



The logo features the name 'Ray' in a large, black, cursive script font. Below it, the name 'EDWARDS' is written in a bold, black, sans-serif, all-caps font, with each letter spaced out.

# EDWARDS

## Ray Edwards Show, Episode 443

### Clarifying Clarity

[music]

**Announcer:** [00:00:00] It's Wednesday, February 12th and this is the Daily Ray.

**Ray Edwards:** This morning we're going to talk about the clarity conference. I have so many questions about, what exactly is the clarity conference? What are you doing there? Is this any different from anything else you've ever done? It's very different. I'm going to tell you why. I explained the differences of why you might want to consider coming to this.

Even if you've never come to one of my events before and even if you've been to all my events, especially if you've been to all of them, this is so different. Those of you who have not heard, I'm putting on a conference called the clarity conference. It's going to be March, 2021 here in Spokane. It's about getting clarity for your business. I've got so many people like on these live streams on my podcast and emails, direct messages at live conferences where I've been speaking and everybody says the same thing, what they want.

We just had a live meeting in our building with our mastermind, million dollar miracle mastermind, that's the name of it. I made it up, so I know the name of it. We had a meeting there and I asked, "Why did you guys come?" So many people said, "clarity". That's the message that we keep getting. People want clarity. How about you? Who says you want clarity for your business? Some aspects of your business, whether it's the mission statement that you're calling your product, your pricing, who says you want some clarity? Just give me a big, yes, in the comments. Just so I know I'm on track here.

Cheryl Robinson says, yes. CJ, Yes. Tara, Yes. Diana Gladney, yes. Kathleen Thompson, Nick says yes. Beth says yes. Danny says yes. All the above, bill. Okay, thank you guys. Thank you for referring me. I feel more secure now than when I was going to talk about. I was going to talk about it anyway, but, well, maybe not if you'd all said, no, I would figure something else to talk about.

Here's the deal. The clarity conference is about getting you clarity. The idea is this. You walk in, even if you have no clue what your calling is, we're going to find that out. If you have no clue what your products are offering it, you have no clue what your pricing should be, you have no clue what your business model is, you're going to walk **[00:02:00]** out with total clarity. We're going to do it workbook style.

What's going to make it different from any conference I've ever done before are two big defining differences. Number one is it's going to be thoroughly prepared. [chuckles] Now, some of you who've been to my conferences before, understand what I'm talking about. I think I always over deliver and most people would say that I've over-delivered when they come to one of my conferences, but I do it stream of consciousness.

I do it based on what is needed by the people in the room. I come in off with a blank slate. I know the general idea of what the conference is, what we're trying to accomplish and I move with the spirit, with the sermon, with my intelligence, with my feedback loop, my vision, my hearing, my watching people's body language and expressions and adjusting the content as we go.

That's how I normally operate. Most people are very happy with that. Most people feel like that over-delivers in a way that they never experienced before. This conference is going to be the same with one exception. I'm going to plan every minute of the conference. I used to tell people, I come in with plan for my meetings, my conferences, my seminars and the Holy spirit takes over and just changes everything.

Somebody said to me, once, "Ray, maybe you could ask the Holy spirit to give you a plan ahead of time so we can know what it is too." Well, that just makes too much sense. That's what I did, and I'm going to show you the plan. Are you guys okay if I show you the agenda for the conference? I actually got it all mapped out. Even if you're not going to come, I will show you how you plan something like this.

While I'm getting ready to show you the plan on that, let me tell you a little bit about the second big difference, so there are two big differences. One was it's going to be thoroughly planned. The other is normally our minimum price for any conference or workshop we put on is \$5,000. This one is by our standards, very inexpensive. It's \$1,000, it's actually \$995, 995 per ticket. Those are the two big differences.

Let me show you, let me go to day one. I'll describe it for you verbally. If you want to see the spreadsheet, you need to go to either Facebook or later you can go to the Facebook live recording, which will be on my business page, which is at [rayedwards.com/FB](https://www.facebook.com/rayedwards.com) **[00:04:00]** for Facebook. Day one is March 20 and at 9:00 AM we have our first session starting 9:00 AM sharp. It's called discover your purpose and your calling.

This is like the first thing that people are curious about. They want to know what is my calling, what is my mission in life? I don't understand what I'm called to do. I'm always quick to tell people, "You don't have just one. Probably, you have more than one." Number two, if you're waiting for some like light to come out of the sky and the booming voice to say, "This is your calling for old time," but usually it doesn't happen that way. We have a method whereby you can discover your purpose and your calling in life.

I know this sounds arrogant, but we have a worksheet. There's a worksheet for every one of these sessions. There's a workbook with a fill in the blanks worksheet. When you walk out, you'll have complete notes because we've taken 80% of the notes for you. Put them in the workbook in worksheet form. You fill in the blanks that apply to you. Boom. You've got a customized plan in your hands when you leave.

