



The Daily Ray, Episode 02

How to Make the Most of Attending a Live Conference

[music]

Automated Speaker: It's Tuesday, February 25th, and this is the *Daily Ray*.

Ray Edwards: Today's *Daily Ray* is about how to make the most of attending a live conference or seminar. The *Daily Ray* will be on the road next week at Social Media Marketing World. It starts Sunday. I'll be doing a live workshop. It's called How to Write Copy That Sells Without Being "Salesy." I'll be looking for you there. You want to come to the workshop because not only will I be giving you the promise delivered in the title, I'll also be giving you some templates and fill-in-the-blanks templates for your social media marketing.

I'll be giving you an insight into our social media marketing approach that we use here at my company. I'll be giving you something else, something very special; one year's worth of monthly social media templates. You can use them on Instagram, on Facebook, on Twitter, on YouTube. You can even use them for email marketing for your blog posts. Twelve months of monthly social media templates; they are free. You cannot buy them. If you could buy them, that would be \$995, because probably we'll put them in the store on the website after Social Media Marketing World is over for \$995. You can get them for free at Social Media Marketing World if you're in the room. You have to be in the room at my presentation. Don't ask me for a pass. Don't ask me for free copy. You have to be there to get it.

We'll give it away at Social Media Marketing World to everybody who's in the room for my presentation on Sunday. You got to be there, and we'll set you up with those templates. You get them all at once. We don't drip them out. You just get a whole package all at once, and it's digital. This is a nice 3D representation of the templates, but we know you don't want to take another box of stuff home, so we made them digital for you. You can stick them on your hard drive, on your phone, wherever, as they are yours. That's what's happening at Social Media Marketing World. Plus, I'll be around the whole time.

I've got meetings already set with people. There's a lot of buzz about the agency, and what we can do for people, and whether people can still sign up. The answer to that

is, yes, you can still sign up. Yes, we can still do work for you. Just the beta portion is closed now, but the full-service agency is there for you, available for you to do work, get your copy written, so you don't have to write it and you have to chase down freelancers to write it for you, which is could be, how do we say this in English? Annoying as heck. We're going to take the annoyance and the headache out of writing copy for you. Just go to rayedwardsagency.com. We've got sales copy, email, and we do content, ghostwriting, email sequences, lead magnets, contact page about page copy. We do all sorts of launches, book launches, internal launches, et cetera. In other words, we're a full-service copywriting agency. Happy to work with you if we can help you. You can go to rayedwardsagency.com or rayedwards.com/agency for that information. So that's the news there.

Now, how to make the most of an event like Social Media Marketing World when you're going to be there for three or four days, and I'm not speaking about it as a speaker, that's a whole different thing, but as an attendee, how do you make the most of that? How do you not waste your time or your money?

There are three things I think are paramount. One is timing. Arrive early and stay late. Sometimes the best networking opportunities, and make no mistake, the networking, the connections with people, are the most important thing about the event. Now I want you to come to my session. I want you to benefit from what I teach in there, the workshop stuff that we do, the things we're going to give away to everybody. Yes. However, the most important thing for you is the connections you make with people outside those conference, the content rooms, where the things are being taught. That's all very valuable.

The connections you make can make the difference between success and failure, surviving and thriving in your business. That's where you want to make things happen is with the people. Arriving early and staying late means you have an opportunity that most people won't have, and that is to be with the other people who arrive early and stay late, and generally those are the winners that you want as clients, joint venture partners, and friends in the business connections.

Arriving early, staying late, and that means of course not just arriving at the hotel and going to your room and watching Netflix. It means being in the lobby, in the bar. Even if you don't drink, you can have soda water in the bar. You don't have to drink alcohol. That's not an excuse. Just go there, and that's where people meet and mingle, and you get, how do you network? People say, "Well, how do I network? That is point number two.

Point number one is arrive early and stay late. Point number two is be friendly. Just be friendly. Look for that one person that you feel like, maybe it's as uncomfortable as you are, and approach them and introduce yourself, and as you begin to talk, you get relaxed. Find out what they do, who their perfect customer is, where they're from, and then introduce them to somebody else. The way you do that is you turn to another person, and you say, "Hey, I'm Ray. Who are you? What's your name?" You introduce yourself. Then you introduce him to Bill that you just met. "Here's Bill. He's from Kansas City. He's in graphic design."

You can network effectively just by becoming a connector of other people in the room. You don't ever have to be pushy about yourself. You'll be the connector. You'll be the

person people remember. You'll be the one person they all have in common, because what's really important in business and in life is not who you know, it's who knows you. You get people to know you by meeting them.

Arrive early and stay late. Two, meet people, and three, be intentional about what you are doing in the sessions, and the people that you want to meet with. You'll have opportunities to set meetings with people, to talk about your business, to talk about their business, to talk about whatever. Hopefully, it's business. Be intentional about the times that you're going to be available for meetings.

This is the thing that always happens to me in the past. People will say, "Let's get together," and I'll say, "Yes. Let's do that. I'll be available tomorrow afternoon." Tomorrow afternoon arrived, and I have other things happening, and I completely forgot about this person I said I would meet with. My suggestion is, look at the agenda for the event carefully, look for the sessions you want to attend, and put those on your calendar, and then put the open spaces where you're available to meet with people on the calendar.

When someone says, "I want to get together with you, and talk to you while we're here. Can we meet?" You can look at your calendar and see when you're available. Then you make an appointment, and you meet with them then. Then you can say, "Hey, I've got a session I got to get to in 20 minutes, so I'm going to head for that session now. It's been great talking to you." Then when you're never late for an appointment, you're never late for a session, or a networking dinner, or event that you want to be a part of. Being intentional with your time while at the event is important.

Number one, arrive early stay late. Number two, meet people. Number three, be intentional about your time while you're at the event. Overarching all this, I would set a goal. What is my goal for being at this event? How will I know it's been a successful event for me? Is it networking with certain number of people? Is it finding a certain number of potential clients? Is it meeting certain other speakers? Making connection with them? I would have one overarching goal for the event.

Often, if I don't have any other specific goal, my goal will be to make five new friends that will become ongoing connections, that I keep in touch with over the next year or so. Just five. There will be five, six thousand people at Social Media Marketing World. I'll simply looking to meet just five that become friends and stick with for the long term.

I may meet a hundred people, but I'm looking for those five real connections. That's three tips on how to make the most of attending a live event like Social Media Marketing World where I will be next week, starting Sunday through Wednesday morning. I hope you'll be there in San Diego. It's going to be beautiful weather. It's going to be a fantastic event. It's one of my favorite events every year to attend. I love it; love it, love it.

I am so proud of my friend Mike Stelzer for putting this thing together, building it from nothing to now I think there's going to be six or seven thousand people there. Not totally sure what's the number is exactly, but it's a lot and it's going to be a fun time. Cynthia asks, so good Ray, can you share your plan? Tomorrow; that's what I'll do tomorrow.

That is the *Daily Ray* for today. We'll be back tomorrow morning, 5:00 AM Pacific time. Good Lord willing and the creek don't rise. Until then I pray that you are blessed by God and you have a fabulous day and remember that I love you very much. See you tomorrow.

Automated Speaker: Join forces with Ray and his team today. Find out how at rayedwards.com/agency. Catch Ray live tomorrow morning at 5:00 AM Pacific on Facebook, Instagram, YouTube, and Periscope.

[00:09:26] [END OF AUDIO]