



## The Daily Ray, Episode 06

### How to Use a Live Event for Things Other Than Making Money

**Automated Speaker:** It's Saturday, February 29th and this is the daily Ray.

**Ray Edwards:** The Daily Ray for today is how to use a live event to do things other than make money. Usually when I talk about live events. I talk about how to use them to make more dollars, how to maximize your ROI. I guess this fits under that umbrella, but this is not what I'm talking about. I'm talking about how to use it as a re-frame for your mindset. Think of it this way. If you're going to a live seminar workshop, I'm going to social media marketing world here in San Diego starts tomorrow. I'm doing my workshop tomorrow. By the way, make sure you come to my workshop because I will be giving, not only will I be giving you ways to write copy for social media that's not pushy or slimy or sleazy and templates, fill in the blanks templates, and working with you one on one right on the spot to help you write your copy in my session.

But I'll also be giving you a year's worth of social media content you can use for free as your own. An entire year's worth. There's no hooks, there's no catch, there's nothing for sale. It's not a continuity program. I'm giving you the whole years' worth of stuff right up front. You get it all at once, but you got to be in my session to get it. So, I'm here, I'm speaking, I'm meeting with people about business. So yes, I'm doing business here, but beyond that, my advice is to get to an event like this a day early and stay a day later. Why? Because you can use it as personal retreat time. As an entrepreneur, we don't normally take enough time as entrepreneurs to stop and think about our business from outside of our business, from the perspective of being slightly elevated and high above our business. Looking down on it, saying, what can I fix about this?

What are the things that are in my business that could be optimized, automated, delegated, eliminated? Automated, delegated, eliminate. This is the day before the event which I'm using for this reflection time. I actually think of it as my PERT formula. P E R T. perspective number one is getting perspective on your business. The perspective you want to get is just a mental trick. It's a mental exercise. A thought experiment, Einstein would've called it. You want to be slightly above, elevated, and outside your business. I know it sounds kind of weird. It's like you're having an out of body experience? No, you're having an out of business experience. You're out of your business, not out of business. It's a poor choice of words. You want to have an

existential experience of looking at your business from the outside. You want to get outside the bottle so you can read the label, get outside the frames so you can see the picture. That's the best analogy. Writing copy on the spot outside the frame so you can see the picture of your business, perspective. That's day one. Before all the business, the hubbub of the event starts, take the time to get perspective on your business. Then you want to think about energizing yourself. What I mean by that is eat good food, exercise, get up early, breathe oxygen, stretch your body. Move your body. Stay out from behind the computer as much as possible. Even though I'm behind the computer right now.

So energized. Energized means breathing, moving, eating healthy food, stretching. Maybe get a massage, maybe meditate. If you don't do that sort of thing, meditate. Reflect. Take the time before the live event to reflect on what do you want from the event? What do you want for your business from the event, and what do you want from your business after the event? So, what do you want from the event? Like who do you want to meet? What do you want to learn? What networking connections do you want to make? What deals do you want to close? What do you want for your business from the event, and what do you want for the future? Based on what you learned at the event? What do you want for your business, for the future? Reflect, and then you want to find your takeaway. You want to find one major takeaway, one major insight.

You may get more. Would you want one major insight from the event you can put it to action. When I say take away, I mean action takeaway, not just like philosophical takeaway like, Oh, that's a very wise piece of philosophy I got from this business event you want rather something you can take away and put into action. Ideally the day that you leave the event or the day before you leave that you want to put something into action like I've already got mine. I'm not going to tell you what it is just yet. It's a mystery wrapped inside an enigma in a box of tsunamis or something like that. This, if you will take it going to a live event can be a personal retreat for you as an entrepreneur and you need to have that personal retreat. We don't take enough time for those things. We as entrepreneurs get so caught up in running our businesses and we get so busy running the business that we forget that we're in charge of the business we own the business. The business does not own us.

Oh, you found my takeaway. My takeaway is this, I'll just give it to you in advance. In many ways I've allowed my business to own me. It's not the way it works. The business was created by me for me. Does that sound selfish? Good! Then make the most of it. Rational self-interest is the only reason you should be in business. Let me repeat that. Rational self-interest is the only reason you should be in business. But Ray, what about serving people? What about helping people? What about carrying out the love of Christ in the world? Yes. All those things are in your rational self-interest. They're not against your rational self-interests. They're in favor of it cause the most rational actions of self-interest you could take at it begins by realizing the only reason you're in business is to serve your own rational self-interest, and business for you. First. You got to be okay with that. You got to want what you want and be okay with wanting what you want, and money's part of it for sure. But freedom is another part of it, and freedom is an illusion that most entrepreneurs do not even come close to realizing. they think they're getting free to really just find themselves in very expensive job prison. Don't do that to yourself. If your business is not giving you freedom, you need to get free of your

business. Oh, there's a tweetable. If your business does not give you freedom, you must get free of your business.

Okay, in summary, so Kris has something to edit. When you come to a live event, you want to come and not just get the content of the event out of the live event, not just get the opportunity or the networking opportunities out of the event. You want to come a day early and stay a day after. The day early just to get perspective on your business the day after to assimilate what you've learned and take some action notes. Action notes mean you're going to put things on your calendar. You're not going to write down notes in a journal that you never read. You're going to write things in your calendar that you're actually going to do to make your business and your life better. You want to process what you just went through the last few days. You don't take time to process after the event. You won't do it when you get home. Trust me. You say you will. You tell yourself you will. You tell yourself; I'll do it on the airplane.

No, you won't. You'll watch Netflix on the airplane or the Delta entertainment network or whatever they let you watch, but you won't do the work. You'll just be too tired. You'll rationalize a bit when you get home and you want to do it to end. Either take a day after the event to stay at the event location where you're still away from your normal environment and write down the actions that you're going to take, puts on your calendar. Don't make a to do list. Put them on your calendar. The actions you're going to take to enrich your life and enrich your business after the event. That's what I got for you today. It was Friday's, but it's been done on Saturday because I deliver maybe a day late, but I do it. God bless you. I love you very much. And if you're at social media marketing world, look me up. I'll see you here. Chow y'all.

**Automated Speaker:** To join forces with Ray at his team. Visit Ray Edwards, [agency.com](http://agency.com) join Ray live Monday morning at 5:00 AM Pacific on Facebook, YouTube, Instagram, and Periscope for another Daily Ray.

**[END OF AUDIO]**