

# AI-Powered Copywriting Mastery

Hey, team, also known as Alex.

We got a, we got a lot of folks, traveling this week and whatever because are you are you coming to our place, Alex?

No? Minka, what about you?

I was planning, but I didn't get the travel authorization to go to USA.

Oh, man. Oh, I'm really sorry to hear that. Okay. Well, it's a bummer. It's a real bummer. We're gonna we're gonna do some stuff this week that's that's gonna be fun.

Well, that'll be okay because today, we're gonna be working on something that those other suckers are gonna miss, and they're gonna wish that they were here for.

And, yeah, this is one of my very favorite parts of, I don't know, creating, like, a methodology for your work and becoming known for it, you know, in fact. Alright. Let's see. Since there's only a few of us here and, again, I assume that it's because, lots of folks are kinda taking this week, they're traveling here this week. So, they're expecting to spend a bunch of time.

What we'll do is for prep, will you get out, you know, dig up, search for online and in your own computer, whatever your work is that you've done around creating a methodology with your work.

Okay? So if you've got books, if you've written blog posts, if you've written scripts, if you've made graphics, if you have journals, if you have notes. Because what we're gonna be working on, here today is creating your kind of signature idea and your signature methodology so that you can kind of build up some intellectual property around it, and you can brand yourself around it and kind of be known for it. Okay?

So look up notes, documents, Google Docs, again, written notes, journals. If you've got any kind of graphics or mental models that's around your, your signature ideas, grab those. Right? Any of your methodologies.

I'll just give everybody a few minutes to dig that stuff up, and then we'll dive in.

Okay. And as you're finding that, I want you to look it over and want you to just kind of start mentally asking, what is my kind of signature process that I've developed? What are the steps to, you know, starting out, not having the results you want, and then you go through a series of

steps? Ideally, three, four, five, six, seven, eight, you know, something like that, ideally under ten steps.

And what have you what kind of work have you done where you've created your process, right, your methodology, your system for you start here, you take this series of steps, and then you get the outcome that you want in whatever your domain is. Okay?

Most of us have, you know, already done this, either, you know, written articles or books or posts.

Right? So where have you where have you created your process for getting results? Right?

And if you just joined right now, hey, Colleen. We're just going through and finding any documents, books, writings, diagrams where you have built signature processes, systems, multistep result getting processes, because today we're gonna be kind of formalizing those and working on our methodology and our signature idea. You know? What are your big ideas? That's what we're looking for right now. And as you're pulling them up, I want you to read through them and try to load up and get top of mind what you really feel from this point in your life, from this vantage point as a kind of an expert professional.

What is my signature process? Like, what what are my key ideas? What's my big idea?

K? So scan through it now that you've pulled this stuff up. See if you can find, right, what you think are the the most important key steps.

By the way, for extra credit, what you're looking for is you're also looking for any elements or steps that are pretty unique to you.

You know? So in other words, if you teach people to lose weight, right, if step one is start exercising, you know, that's not a signature idea. That's like you know, that's just a it's a common idea. But maybe it's a particular type of exercise that's the one that you recommend that no one else does. Right? So you're looking for the things that make what you're teaching distinct and unique.

Evan, can I ask you something here?

Yep.

First of all, forgive my delinquency being late here today. But, I I have a number of things that are, I guess, you could say there's, like, a there's a lot of tools that I've developed. I've written some books on these things, processes, practices that I've used. Yeah.

I'm curious if you have insight. I'm I'm I'm just even in your question in doing this process. I'm getting a sense that there's actually, like, a higher order of those things being used in

combination together, so to speak. Because right now, it feels like there's kind of a a a mix of tools that I've pulled from, etcetera, to use in different ways.

Yeah. But there's probably a higher order of organizing those into a into something that's more emergent that kind of is a cohesive sense. And I just Yes. Just curious around your insight into into that process.

Let's do what we're gonna do here today. And then if it's not clear, it's like you know, then ask me about it. Okay?

Okay. Great.

Great great question, though. Yeah. Exactly. That's the zone we're going into.

