

Designing High-Value Courses

Turning client problems into premium information products

Hey, team. Morning. Happy Tuesday. Greetings, everyone. Hey, Stuart. Hey, Minka.

How are you?

Hey, Ali. Hey, Maren. Hey, Alex. Hey, Colleen.

Hey. Great to see you.

Alright.

Just one sec here. Let me just grab something.

And I just say first I pronounce my name Maran, not Marin.

Started like Maran.

Marvelous Maran.

Alright. Marvelous. Perfect.

Okay, thank you.

Marvelous Maran, thank you for the clarification. I've got one those wonderful names that everyone calls me Ebon.

That's my curse. So I understand. I really appreciate the clarification. Thanks, Moran.

You are welcome. All right.

Let's see here. Let me get back here. So So one of the things that's really important for us to remember I think right now is, has anyone seen Molt book? Anyone seen that yet?

Yeah, a couple of people. All right, so basically a week ago, someone created a social network for AI agents.

And what's cool about MoltBook is humans can't join it.

Only AI can, but you can watch if you're a human.

And there are already over like a million AI agents that are members. And now people are sitting there spending all kinds of time on it. And what I'm trying to say is attention.

The that's the deer commodity in the future is attention. Okay? And so one of the things that we do at the beginning of these classes is we get a few stretches in, we move around a little bit, okay, in order to just kinda come into this moment.

And I just wanna remind you hey, Jordan.

Just wanna remind you, here that the name of the game is keeping your focus. Right? That's the name of the game. It's to grab your attention and focus it on something and to work in focused blocks of uninterrupted time for a minimum of one to two hours.

That's the name of the game. If you find that you're getting unproductive and you're scattered, just go back to, right, I learned this from Peter Drucker originally. Focus blocks, uninterrupted time, one to two hours minimum. No interruptions, focused working on one thing. That's it. Okay?

And so I want to encourage you right now, whatever you do, okay, I'm gonna have you do your own refresh right now. Whatever it is that you ask your clients to do at the beginning of your sessions in order to presence yourself in them? I want to ask you to do it right now, right? Because we can do mine over and over, but I just want you to practice yours.

What is yours? Is it taking a few deep breaths?

Do you ask your clients to feel their feet and to really ground in? Do you ask your clients to do box breathing? What do you ask them to do to get present at the beginning of a session and to kind of bring them from where they were into this moment? K? Just take a few seconds right now and just presence yourself.

Excellent.

Now, in our curriculum, what we're going to be working on this month for February is creating a product, a course, or a book. In other words, taking all of your knowledge, your experience, everything that you have and putting it into some type of a format that you can then offer to others as a package, right? As a product, as some type of an offering.

And I'm going to share with you kind of how I think about this, but the the kind of home study part of it is my recommendation for you is this week to schedule a one day workshop that you're going to teach in about a month.

K? Somewhere in that four, five, six week time frame from right now.

Schedule a one day workshop, and we'll talk more about, you know, how to kind of frame it and who to get there and how and so forth. But the reason for this is if you've got something that you're working towards this month, everything that we're going to cover will apply and you'll be able to use it.

Okay? And even if you're not going to be selling tickets, even if you're just gonna invite a few friends to come or some associates or, you know, your network and have a handful of folks and even if you're just gonna do it on Zoom, just do it.

And the reason why is it gets you again, it gets you to take everything we're gonna do this month and focus it on something, but it also gets you into action. It gets you practicing because I think that organizing, structuring, packaging your knowledge and organizing, structuring, and packaging knowledge in general is a core skill of the digital economy. You know, it's core skill of creating value in the kind of world we live in because when you're creating content, when you're marketing to people, when you're creating marketing sequences, when you're making videos, newsletters, it's all about going, you know, moving between being able to create an interesting piece of content in a sentence or a statement, in a paragraph, in a chapter, in a product, you know, in a whole, curriculum of courses. And it's about being hold up kind of pack and unpack. It's even going all the way down to one word in a way, like naming something really well.

And the way that you organize your information can really enhance or reduce the amount of value that is created with it. Okay? Alright. So let's talk a little bit about information products, online courses, and so forth.

Oh, one more thing. I have a course that I created called the product plan, And it's inside of your members area. Okay. If you don't have access to it, you can just write into Kim, just write into hello at virtual coach and say, Hey Kim, can you tell me where that is in my members area?

And it's I think it's about ten hours worth of material, something like that.

And it was, I had just created a bunch of different courses and I just created this whole kind of organizational way of thinking about getting inside the mind of your client and identifying what's motivating them and then organizing your knowledge. And so I just want to recommend that if you're the kind of person who just, you know, likes to download everything, go get the product plan. And then, you know, once a day when you are going for a walk or, you know, at the gym or something, just listen to one of the sessions and it will help you to find the valuable knowledge, you know, find the valuable knowledge. Alright. Let's see. Let me let's use one of my favorite metaphors here.

In front of me, I've got a one hundred dollars bill and I got a one dollar bill. Alright? So what's the difference between these?

What's the difference?

Anyone? You can just unmute, start talking.

Value.

Okay. Value. Right? What's the difference?

What's difference between a one and a lot of difference depending where you're going, but there's a lot of difference, obviously.

K. Tell me.

Well, the one probably has more ink than the other.

If you really wanna know specifically what difference, other one has one has one person, then the other one is the another person, I suppose that they're the presidents. Yeah.

Then one has different numbers than the other. The other one has different letters than the other one. Obviously, as Killeen said, value could be the one thing.

Great.

But isn't it weird that I can walk into a store with these things and this one buys me a hundred times as much as this one?

Isn't that strange, right? They're basically the same paper, same ink, right? Made in the same place. I think they cost like a couple cents to make one of these things, like in hard costs in bulk.

This real, I love this kind of stuff. I love geeking out on these things, Because literally I can go in and somebody will give me a hundred times as much for this one. What it really comes down to is the difference is the message that's printed on them.

