

Build What Clients Actually Want

Hey, guys. Oh, and gals. Hey, Minka.

Oh my gosh. Anthony Adams in the house.

Hey, Kimberly.

Hey. Great to see you guys.

Alright.

So let's go ahead and, bring our attention here. We're gonna do two things. One, we're gonna stop doing whatever we were doing, and we're gonna focus.

And number two, we're gonna get ourselves into a positive state of body, emotion, and mind.

Okay? So we're gonna just do, two or three minutes of moving around here. Alright?

So go ahead and, move anything out of the way that's in your way. We're gonna stand up, and we're gonna stretch here a little bit. So we're gonna stretch up, back, and down. Okay?

So try to reach the ceiling first of all, and I mean really try to reach it. Stretch. Wiggle your fingers. Good.

Okay. Now stretch your arms wide open. We spend too much time hunched over like this. We need to stretch our arms wide behind us.

Yeah. Good. Now touch your toes.

Okay. Good. Try to reach that ceiling again. Stretch.

Good. Stretch the arms wide open.

Good. Now touch your toes.

Okay. Good. Now let's twist.

Other way.

Other way.

Other way.

Alright. Do three squats. Keep your feet flat on the floor. One, two, three.

Time for arm circles. Small ones. As small as you can do, but very fast.

Good. Now big ones.

Excellent. Now small ones the other way.

Big ones.

Alright. Now flap like a bird. That's just for my entertainment. Okay. So now let's stretch out our wrists and our fingertips.

Okay. In the other direction.

Alright. Nice. Now hand up like this. Now we're gonna smack the whole top of our arm like this, and I wanna hear it smacking. And then the bottom. K. We're getting all the big muscles.

Good. Wake up your shoulders. K? And now get your feet and your legs, front and back. And I wanna hear smacks that hurt a little bit.

K? And then upper body wherever you're comfortable. Then just shake it all out. Just shake your arms and shake your legs.

Okay. Good. Now stand up straight. Rock back and forth on your feet. Most of us are out of balance, twenty or thirty pounds, and we don't realize it.

So feel the weight moving back and forth, right, from the bottoms of your feet, and then balance. Nice. Take a deep breath in. Feel the surface of your body.

That's your sense of touch. Notice what you can taste.

Notice what you can smell.

Listen through your ears. Notice what you can hear. Look out through your eyes. Notice what you can see.

This is sensory experience. In NLP, they call this uptime. K? We're back right now. Notice how you're feeling emotionally.

Okay.

Good. Now we're gonna activate our, our higher functioning. Okay? So notice any thoughts that are going through your mind.

K. If you don't have any thoughts, just say the word thought to yourself. Make a picture of the word thought. That's a thought.

Good. Now make a picture of who you're becoming.

K. Imagine you in two or three years, when you've reached that next level of success, next level of physical fitness, next level of relationship and emotional fitness, next level of learning and development, next level of business success. Just make that picture of yourself. See yourself, right, really fit and energized and fulfilled in all ways.

Good. Now let's go out to the end of your life, and let's imagine that it's the last moments that we're going to be alive. Okay? You can feel that it's time.

It's time to lay down, take your last breath, close your eyes for the last time, and you notice that you're feeling triumphant. You're feeling absolutely fulfilled. Right? It's it's the most rejoicing moment of your life because you came and you lived and you had the whole human adventure.

You got the whole drama. Right? All the ups and downs. And now you're actually ready.

You're ready to go into the mystery.

And from there, I wanna call your attention to the part of you that has been witnessing all of this.

In other words, I wanna call your attention to your attention.

What part of you was able to direct your own thinking?

Where where is that part of you? Where is that dimension or aspect of you? What what aspect of you was able to direct attention, witness, be present?

Right? Just go rest there in that part of you.

Alright. And I wanna say to that part of you, welcome.

Right? Welcome back.

Welcome back to right now.

Okay. So this month, what we are doing is we're creating a book, a course, a program, a workshop.

And the the curriculum is basically to take your knowledge and put it into a form where it's outside of yourself, but it can act to teach and coach people.

Okay? And so last week, what I did is I shared with you how I create most of these, right, my favorite format, which is to do a one day workshop, record it, break it into five ninety minute chunks, ten forty five minute chunks, and then take each forty five minute chunk and break it into a twenty minute presentation and then twenty minutes of q and a, coaching, exercise, whatever. And so if you can make ten little outlines that have four or five ideas in each of them, right, that each roll up to that one idea, and then each one has an exercise, right, you can create something that will be pretty good. And I mentioned in that training that what I like to start with is what's the outcome that I want them to have when they go through the program? In other words, what's the ability that I want them to be able to have? What action do I want them to take? What results do I want them to get?