Okay. I wanna show you guys something fun almost before we get into the the content part of this. Okay?

So I learned this idea from from Joel Bauer. Here. Let me see if I can give you an example of it.

Alright. It's one thing I can't find, but here we go. Alright.

So alright. So in my hand, I'm holding two different forms of carbon. K? And, these are both real. This is graphite.

Okay? And it's one arrangement of carbon atoms. And what's cool about this is it's like a solid piece of graphite, and you can take it and you can, like, literally write just like a pencil. Right? So that's pure carbon right there. Another form of carbon is this, which is a piece of coal.

And this is called I think it's called peacock coal. Do you see it's got, like, a little rainbow kind of shine to it?

Right? And this is literally what coal looks like when it comes out of the ground. Right? This is it. This is what they, you know, burned for a long period of time.

Right? But if you take pure carbon atoms and you subject them to enough heat and pressure over long enough time, you get this.

You get a diamond.

Okay? I've actually got a real one around here somewhere, a rough diamond. But the the point is that right?

So same Adams, same Anthony Adams, and just different result. Right? Different outcome.

And this is the same with people.

K? We're we're all made up of basically the same atoms. Right? Same molecules, same organs, same brains.

But some of us, right, some of us turn out like one thing. Some of us turn out like another thing. And then some of us, right, polish ourselves up and we turn ourselves into one of these things. Okay.

So what did I just do? Well, I used this visual thing to transmit an idea. Joel Bauer calls this a transformational object.

Okay? And I love transformational objects. And if you've been on these classes for a while, then you know that I've got my desk kinda covered with these things. Right?

So sometimes I pull out my, you know, pull out my magnifying glass here, and sometimes I, you know, I pull out my my telescope, you know, and I say, hey. You know, oftentimes people are looking in the wrong end of the telescope, and they're like, hey. Why does everything look so small? You know?

And I even, a few months ago, got myself a microscope.

Okay. So the microscope and why do I have these things? Because they just make learning a lot more interesting. If every once in a while, I can pick one of these things up and I can be talking about something, and then I can grab this.

Now how much did this cost? I think I got this one on eBay for twenty bucks. Okay? But it's a real legit microscope.

And what's really cool about it is I wanted a small microscope that I could actually hold up that actually went up and down and that worked, it was cheap. It was twenty bucks. You know? And same thing with this.

I love this telescope because it's leather, and it just feels very old. And I don't remember how much this was, but, you know, it was probably, like, fifty bucks or something, right, to get this.

How valuable are these when teaching? Well, they're kind of priceless, if you think about it, because what most people are doing is just talking about stuff. And when you can pull something out that's like a perfect metaphor, you know, or if I'm I don't know. If I'm teaching, you know, developmental models, I take out my nested Russian doll, and I open it up, and there's three in there.

Right? It's not just any Russian doll. And then each of these has three little ones in it. Okay?

And so I wanna ask you, what could a transformational object be for you when you're teaching?

Right? What could it be? What do you got, Anthony?

This is a million year old hand axe from Mali from Western Africa.

This is I you're so good at this. This is definitely inspired by you. And I I gave a talk in Antarctica on AI and consciousness, and so this was an example of the technology that actually made us human.

When the our ancestors made this crafted from the earth. And then the next piece was a million years later, we dug, silicon from the earth and, you know, kinda created crystals from it. I got somewhere around here one of the first microprocessor wafers.

So the idea yeah. Yeah.

Here's fourteen.

And so the idea was, like, dig rocks from the earth, take this wafer.

You know, we etch these sacred geometric shapes into it. We begin enchanting it with all the knowledge of our ancestors, and it starts speaking back to us. And that's what AI is, essentially. So it was kind of drawing this mythic realm between all these pieces.

Excellent. Excellent. I bet that's so funny. I just ordered a really cool hand axe. That I love that hand axe that you got there.

So good.

That's it. Right? Okay. So does everybody see when he holds up the hand axe and he's like, this is a million years old? This is high-tech for one million years ago. Right? And then if he had a first one of the first silicon wafers, you go, it's just inherently interesting.