That's the difference. It's the message. It's not the paper. It's not the ink. It's the numbers and the words.

And so I show you this because information products are the same way. I used to do a demo. I don't know where my copy of J. Abraham's book is, but my first kind of video that I ever made, you can still go find it on my channel from, I don't know, twenty years ago, I held up a copy of J. Abraham's stealth marketing book and I held up a copy of Robert Cialdini's influence. And I said, okay, this book, influence, is ten bucks at the store. This book, stealth marketing, is a thousand dollars.

These are both epic books.

Right? And J. Abraham sold, like, millions of dollars worth of stealth marketing for a thousand dollars, one book. Okay? So I'm like, is one book really worth that much more?

Is it?

I do not know.

Influence is an epic book in terms of marketing.

What are we talking about here?

These things, as I studied information products, started me realizing, oh my gosh, there are people that write specialty investment newsletters that people subscribe to for twenty five thousand dollars a year.

You know what I mean? And they're a subscription, people subscribe to information, it's just really interesting how different, how varied it is. So what's the difference between a course that you can sell for ten dollars one hundred dollars one thousand dollars ten thousand dollars What's the difference?

Perceived value.

Right?

Yeah, it's the difference in perception of what the value is. And so I start there because I want you to really think about your program for a moment, not from your perspective, but from the perspective of your ideal client and to ask yourself the question, how can I make something that has the highest perceived value?

Because my experience is that most teachers, most coaches, they make courses and they make courses that have the one dollar perceived value rather than designing the course from the beginning so it has the one hundred dollars perceived value.

They don't start by asking, okay, well, just to begin with, how do I make a course that has one hundred dollars perceived value?

If I took all my content out, what would it be?

Dean Graziosi and Tony Robbins, who are friends for many, many years, they launched their, what they call it, their zenith program, I don't know, couple years ago, year and a half. And I have friends that joined it. It's two hundred and fifty thousand dollars to be a member of their mastermind.

It's ten times what most high end masterminds cost.

I have multiple friends that just joined immediately. They were just like, Well, whatever they're doing, I'm just going to go join that because it's going to be amazing.

If you saw their marketing materials, they were all absolutely beautiful, first class, gold and black all over them with beautiful fancy fonts and so forth. It felt like you were invited to the Illuminati. That's what it was like. It's like you're getting a private invitation to the Illuminati and they got it all alright.

So when you're starting to create a course, I want you to start with the mindset of not what do I have to teach and not what do they need to learn because that's not what sells courses for really high prices. That's not what gets people to sign up for things for really high prices.

The the question to start with is what is their biggest need?

And then what are the things that have the highest perceived value that they're already buying?

And then how do I make something that just has that vibe, that has that feeling of very, very high perceived value?

Okay? I held up this book here, The Millionaire Mind.

He originally wrote books.

His original books looked like this, right? Marketing to the affluent, selling the affluent.

Then eventually wrote The Millionaire Next Door, which looked like this. It had the same vibe. Notice this looks like some old book from an illuminated manuscript or something. It's like trying to be fancy, but not really.

Look across the top, it looks like money.

Do you see how that money is actually woven into the design of the whole thing?

So when he wrote The Millionaire Next Door, he started asking more interesting subconscious types of questions in order to find that design, in order to make it.

So when creating the course and listen, what I'm teaching here, I've been teaching stuff like this for twenty years and so I'm really trying to teach principles here. This actually generalizes what I'm saying here to everything in your life, by the way, how you package everything, including yourself, including your videos, to really start watching and asking, what are the design cues? What are the details?

Right? How is the person who's selling their programs for the most, how are they thinking about things? And then bringing some of that. You know, Steve Jobs said, go and expose yourself to the best of what humans have created and then bring some of that back and include it in your work. Bring a little bit of it from all these different places. And so that's where I want you to start when you are creating a course or a book or a program. Okay?

Now, I'm going to talk here because we're setting the stage for this.

And I would really I would love it if you will have an event that you're planning to do, a workshop, an event that you're doing ideally within the next one, two, three months in an ideal world, and you put it on the calendar. Again, because then it becomes urgent. Right? So my a lot of a lot of you guys know, my number one strategy, I mean, by far for being productive is to schedule events.

Right? So if I need to create a new course and I'm getting close, I just look out two or three months and I say, okay, I'm gonna do a weekend event. I'm gonna do a one day event. I'm gonna do a week long event, whatever it is.

Sometimes it's virtual, sometimes in person, mostly virtual, although sometimes in person now.

And and I put it on the calendar. I tell my team, then I announce it to the world. And as soon as that happens, it, like, activates a set of circuits in my brain where it just goes click, and it's like, oh, okay. High priority.

Now I need to make sure and get all this stuff done. If you don't, if you don't put that on your calendar and schedule it for yourself, then everything is theoretical. Okay? So that I'm putting to you, schedule.

Okay, now I'm gonna talk to you about, I'm gonna share with you my favorite format for creating a course or an information product. I'll share some variations of it, but this is the one that I recommend that you use, or at least that you start with, and I'll explain why here as we do it.

All right. So when you're creating a course, if you're like a super perfectionist and you need to have every word before you can create it, it's probably not going to get done. That's my experience with most people. My experience is the best way to create courses is to create version one as fast as you can and just get it in front of some people and see if minimum viable product, see if people like it. If they do, then go and create version two.

And when you create version two, you have got a starting point of version one and so you will be able to make something that is much better. If you try to make the perfect one first, my experience is most people never get around to it or it takes years. And then it takes years and then they launch it and they realize, oh, I made some fundamental error in the course and then it's like, oh man, I can't go back and change it.

Does that make sense everybody? What I'm saying here is because I've met a lot of people who will come to me and they'll say, hey, Evan, I have this book that I spent ten years writing. Can you help me market it? And I'll say, well, let's take a look at the book.

