

Creative Funnels & Client Psychology

Chat Shares

AIDA: Attention, Interest, Desire, Action. It's a "timeless" formula for creating marketing and promotions from the industry.

I'm a [NICHE] coach, and my ideal client is [Describe your ideal client here, with demographic and psychographic details, including what they want and want to avoid]. I want to really get inside my client's mind and motivations. Please describe their problem to me, in vivid, experiential language, better than they can.

Quick recap

Eben explored the role of creativity in marketing, emphasizing its importance in building effective marketing funnels and understanding client motivations. He demonstrated various AI tools and techniques for enhancing networking and marketing efforts, while sharing insights from a book on affluent psychology and personal experiences. The session concluded with practical exercises on using generative AI to better understand and engage with clients through vivid storytelling and experiential language.

Summary

Creative Marketing and AI Tools

Eben discussed the importance of creativity in marketing and building a marketing funnel, emphasizing that creativity involves creating something new and valuable. He shared insights from a book by Thomas Stanley on the psychology of affluent people, highlighting their appreciation for information and connections. Eben also demonstrated various AI tools to a group of friends, showcasing their potential for enhancing networking and marketing efforts. The discussion concluded with Eben explaining the need for creativity to result in actionable ideas that have a high probability of success.

Creative Marketing Strategies

Eben discussed the importance of creativity in marketing, emphasizing that understanding a client's reasons for wanting a particular outcome is more crucial than knowing the outcome itself. He used a personal example of convincing a partner to buy a house by aligning the decision with their financial goals, such as saving for retirement, rather than focusing on personal desires. Eben highlighted that marketing involves presenting ideas in a way that aligns

with the other person's values, and he encouraged attendees to approach marketing with creativity and experimentation rather than relying solely on established procedures.

Email Subject Line Optimization Strategies

Eben discussed the challenge of creating email subject lines and emphasized the importance of focusing on audience desires rather than product features. He suggested writing at least 10 different versions of headlines that address what the client wants, using the example of an online dating course. Participants contributed motivations for someone interested in online dating, such as getting a date, finding a relationship, learning how to talk to someone, avoiding being alone, and sharing life experiences. Eben encouraged testing different headlines to determine which resonates best with the audience.

Engaging Headlines Through Creativity

Eben discussed the importance of creating headlines and subject lines that resonate with the audience rather than focusing on the creator. He emphasized the need for creativity and personal brainstorming before using generative AI to refine ideas. Eben also shared a tip from his mentor, Wyattwood, about describing a person's problem better than they can, which can make them subconsciously assume the creator has the solution. He provided an example of how to effectively describe a problem related to online dating to engage the audience.

Client Problem Description Techniques

Eben taught the group how to effectively describe their ideal clients' problems by using vivid, experiential language that resonates with potential clients. He emphasized the importance of using concrete, real-world examples alongside abstract concepts to connect with the audience. Eesha shared how she adapted the exercise for her own purposes, focusing on creating email subject lines for podcasters and book agents. Eben demonstrated the technique using ChatGPT to generate a detailed description of a dating coach's ideal client, highlighting the power of this approach in marketing and client engagement.

Generative AI for Client Insights

Eben led a session on using generative AI to gain insights into client perspectives and language. He provided a prompt exercise for participants to describe themselves and their target market, emphasizing the importance of vivid, experiential language. Eben encouraged participants to use generative AI to explore client perspectives, suggesting they ask the AI to put insights into first-person language and to consider specific words clients might use. He also highlighted the value of aligning client narratives with personal stories to build rapport.