And then I say, okay. What are the ten exercises? If they did these ten exercises, one after another, right, would build up to them being able to get the result that they want. And then I take each of the exercises, and I make it the end of each of the ten sessions.

And then that forces me to teach them what they need to know in the session in order to be able to do the exercise. Okay? Now what most people do when they're creating courses and products is they sit down and they go, oh, I have a bunch of really important things that I need to teach people. Right?

Here are all my best ideas. Right? Here's my theory about how to do this thing or, like, here's my little trick or technique. But we're not we're not teaching to the needs of the client.

We're not teaching to the demands of the client. We're teaching to what we think they need to know.

And, you know, everybody here you know, I a couple of you folks are kinda newer, but, like, from what I know of everybody here so far, everybody here is a leader, and everybody here wants to be more of a leader and wants to work with people who are leaders. Okay? And leaders don't show up to teachers and say, hey. I have a bunch of extra free time that I'm not doing anything with. Will you fill my head with whatever you think I should know?

Right? That's not how we operate. Right? We don't just say, hey. I got an endless, like, horizon of free attention.

Tell me what you think. What we do is we have problems. We have challenges. We run into, you know, opportunities in life, and then we say, hey, I've got a problem.

I need to go and figure out how to solve it. I have an opportunity. I need to go figure out how to take advantage of it. Mostly, though, it's I have a problem and I need to solve it.

I've gained weight and I need to lose it. My romantic relationship is on the rocks and I need to fix it. My job isn't working and I need to get a different one. Okay?

My dog wants to bite the mailman and I need to get it to stop.

That's how we then go say, hey. What can I get out there? What what knowledge is available? That's who's thinking of attending your workshop. That's who's thinking of buying your product. That's who's a real prospect.

So when we're creating our content, we need to create the content.

So in other words, Right? If I was gonna start creating a course from scratch and you said, Evan, outline for me a program that someone will buy, I would literally say, okay. Great. What's problem number one that they're having?

And then what's problem number two that they're having? And then that's problem number three, and then that's problem number four. And I would just list out ten problems that they're having right now, the biggest, most challenging, frustrating things that they're dealing with. And then I would say, okay.

What is my solution to that problem? You know? So whatever. If the person is, you know, having fights with their romantic partner all the time, alright, I would say, okay.

So problem number one is the fight. Okay. What's my solution to this? Okay. Well, maybe I'm gonna have some technique where I'm gonna say, you know, you ask your partner what their position is.

They explain it to you. Then you have to repeat it back to them until they say, yes. You understand me. And then now you get to share yours, and then they have to repeat it back.

Maybe I've got some technique that I for solving that problem. Great. So I write my little technique, you know, down underneath one. Then I go to problem number two, and I say, okay.

What's my solution for their problem number two? And then I go, okay. What's my solution for their problem number three? And then what's my solution for their problem number four?

And then what I'll do is I'll say, okay. Now what order do they need to learn these in?

Because what you'll realize when you're teaching any area of, you know, knowledge or skill is that there's a developmental kind of process that people need to go through. Right? So in other words, if, you know, I don't know, you you know, you teach someone how to design exercise routines or something, maybe there's a particular workout or there's a particular exercise that you teach them that's more advanced, and they need to know some component exercises

before they can do that, you know, more advanced one. Well, you're gonna put that one later on.

You know? Or maybe it's a technique that requires, you know, like, a lot of willpower or something like that or maybe a lot of education. Right? Those are gonna be the ones that are gonna come later.

Right? So we wanna give them the we wanna address the ones that we can just nail, right, that we can give them a solution to, to where they can start getting results immediately, and then we wanna build up. Right? So we wanna just take those ten problems, and we wanna put them in a developmental order.

K? So why would I build a product or a course this way? Well, because what you wanna be able to do is you wanna be able to say, you know, you're standing next to someone at Starbucks or you're online making content or know, making a video, and someone says to you, oh, you know, what do you do? You know?

And you say, oh, I help people I help executives in the tech industry who have recently lost their job to get a better job, you know, making twice the money. You go, oh, well, you know, how does that work? And you go, well, I have this course I created on it. And they say, well, tell me about the course.