What was your premise when you wrote the book? And usually, they wrote the book based on some idea they had. They weren't asking what's a thing that my clients would want to buy. And so then I will say to them, well, you left out the most important thing, which is the thing that people will wanna buy.

I recommend maybe go back and rewrite this.

And then, you know, this look comes over their face of like horror. I spent ten years writing this book. No. Right?

They struggled to get it done. Okay. So here's the format that I use just to kind of get right down to it. If you're going to create your first online course you want to get a even if you want to create a more extensive course down the road, I still really like this.

So it's a one day format.

So it's one day and I've created lots of courses in the method that I'm going to show you right now. So I like to create courses live. I like to do it with people on, Either in person in the room with a camera or on Zoom and recording with my camera. In a one day course, I like to do ninety minute sessions.

I think ninety minutes is a good chunk of time and then it's break. In a good long day, you can do five of those.

You can do five ninety minute sessions.

Put a lunch break there in the middle, maybe thirty to an hour, something like that.

So what I do is I take each ninety minute session.

So let's say that this is ninety minutes long, and I break it in half, so now I've got two forty five minute sessions.

And then I break each of those forty five minute sessions in half.

So now what I've basically got is, let's call it two twenty minute sessions with a little bit of wiggle room in there. Got five minutes of wiggle room.

Does this make sense? Ninety minute session, break it in half to two forty five minute sessions, break each forty five minute session into two twenty minute sessions.

Now, for the twenty minute sessions, and there's two of them in each of these forty five minute sessions. I think of it as the first twenty minutes is me teaching.

It's twenty minutes of content.

And then there's another twenty minutes that's left for exercises, coaching, Q and A, whatever I want to do there to drive it home, get more detail, etc.

The reason why I like this format is twenty minutes, TED Talks kind of established that twenty minutes is a good amount of time. People that are going through programs, that's a good chunk. So if I do twenty minutes, I can make a PowerPoint outline that's got four or five points on it and I can talk about it for twenty minutes.

Right? If I just make an outline, I've got four or five bullet points with a couple of notes underneath, I can teach something. You know, I can draw a picture, I can do whatever. Twenty minute session.

And then what I know is when I'm teaching all day that I'm just gonna have to talk for twenty minutes, then I can give them an exercise, I can do a little coaching, Q and A, I can put them in a breakout and I know that I get that twenty minute break where I don't have to it doesn't have to all be on me. There's more like interaction. The other reason why I really like this format is because if I'm doing something for the first time, I need to know, I need to be getting feedback from whoever's there so that I can see what I forgot or what I didn't answer or what wasn't clear. So this is my R and D as I'm making my course as well, and I'll be taking notes and depending, you can even leave these sessions in if they're Q and A coaching exercises, that kind of thing.

So in a one day program like this, I make a ninety minute session, so there are five of these. Well, I'll just start over here.

So now we'll go this way. So we'll say this is the beginning of the day, right, and then this is the end of the day. So ninety minute session, ninety minute session, ninety minute session, ninety minute session, ninety minute session. One, two, three, four, five and then each of these is broken into two sessions.

So what happens is five ninety minute sessions become ten forty five minute sessions And the ten forty five minute sessions are really ten twenty minute sessions of me teaching.

Got that? So at the end of the day, I got ten twenty minute little TED talks of me teaching.

So that's about two hundred minutes. And then maybe I'll have some extra Q and A or something that, you know, or coaching or exercises that I'll put in. So when you get to the end of the day, you got two hundred minutes plus maybe, you know, another fifty or a hundred minutes or something like this. So at the end of the day, now you got like a course that's, let's say, four

hours, five hours worth of content in ten little bite sized sessions and little chunks. And then also what it does is it then forces you to say, okay.

If I have to teach this in ten concepts, what is it? What are the ten steps that we have to go through?

Okay. So let me just stop there for a second and make sure that everybody gets what we're talking about here and how we're thinking about this.

Any questions on it?

I have Evan. Was four minutes fine, but I was so busy on my little diagram that I think I missed what you said about ten minutes. So could you just recap?

Twenty minutes and twenty minutes.

So it's all right.

I got that right.

Teaching twenty minutes of exercise, Q and A coaching breakouts, whatever you want to do in that twenty minutes.

So I just made up ten minutes then, I must have just made that up from somewhere.

Not sure.

Okay, thank you.

Yeah, you're welcome. Okay, any other questions?

Okay, next.

When most people are creating a course like this, what they do is they say, what do I want to teach? What are the most important things that these people should learn? What are the steps they need to go through to get the outcome they want?

What I want to start with is what are the biggest problems, frustrations, challenges that they're having? What are the wants and aspirations that they have? What are the things that have the highest motivation value inside?

So, for example, let's say you're teaching dog training and you're creating a course on training your dog. I want to know before I start creating the dog training course, I want to know what is the biggest challenge, frustration, what's the biggest problem that you're having with your dog?

You see, and then you're going to say, well, it's my dog's barking at the mailman and I think they're going to bite the mailman. And I go, okay, So how to get your dog to stop barking at the mailman?

I might not I probably wouldn't have come up with that one if I'm doing dog training and dog tricks, but it turns out that that's the thing that everybody wants to to buy.

What you're gonna find is your clients, the things that they think they need, the things that they want are usually pretty superficial from your perspective.

But those are the things that they're willing to pay more for, strangely enough.

Does that make sense? Right? So we have to start with outlining the problems they're having in their aspirations. Yeah. Christophe.

Yeah. So essentially, in our facility, I have a physical therapist client and, she proposed, to do a small workshop.

Yes.

And, we kinda chatted about it and we kinda decided to have the topic of lower back stiffness and pain because it's a very big one out there. But then from what I'm hearing from you saying, would it be a better idea, a more effective idea if we run a survey and ask him, what do you guys wanna hear about? What's your problem? Absolutely.

