who make the decisions. There are direct people who control the stage and indirect people who control the stage.

The direct person or indirect person, what they want to know from you is how you can solve a problem for their audience. If you can solve a problem for their audience, and even maybe solve a problem for them, they will hire you. That's the script. I just want people to know that. "What's the problem you solve, Pete?" I show entrepreneurs how to use stages in their business to grow their business. It's one of the most underutilized ways that people are using for marketing a customer acquisition channel.

When I start talking to meeting planners about that, they're like, "Nobody's teaching my people how to do that. Yes, we need you on our stage." Bam, done like that. Same with Ray. I'm going to show your people how to put their genius to words and how to write copy in a simplistic way that sells not this overcomplicated way but a simple way. In 45, 50 minutes, your people will be writing the best copy of their life.

File name: REP412.mp3



I'm listening and I'm like, "Yes." I want people to understand-- I just go deeper into that concept in the workshop and I just show a script on how to take that concept and actually begin to reach out to people proactively, but the folks who are listening to the podcast, I want to make sure that they have a big takeaway, that they feel served as well.

Ray: All right. What is the big takeaway?

Pete: It's specifically around the meeting planner. I didn't want them to have to come to and solving the problem for the meeting planner. I wanted to make sure that they had that nuggets so that if you have some people who are like, "I'm ready, let's go," that they can actually go and do that. That's the big takeaway around stages.

Ray: This is so important because I talked to so many people who have, as you said earlier, have invested in programs and trainings and coaching, and they put tens of thousands of dollars. I'm thinking of one person in particular, that has put tens of thousands of dollars into a business and he's a talented, genius person who has this incredible message to get go out to the world and I was talking to him about your program and I said, "You don't need to worry about your website, you don't need to worry about keywords or a product launch or anything. You need to get in front of people and share your story."

I think everybody's got a story to tell and a message to carry and this is hands down the best way I've seen to approach getting on stages and building your business. We had Pete come speak at our event, we believe in your stuff so much. We have you here on this podcast and you're going to do this free workshop. I'm just going to say it, if you don't watch the free workshop, you're crazy.

Tiffany: You're sure that's free?

[laughter]

Pete: We can change that real quick and we'll just give-- No, it is and here's the big promise of it. This is the promise, and this is what I would even close with Ray because it's cool to have a story to tell and it's cool to have a stage to be on. Ziegler said, "I've never changed someone's life from a stage or speaking, I changed their lives when they buy my programs, my tapes, and my cassettes."

We change people's lives when we're in their ears every single day, when we're doing the service or providing the coaching or whatever it is that your listeners do out there. Whatever they do, that's how we do this. The big promise of the Stages Workshop and Chandler Bolt, who had never won any stages or created any revenues from stages, lived this out last year with the big promises, "We want this to be one of the major customer acquisition channels in all of your listeners businesses in the next 12 months."



That's ultimately the big bold promise of this workshop is that it will become one of the top, if not the top, customer acquisition channels in their business. Chandler had zero in 2017 and as of December 31st, 2018, he hit a million dollars in revenues that they could actually point back to the stages that they were on when the year before they did zero.

Ray: I saw this happen. It's 100% true story. It's my plan for next year and I want you to join me on this journey, so you've got to get this free workshop. It's one time a year. It's rayedwards.com/stages. Pete, any last thoughts or nugget of wisdom you can offer about this idea?

Pete: I just want people to really think about this and not be intimidated about it or not be scared of it because it doesn't take big stages. I think about Anna Powers, who is a student of race and literally, she's at my event. We're at a table with seven of us and I just asked the questions around to everybody. I won't tell you what the other six answers were, but some of them-- so I asked everybody, "What do you do? Tell me what you do?"

Six of them told me what they did, and some of them I understood it, some of them I didn't, but Anna was really really clear. She had applied what we had already taught her. Literally, in the midst of that little round table, became a follow-up conversation with my director of marketing. Then all of a sudden, we became a student or clients, excuse me, of Anna's. That all stemmed from one little table, which most would call it a table discussion. I would call it a stage.

Every single day, whether it's on a phone call, a podcast, or at somebody's event, you have the opportunity to tell your story in a powerful way and that story is going to compel people to want to go deeper with you or be confused at what you do, one or the other, but we want to help bring clarity to your story and your message because with clarity, comes confidence, which ultimately comes customers. We really want to make sure that your people have that Ray and it doesn't take a big stage, literally, for it to make an impact on your business.

Ray: Mic [sounds of mic dropping] drop. Pete, Thank you.

Pete: Thank you guys and Tiff, I'm looking for both you to be on more stages. You can always start your own podcast.

Tiffany: That'd be awesome.

Ray: Again, the workshop is free, it's coming up in a couple days. This is being published on Monday, the 21st of October. The workshop starts in two days on Wednesday, the 23rd, so get registered for it now. It's absolutely free. It's the whole workshop and you just go to rayedwards.com/stages, and that'll get you to the registration page. Sign up, be on the workshop with us.



We're going to be there too. Can't wait to see you on your stage, putting your message out to the world and giving your value and being compensated handsomely for it. Until next time, may God bless you. May He do more for you than you can ask or even possibly imagine because that's just how he is, and He will, and He does. See you.

[theme music]

Announcer: Thank you for listening to the *Ray Edwards show*. Find the complete archives of all episodes at rayedwardspodcast.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 that true freedom is available to all through Jesus Christ.

[END OF AUDIO]