

# AI-Powered Marketing & Lead Generation

## Slides:

[https://drive.google.com/file/d/11pRR39eYS3q\\_xqmHn5xMZx9qpdC7OwNy/view?usp=sharing](https://drive.google.com/file/d/11pRR39eYS3q_xqmHn5xMZx9qpdC7OwNy/view?usp=sharing)

## Value Ladder Exercise:

[https://drive.google.com/file/d/1GUXNyiAfozjR XuFyRtZPDjtywL\\_VYUiP/view?usp=sharing](https://drive.google.com/file/d/1GUXNyiAfozjR XuFyRtZPDjtywL_VYUiP/view?usp=sharing)

## Marketing Offer, Lead Magnet, and Nurture Sequence Prompt:

<https://docs.google.com/document/d/1rfd6SQjJiSpTIsR6iQAfqUsa2BwrsQULW5cS2GR7JK4/edit?usp=sharing>

## Quick recap

Warren and Stuart discussed Stuart's progress with his business decisions and website migration challenges, while Warren shared insights on value ladder marketing and the importance of email nurture sequences. Warren demonstrated various AI tools and strategies for market research and lead generation, including the use of Google Keyword Planner, AnswerThePublic, and ChatGPT for competitor analysis. The session concluded with announcements about office hours availability and program completion, welcoming new participants while providing support for both technical and personal challenges.

## Summary

### Email Marketing Strategy Optimization

Warren and Stuart discussed Stuart's recent decision to join the accelerator program and his progress with Go High Level. They also talked about Stuart's website migration issues and the importance of having backups. Warren explained the concept of the value ladder and the buyer's journey, emphasizing the need to deliver value through email nurture sequences rather than pitching too early. He introduced the idea of "potato chip marketing" to build trust and rapport with potential clients. Warren highlighted the effectiveness of email marketing compared to social media, noting that email has a much higher open rate and conversion rate. He advised Stuart to focus on building a strong lead magnet and nurture email sequence to move prospects from a free offer to a tripwire or core product.

## **Results-Focused Sales Strategy for Coaches**

Warren emphasized the importance of focusing on results and transformation rather than coaching itself when selling services. He explained that clients are seeking solutions to their problems, not the process of coaching, and advised quantifying results to make them more appealing. Warren also discussed the structure of email sequences, emphasizing the need for valuable content without pitching in the first few emails, and suggested including a personal story or video to build trust and credibility.

## **Digital Marketing Strategies for Coaches**

Warren demonstrated how to use Google Keyword Planner and AnswerThePublic to find common search queries related to coaching services, emphasizing the importance of understanding what prospects are already asking. He outlined a five-email nurture sequence for building trust with prospects, including a lead magnet, freebie, story/testimonial, answering common questions, and finally inviting them to a product. Warren instructed the class to complete a 15-question interview in their AI marketing coach project, uploading the day's slides and value ladder exercise to provide context for the prompts.

## **Collective Knowledge System Updates Overview**

Warren explained how to update files in the collective knowledge system, noting that uploaded documents automatically add content to the conversation context. He demonstrated how to delete or modify previous inputs and emphasized the importance of refining the generated content. Azra joined the session late and was directed to previous recordings about creating an AI marketing coach, with Warren offering support during office hours. Warren also announced the availability of office hours on Mondays and Thursdays, with different time slots, and mentioned that he and Sasha, the inner game coach, could provide support for both technical and personal challenges. He concluded by promising to share additional resources to help build lead magnets more efficiently.

## **AI-Powered Competitor Lead Magnet Analysis**

Warren demonstrated how to use AI tools for market research, specifically focusing on analyzing competitors' lead magnets. He showed how to use ChatGPT's deep research function to gather information about competitors, including their target audience, pain points, and motivators, without having to manually visit their websites. Warren emphasized that this tool, which provides 25 useful deep research prompts per month, can significantly streamline the market research process that previously took dozen of hours. The session concluded with Tracy announcing her completion of the program and expressing gratitude to Warren, while Stuart joined the program and received a warm welcome from Tracy.