That's right. So a great way to do this is to survey your list. What's your biggest challenge or frustration? What are the problems that you're having?

What are the wants and aspirations that you have? What are your goals? Right? And in particular, you want to ask people the things that are what are the things that are the most painful?

What's most motivating? What are the problems you want to solve the most?

That's what we want to ask.

That would be the most engaging anyway. So yeah.

Exactly. Yeah. One of the things I've been doing lately, guys, is I've been doing this for a while, but with AI, it's really extraordinary. So I'll get on a webinar.

Okay. So let's say there's, whatever, two hundred people on the webinar and I'll jump on and I'll say, Hey, what's your biggest challenge or frustration right now? And what's the problem you're

trying to solve or what's the thing you wanna learn most? Now I've done this for forever because I wanna load this up into my own mind and so forth.

But what I do now is I have them put them all in. I'll read a bunch of them because they help align the group, but then I'll literally copy and paste the thing and I'll just drop it right into ChatGPT and I'll say, Hey, what are the biggest challenges that these people are having? And then you can ask things like, what are problems that they have in common that are below the surface that they're not even saying?

Do you follow? And so we can now really start to get deep down into motives and motivations.

So the next thing that I do here is I start asking, okay, if I'm gonna create a course, let's say it's a one day program.

I want to know what's the biggest problem that they are having? What's the biggest challenge that they are having? What's the thing that is really driving them nuts and so forth? What does success look like to them?

And again, you are going to get counterintuitive, I don't wanna say counterintuitive always, but oftentimes you'll get things that they were kind of obvious, but they're not.

Like when I was teaching dating advice to men, it took me a while to really wrap my head around the idea that guys wanted to learn pickup lines.

I just couldn't see myself as a person teaching people pickup lines. Do you know what I mean? Like, it just didn't do that's not what I'm trying to do here. But it took me a while to realize, wait a minute.

That's what my clients wanna learn. That's what they're searching for in Google. Right? So then I had to, like, I had to wrap my head around, ah, how do I teach them pickup lines that I can endorse, that I feel good about, but that then introduce them to all the other stuff that they need to learn.

One thing I learned about with children, for example, you can sit down with your kid as they're growing up and you can say, Hey, here's a book and here are words and here's math, one, two, three, four, five, six, seven, whatever.

And you can try to teach them knowledge or you can just take them out into the world and your kid goes, daddy, daddy, look at the horses. And you can say, yeah, look at the horses. How many of them are there?

And the kid will go, oh, one, two, three, and they don't know four, five, and six, and you help them learn four, five, and six by counting the horses that they just saw that they're fascinated with rather than being at home trying to convince them that these weird numbers and shapes

four, five, and six are meaningful. Right? So you wanna start by finding the thing that the child is already interested in. And as the great educators know, you can teach kid everything as long as you just follow and get into their interests, and then you do it in context.

Is this making sense, everybody? So we wanna follow what their interests are here. Generally speaking, what we wanna do is we wanna start with, Covey, begin with the end in mind. I wanna go down here to the end and I wanna say, all right, what do I want them to be able to do at the end?

Not what knowledge do I have, but what do I want them to be able to do?

What is the new capability that they actually have and the new result that they're getting in the real world? If I'm creating a dating course, maybe I want them to have a date. Get this course. By the end of the course, you're gonna have a date.

Well, that's really different than making a course where I'm teaching them all of my knowledge. You know what I mean? Or I'm trying to, like, summarize the best of what the world has to offer. Does everybody understand what I mean here?

Your goal is they're gonna get a particular result. Like Jordan, you wanna pull their shirt up and show you their abs. It's like, you got abs? Okay, we got the result.

So what's the outcome that we want them to have? And then what I do next is I say, all right, what are ten exercises that I could put them through?

That if they did these ten steps, if they did these ten exercises, it would result in them getting that outcome.

So for example, let's say I'm creating the dating advice course.

So the exercises might be something like find ten profiles of attractive members of the opposite sex that you like.

And then the second exercise might be find what they all have in common.

And then the third one might be to write an introduction message that goes out to them. And then the fourth might be to send out to those ten people.

So what I'm saying is you want to create a sequence of exercises that ultimately, if they were to do those ten things, would result in them getting a step in the right direction. Maybe it's ten steps in training their dog or it's ten steps in getting a job or launching their business or whatever the thing is. If they actually did those ten steps, they would be able to have that outcome.

Got it, everyone?

Then what we do is we make an exercise. We make ten exercises that are simple, bite size, ideally that you can put on one page as an exercise, and then you design the ten exercises first.

So we start with their fears, frustrations, we start with the outcome, the wants, the aspirations that they have, we figure out the outcome that they want and then we start making this so that the exercises walk them through solving their problems, like a hero's journey, to address and then get the outcome that they want.

And if we include all the things that they said that they want, so in other words, I don't know if you help people find their next job as an executive, if they said what they want is to be able to write a great resume and they need to know what to say in an interview and they need to know how to reach the decision maker or whatever they said all the stuff they want, that's what we need to be doing in these exercises. Okay? So that what you want ultimately is you want to have a course, whether it's a digital product or whether it's an in person course, you wanna have a course that if you were sitting down and talking to your ideal prospect and you said, yeah, I've got this course that I created about how to get your next job as an executive and they said, oh, well, tell me about it And you said, well, it's ten part program and this is what we do in each part and you just told them the outline, they would go, how do I get it?

Right? That would they would just go, oh, well, how do I get that? I just need to go through that immediately because that sounds like it addresses every single one of the things that I have.

Now here's the trick. And I mean this, like, really, this is the trick.

The trick is then to fit all of your brilliant ideas, all of the insights that you've created, all the research you've done, all of your wisdom, then fit it in and sneak it into the content then that helps them to do all those things.

My mentor Jerry thirty years ago, he was like, if your dog is sick, you know, let's say that you've got a really big, I don't know, Doberman or something or like a Rottweiler. Right? And your dog's sick and you need to give them a big pill, right, every day.

