

## *Quick recap*

Eben led a discussion on creating an avatar for their ideal client, emphasizing the importance of understanding commonalities among their best clients and personalizing communication. The team also discussed the importance of motivation in creating transformation, the role of generative AI in enhancing intelligence, and the significance of understanding the client's perspective and language in marketing and copywriting. The conversation ended with a discussion on refining their target audience for their coaching services, focusing on coaches aged 45 to 60 who have been in the business for at least three years.

## *Summary*

### **Creating an Avatar for the Ideal Client**

Eben led a discussion on creating an avatar for their ideal client, emphasizing the importance of understanding commonalities among their best clients. He explained that this process helps in personalizing communication, making it more motivating, inspiring, and inviting. Eben also discussed the concept of subsets in groups, referencing Robin Dunbar's work, and the need for permission to not talk to everyone. The group was encouraged to think about how their avatar would know if they're speaking directly to them, with various suggestions including empathy, using their words, and creating an emotional connection.

### **Relating to Target Audience Needs**

Eben discussed the importance of understanding and relating to the specific needs and situations of the target audience. He used the example of a surfer caught too close to the shore, with a large wave about to crash down on their head. Eben emphasized the need to describe these moments accurately and emotionally, rather than just discussing general topics. He also highlighted the importance of starting conversations in the middle of the action, rather than at a



high level. The team agreed to focus on these key points when communicating with their audience.

### **Motivation and Generative AI in Marketing**

Eben discussed the importance of motivation in creating transformation and the role of generative AI in enhancing intelligence. He emphasized the need for individuals to develop their abilities before relying on AI tools. Eben also highlighted the significance of understanding the client's perspective and language in marketing and copywriting. He encouraged the team to practice these skills and use generative AI tools to improve their abilities.

### **Career Growth and Work-Life Balance**

Lisa and Eben discussed the challenges and desires of their ideal clients, who are mostly college graduates in their 30s to 60s, seeking career growth, work-life balance, autonomy, and professional stability. They identified specific real-world situations that activate these values, such as preparing for a high-stakes meeting, feeling undervalued in a promotion, and struggling with work-life balance. The goal is to provide coaching and support to help these clients navigate transitions and achieve their career goals.

### **Use Specific Client Language**

Eben explains the importance of using specific client language rather than abstract coach language when describing client situations. He emphasizes the need to focus on concrete scenarios that clients experience, such as "My boss watches me clock in and clock out every day," instead of general statements like "They want a new boss." Lisa provides examples, and Eben offers additional scenarios to illustrate his point, including a vague email from HR causing panic about job security and realizing overwork during a vacation. The discussion aims to help coaches better understand and articulate their clients' experiences.



## **Specificity in Client Communication Strategy**

Eben discussed the importance of specificity in communication with clients, using the example of a computer chip manufacturing plant manager who is constantly on edge due to the risk of a fire or explosion. He suggested that salespeople should tailor their approach to the specific situation and needs of their clients, rather than using generic language. Eben also used the analogy of panning for gold to illustrate the idea of looking for specific nuggets of value in their clients' needs. Susan was invited to share more about her product or service and the clients she serves, but the transcript ended before she could provide further details.

## **Refining Coaching Services Target Audience**

Eben and Susan discussed refining their target audience for their coaching services. Susan initially mentioned her target audience as female entrepreneurs, but Eben encouraged her to narrow down the focus. They decided to target coaches, specifically those aged 45 to 60 who have been in the business for at least three years. Susan's ideal client is struggling to find new clients and desires a full calendar without excessive effort.

## **Identifying Client Situations for Coaching**

In the meeting, Eben and Susan discussed the importance of understanding the specific situations and challenges of their ideal client avatar. They emphasized the need to identify the real-world situations that activate the client's values and motivate them to seek help. Eben provided examples of situations that could trigger a client's desire for coaching, such as an interview for a senior role or a need for career growth. Susan expressed interest in using these examples to create a series of emails or videos to connect with her clients. The team agreed on the importance of using these specific situations to create content and sales pitches that resonate with their clients.