And then you just tell them. You literally just tell them the outline of the program. Right? Well, the first thing that I do is I show them how to, make a resume that gets opened by ten times as many people and that, you know, gets more interviews. Right? And then the second thing that I show them how to do is, you in the initial phone call, how to pass how to avoid all the traps that they set when they ask you certain questions. And the number three, I tell them how to submit a whatever so that they listen to it, and at the end of it, if they're a good prospect, they say, oh, I need that course without any marketing required.

Right? That's the mindset that you wanna take. You wanna take a mindset that when they hear it, you know, you that, you know, that maybe they've got a dog that barks the mailman or whatever, and you say, okay. Well, you know, the first thing that I wanna do you know, first thing that we learn is there are five things that every dog owner does that actually encourage their dog to bark the mailman, and most dog owners don't even know it.

So the first thing is we gotta learn all the things that, you know, you're doing to cause the dog to bark. You know? Number two, we got right? So what you wanna do is you wanna be able to just say your outline of the course and have the person say, oh my god.

How how do I get that? Right? I need that. And I've seen this, and I mean, I'm sure you guys have seen it too.

There are people who understand this, and they move through life, maybe their coaches, their teachers, whatever, and they just talk about what they do, and they talk about it in a way where people go, oh my god. I need that. I need that. I need that.

That's what we're after here. And then it's your job to fit in between all of the problems and the solutions, all of your brilliant ideas.

Okay?

So another way that we could sum this up, okay, is to sell what they want.

K? So you sell them what they want, and then you teach them what they need.

Alright?

And here's why this is really important to understand as a distinction. Okay?

So a dog owner who has a bad dog, who barks at the mailman all the time and, you know, jumps up on the couch and pees and gets into the doggy treats and climbs up on the counter and eats food and whatever. Right? The dog owner that's got a bad dog.

What dog trainers know is that the dog owner trained the dog to do those things without realizing it.

Right? The the dog trainer knows and I'm generalizing here. But the dog trainer basically knows it's the dog owner that made the problem.

But does a dog owner wanna hear at the beginning of you talking about your course, right, when they go, well, tell me about the course. Does the dog owner wanna hear from you or from the marketing?

Well, you know, people who own who have bad dogs, it's actually the owner that's bad. It's not the dog.

Right? Does that sound like sales and marketing? Is that gonna get the dog owner to listen to what you have to say? No.

Why? Because that's what one of my friends calls ego dystopic, and I love this term. K? So ego dystopic means that in order to accept what you're saying, you basically have to go into a dystopia where you're the problem in your life.

Okay? So marketing has learned, and I try not to use this. I use it very sparingly and only when I can really, you know, put my heart behind it, but marketers have have learned one of the most

powerful marketing phrases that you can ever use. K? Powerful sales and marketing phrases. And here it is.

It's not your fault.

K?

It's not your fault.

Brilliant manipulative marketers.

Right?

You're thirty pounds overweight.

Right? You're sick. You're tired. It's not your fault.

It's those damn drug companies. It's the sugar industry. It's the government who made the the pure it's not your fault. Okay? Why?

Because people that get themselves into pickles in life, they already feel bad enough about it. Okay? They're just trying to you know?

It's like when you wake up and your life sucks, right, what you don't it's not like you wake up and you're like, okay.

I'm ready to take responsibility. You know? Like, yay. More challenges in life.

Okay? What you wake up with is how the hell did I get here again?

And you need something to yeah. And so we don't wanna do this. Right? We don't wanna do this in the way that, you know, bad evil marketers do, but we do wanna understand the lesson here.

We wanna get that if you're confronting people with you're the problem and you need to get that and I'm the genius that's gonna explain to you how screwed up you are, that that's not good marketing. You know, that's not it. But if on the other hand, we can say, here's problem and solution. Here's problem and solution.

Here's problem and solution. You know? And we can say, what'd you say the other day, Stuart?

Jobs are getting a thousand job applications now. You got a better chance. I think you said you got a better chance of getting into Harvard than an average job. Is that what you said?

Yeah. That's that's absolutely right. Alright. So if you know, for example, that somebody's trying to get a, you know, a high end job and you're telling them about your program, what you don't wanna say is, well, the fact is you're probably not qualified for most jobs, and so let's make sure that we don't have you apply you know, like, don't wanna it's not criticism.

It's not what's gonna get the client. What's gonna get the client is saying, you know, if you apply for a job right now, you have a one in a thousand chance of getting hired. Right? That's just the number.

You have a better chance of getting, into Harvard. And so in chapter one of the book, you know, or in section one of the program or in hour one of the workshop, what I'm gonna show you how to do is I'm gonna show you how to create a resume that gets you into the top five percent so that you're playing a one in fifty game rather than a one in a thousand game or whatever the thing is. So they go, oh, how do you do that? Oh, how does that work?