Plus, we're not just giving you the physical workbook, we're also giving you electronics copies of the worksheets in the workbook. You can do this to yourself. In fact, I may even give you permission to put on your own workshops. I think I'm going to do that. I think I want to license this to you to give your own workshops, same price, no upcharge. I just felt the spirit moved me to say that.

One reason is some of you are going to give your own workshops anyway. I might as well give you permission. Keep you out of trouble. All right, so 9:00 AM to 10:30 it's discovering your purpose and your calling. 90 minutes you got that done. We've been working on this all your life. 10:30, 10:45 we're not going to take time wasting breaks. These are not going to be time wasting breaks. We're going to get something done on every break.

It's going to be the most extraordinary conference you've ever been to. I prayed that God would show me how to make this supernaturally productive for you. I said, "Lord, we're going to charge \$1,000 or 995 or something. We normally charge \$5,000 for I'd like you to help me make it worth 10,000 or more." I feel like he gave me this inspiration of how to make this worth more than you've ever [00:06:00] expressed it in the conference.

Even the breaks are going to be productive. Break number one is a relationship building break. You're going to begin building relationships and if you're an introvert, welcome to the club, so am I. Believe it or not, even though I'm jacked up on coffee this morning, I'm an introvert, trust me. This is my most extroverted hour of the day when I'm here by myself with you guys. We're going to give you a specific methodology for building relationships quickly on the break.

Then we're back at 10:45. We're going into session called mission control, crafting your mission to boldly go, so you've got your purpose. Imagine, if you get your purpose, which is your foundational, philosophical, spiritual, religious reason for being on the planet. You've got your calling, what you hear God calling you into in this season of your life. Then we're going to move to building some relationships, and then we're going for your mission.

What's the difference between your purpose, your calling and your mission? Your purpose is like the-- I just said what it is. Refer back to the recording later and figure out what it is. Your calling is what you've been called specifically to do in a broad strategic sense. Your mission is your strategic objective, maybe your mission is to build up kingdom entrepreneurs in the marketplace. That's part of my mission and it can be part of yours too.

That's why I'm giving you a license to duplicate this workshop if you want to. There would be details about that. When you arrived for the workshop, I'll tell you how that works. That'll give us time to figure out how it works. [chuckles] We're going to craft your mission to boldly go, and for those of you who recognize that wording, yes, I'm a

*Star Trek* nerd. Get over it. Hope you're watching *Picard*, it's awesome. No matter what the critics say.

All right, so at noon on day one, we're going to have unlunch. Usually, lunch at these things is wasted. It's either terrible, horrible food affair where you eat meaty cheese wads. Meaty cheesy bread wads. We're not going to have that. We're going to have real food for you. Delicious food. We'll have options for people who eat meat, options for people who don't. People who eat Keto. People who want pie.

We'll have options for everybody, but it will be catered in, so it'd be right in the building where we're having a meeting. You don't have to get up and go anywhere. You won't have to waste any time. **[00:08:00]** Won't be wasting an hour and a half of the day. We'll be working through the lunch. This is going to be an energy generating, healthy, fun refuel, both physically, spiritually and mentally during the lunch period.

The next session is going to be your vision. Create your compelling future. You might say, "Well, we had purpose and calling and mission, how's vision different?" Vision is very different. People get this mixed up. Vision is what does it look like for you to do your mission? If your mission is to help marketplace entrepreneurs, for instance, what does that look like? Does it look like you doing big stadium events?

Does it look like you're doing small workshops? Does it look like you writing books? Does it look like you're doing online courses? It could be any one or all of those things, so it could look very different for you. Just think vision means, what can I see as evidence that I'm doing my mission? It's very different from your mission to see how you execute. It's a tactical part of how you achieve your mission.

Then, we have the ultimate treasure hunting break. I'm not going to tell you exactly what this is, but this has been to develop your prophetic ability to see spiritually what's in store for other people that builds them up, lifts them up, edifies them and sees the best in them and brings that out into their actual lives and helps them bring it into reality. It helps to manifest it into reality.

If those of you are into the secret of manifestation, here's your way to tie it in with Christianity and be okay with it. Then, we're going to move into our next session, which is going to be your impossible goal and how to achieve it by failing. You've heard me talk about the impossible goal before. This is a concept I learned from one of my coaches, Brooke Castillo.

This is going to be, I believe this is going to change your life, the relationship you have with goal setting for the rest of your life. We're going to set an impossible delusional, there's no way you can achieve it kind of goal. It's going to correct your feelings, your thinking and your results you get from setting goals from now going forward. Then we take another break. This is still on day one. It's the rejection elimination break.

