



The Daily Ray, Episode 08

The Global Democratization of Ideas

Automated Speaker: It's Wednesday, March 4th and from social media marketing world, and this is the Daily Ray.

Ray Edwards: You know what's interesting? There are conferences all over the world that have like had half or two thirds of their attendees cancel because of the panic about this virus is going around the Coronavirus. Social media marketing world has thousands of attendees. Only 10 people canceled. 10 people out of thousands. Why? Because we don't buy into the hype. That's why more people are coming on board. It's just interesting how when you're at a conference for social media content creators, let's call it that, social media creators that the attendance to things like your live broadcast goes up cause the consciousness is up. People are aware of your presence more. Your friends are like, oh yeah, Ray does that thing every day. One of the greatest compliments I've been paid so far was Mike Stelzner and I were talking, and he was saying how he's been listening to the live at five the Daily Ray podcast.

This is the live at five and it becomes a Daily Ray podcast. We edit the audio, put that onto the D, a new podcast feed for the live at five, which is not called the Daily Ray. Is that confusing? Anyway, we have the regular podcast, which is once a week, every Monday. Then we have a Daily Ray podcast, which is every day, and Mike Stelzner has been listening to the Daily Ray, Mike Stelzner, listening to the Daily Ray. He's got so many things to do and he's listened to that podcast. I'm not saying he'll do it forever, but it was just quite a compliment. I appreciate that so much, Mike. Thank you so much.

This conference has been outstanding. I've always loved social media marketing world, but this has been my favorite social media marketing world ever, and it's not only because there's more people here than ever. It's not only because Mike has upleveled the whole nature of the event, the nature of the people teaching, the nature of the people sharing their knowledge, wisdom and influence the nature of how the event is run. It's all improved and improves every year. It's not just that, but I believe it's the spirit of the age that we're all realizing that we have these platforms, these enormous social media platforms that are available to us for free. It's the ultimate democratization of ideas. That's a big deal. What I just said, the ultimate universal global democratization of ideas is upon us. It's like the kingdom of God has come to

communication. Think about that. You have the keys of the kingdom at your disposal and those keys are called Facebook, Instagram, LinkedIn, Pinterest, Tik Tok, interesting. Tik Tok is this huge phenomenon. It's like the most rapidly growing social media market of all. It's got the most head room for growth. You get the most attention the quickest cause there's the ratio of supply of content to demand for content is more in your favor as a creator and yet even at this conference, so few people have even got an account on Tik Tok yet.

Opportunity. Opportunity is knocking. My takeaway, I don't have like a three-point takeaway for today. I just have, I just have this, if you didn't come this year, get a thing. You still get the virtual tickets. So, go to socialmediaexaminer.com and get the virtual ticket for this event and buy your tickets for next year as soon as they become available. I don't know if they're even available on the website yet but buy your tickets for next year now because next year is going to be bigger. It's going to be harder to get a ticket and right now you'll never get a better deal. You can get right now for the next year's tickets and get this year's virtual ticket and when you get it, watch the dang sessions because there's so much good teaching. I couldn't go to all the sessions cause many of them run concurrently. So, you got to go back and watch the recordings.

I can't wait to go pick up all the wisdom from all the people who are here, and I urge you to do the same today. What do we have in store for today? We've got the epic breakfast club this morning where we're meeting with our good friends, Mike Kim and Brian Dixon. We, the three of us got together to put together this epic breakfast club. I should say the three of us got together. What really happened is Brian Dixon arranged it and invited Mike and I to participate. Brian Dixon is like the ultimate social media guy because he shares, he's on Tik Tok by the way. He shares lots of social media content. He shares really good stuff. He's got strong moral family values. He is what he appears to be. He's not a fake. He's not. He doesn't create a fake life for Instagram or for Facebook, and here's the thing about him that gets me the most.

He's so generous and genuine, so yes, I'm trying to embarrass you, Brian, by telling you who some people who you really are. Brian Dixon is one of the best people you can follow on any social media platform. He's part of Brian Dixon, author of, "Start with Your People." Get that book. That book is required reading for every entrepreneur everywhere. Start with your people. Get the book. Brian Dixon and Mike Kim is another great person to be following if you're not following him. Mike, Kim and I have known Mike is working on a book that's going to be his seminal summation of what he knows about personal brand marketing. It's going to be huge. He hasn't finished the book yet, but we talked about it yesterday. It's going to be fantastic. So, you can see the being at this conference has energized me. It's got me more excited than ever about social media and being around like-minded people.

If you can get to a conference of any kind where you have like-minded people who have the same value structure as you, that's important. Same value structure to contribute to and improve the world and they're interested in the things you're interested in. Get with people, get with people. People are important to your life. You are made to be a community person. So, getting a community of your people. I was going to tell you what I'm doing today like you care, but just in case you do epic breakfast this morning, did, I'm going to be interviewed by the Harmon brothers. Yes. The Harmon brothers, the people who made the Purple commercial people who made

the Poo Pourri commercial, the people who made this Chatbooks commercial. These guys are geniuses at video commercials on the socials. They're interviewing me. Why? I don't know, but I did not contradict them.

I'm like, Oh, sure. Of course, you may interview me. I'm hanging out with my buddy Joel Comm today, going to have lunch together. Spend some time chatting, catching up, and whoever else I can run into. Good to see y'all this morning. I hope you have a blessed day. I thank you for being here. I thank you for giving me the most precious of commodities you could give me, which is your attention. It's a great honor I do not take for granted. God bless you. Peace to you, peace to your house, and I love you very much and not in a weird way. See y'all tomorrow.

Automated Speaker: To join forces with Ray and his team, visit RayEdwardsagency.com. Join Ray live tomorrow morning at 5:00 AM Pacific on Facebook, YouTube, Instagram, and Periscope for another Daily Ray.

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