Oh, I need that.

Okay. Any questions about this kind of philosophy mindset approach when creating a course or a product?

I have a quick one. As far as the order of the problems, was there a difference which one you choose, or you just line them up?

Well, in an ideal world In fact, this would be a good place to do this. I usually do this with marketing, but we'll do it here because it's one of my favorite exercises and one that I've done for the longest. Okay? So get a blank piece of paper out, or if you're gonna use a computer document, you know, get a blank blank space.

And if you're using a piece of paper, we're gonna draw a line down the middle.

And over on the left, you're gonna write fears and frustrations.

And on the right, you're gonna write wants and aspirations.

K? Fears and frustrations, wants and aspirations.

What I would like you to do is try to get to at least five in each. Ten is better.

So what are the biggest fears and frustrations of your ideal clients?

What are they? And as we've learned, try to make them tangible and concrete.

So in other words, instead of saying, I feel I don't feel seen and heard by my husband, say, my husband yells at me.

Okay? It's fine to say I don't feel seen and heard, but that's kinda abstract. I want things that are concrete. You know? Instead of, I have a dog that misbehaves, I want I have a dog that pees in the house.

Alright? So what are the big fears and frustrations situationally that the person is running into?

And then what are their wants and aspirations?

Alright? And, again, as specific as possible. It's not a well behaved dog, right, but a dog who sits when I say the word sit. Something specific, situational. K? So we'll do a little five minute sprint.

Top fears and frustrations, top wants and aspirations.

Okay. Who has five of each?

Okay. Another minute then. One minute.

Keep brainstorming. List as many as you possibly can.

Okay.

Now the the next part of the exercise here is and we're doing this for practice. Yeah. We're really doing it for practice because putting ideas in order, very important skill of the future. Right? So pick five from each list that you believe are the ones that are the most important to your clients.

K? Not the ones that you think are most important, but the ones that they would say, oh, man. Yeah. That's the really important one. That's the thing that's really a fear or frustration. It's really a big want and aspiration.

K? And then what would you teach them to solve that particular issue?

Right? To solve it, to take advantage of it, to adapt to it.

And you only have to write three words or five or seven words. Right? We're not gonna write out the whole technique. We're just writing a little note as a reminder to self to do it.

Okay?

So this should take another five minutes to do, let's say.

K? So pick the top five from each list, and then write out what you would teach them to either solve that problem or take advantage of that opportunity.

Okay. One more minute.

Okay.

So by now, you should have an outline of some of the most motivating things to your clients and then just a little sense of what you would teach in each of these steps. And so what I wanna have you do now is take these ten things and now put them in order.

K. What is the what is the most logical order that your clients would learn these things? Right? And you might start by bunching them into maybe three groups. Like, these are the first three or four things.

These are kind of the middle things, and then these are the thing, the more advanced or the last things that they would learn. And then from there, you can kinda tweak and ask, okay. What's the very first thing that they should learn? And then the second and then the third.

K? So see if you can get them in order, one to ten.

Jen, shouldn't we address their fears first?

I'm talking here not about marketing, but a course that they're gonna go through. So I'm actually thinking that you want to be right? You wanna be weaving between what are their biggest problems and what are their biggest desires. But then now that you understand what the order is of the thing or now that you understand what the content is that you're going to teach them, you have to ask, what order do I need to put these in so that I can teach them this? And then I can them this, and then I could teach them this? So the ordering here is more about what makes sense for them to learn first, not necessarily whether it's a fear or a desire.

Does that make sense?

Evan, could you contrast this with the exercise we just did? We the previous exercise was pick five problems from those lists, and then the three things that we would solve can you just come help me understand how to Sure. Differs from the last? Great.

Thanks. So what you should have right now is problem one, problem two, problem three, problem four, problem five, and then you're gonna have, you know, want one, want two, want three, want four, want five. And then underneath each of them, you're gonna have what you would teach. So these lines represent the thing that you well, actually, we'll do it this way.

So we'll put, teach one. That's the first thing you would teach them. This is the second thing that you could teach them. Right?

This is the whoops. This is the third thing you could teach them. This is t four. In other words, these are the techniques that you would do to solve each of the problems and to give them each of their wants.

Right?

Now what we're gonna do is we wanna put these ten things in order based on the best order for them to learn in.

So in other words, this problem right here and this technique, this actually might be the first thing that they should learn out of these ten things because they're just beginning, and they don't know all of our ideas. And this is gonna be the most introductory one. And then maybe this one over here is gonna be the second thing that they should actually learn.