One way you could do it is you could try to pry their jaws open and stick your hand all the way down their mouth, which is not really that advisable, right? If you've got a big dog like that. The other thing is you can take a little piece of hamburger and you can put the pill in the middle and you can let the dog smell it, and then you can just toss the hamburger right into its mouth and it will swallow it with the pill inside, right? So there's a like a like an ethical conscious way of smuggling the stuff your nutrition you know what I mean? It's like with my daughter, whenever we have meals, whenever I cook for her, she sits down and says, whatever, I want pasta, dad. I'm like, okay, cool. When she says I want pasta, what's the very first thing I put in front of her?

Any guesses? Anyone?

Green juice.

While you're waiting for pasta.

Excellent. It's actually just fresh vegetables. All right? Soon as she says, I want pasta, I'm like, great.

I go as I'm turning the water on, I take out a little plate and I put some carrots and some broccoli in it and I just put it right in front of her. And that's what I've always done. So she's just used to it. So the vegetables go in and then we get to the pasta.

So that's what I'm talking about here, guys, is part of what I'm doing is I'm trying to do I'm trying to help you to really wrap your head around when you have twenty years of wisdom that you've accumulated or thirty years or whatever of your your area and you just know you've got all this valuable knowledge, you can't get people to pay you really well for it by saying, Hey, I've got twenty years of really valuable knowledge and you should value this and you should pay me and then when we work together, trust me, you're gonna love this. What you have to say is you've got a problem. You've got a real challenge in your life.

You've got things that you wanna know. You've got an outcome that you wanna get. That's the key. You wanna avoid this problem.

You wanna achieve this outcome.

And I've created this system, not a product, right, not a course. I've created a system.

It's a ten step system. Maybe yours is seven. Maybe it's, you know, twelve. I recommend keep it ten or less. I've created a ten step system. If you do these ten steps, you get the outcome you want. If you don't do these ten steps, you struggle in pain and suffering for years.

Got it? And then from there, it's alright. Let's go through this.

This is if I just had to start over and you said, alright, Evan, you got to start over. You got to do like one thing to get going. This is what I would do. I'd schedule a one day event that I do in about a month and it would have ten sessions and I would go talk to my clients and I'd ask what are your biggest challenges and frustrations? What's the specific want aspiration you have? And then I would make ten exercises that they would do and I would teach a twenty minute session. I would give them an exercise that they do for five or seven minutes.

And then they would come back on and we would do some Q and A and some coaching.

Right. So that I could fine tune and see, are they getting it? Are they not getting it?

Okay. Any questions about this?

I have a quick question. Do you go so you're telling them what they wanna do to get what they want, but you have to explain to them why you're telling them what to do?

Like, the reasoning behind it, like, tell the kid, well, this is why you're doing this because So yes, we're gonna talk to that in a future session, like how to format the information within each piece.

Okay. So I'll say yes, but what I'm trying to do is get your your mindset around, like for example, so what would you if you were going to create a course or really what you're creating is a system for your clients, what would be the system? What would it be designed to help them do and achieve?

Well, in my case, would be to be healthy so that they stay healthy as they grow old.

Great. Healthy as you grow old.

Okay.

So what I want to know is what is the one hallmark or indicator of being healthy as you grow old that's a little more objective?

Staying independent.

Okay. Great. So that's gonna be so so that's pretty abstract, like independent. If I saw you walking down the street or whatever, how would I know or what would be the indicator? Is it how much muscle mass you have? Is it that you can?

Well, I was talking about the long term. The end of the if you can still take care of yourself and go to the bathroom and walk, Yeah. Pick up your shoes.

What's there from their perspective? What's that?

If you're younger, it's Is it walk?

Is it put on your shoes? Is it go to the grocery store?

I guess grocery store.

Be able to go shopping.

Yeah. Because that's something we all do offer our whole lives, hopefully, if we can. Can't drive to the end, but as long as we can. Most people can't keep driving at the very end of their lives.

They have to have someone drive them just to the grocery store.

So be able to go to the grocery store. Let me ask a different question. And everyone, this is a really important one to be asking yourself. Okay. So if go to the grocery store is kind of the key indicator, what's the one that is the the aspirational hallmark one where they're like, that's who I'm gonna be. And it's like really good, let's say, physical health or whatever toward the end of your life.

I'm trying to think of someone that would be that person that they still can do everything they did when they were younger, guess would be a hallmark.

Well, I'm talking about something like go for a hike.

Yes. Yeah. Yeah. Going for a hike would be huge still. Okay. Great. Great.

So now listen to my thinking here. I don't know if this is it Kimberly because I don't know your world and you know what I mean? We just had this conversation for the very first time. But do you see, we could create a course on how to be healthy as you age, but we could also create a program on how to be fit enough to hike.

You follow?

Yeah. Oh, yeah. That's huge. Or even take a walk in the park for that matter. I mean, I've worked with a lot of old people, so and then most of them in there, you know, let's say eighty or so are not walking even in the parks, a lot of them, without a walker at the very least. Okay, Well then you walk.

Great. So maybe it's just keep walking. Yeah. Maybe walking is the indicator.

Yes. Is that good? A cane or anything. Independent Great. Walking without a cane.

Now look at this, everyone. We moved from being healthy and independent to it's actually about walking without a cane.

So essentially, you need to know your customer or the person that you want to create this. Exactly.

You got to know your customer.

Yeah. And I'm like the one I want to get them when they're really healthy and teach them how to stay healthy.

It's hard to reverse a stroke.

Absolutely.

I laugh when I say that, but it is.

Do you see how you could create a program about how important keeping walking is? Walking without a cane, hiking.

Like, it's the walking, hiking, moving independently, that thing.

Keeping your noggin working too. No. Don't get Alzheimer's.

Well, but hang on a sec. That's your idea.