You know what I mean, everybody? It just like it immediately starts captivating your attention. Good. Anybody else have one?

There you go. Stuart.

So this isn't the resume. That's just the thing that a lot of the work that I do is getting in front of me.

Stuart, having trouble hearing you.

Is it possible that there's a headset that's hooked up or a earpiece or something?

Why why don't you come back to me? I'll check it out. Can you hear me?

Well you speak up, we can hear you.

Oh, well, that that's the door. Let me just turn off the loudness in here.

But it still sounds like the mic is, like, not whatever the normal mic is. Sounds like it might be a headset around you or a earpiece or something.

But if you just speak up Yeah.

Yeah. Yeah.

This should be better.

Boom.

Okay. Thank you for that. So this is in regards to the work that I do with course cultural teams where there's so much there that they don't know they don't need they don't know they don't know, and they're apt to jump to conclusions very quickly. Yes. And, this is, again, based on something you said long ago.

I I had acquired this, and it'll surprise you.

It vanished there. It's a Nazi pin, it looks like. Swastika?

Yeah. Yeah. Yeah.

But so here's here's the thing.

It turns out although you can't read it, this is actually a hundred year old pin. What a lot of people don't realize is that in the early nineteen twenties, Hrie, the Nazis, the swastika was a very popular symbol not around the world necessarily which it was, but in the US. In fact this is a pin that was given away by a major car manufacturer based in Detroit who had the swastika as its corporate logo. And so the point that I get to very quickly is we're so easy for us to before we investigate and understand the values and the context of the situation to jump to a conclusion and use one frame of reference, and that's not a way to try to understand where other people are coming from.

Excellent.

You just add to that. I I have photographs of of of children in the nineteen twenties in their classes giving a straight arm salute, and it looks like, again, they'd be in Germany. The other

thing people don't know is that up until Hitler stole, our salute, this was what we did, all the kids did since the invention of the pledge of allegiance where maybe we cross our heart.

Since you mentioned the pledge of allegiance until the Nazis took over our salute, that's how children did the pledge of allegiance. So it's kind of two interesting angles on how, we really need to understand the context before we jump to a conclusion.

Excellent. Anyone else have one? Yes. Yeah. Mika.

I don't know if you will be able to see because it's quite thin, but I have a hair of a mammoth.

Yes. No.

Everything's disappeared because Yeah.

It's a hair of a There it is.

Yes. I got it.

When which is twenty three thousand years old.

And I got it. It's original. I got it as a present when I became the first Slovenian woman at North Pole.

So Amazing. It's showing actually that I was there, and at the same time, I'm teaching resilience.

And they found this mammoth in one piece in ice in north part of Russia where we started the expedition. They found it. It was, like, three meters, four meters down in Earth, and they cut it out the whole of it. So they still have it, and I got one hair from that mammoth.

Excellent. Wonderful. Okay. Good job, everyone. Anyone else have one you wanna share?

Okay.

So here's the thing. These are great transformational objects, everyone. Everybody's totally getting it. Other ones that I use a lot, you've seen me use these. Right? So I'll hold up the one dollar bill and the hundred dollar bill, and I'll say, okay. What's the difference?

Right? It's the message that's printed on it, and then I'll use that to, you know, teach teach marketing. By the way, I splurged and bought a camera, like, a good camera that focuses up close so that I can do this last year because I got tired of holding things up back here and trying to get people to see them and so forth. Now it's a little bit finicky because if it can see your eyes, it focuses on your eyes. So, like, if I put this up here, it doesn't but as soon as I cover my eyes with it, boom.

Right? So you gotta kinda cover your own eyes in order to do it. But you can look that up as well. If you're gonna be teaching a lot virtually, it's very important to kinda just think all this stuff through and be able to take your transformational objects and show them to people.

Yeah. You know what I mean? And have it all make sense, you know, so that you can, you know, so that you can do stuff like that. Okay.