So now we're putting the content in the order that they they should ideally learn it, and then you could teach it to them.

Would you put an example to make a little, like, one one problem?

So Sure.

So let's say that, one of the problems is that, you know, let's say that I'm a health coach and I'm teaching someone how to I'm creating a course on, you know, how to lose how to lose weight and get in great shape. Okay? So problem number one might be that they don't have the energy to get out of bed in the morning, and problem number two might be that they feel really unattractive when they look at themselves in the mirror. Okay?

So the technique I'm gonna teach them to deal with the energy is gonna be different than the technique I'm gonna teach them on how to look good, you know, in the mirror or whatever it is.

But and then over here, maybe their want maybe want number three, you know, number three, and then what I teach them number three, maybe this is they want six pack abs. You know? And so I'm gonna have to teach them, okay. Here's how you get six pack abs. Well, it might be better for me to teach them, for example, you know, this thing here, which maybe I'm gonna put a diet together for them, and I'm gonna get them, you know, or an exercise plan.

And then we're gonna teach them how to optimize their energy, and then we're gonna teach them the thing on how to get six pack abs. Maybe that's the right order to teach them.

Okay? Be the the the thing that I'm trying to get you to think about here is when someone shows up new to your world you know? For example, when I was teaching dating advice, I would have, you know, single guys show up to my courses who they had no experience interacting with or talking to a woman. They didn't know you know what I mean? They didn't have the social skills. They didn't have the they didn't know what to say. They didn't know the body language.

So where do you start? Right? Well, for me, where I would start was I would start by saying, hey. We need to talk about how the mating game works and how attraction between men and women work instead of, hey. Let's start with writing an online personal ad.

Because for me, you need to understand how the whole thing works there first before you're gonna write an online personal ad, whereas a lot of people who create courses, they say, here's how to write an online personal ad, and they literally just start off and go, okay. Well, here's how you make a personal ad. You know? Write down all your best qualities and whatever. They don't even address that other level. So you as an expert have a sense of which thing your client needs to learn first and then which thing they need to learn sec second. But almost no one makes a course based on what are their biggest problems and what are their biggest aspirations.

And then what do I want to teach them to solve it, and then what order do they need to go in? And, again, the reason why we do it this way is so that later when we go to do the marketing and we go to sell it, all you have to do is talk about the program and all the problems it helps solve and the outcomes it helps you get because that's client language, and then you know it was built to market itself.

Right? It's a different mindset. Does that make sense how I'm saying it?

So in other words, first, you start with the foundations, what the the person needs. You can't start with the marketing because if they don't know how to do it themselves, why would you market it? You cannot even do anything with that. But if you start with the foundations first, like a step by step by step, then there will be time for the marketing. But once you go through the foundations of how to actually solve the problem.

So what is one of your client's biggest problems?

Not feeling comfortable taking photos with the families.

Great. What's another one?

Let's see. They wanna lose weight or tone their bodies.

K. Photos, and then they wanna lose weight.

Great. So what do you what would you teach them here in your course to address this issue?

Well, they don't feel comfortable because, obviously, lack of self esteem.

But then So let's just put self esteem.

Okay. Do you teach them about self esteem a bit?

A bit. Yes.

Great. So now they wanna lose weight. What do you teach them here to address this issue?

Well, customized nutrition, design pro strength training programs. Great. We track and measure results.

Let's just say nutrition, for example. Okay? So here's the question I have for you.

Should they learn about self esteem first or nutrition first?

Well, in my opinion, it depends, because ultimately, self esteem needs to happen, because they can lose weight and still not have self esteem.

I totally get it. But I'm saying they come to your program.

Let's say they're in a one day workshop with you, and you lose weight.

Nutrition first. Okay.

Great.

So this is the thing that we're trying to do here. This this is number one, and then this is number two.

Because, essentially, that's what they want when they come to me. They wanna lose weight. They don't really think about so much self esteem. They they they have it in their heads. I wanna lose weight because I don't look good.

So Great.

And, Christophe, listen. If you would have said to me, well, we need to work on the self esteem before we work on the nutrition, I would have said that's great too. In other words, whatever your clients need from you and in your style, what do you need to teach them first? What do you need to teach them second?

This is a puzzle, everyone. It's a puzzle to figure this out, to take ten different things and to put them in order and go, okay. They need to learn this one. Okay.

And then they need to learn this one.

And then that sets them up so they could learn this next one. And then I could teach them this.

Do you do you understand?

