

Designing Courses Around Client Wants and Fears

Quick recap

Eben leads the team through warm-up exercises before sharing his approach to creating effective online courses, emphasizing the importance of focusing on what clients want to learn rather than what experts want to teach. He demonstrates how to frame course content around clients' specific fears, frustrations, wants, and aspirations, using concrete examples and introducing a four-quadrant exercise to help participants identify their ideal clients' needs. The session concludes with guidance on structuring course outlines and chapter titles that directly address client motivations, with Eben showing how to use AI as a brainstorming tool to uncover deeper client concerns and create content that resonates with potential customers.

Summary

Course Creation Mindset Workshop

Eben leads the team through a physical and mental warm-up exercise, guiding them through stretches, deep breathing, and visualization of future success and end-of-life reflections to help everyone focus on the present moment. He then reviews his preferred approach to creating online courses, which involves teaching a one-day program broken into chunks, recording it as version 1.0, and refining it in subsequent versions. Eben emphasizes that the biggest mistake teachers and experts make is focusing on what they want to teach rather than what their ideal clients want to learn, cautioning against the "this is what they need to learn" mentality.

Client-Focused Teaching Strategies

Eben explains that effective teaching should address clients' specific problems rather than forcing them to map general content to their situations. He recommends creating course outlines based on clients' fears and desires, teaching directly to these points rather than providing encyclopedic knowledge. Using the "cat toy" metaphor, Eben illustrates how content should capture attention by addressing what clients want or want to avoid, suggesting that every section of a course or book should contain compelling headlines that speak directly to clients' specific needs.

Benefit-Focused Content Framing Strategy

Eben teaches the group how to frame course content as benefits for clients, using online dating as an example where "taking profile pictures" becomes "how to present yourself as higher value and attract more women." Colleen demonstrates understanding by reframing her public

speaking training chapters as benefits like "how to get standing ovations" or away-from motivators like "how to not look foolish by freezing on stage." Eben then introduces an exercise where participants create a four-quadrant chart of their clients' fears/frustrations and wants/aspirations, emphasizing the importance of being concrete and specific while focusing on motivated clients who can afford their services.

Selling Wants, Delivering Needs

Eben explains the concept of "sell them what they want, give them what they need" in course creation, emphasizing the importance of understanding what clients think they want rather than what they actually need. He illustrates this with examples including his own experience teaching dating advice to men who wanted dates but ultimately desired relationships, and Stuart shares how this approach transformed his coaching business by reframing cultural difference expertise to address trust and alignment issues that clients identified as their primary concerns. Eben suggests using direct questions like "What is worrying you?" to uncover clients' true needs and begins demonstrating how to use AI to help identify these insights.

Presentation Coaching for Non-Native Speakers

Stuart and Eben discuss how to develop a more effective approach for Stuart's presentation coaching for non-native speakers. Stuart identifies that his clients' main problem is losing their audience's attention, particularly due to cognitive fatigue experienced by listeners. Eben suggests using ChatGPT as a brainstorming partner to identify specific client pain points, such as rambling due to mental translation, pronunciation issues affecting credibility, and cultural mismatches. They agree that while understanding cognitive fatigue is Stuart's unique insight, marketing should focus on addressing clients' immediate concerns about losing audience attention rather than leading with technical concepts.

Client-Centered Content Creation Strategy

Eben explains that course content should be organized around client motivations rather than just the subject matter itself, using the example that dating advice should address fear of rejection, not just getting dates. He suggests using prompts to identify clients' fears, frustrations, wants, and aspirations to create outlines that resonate with potential customers. Eben recommends structuring chapter titles using "how, why, when, where, who" followed by specific benefits, as this approach makes content sound more targeted and valuable. He emphasizes that a good outline should make clients feel understood by addressing their desires and concerns directly, essentially making the content market itself.