And I just collect them. You know? I collect them, and I try to collect them in sets for when I'm teaching different things. In fact, I've got sets that I haven't even used that I spent all kinds of time collecting.

Like, got a whole presentation that leads up to cryptocurrency and right? So so these are what you call it? What's the shell? I'm getting confused on the name of it right now.

Cowrie shells. K? So these are cowrie shells, and there are a hundred of them on this strand.

And for forever, calorie shells were used in Africa as money.

Okay? And this hundred calorie shells right here that I'm holding in my hand, this was about a day's pay in Africa.

Okay? This would also buy you a chicken or like a pot to cook in. Okay? That's what this would buy you.

And but then guess what happened? The Europeans came, And in Africa, right, these were very rare, and so they were valuable. But the re Europeans who had ships, they were sailing, and they had gone to other islands. And they realized there were islands where these things were everywhere.

So they would load up their ship on the way to Africa, show up in Africa, and just buy everything. And over the, whatever, hundred years that the currency was being devalued and diluted, they didn't even realize what happened.

Makes sense? And then Europe All of a sudden bought Africa. Right? And that's how it happened. Now I've got a bunch of other steps in this, but the point is, do you see how different it is when I tell the story and I've got the shells in my hand right here?

You there's a connection. It brings me there in some way. And so I want to encourage everyone, if you've got a transformational object or a series of them, I need you to pull them out and be using them more often. Okay?

Now there's you know, we could call we could say one is a one kind of object is a a transformational object.

So let's say these cowrie shells are a good example of a transformational object.

I'd say Stuart's swastika is a transformational object because you're like, woah. It just really takes you there. You know? But then we could say there's, like, a special kind of transformational object that we could call let's call it a signature object.

And that would be the one that you use as a transformational object that you also want to be identified with and that identifies with your key methodology, whatever that is. So in other words, I'm not gonna have this be my signature object. I'm not gonna be like, okay. The shell although it's kind of a cool, you know, object, just because it's not exactly what I'm trying to do.

You know? Stuart's probably not gonna go, you know what? I think I'm gonna bring this watch to go back. It actually has, you know, deep significance and, you know, it's like that's just not gonna be his signature object, but these are transformational objects.

Now, Anthony, you've got, you know, a silicon wafer or a hand axe.

Okay? Dude, when you pull those two things up, I mean, hold the everybody just just look at this for a minute.

Like, hold up the hand axe and then put the silicon wafer next to it.

Hold them hold one in each hand.

Now everybody just kinda right? Just notice what that feels like to look at those two things.

Right? It's very powerful to just have those two things and just be sitting there considering them. So those I would say that those have much more potential to be like a signature object, right, where where Anthony could just, like, hold up those two things or one of them and hold up the wafer and be like, this is this is my object, guys. Like, this is it. This is what I'm identified with. You know?

Yeah.

I've got let me just You ever see one of these?

What?

These are, these are sinkers.

They're stone sinkers from Lake Erie where I grew up, which are also really cool. The natives would make these to hold the weights. They wash up on the shores of Lake Erie. It's so cool to see. The rocks with little holes in them.

Fascinating.

Yeah.

Let me show you guys one more thing here.

And then you when I was at your house once, you you brought out the it's, like, burned in my memory. You brought out the old kinda analog, I forget the name of it. Ophthalmologists use to swap out the different lenses to demonstrate mental models, and, like, that still is just, like, front and center of my consciousness because of that that piece.

Yeah. I love that one. Yeah.

Oh, it's one of my very favorites. Yes. Yes. For sure. Let me just see if I can find this one more thing for you guys.

This that, you know, I think I got it around here somewhere.

Hang on.

So, basically, I have the whole history of how, corrective lenses went, and I show them the early ones and they kinda grow.

And then I pull this out and I go, okay. Now, you know, then we got this, right, with all the mental models. That's that's how I think of what you need to learn. Okay? So that one could potentially be, you know, my kind of signature object there. But, this right here, this is actually a graphic.

This I consider to be kind of my symbol. I made this several years ago.