Anybody here suffer from the fear or dislike or this comfort of rejection? You don't like being rejected. Anybody can get a big amen. Can somebody raise your hand and say, "Amen? I don't like being rejected." This break, there's 15-minute break is

**[00:10:00]** is going to permanently get you over this rejection problem that you've been having. I'm going to show you how to get over it. I'm going to let you demonstrate it to

yourself that it works, and from this point forward, it may still be uncomfortable. It will be less and less uncomfortable all the time, but again, we're not wasting our breaks. We're making things happen.

Transformational change is happening even on the breaks. Then, at 4:30 we're going to have the evening field assignment briefing. I'm going to give you an evening field assignment where you've got to go do something in the evening after we break, that you'll report back on the next morning. It's going to be awesome. You're not going to be worried about it. You're going to be stressed by it. You're going to love what I have you do in the evening and it's going to be life changing.

I know that sounds bold, but I believe it's true. We're ready for day two. This was just day one, my friends. Let me reiterate, I've done countless workshops for \$5,000 a ticket. I've done many workshops for \$10,000 a seat. This is 995, and I believe it's got more value packed into it than anything I've ever done before. Not that anybody didn't get their value before, they did, but this time for sure more value.

Let's go to day two. We start at nine o'clock the next morning and our first session is called how to 10X your results by working one fourth the hours. If you're working 100 hours a week, I'm going to show you how to get 10 times the net results by working 25 hours a week instead of a 100, anybody interested? I know this works. I'm putting it to work in my own life. I'm seeing the fruits of it.

Once again, as I said many times before, I'm breaking off a piece of the bread that I've been eating and sharing it with you, and it's good bread. It's better than sourdough. There are solid step-by-step worksheets to backup every one of these sessions. Like I said, you're going to get a book. Your workbook is going to be filled with worksheets that walk you through every one of these processes.

If I dropped dead before this conference and you show up, one of you can take this book and run this conference. **[00:12:00]** 10:30 break, the most productive 15 minutes of your life, promise you, this is going to be the most productive 15 minutes of your life. I know it sounds crazy, but I've already got the exercise figured out. I know what's behind every one of these headlines. After that break, we're going to do the first hour miracle.

This is not a morning routine. Something you do the first hour of the week that will change your productivity and your approach to the rest of the week, and this will free you from ever saying again that you procrastinate. Never say again that you don't get things done. Never say again that you are not as productive as you wish. You'll never say again, "I'm too busy." You'll never say it again.

If you follow this instruction, if you follow this system, I want to give you, you will never again say, "I'm so busy. I just have too much to do and not enough time." That language eliminated from your life. The first hour miracle, you cannot miss this session. Then, at noon we're going to have another unlunch, an energy generating healthy, fun, refuel.

We're going to do something different in this lunch, but again, it's going to be healthy food. It's going to be good food, plenty of choices for everybody. We'll be working through lunch, catered in for you. We supply, you don't pay extra for it. You'll refuel

your body, mind, and spirit during this lunch period. Then we'll be right back to our next session, which is the free marketing miracle.

Let me slow down for a minute. The free marketing miracle. This is free marketing and that's a miracle. I'm going to show you how you can build a big business and spend \$0 on your marketing, for sure. Not made up, not theory, actual practice that I had been putting to work in my own life. Think about that. Free marketing, not only, I'm going to show you how to do the free marketing campaign. I'm going to show you how I've been doing it, how I am doing it, and the results I'm getting.

I'm going to show you actual numbers, what this is producing for us. It's going to blow your mind. Then I'm going to show you how to do it. I'm going to show you exactly the tools I'm using, the methods I'm using to make it work, and how you can do it. Even if you don't have an assistant, you don't have a staff. **[00:14:00]** You can do this yourself. If you have the time and you have the dedication and discipline to do it yourself for no cost.

If you have a \$10 an hour assistant, you can have them do it for you, much of it and get the same results. I'm going to show you how to do the messaging, how to find the market, how to get mass distribution, how to do it for free. Now, if you can add some money to this later after you get going and get some income coming in from it, all the better. You can do this for free and much of it we still do for free.

We're doing some advertising too, but most of them are still doing for free, because free is a good deal and if it's ROI positive, then why not. Then, we're taking another 15-minute break, it's called the compress decades into days break. I'm going to show you how to take things that take people normally 10 years or more to get straightened out in their life. I want to show you how to get it straightened out in 15 minutes on this break, decades into days break.

Then, we're coming back for another session called the ultimate accountability system. Going to show you how to set up, run and manage your own mastermind group, but it's a mastermind group with several definable distinguishing differences from almost every mastermind group on the planet. This will not be a pitch to join our mastermind groups, although that'll be available to you if you want to do it, but this will show you how to set up your own.

