

# Personalizing the Funnel

## Book Recommendation

My Life in Advertising and Scientific Advertising (Advertising Age Classics Library)

## Chat Shares

I'm a coach, mentor, and teacher. I'm birthing tomorrow's visionaries, luminaries, and thought leaders through the platforms of storytelling, public speaking, and best-selling books. My ideal clients are 6-figure coaches who know they want to use their voice and their story for more impact and success; it's their calling. Most are women coaches in love and relationships. What are the blind spots, the mistakes, the counter-intuitive things these coaches need to do to grow from 6-figures to 7 figures?

These are good, but all abstract, more general, big picture. I need more examples like "hire before you're ready" and even more specific, concrete, tangible action-oriented stuff, and less abstract big picture. I need a combination.

<https://chatgpt.com/share/696fb246-f9dc-8002-b51b-cc101f18373b>

## Quick recap

The meeting focused on personalizing marketing funnels and creating targeted content for ideal clients through the use of Google Docs and educational email sequences. Eben demonstrated how to leverage ChatGPT for generating specific content advice and discussed strategies for creating compelling follow-up emails with Colleen. The session concluded with guidance on effectively using generative AI for content creation while emphasizing the importance of human editing and teaching valuable information to potential clients.

## Summary

## **Personalized Marketing Funnels Strategy**

Eben discussed the importance of personalizing marketing funnels by addressing individuals rather than groups, emphasizing the need to consider the audience's unique perspectives and experiences. He introduced the concept of maintaining a Google Doc to continuously gather insights about the ideal client, or avatar, and suggested creating a separate document to compile effective written and spoken content that reflects one's unique style. Eben also highlighted the significance of understanding the educational level of the buyer and recommended creating a 10-step educational email sequence to effectively engage new leads. He encouraged participants to draw inspiration from classic marketing texts, such as Claude Hopkins' "My Life in Advertising" and "Scientific Advertising," and Eugene Schwartz's "Breakthrough Advertising," to enhance their marketing strategies.

## **ChatGPT for Coaching Success**

Eben demonstrated how to use ChatGPT to generate specific, actionable content for coaching clients, focusing on helping six-figure coaches transition to seven figures. He showed how to prompt the AI to produce concrete advice rather than abstract concepts, such as "stop creating new offers" and "hire an ops integrator before a marketing person." The discussion concluded with Eben planning to create a series of 10 follow-up emails based on the generated content to build rapport with potential clients.

## **Email Sequence Refinement Discussion**

Eben and Colleen discussed creating a 10-step email follow-up sequence to educate ideal clients and encourage them to request an initial consultation. Eben provided feedback on Colleen's draft emails, suggesting more concrete and powerful language to make the content more compelling. He emphasized the importance of avoiding abstract concepts and instead focusing on practical, relatable ideas. Eben also introduced the concept of an "invisible wall" that coaches face when speaking on stage, which he suggested could potentially become part of the brand's messaging.

## **Mastering Generative AI for Content**

Eben guided the group on effective use of generative AI for content creation, emphasizing the importance of refining AI-generated content through human editing rather than relying solely on AI. He advised breaking down large outputs into smaller, manageable prompts and using tools like Google Docs for revisions. Eben also shared strategies for teaching clients valuable information to encourage their interest in becoming clients, such as creating educational content like "7 Questions to Ask Your Real Estate Agent." The session concluded with a reminder for participants to focus on rewriting AI content in their own style, ensuring clarity, and adding educational value with actionable steps.