

Build What Clients Actually Want

Quick recap

The meeting focused on creating effective courses and programs by aligning content with clients' wants and needs. Eben emphasized the importance of organizing content around clients' main problems and desires rather than presenting information in a pre-determined structure. He introduced a method to identify and prioritize clients' fears, frustrations, wants, and aspirations, and discussed how to structure a course to address these in a logical order. Eben also stressed the need to market courses by highlighting what clients want to achieve, rather than focusing on the technical aspects of the content. The session included practical exercises for participants to apply these concepts to their own coaching practices.

Summary

Well-being and Curriculum Development

Eben led a group exercise to promote physical and mental well-being, encouraging participants to stretch, move, and focus on their senses. He then discussed the creation of a book, course, or workshop curriculum, emphasizing the importance of addressing client needs by solving specific problems rather than simply conveying knowledge. Eben suggested developing a program by identifying and addressing 10 key problems, organizing solutions in a developmental order, and structuring content to enable immediate results and gradual skill development.

Course Presentation Sales Strategy

Eben discussed strategies for effectively presenting a course to potential clients. He emphasized the importance of highlighting the benefits and solutions the course offers rather than focusing on the client's problems. Eben shared an example of how to present job search assistance by emphasizing the low chances of landing a job without the course, compared to the higher chances with it. He advised against making clients feel at fault for their situations, as this can be detrimental to sales. Instead, he suggested presenting problems and solutions in a way that encourages clients to see the value in the course.

Course Creation Philosophy Workshop

Eben led a discussion on creating courses and products, focusing on a philosophy mindset approach. He guided participants through an exercise to identify and prioritize fears, frustrations, wants, and aspirations of ideal clients, emphasizing the importance of making these

tangible and specific. Eben then instructed on organizing the content in a logical sequence for clients to learn, not necessarily based on the order of problems or desires but on what makes sense for them to learn first. He used examples to illustrate the process and stressed the significance of teaching foundational concepts before advanced techniques.

Client-Centric Course Content Alignment

Eben and Hristo discussed the importance of aligning course content with clients' wants and needs. They emphasized the need to organize content around clients' motivating needs rather than fitting those needs into pre-existing course content. Eben introduced a prompt for participants to practice identifying clients' wants, needs, and fears, and encouraged them to share their outlines with peers for feedback. The discussion highlighted the importance of gradually introducing clients to more advanced concepts while maintaining their interest and engagement.