

# From Content to Clients: Daily Creation, Follow-Up, and Learning Styles

## Quick recap

The team shared personal updates and experiences from their Labor Day weekend activities before transitioning to a discussion about content creation and marketing strategies. Eben discussed the importance of creating valuable daily content to build an audience and brand, emphasizing the need for balance between content creation and prospecting activities. The conversation ended with Eben introducing various content formats and learning styles, including the 4-Mat format and different learning styles, and announcing a new NLP program with an upcoming welcome class.

## Summary

### Labor Day Weekend Team Updates

The team shared personal updates and experiences from the Labor Day weekend, including Gary's weight loss achievement for a ropes course with his son, Colleen's reflection on her dharmic imperative in storytelling and public speaking, Ri's enjoyment of a Japanese entrepreneur documentary, Alex's bike ride along Chicago's Lakeshore Drive, and Natalie's move to a new off-grid cabin. Eben experienced technical difficulties with his camera and keyboard, causing a brief delay in the meeting. The group then prepared to transition to a new topic, though the specifics were not mentioned in the transcript.

### Daily Content Creation for Audience Growth

Eben discussed the importance of creating valuable content to build an audience and brand, recommending that people focus on producing content daily. He emphasized the need for a balance between creating content and prospecting, suggesting a daily routine of 2 hours for business-building activities, including 1 hour for content creation and 1 hour for client interactions. Eben also highlighted the shift from being content consumers to producers, noting the ease and cost-effectiveness of creating and distributing content in the current digital age.

### Effective Marketing Follow-Up Strategies

Eben discussed the importance of follow-up in marketing, emphasizing that most people fail to capitalize on potential leads due to lack of systematic follow-up and valuable content to send. He introduced a powerful content model based on David Kolb's Experiential Learning Theory,

which can be applied universally for effective communication. Eben plans to share this model and other content strategies in upcoming sessions, focusing on creating high-value, short-form content to engage and convert potential leads.

## **Understanding Learning Styles**

Eben discussed the four learning styles, explaining that each style corresponds to a different question: "Why," "What," "How," and "What if." He emphasized the importance of addressing the "Why" style first, as it motivates learners by explaining the benefits and consequences of learning something. Eben also highlighted the need to tailor content to different learning styles, using examples like teaching someone to make a green shake. He noted that about a third of people are "Why" learners, and most teachers and content creators are not, which can lead to frustration if the "Why" is not adequately addressed.

## **Understanding Learning Styles and Recipes**

Eben explained different learning styles, including motivational, conceptual, practical, and what-if learners. He described how each style engages with learning content differently, with what-if learners focusing on implementation and real-world results. Eben then shared a recipe for a green shake, providing detailed steps and emphasizing the importance of immediate action for the what-if learners to experience the benefits firsthand.

## **4-Mat Content Format Introduction**

Eben introduced a content format called "4-Mat" that structures communication by grabbing attention, telling a story, providing action steps, and encouraging immediate action. He demonstrated how this format can be applied to marketing, sales presentations, and pitches, and recommended practicing it by creating short social media videos. Eben divided the group into breakout sessions to practice outlining content using the 4-Mat format, and suggested using AI tools like ChatGPT and Claude to assist with content creation. He also announced a new 6-month NLP program and invited participants to attend a welcome class.