That essentially And this is this is phenomenal which really automatically took me to something more foundational, understanding your person. Right? And then as we're speaking to them, especially before they sign up with me, we have a consultation. We have a a you know, we call it discovery session. So we get to know them and that's where the questions are. And I do have a lot of questions but I'm curious what questions would you ask them because that's gonna lead you to them telling you exactly, what they want and what their problems are. And every the whole marketing and business will be led by this.

Exactly. The questions are, number one, what are your biggest fears and frustrations?

It's probably my very favorite question to ask when approaching any kind of project like this, marketing, creating a course, and it's the you know, in your two columns, fears and frustrations. So, literally, what are your biggest fears and frustrations right now? All humans know how to answer that question, and they will just start talking, and you can get them to list them. Okay? And then what are your what are your wants and what are your aspirations right now? What do you want?

K? Two great questions. People will start telling you what they want, and then you just keep listing them out. So that's the answer to the question is what are you fearing?

What do you wanna move away from? What are you scared of? What's frustrating you? And then what do you want?

What do you wanna move toward? Right? In virtual coach, it's what do you wanna achieve and what do you wanna avoid? We need to get both of those things.

And so when you're creating courses, by the way, if you do it this way right? So there's three levels to this. We're starting with what are their problems and lean on the problems mostly. K?

What are the biggest challenges that you're dealing with? And then some opportunities. So we start there. Then we ask, what am I gonna teach them to solve this problem?

So we organize our intellectual property by their needs rather than fitting their needs into our intellectual property.

And then the third step we take, k, and this is critical, is we then say, okay. Now I figured out what they want.

I figured out what I'm gonna show them in order to solve those wants.

Now I need to ask what order do they need to learn all of these things in.

Okay? These are really I when I create courses, I sit there and I I work on this for hours, and I ask, okay. What do they have to learn first? No.

You know what? If they learn that too soon, then they're not gonna do this. You know, I gotta put this other thing first. Oh, you know what?

I left something out. There's another thing they need to know here, and it's this. And then you fit it all together, but the the reason why you make it this way is so that when people say, you know, Christophe, tell me about your program, you say, well, in the in the program, the first thing that we do is we learn how to lose weight, right, and get into great shape, and the second thing we learn how to do is to is to look great in photos with other people, right, because it's one thing to lose the weight, but then whatever. You gotta buy the clothes, and you gotta make sure that you look really great in those family photos that, you know, that go forever.

So we learn about nutrition. We learn about self esteem.

When it's when you're answering the question organized around their wants, people go, oh, wow. That sounds really interesting. Whereas when you they go, well, tell me about your program, and you say, well, I have a great complete program, and it teaches you all about nutrition, and it teaches you all about self esteem. Nobody cares about that.

Right? That's not the stuff they want. They want to lose weight and look great in photos. That's why we list all those things, and guys only talk about this stuff.

Right? That's it. When you're talking to your clients, you only talk about these things. This, right, because this is where people get all hung up. They go, oh, I have the best nutrition plan ever.

Right? I've got the best diet that I put you on. I've got the best techniques for increasing your self esteem. That's not what they want.

They wanna lose weight and look great in photos.

And that's not what they think about.

Mainly, think about what they think about.

It when you say, hey. I've got this great new Christian program that helps you with your self esteem, people go, oh, that's not you know, you're talking about yourself. You're not you're not with me there.

Right?

Even though it's the same thing, but it's not gonna ring a bell.

Exactly.

Exactly. But the thing is, actually, Christophe, is it's not the same thing, is it's kind of the same thing. But I'll tell you what. If I just say to you, hey.

Create an outline of of all the things you wanna teach a person and then put them in order, it's not gonna be the same as if you make the ten things that they really wanna avoid and the things they really want, and you order it that way. Then you fit your material in. It'll be similar, but it's just not the same. You know?

Because then when you you start every session off and you go, okay. Session one. Let's learn how to lose weight really fast here.

People go, I'm paying attention immediately. Whereas if you do it the old way, you go, okay. Session one. Let's learn all about nutrition right now. People go, oh, I can't I'm gonna tune out. I'm gonna go you with me? The whole thing becomes bent this is called being benefit oriented.

I mean, the outcome is the same, but they don't think about nutrition and self esteem first. They think about their own stuff in their heads.

Well, and yes.

And what I would say is the outcome is the same except that you're gonna have far fewer people that are gonna get the outcome Correct.

Because it it's not organized people stick with what you know what I mean? With the thing that sounds like it's what they want.

In their heads.

Yeah. It's a big deal. And listen. This is what's behind, not just with clients, but all the problems we're having in our relationships.

