

Positioning for Results: Naming Offers Around Client Outcomes

Quick recap

The meeting focused on strategies for navigating rapid economic and technological changes, with emphasis on maintaining composure and tracking asset values across currencies. Discussions centered around rebranding and positioning various business programs, including masterminds and coaching services, to better align with clients' desired outcomes and achieve specific results. The group explored ways to effectively communicate value and position offerings, with particular attention to naming products and services based on client goals rather than the means of delivery.

Summary

Navigating Change with Calm and Clarity

Eben shared his thoughts on the importance of staying calm during times of rapid change, drawing from Rudy Giuliani's advice to remain composed when others are panicking. He emphasized the need to track the relative value of different assets, such as gold, Bitcoin, and houses, across various currencies to navigate the upcoming technological and economic transformations. Eben also discussed the value of meditation and having a clear understanding of one's work to effectively communicate its worth to others.

Mastermind Value Proposition Insights

Eben shared a marketing exercise that involves listing fears and frustrations versus wants and aspirations to better understand client value. He emphasized the importance of understanding how values change over time, particularly in a knowledge and technology economy, and explained how this applies to selling products or services like masterminds. The group discussed what is being sold in a mastermind, with participants suggesting expertise, community, curated experience, and accelerated learning as key offerings.

Business Mastermind Program Positioning

Eben and his team discussed the positioning and sales approach for a business mastermind program. They clarified that the core offering should focus on delivering a "grown business" with increased profits, rather than selling expertise, community, or accelerated learning. Eben

emphasized that the program should promise specific results, such as doubling business size and achieving a 20% profit margin, while leveraging mastermind components like expertise sharing, community support, and accelerated learning.

7-Figure Interview Strategy Discussion

Eben and Stuart discussed creating a branded results package for job seekers, focusing on helping them secure high-paying positions. They agreed that the concept of "7-figure interviews" or "million-dollar interviews" would be more impactful than simply aiming for more interviews. Stuart shared that his ideal clients are senior-level executives and technical experts seeking jobs with a minimum salary of \$300,000, potentially up to \$1 million within 18 months. They concluded that positioning Stuart's services around helping clients secure 7-figure interviews would be more powerful and unique than focusing solely on the number of interviews or job offers.

Rebranding for 7-Figure Income Focus

Eben and Colleen discussed rebranding Colleen's program from "Visibility Accelerator for Coaches" to "7-Figure Coach and Speaker Program," aligning it with clients' primary goal of achieving a seven-figure income through coaching and speaking. Eben emphasized the importance of naming products based on clients' desired outcomes rather than the means to achieve them, and suggested reserving the visibility-focused name for a high-end package. He also stressed the need for personal credibility and unique selling points when marketing the program.

Outcome-Based Product Naming Strategy

Eben led a discussion on the importance of aligning products and services with clients' desired outcomes by focusing on the result they want to achieve. He emphasized the need to name products or services after these desired outcomes, using "Virtual Coach" as an example. Eben encouraged participants to workshop this concept in groups and to practice thinking in terms of client outcomes. He also drew parallels between money as a currency of the economy and words as a currency of the mind, stressing the significance of naming in determining value.