Right? It's a fractal eye.

And the only thing the only time I've seen anything close is Alex Gray has fractals he's made that are made out of eyes, but I've never seen anyone make an eye that is a fractal, that's, like, fully meta. And for me, this is just what it's all about right here. You know? It's like having multiple perspectives. And so if you can make a symbol, that's great as well.

Okay. We went further down the transformational object rabbit hole than I was intending, but I think it's really important, everyone, to kinda get your sense of what are your transformational objects, collect them, and pick them up and be talking about them.

Because, hopefully, everybody can feel here who has noticed through as you've worked with me, I pick these things up and I show them and that there's some transmissive power. Okay.

You become you instantly, dramatically increase your authority and credibility when you start pulling stuff out like this. Alright?

K. You start pulling out stone axes and diamonds and you know what I mean? Hundred dollar bills and stuff, and you're using them as a teaching thing. It's like people just go, alright.

Click.

Next. What I wanna talk about here is I wanna talk about identifying what your signature idea and your signature methodology are.

Alright? Because you we have to brand ourselves, and we have to brand our ideas.

And it's important to not just create a methodology or create an idea, but then it's really important to name the idea.

And generative AI is so powerful at this, it's so shockingly good at it, that for years I wanted to build a tool to help with naming, because it's so challenging. And when generative AI came out, just said, oh my gosh, it's incredible. Right? So I'll give you some examples from my world.

You know, when I was teaching dating advice originally, I wrote a book and I put it online, and I didn't know what to call it.

I knew that I would come up with a name for it at some point, because I knew the importance of this, but I didn't know what the name was.

So the original title of the book was how to be more successful with women in dating.

And the original my original website for the book was how to be more successful with women in dating dot com with dashes between every word. That was the original website. How to be more successful in dating, that was the name of the book.

It took me months after I wrote it of thinking about it to get it down to, well, what's the essence? Like, what am I really trying to do here? And that's where I came up with double your dating.

Okay? And double your dating has the alliteration.

You know? It's got the kind of rhythm, double your dating. It's it's got you know? And I thought about it for a long time because I knew that it was important. It was important to come up with a name.

And since then, whenever I've named any of my programs, you know, when I created my business growth program, I called it altitude because that's just a it's a term that I had heard, you know, in businesses, you get up to altitude, and altitude kinda means a higher perspective.

It's a cool word, so I named it altitude. When I, you know, created my course on productivity, I was asking myself, what do people really want when they want productivity?

What do they want? And after thinking about it for a long time, I realized, oh, they don't want to do a bunch of productivity methods. They don't want to do checklists and planners and all that. They just want to wake up and be productive.

And so as I was playing with names, I came up with wake up productive.

And I was like, oh, that's kinda cool. It's a little longer than I would normally, you know, come up with a name for something. And I was like, I like it. Wake up productive. And it's got this kinda repetitive sound kinda thing.

And I was like, All right, we're gonna call it wake up productive.

When we started teaching coaching, I remember my partner James and I were out walking.

We were traveling. We were in London. And he and I went and spent a whole day walking all through London. We were talking about, what do you call a program where you're teaching people about coaching? This is about ten years ago now. And we were like, well, what do they want?

Like, what do they want? What is it? And we eventually came up with, well, they want to be a coach, but they also want to work virtually.

And we eventually arrived at, oh, what if it was called the virtual coach?

And then we were like, well, you know, virtual also means you're not quite a coach, like you're virtually a but then we thought, no, it's it's better. Like, that's the best one. So we called it the virtual coach. Right? So you want to name your processes. You want to name your ideas. You want to name your products.

Just saying to someone, I want to teach you a three step process that I call, and then you say the name of the process, you know, 10x's the perceived value before the person even hears it. So in other words, if you want to say, I want to teach you a three step process for losing fat that I call the four week fat loss system, people go, oh, it's got a name. Oh, it's called the four week okay. Let me pay attention to this.

K?