When we're going to the people that we love and that we care about and that we work with and we're trying to present them with what we want them to do, what we want them to understand, whatever, we're always putting it into our language. We always forget, and I do too, by the way.

But if we just remember, oh, align this with what they're trying to do. Just always align it with what they're trying to do. It's a little bit more of a puzzle, but it works way better.

Hundred percent. And when when I mentioned they wanna tone their bodies, actually, toning doesn't even exist if you talk about scientific terms, but, that's not what we want. We want what they're thinking in their heads.

When you say, I've got a way that can help you lose weight twice as fast, and I'm gonna teach you my unique toning system that doubles how fast you lose weight.

Bang. People go, oh, I wanna learn about that.

Alright? Tied to their thing. Minka, you have a question?

Yes. So when we do this and when we have the first thing to teach, then we use those questions that we learned last time. Why, what, how to, and if. No?

Oh, that's a yes. We're gonna talk about that a little bit later. But, yes, when you organize the content, yes.

Okay.

You got it. Brilliant.

Okay. I've got one more thing for you here.

I have another goodie, which is I have a prompt for you to help you with this. Okay?

Hang on a sec. Zoom's getting confused.

There we go.

Okay. So this prompt, I just put it in the chat, And your assignment here, when we go into breakouts in a couple minutes, is I want you to take this prompt, and I want you to spend about ten or fifteen minutes with it. K?

So I'm a type of coach. So you can say, I'm a, you know, health and fitness coach who helps, and then describe your ideal client. So I'm a health and fitness coach who helps, you know, moms over forty to and then says solve main problems and get main results. So, you know, to lose twenty or more pounds of belly fat and double their energy. K? So we're just gonna give it a general idea here of who we are and who our client is.

And then my clients tell me that they want and they want to avoid. So here's where you're gonna write down some of your wants and aspirations and your fears and frustrations. You're training the AI here. K? You're taking some of the homework that you just did, and you're gonna put it in here.

Now it's then gonna say, I'm trying to get more in touch with real concrete motivating needs of my clients. Please list other things that might be their main fears and frustrations and the main wants, aspirations, and results I want so I can use them as an outline for a course I'm creating.

Please be as specific, tangible, and situation as possible. Not a dog who behaves, but a dog who sits when I say sit, not trying to get in good shape but lose twenty pounds of belly fat, not trying to be more fulfilled but to have sex with my partner at least once a week.

Okay? So I want you to use this prompt right now yourself. Okay? So I'll put everybody into breakouts.

And I want you to take ten, fifteen minutes to prompt, and I want you to really see if you can identify some stronger wants, needs, desires, okay, that you can organize your course around, and then put them in order. And then you're gonna share your outline with your two partners, and you're gonna get some feedback depending on how many folks are here. It might be two, three partners. And you're gonna get some feedback about, does this make sense?

Does that sound right? You know? And, you're gonna be running your outline by them. Any questions?

Okay. Great.

K. Breakout room's coming.

Alright.

Okay. Have an have an awesome session, and I will, call you back toward the top of the hour.

Alright. Welcome back. Okay.

So our theme is sell them what they want, teach them what they need.

Right?

That's key.

Right? So what happens is we get stuck in our, like, horse blinders of what we think other people we need what we think our clients need.

And, I mean, again, this is what we do in relationships as well. But when we're when you're when you're there, it acts as a cognitive bias that you're not even aware of.

You're not even aware that you're being kind of, let's see. What do I got? Do I got a prism here?

Here we go.

Right?

So we don't realize that we're looking through a prism called what we think our clients need. And we think it's all magic and beautiful, but it's actually distorting our view of what they actually want. You know? And so this is why we need to organize. We like, everything needs to be reorganized around what is it that my client thinks they need.

And then everything has to be put in terms of what does my client think they need. And then all of the benefits have to be put in terms of what the client thinks they need. And then all of the content needs to be put in terms of what does the client think they need. Alright? And this takes practice.

We have to practice this every day, every moment. Any questions?

Would you say what they need will be the same as what they want?

Well, no.

No. I wouldn't say that. I actually technically, you know. But when I say you would put in what they need, that that's gonna be the the actual course you're saying. Right? What they need. But the marketing isn't what they want.

Yeah. So let's just it's a great question, Christophe.

So let's just say that wants and needs are the same thing for now. Okay? It's the things that are motivating them.

Okay? Right? From their perspective, it's all the stuff that they want. Now, from our perspective, maybe, we could say, well, actually, these are the things that they want, but they don't really know what they need.