Their idea is to keep walking.

You see the difference? Yeah. Yeah. So yes, they don't want to get Alzheimer's, but I'm just saying if it's walking that's the indicator, then what you do is you go and you fit all your being healthy stuff and you're not get a stroke stuff and you don't get Alzheimer's stuff into the framework of let's keep walking.

Right.

In other words, get in their mind.

Exactly. So it's like walk into later the later years.

So so when you were saying in the beginning of if you do a live class, you have them write in the chat. What do you want? What are you looking for to help? And you were saying how you put it in AI and it figures it out for you. Call them.

Call them on personally talk to them.

Yeah. Yeah. Yeah. Absolutely. That's what I would do. I would be wanting to talk to at twelve, fifteen, twenty people and ask them, spend twenty minutes just asking, what's your biggest fear or frustration?

What's your want or aspiration? It's like, what do you fear and what do you want specifically?

Right. Yeah.

And then you write all that stuff down and then you look for the common denominators.

Great. Thank you.

Absolutely. Sarah Jane.

Hi, this is just my left brain being really picky. So you've got your ten sessions and that's what I heard. It was the then that's where I got the number ten. So you've got your ten sessions. Yeah. And you were suggesting that the first twenty minutes is input teaching, second twenty minutes is your Q and A breakout room, a bit coaching, etcetera.

So Have them do an exercise.

Yeah.

Then that stuff.

So when, and this is where my brain's just gone like proper into logical world here. So when you're talking about ten sessions or ten lessons, I'm seeing it as one lesson with an exercise. So step one would be the lesson, step two would be the exercise to reinforce the lesson and then you would do some coaching around that. In my brain is it really just five lessons but each lesson's got two core components?

You can do it however you want. I've done lots of different variations of this.

There's like an underlying structure of this that scales up and down. So in other words, you might say, Well, you know, the way my stuff works really is I've got three things I want to share with them. So I'm going to do these first two ninety minute sessions. I'm gonna do these four things, but they're all gonna be four steps around one idea.

Right. Depending how you chunk it. This is optimized for a lot of different things. Okay?

So just kinda get that, you know, it's optimized for ninety minute chunks so people don't get bored. It's optimized for twenty minutes teaching sessions so that you're not overwhelming yourself. It's optimized for here's a little bit of knowledge. Okay.

Now let's do an exercise.

Let's do some Q and A so it's interesting to anyone watching. So it's not you just talking for hours and hours. Make sense, everybody?

Absolutely.

Yeah.

Sometimes when I teach, I'll teach for an hour, and then I'll do an exercise, and then we'll do, you know, some q and a. I you can chunk these things however you want. This is just a starting point, and I've just used this over and over and over because it optimizes for many, many, many things, and it gets it pretty good, and you can't really screw this up too bad. You know?

Because worst, you teach something for twenty minutes and people are not really that into it, and then, know, and then you get on to the next thing, and then you learn. Like, oh, that kinda sucked. Like, that wasn't that interesting. But, you know there's no real big cost.

Yeah, no that's really helpful. I'm loving it.

It's just as I say it's just that left part of my brain that's like oh that's ten lessons so are you teaching in step one and also with the exercise but you can just be free and easy you can we can do it anyway can't we yeah absolutely marvelous is it okay if I just call you marvelous marin Oh, yeah, absolutely.

I was thinking about something else that I didn't even catch on to it.

First of all, I think this is a terrific system, but I have one problem.

I have a very dry throat. I do take a prescription to help me have more saliva.

But I cannot speak for an entire day even if it's split up into these many sections.

I can do twenty minutes at a time, and I can split up things after that.

But I I don't know that I can do an entire day live, unfortunately, the way this is laid out.

Sure.

For you, what you might wanna do is split it up over maybe like Friday, Saturday, Sunday, and then you could do two or three sessions each day and you could just do it however it makes sense to you or whatever your comfort level is.

Okay, well that's terrific.

I like Yeah, I've done multi day, I've done things where it's like one hour a day for a few days or maybe it's like three hours a day for a few days and you can play around with this. If it's really tough, you could just do one session a week where you do like ninety minutes and you do a few hours, like two hours and then fit it in, obviously make it work for you.

Fabulous. I'm also thinking based on what you're saying, which I know is not your complete answer, but that I should perhaps change my ideal client to something else.

I do not I'm intending to be want to be am a leadership coach.

I do have experience in leadership at a lower level. I do not intend to, at this point, coach c suite types or VPs.

But I I do not have twenty years of experience. I've got basically twelve to fifteen, but it's lower level.

For you yeah.

For you, I would recommend try a one hour class that you try and just invite a few people to it and just see how it feels.

Okay. Sure.

Yeah. And if you've got ten years, you're totally fine. Just just try it. See if it feels good to do it. You know?

Okay. Yeah. I've got a stack of twelve books on leadership to look at too.

Okay. Well, thank you very much.

Are welcome.

Next time you call wonderful, I'll answer.

Okay. So everyone, gonna, I'm opening up chat GPT. We've only got a few minutes here left, but I just started prompting. I help older people to stay healthy into old age. I wanna create a course about the importance of walking, hiking to create health, fitness, avoid all Alzheimer's and strokes. So Kimberly, you can see where I'm going with this. So what I wanna do is I'm literally just starting with that much information and then I'm going to say, what are the biggest fears and frustrations of my audience and what are their biggest wants and aspirations?

So we can actually start with chat GPT and just have it start brainstorming with us too.

Becoming unable to walk, needing help for tasks, losing their driver's license, social isolation, a lot of this stuff being forced into assisted living. A lot of stuff is stuff you already know, but it's really nice to be able to just have it all just start listing out right here in front of us, okay? So this is one thing that we can all do. Biggest wants, stay mobile, keep my mind sharp, etcetera. And then from here, what you can do is you can literally just go and say, you know, write an outline for a ten part course on this topic.