So, normally, you know, in to work on, like, signature idea and signature methodology, if we were really going to do a good treatment on this, we would spend a lot of time on it. You know, we'd spend days and days and days. But in the context of what we're doing here, right, we don't

have time to dive in that far, but we do have AI, which is very, very cool. Okay? And so AI can really, really help with this a lot. Alright?

So here's what we're gonna do.

I'd love to work with someone here.

Let's see here.

Stewart, you said you had, something where you help people with, like, culture transformation. Do you already have a kind of a signature process you use?

Yeah. I do, but you caught me at odds here. I'm I'm actually, my computer's in the shop right now, so I have none of my files with me.

Okay.

I'll then I'll give you the prompt we're gonna use, and we'll you can, you know, you can try it try it yourself, and and you're good with AI anyway.

Okay. Who would love to jam with me? And you've got, like, a multistep process that you use right now with your or that you teach or that you work around that or you even just got some, you know, some ideas around it that we could work with.

Colleen?

Alright. Cool? So what I'm gonna do, everyone, is I'm gonna give you a prompt that I wrote.

K? So here's the prompt. And if you wanna go to ChatGPT and just prompt along with us and fill it in as I, do this with, Colleen, Show you how this can work.

Alright. So, Colleen, I'm going to fill in some blanks. So what type of coach or teacher are you? We don't have to be perfect on this.

Yeah. Storytelling and public speaking.

Great. So I am a coach who helps, and then who's your ideal client?

Six figure coaches.

K. To what are the main problems and mean results?

Get over their fear of visibility, public speaking, and storytelling so they can get to seven figures.

Great.

My clients tell me that they want.

Now you just said what you helped them do from your perspective. Now I want you to tell me from their perspective.

Yeah. What they want, they want to be a visionary voice and a thought leader in their industry.

K. And they want to avoid?

Losing out on opportunities, looking foolish, and not living their dream life.

Great. I wanna create a signature idea and signature method methodology of several steps that I can teach with and use as my main mental model for creating courses, graphics, and coaching tools.

My current process that I teach is now do you already have this, like, written out or described somewhere?

I don't really have the process to describe. No.

Okay. Well, then we'll do it the manual way, which will be great for everybody. Okay? So we're gonna go the process is and I would like you to summarize it into three to seven steps.

K?

Okay. Great.

So I'm gonna go step one. What's step one for them?

Learn your transformational story.

Great. Two.

Learn how to be your powerful, authentic self on stage.

Great. Three.

Learn how to sell five to six figures from the stage.

Five to six figure packages from the Yeah.

Great. Four.

How to create your twenty five k speaker kit.

Great. Next.

How to land powerful stages.

Great.

So And then the last one is if you do six, how to create your own stage.

I also teach people how to create their own.

How to create your own stage that you can teach on?

Yeah. And sell and upsell, pretty much.

Sell on and upsell. Yeah. Great.

K. How can I simplify and standardize this? What can my signature idea be here that's originally me? What can I call my signature idea and my signature methodology?

Now I highly recommend everyone that if you when you do this so have you ever thought of this doing it in this simple step by step way before, Colleen? No. Okay. So this is gonna be really important for you. I'm really glad you're here and we're doing this because it forces you to get it down into some simple elements. Okay?

And if if you said to me, well, you know what? I've got this I did this talk, and, you know, I kinda taught a lot of this stuff for about an hour, which most people here either have done, or you can literally just take your iPhone and put on, you know, voice recorder and just talk for an hour about it and just share your ideas.

If you've got something like that, you can drag it in here in a text file, and you can add it. And you can say, here's me talking about all this stuff and what I think of it. And, everybody, it really helps if you can give it something you've written, a book, an hour of you talking, a notes file full of all your favorite notes, whatever, if you can add it. It really, really makes a very big deal. So we're doing the low resolution version here, guys. Okay?

Alright. So how can I simplify and standard it? What can I call my signature idea? What can I call my signature idea? My signature methodology. So we're gonna prompt.

Alright. You don't need more steps. You need a tighter spine.

Right now, your process is a list of outcomes. It's solid, but it needs tactical. