

Motivation in Motion: Coaching with Achievement, Affiliation, and Power

Quick recap

The meeting began with Eben introducing the concept of "lore time" to describe the rapid pace of technological change, particularly in AI, and shared exercises to help participants connect with the present moment. Eben then led discussions on creating compelling marketing offers and understanding client values, using specific examples to demonstrate how to effectively communicate with target audiences. The session concluded with Eben demonstrating how to use generative AI tools to enhance marketing language and decision-making processes, while emphasizing the importance of critical thinking and specific, impactful offer creation.

Summary

Understanding Lore Time in AI

Eben discussed the concept of "lore time," a term he coined to describe the accelerating pace of technological change, particularly in AI, which is doubling in capability every 3-6 months. He explained that in this new era, about 50% of tasks can be done more efficiently with AI tools, and this proportion will continue to grow. Eben emphasized the importance of being present during transitions and shared a physical exercise routine to help participants connect with their bodies and the present moment.

Enhancing Client Connection Strategies

Eben led a meditation exercise to help participants connect with their senses and emotions, then transitioned into a discussion about creating compelling offers. He emphasized the importance of understanding different types of values and communicating in a way that resonates with clients by using language that aligns with their personal experiences and perspectives. Eben suggested using personality tests and generative AI to better understand and cater to individual client needs, ultimately making offers more effective and engaging.

Balancing Risks and Client Dreams

Eben introduced a metaphor of a balance scale to explain how to create marketing offers by balancing risks and benefits in the mind of prospects. He emphasized the importance of stacking enough value on the benefits side to make the offer irresistible. Eben encouraged thinking big and listing dream outcomes for clients, even if not all can be delivered, rather than starting with small, realistic offers. Dana, focusing on her ideal clients—successful, creative, and spiritual women seeking more erotic aliveness and intimacy—identified "true love, devotional, long-term commitment" as a key domain for helping them achieve their dreams.

Masculinity Attraction Strategy Discussion

Dana explained that her clients are primarily feminine women seeking masculine men, with a third being bisexual or open to different relationships. Eben guided Dana to drill down and identify specific symbols of masculinity that appeal to these women, ultimately landing on a man who plans romantic getaways, such as a trip to Paris. This process demonstrated the importance of detailed, specific messaging in attracting clients and creating compelling stories.

Communicating Value to Masculine Partners

Eben and Dana discussed the concept of communicating the value of a service for women seeking masculine, committed partners. They explored how to effectively convey the desired qualities of such partners, including physical strength, commitment through actions like proposing with a diamond ring, and publicly claiming the relationship. Eben emphasized the importance of using relatable examples and stories to demonstrate understanding and build trust with potential clients. He also drew parallels to how enthusiasts of hobbies or interests can quickly establish credibility by showcasing their expertise.

ChatGPT for Women's Coaching Marketing

Eben demonstrated how to use ChatGPT to generate marketing language for a coaching program targeting women aged 30-40 who seek erotic aliveness, relational harmony, and committed relationships. The generated content included specific day-to-day challenges like morning social media comparisons and dating app fatigue, along with proposed solutions like the "sensual morning reset" and "magnetism Message Blueprint." The team discussed how these insights could be used to create compelling coaching packages and marketing materials.

Enhancing Decision-Making with AI

Eben led a discussion on using generative AI to enhance thinking and decision-making processes. He emphasized the importance of first developing a clear understanding of client needs and desired outcomes before using AI to generate solutions. Stuart shared his experience with the AI tool, noting that the results were abstract and not particularly helpful. Eben encouraged Stuart and others to refine their prompts by providing specific examples and concrete outcomes. He stressed the need to challenge assumptions and think critically before

relying on AI to generate ideas. The session concluded with Eben urging participants to create more specific and impactful offers for their clients.