What's the criteria for it, how to get people to join, how to get them to show up, how to keep them accountable, systems that you've put in place to make it work, all that. I'll show you how to do this on your own. Then, if you want to join one of ours, you can, but you'll not be strong armed into that. That'll be your choice. Then, we have a break called the cure for loneliness break.

This will show you how to once and for all cure the feeling that you're lonely. If you ever get struck in the middle of the night or the middle of the day or in the middle of a big crowd of people, ever felt like you were lonely. Anybody ever feel that? Have you ever felt that way? I'm going to show you how to stop that from happening ever again. The cure for loneliness break.

Then we come back into that break. I'm going to give you your evening field assignment briefing. Now, of course you may notice this is the end of day two, so we're

done. This evening field assignment will be your marching forth assignment from the two-day event. Clarity, where you're getting clarity on. **[00:16:00]** Let's think back through everything I've shown you so far.

Day one, you're getting clarity on your purpose, your calling, building relationships on crafting your mission to generate energy and refill yourself for life. How to create your vision of your compelling future, the ultimate treasure hunting break. You have to wait and see what that is. The impossible goal, how to set it, how to achieve it, the rejection elimination methodology.

Then on day two, we're covering how to 10X your results. How to get 10X results in your business, in your life by working one fourth the hours. If you currently work a 100 hours a week, I'll show you how to get 10 times the result by working 25 hours a week instead. Then, I'll demonstrate the most productive 15 minutes of your life. You can use this over and over again. It can be the most productive 15 minutes over and over again.

We'll have the first hour of miracle training, which will teach you how to use the first hour of the week to change the rest of your week forever for the rest of your life. This is not a morning routine. That's not what this is. It has nothing to do with morning routine. Set that up for you right up front. We have the free marketing miracle. I'll show you our free marketing methodology, our entire system. I'll show you how we do it.

I'll show you the spreadsheet we use to manage it. I'll show you all the content we use, how to create that yourself, where to buy it. If you don't want to create it, I'll show you where to get it. Then how to use it through mass distribution is free, build your own marketing empire free of charge. If you want to spend money and buy ads later, you can do that, but you don't have to do that to make this work. You can do it totally for free.

Then, we're going to have the compress decades into days break. I'll show you how to take things that normally take people a decade or more and compress it into a single day. The ultimate accountability system. I'll show you how to set that up for yourself and for your team. The cure for loneliness, and we'll give you marching orders and assignment working out.

Remember, you're getting a physical workbook that goes with this workshop and it's fill in the blanks. You can literally fill in the workbook and you have a master plan customized to you. We've taken 80% of the notes and left you the parts that you need to fill in yourself to make it applicable to you. That's those parts blank. We'll show you how to fill those in. **[00:18:00]** Then we're giving you an electronic copy, so you can take this and do this over and over again.

We're even going to give you license to do your own workshops just like this one. You're going to be watching from two standpoints. You're going to be learning all this, soaking it all up, and you're going to take it in for yourself and you're going to be able to take it with our permission. Go out, put it in your own workshops using our workbook and our methodologies. You're welcome.

Normally we charge \$5,000 minimum for workshop. We've often charged \$10,000 for workshops. This one is \$995 one time. That's it. We have limited seating. What you

need to do is go to [rayedwards.com/clarity](http://rayedwards.com/clarity) and get signed up for this workshop. The clarity workshop today, so that you don't miss out on the seats. I don't know how many are left. We opened up 75 seats yesterday. I don't know how many have sold since then.

I will be checking. I am a stats fanatic, but I've been disciplining myself. I have to check every hour like I used to do. That's part of not working a 100 hours a week or 25, is not checking your stats. Obsessive. Yes, I have the cure. Well, so that is what we're doing at the clarity workshop. As you can tell, I'm pretty excited about it. We're already deep into work on the workbooks and the worksheets, [rayedwards.com/clarity](http://rayedwards.com/clarity).

I pray for you to today. God will bless you and that he will do more for you than you can ask or think or even possibly imagine because he is impossibly good. He's totally in love with you. He's not mad at you about anything. You're cool with him and vice versa. Have a great one. I'll see you back here tomorrow 5:00 AM Pacific time. As the Lord empowers me to be here, as they say, good Lord willing and the Creek don't rise. Till then, remember, I love you very much and not in a weird way. Ciao.

[music]

**Announcer:** Catch the Daily Ray every weekday morning at 5:00 AM Pacific on Facebook, Instagram, and YouTube. For more information about the clarity conference, visit [rayedwards.com/clarity](http://rayedwards.com/clarity).

**[00:19:57] [END OF AUDIO]**