Okay? And again, I'm hitting it at a very low resolution level here, everyone, but here's a ten part course, right? Structured to reduce fear, build confidence, course titled Working. Walk for life, how daily walking protects your brain balance and independence.

Module one, reframing aging, why walking is powerful medicine. Goal, replace fear and helplessness with control and help. Key topics, aging versus decline, outcome for learner, I'm

not too old, my body can improve, module two, okay? So generative AI, and let me just put these, well, here's what we'll do.

So I'm gonna share.

And assuming OpenAI is working here, it's just taking a minute. I'll put it here here's the prompt, You know, just so that you kind of have a sense of what I'm doing here.

Now, I do not recommend that you do this as your very first thing. I recommend that you start with your knowledge of your clients, because if you do this and you aren't being really clear about who your clients are, you're gonna miss the mark a lot. You gotta start by talking to your clients, figuring out exactly who they are, exactly what they want. But something like this can just accelerate in terms of putting all the ideas that you would pick from in front of you. It's still up to you to pick the best ideas.

Makes sense everyone?

That's good for a course.

Yeah, exactly. Right? Okay. So I'm going to give you an assignment right now and I'm gonna put everybody into a breakout.

And what you're gonna do is I would like you to write an outline of ten steps that are exercises that if someone did them would result in then getting the outcome that they want.

K? Now you might only come up with six steps. That's fine. Okay? If it's eight steps, that's great.

Try to get up there into the, you know, at least five, six, but ideally, you know, seven, eight, nine, ten steps that are things you could give them as an exercise to do, like literally go do this action step and then by doing the action step, it'll give them some feedback where they'll learn something and then they're ready to go learn their next thing and then they could do an exercise and then they could get some feedback and then do the next.

Okay? So what are the ten things? And again, it can be six, five, seven, eight, whatever. What are the action steps that you could give them an exercise?

And what's the exercise that they would do? And if they did those exercises, it would help them solve their problems. And very importantly, it would help them get the outcome that they want.

Does that make sense, everybody?

Yeah. Hey. Can I chime in with a question? Go.

Not to pull you away from a very clear, crisp set of things.

In my mind, I'm thinking that the one day event that I would offer is mostly designed to sell them into the hero offer.

And so I'm kind of trying to weave in or think I'm supposed to be weaving in, you know, testimonials and other things that kind of reframe their brains. So they're like, **** **, giving you twenty five thousand dollars for a six month thing that is going to transform my life makes sense.

I'm talking about creating something that becomes a course.

You're talking about creating a sales event.

Yeah.

So that's a different process for a different time.

This is creating a one day that becomes a course. And the way that, you know, for you Ben, that something like this might be useful is oftentimes, let's say you're making a twenty five thousand dollar program that you're gonna be selling. What are your bonuses that they're gonna get that are the bonus stack?

And a course like one of these makes a killer bonus, for example, if you're doing a twenty five thousand dollar offer. So for example, let's say that, you know, like, what what is the thing that your clients all think that they want or maybe even better, what's a problem or a challenge that they run into once they have success with your methods?

I gotta unscrew my head on right for that one. So it's not what are their challenges that make them want to get what my offer does.

It's like once the offer works. Yeah. What's their next challenges?

Yeah. Just give me make one up.

Okay, so the six month offer is basically doubling your profitability and getting a handle on managing your business with financials.

Great. So you've doubled your profitability.

Once you've doubled your profit with your current revenue footprint. Yes, then the next offer is to double your revenue footprint.

So it's like double double, if that makes sense.

Okay. But what's a problem or a challenge that they run into or something that they would want to learn? Like maybe it's, I don't know, I'm going to just make this up. But once you get to a certain level of profit, you have to hire a CFO.

I don't know. I'm just making something up like that. Okay? Or maybe you have to get an office or there's something that's aspirational that they have to do.

Or maybe it's a problem that they all run into that's a really particular challenge when they're trying to double their revenue that they're coming to you, they're saying over and over.

These are the kinds of places where it's an opportunity to create a course that becomes a bonus to solve just that problem.

Does that make sense?

And I understand the question you're asking, is, Hey, Evan, I wanna create a one day that's a sales pitch. I'm just saying in our program right now, in this month, we're just working on how to create a course, how to structure a course. So it has super high value, very high perceived value. Right. And that it packages up knowledge and makes it really useful for others.

So one of the things I was thinking, tell me if this makes sense to you is almost packaging up the hero offer. Yep. I don't know, into quote one day, like the lodge.

I mean Time out for just one sec.

Yep. Everybody, I just happen to be available right now. So we're going a couple of minutes past the hour. I'm gonna talk to Ben right now.

You go to work on your outline. K? Everybody, you go to work on your outline. He we're talking about something that's probably not super relevant, but let me just let me just answer it since I, you know, I have a minute.

Go. Go, Ben.

So what I'm thinking, so I've certainly got this idea of the sales event, right? We talked about that. That might be different. I'm also thinking that one way to sell this hero offers like, Hey, it's this big thing at six months. It gives you an amazing benefit.

A flip side is how about I could give you so much of that benefit and give you so much of your time back, like comfort two days, we bootcamp this whole thing and you're halfway there. I'm almost wondering like a front end offer that jumpstarts them into the six months. So they're like way ahead.

That's very possible because I'm not talking about offers right now. I just can't shift gears to, you know what I mean? So if you're just looking at this and you're like, you know what, I don't need to create a course right now, then maybe not. But my experience is, it's really useful to make at least one of these at some point for the lessons that you learn about how to package up the knowledge.

And if you're gonna make a twenty five thousand dollars offer, you probably need at least a couple or a few of these as part it.

Really like the idea. I'm just trying to think how to weave it into this, like this thing staring me in the faces. How do I get people into this course that transforms their life? Once they're in the course and they're, you know, making another four hundred thousand dollars a year, what's their next problem?

Yeah. Well, or the course could be how to make an extra four hundred thousand dollars a year.

Right.

Okay. So everyone, I'm going put you into breakout room right now for anybody who wants to do this.

I want you to take ten minutes outlining the steps of your exercises.

Okay? I want you to take ten minutes outlining the steps of your exercises that would then lead to them getting the result that they want.

Then you're going to share your ten steps with your partners and you're gonna get some reality check, you're gonna get some feedback, you're gonna workshop it a little bit to just get like, does this sound like steps that would be valuable to them? Does this make sense? Because it really helps to get just a third person to kind of look at it and then I will call you back closer to the top of the hour.

Evan, we're not using chat GBT for this, are we?

You can do anything you want. I recommend you know, if you're a grown up Yeah.

Yeah.

You're a grown up, Sergey, and if you want to cheat, you can't.

No. No. No. I started doing it myself, but you're such an AI person.

I thought, oh, are we meant to do that?

You totally can. You can use it if you want. Okay. A hundred percent. All right. Okay.

So And obviously, need to know the final outcome.

Yeah. And just play with this. Okay? Like, you're you're doing this for the first time. Right? So just outline what are the steps they would go through that if they did these exercises, wow, they would get the result that they want.

Cool?

All right, great.

Let's see here. Let me just take a look here in the breakouts, what we got.

Okay, here we go. And I'm going to call you back closer to the top of the hour. So you do this exercise for about ten, twelve, fifteen minutes, then each of you will share, okay, for about ten, twelve minutes, and then I will call you guys back.

All right.

All right, here we go.

Go into your breakout rooms. Jordan, do you have a moment?

Mister Boutich?

I'll take that as a yes. I'm gonna give you a call.

All right. Hey, team.

All right. So I want to share a couple more ideas with you about this just as you're kind of getting started here creating a course.

The thing that I'm really after here, why I'm giving you this format and why I'm recommending you do this, is the kinds of environments that we're going to be in in the future. They're becoming more dynamic. Okay. We're becoming where sometimes you might need to speak at someone's event. Sometimes you might show up on someone's podcast.

Sometimes you're gonna be creating a course or you might be creating a membership. These are all the modalities of being an online teacher, of being a course creator, and so forth. And the feel for how to organize knowledge is really, really important.

Like I said, we will get to, as we go here, how to kinda structure the knowledge, how to organize it, but it's important to just do it and to be practiced doing it and then presenting it and then doing it and then presenting it.

Everything that we're talking about here is also how I recommend you think about creating social media content, creating newsletters. They're different facets of the same process, okay? But the shift here is we're shifting from content to shifting to results. We're shifting from what do I have to teach to what's the outcome that you're going to get. So that when we're communicating with people, it's got that, you know, remember I was showing you the one dollar bill and the one hundred dollars bill analogy.

We want to make sure when we start talking about our content that people go, oh, this feels like one of those really valuable ideas. Right.

Any questions?

Evan, I may have a question. Maybe is it okay if I share what I did real quick here with Of course. Since it's the first time I'm doing this process and I absolutely value it, I can see how my mind expands when you have those steps.

I just threw up what I already do with my clients, but so the title is five weeks rapid transformation challenge, the provinces drop four percent body fat, or fifteen to twenty five pounds of weight loss in less than five weeks and own the blueprint to double it. And here's the steps underneath. Essentially, that's what I'm having to do everybody that really comes to us for for that challenge.

Number one, follow design meal plans and send photos of them daily to the coach. Two, show up for training three times a week. Three, track and measure resistance training during during the training and add five percent additional each week. Four, consume precisely the prescribed supplements daily. Five, weekly weigh ins and send to coach, the data. Six, respond to your coach's communication within a day.

Seven, walk, jog twice per week on days off of the workouts for twenty to thirty minutes. That's what's gonna guarantee that result.

Excellent. So you're doing a challenge.

That's what I'm doing, but I can tell you, I can see it could be a course too or something like Yeah. Yeah. Yeah.

I want if you're gonna do a challenge, it's a little bit different. Okay? I just wanna make sure that you're this is great, though, the way you're organizing it. You're you're thinking in the right direction.

Okay? You're going the right way. But I just wanna like everyone, did you hear what he said? It's the five week and he said transformation challenge.

That's what you called it, right?

Mm Say again?

Body transformation.

Body transformation challenge. That's right. Five week body get a little shine there. Five week body transformation challenge.

Body transformation is good, but what if you called it the five week fat loss challenge?

And I'm saying this because I think that this is what people on the begin in the challenge level want.

You with me? Yeah.

I I might be wrong, but my experience tells me that You're right.

I can sense everything you say is always going based on what are the words and the things they're thinking in their heads.

That's the question. That's what I that's what everything's based around here. And, Christophe, I'll just give you a little secret between you and I here. Okay?

It takes me a long time usually to get people to start by asking what are the words the client is thinking in their head.

It's a second position thing.

Right? But you just keep going and then eventually you get there. And this, you know, this was just built over decades of talking to clients, using their words, trying them, putting them in product titles, emails, and just realizing, oh my gosh. The things that they say are their biggest motivators are the things that get the most attention.

Hundred percent.

That's it.

Alright. Awesome. Great work, everyone. Alright. So I want you to work on your outline this week.

Pick a time in about a month, right? Five, maybe six weeks to do to do a live training, right? Where you're gonna get people on and you're actually gonna teach them. If you're looking at this and you're saying, man, don't know if I could do a whole day, do a half day.

Okay? If it's just too much, if you're like, I just can't do a whole day. Right? If you're like, you know what, Evan? A whole day would be easy, then do two days.

Okay? Make a ten a two day program. They challenge yourself.

All right, Ben, do you have a second right now?

Yes.

Okay, everyone else we're done.

I will see you again, soon. Ben, will you just stay on? I wanna chat with you for a second. Yes, sir.

All right. Bye, everybody.