Totally. You know? And to break it to a you have to kind of break it to people slowly that your idea of what you thought you wanted or needed is actually is actually something else.

You know? Turns out that there's some other stuff.

Yeah.

Would that be something like let's say we we we market what they want, what's in their heads, and then we bring them in. We give them what they want for the maybe short period of time, but then slowly, gradually, we're upgrading who they are to what they truly need. And then as they evolve, we continue to upgrade them to a higher level of offerings and stuff like that. That makes sense.

Exactly. And you continue you keep finding who are the twenty percent of them that want the next level thing or will join my next level program or stay with me for the, right, for the longer term. That's what we're always doing.

Right? Because to do anything well requires a lot more than is superficially apparent when you get started with it.

Okay? Like, literally, to do anything well. You know? And people who are new and idealistic are like, oh, just give me the, you know, give me the instant shortcut. Give me the hack.

So what do we do? We wanna give them the instant shortcut or the hack. Say, here it is. Now it turns out in order to make that hack work, you need to learn some other things.

And if you really want the outcome that you want, I'd like to show you some of these other things as well, and here's the path for that.

Right?

You would go directly you would go directly once you get them, you would go directly to what they need, kind of mixed with what they want.

That's right. So in other words, it's it's what you know that they need intermingled into what they think they want.

Got it.

That's the thing. And we have to keep going back and forth, right, and keeping it interesting. My my archery coach, coach Raquet, she said something interesting. Right?

So it turns out I'll just take one extra minute here. It turns out that when you go to archery, k, there's a target.

K?

And when you're shooting a bow and arrow, the objective is not to hit the target in the middle when you're learning.

Interesting. What is the objective? The objective is to have a tight group of arrows.

A tight group of arrows is success.

Having one here, but then all the others all over here, that's totally work much, much worse than this is.

But the thing is so what she says is it would actually be better for most targets if they just shoot at what's called the blank bail, and they didn't use a target.

Why? Because then they would focus on what does their group look like and not on hitting the target. It turns out that hitting the target, aiming at the target, distracts archers from the important stuff, which is all their form, because they're all focused on aiming and hitting the target. So they get all screwed up. This is one of the most interesting things I've learned, but this is totally what we're talking about here as well.

So but but here's the thing. So then why do we all use targets every time when we go to archery?

Well, if it's not if it's not if it harms you, basically. Why? Because most archers would give up if there wasn't a target, and they weren't trying to hit the center.

This is a game that people can relate to. I'm gonna shoot the arrows, and I'm gonna try to hit the center. And even if I'm not, and even if I progress slower, I still need that target so that I feel like I'm aiming at something. They need the feedback, whereas this is better. So what I'm trying to say, Christophe, is when you're dealing with people who are having a problem or they wanna learn something or they have an opportunity in front of them, they've got their model of how they think things should work, and you have to kinda general you know, gradually find the ones that are more serious and introduce them to the reality of the situation.

But you do that not by saying, like, could you imagine if people walked in for their first archery lesson and you said, okay. Who here wants to be able to hit the target right in the center? You know, everybody would raise their hands. And if you went, well, you're an idiot because that's wrong.

Okay? Everyone would go, what? That's So what you have to do is you go, okay. Who wants to hit the hard the target in the center?

Everyone goes, great. You go, okay. Let's do it. Here's how you shoot a bow and arrow, and then everybody tries shooting it, and they kind of are you know, it's going wild.

It's going all over the place. And then after a while, you can say, by the way, try to just get a tight group. Don't worry about hitting it in the center. And then here's how you do that.

And then people go, Never even heard of that before. And then you teach them and you coach them and you go, hey. You got a tight group. Good.

And everyone sees you complimenting that person. You go, well, how does that tight group thing work? And then you kinda gradually get them to go, oh, oh, it's about being able to make a tight group, and then put that tight group in the center. Yes.

Oh, but you know what I mean? You gotta you gotta go through these stages.

And so You gotta coach them up a little bit to that point.

Exactly. You guys remember in Raiders of the Lost Ark where he had the this is gonna be my golden statue. Remember we had the golden statue at the beginning, and he had to switch it on the thing with a bag of sand? It's like so you could take the statue, and it didn't work.

It He he guessed wrong. Right? It's kinda like that. We have to kind of gradually help people realize that there's more.

Good job, everyone. I hope that that prompt really helped. I'm sure it accelerated things dramatically if you used it. Okay?

And I will, see you next time, and we'll just keep going.

Alright. Have a great day, folks. Alright. Bye bye.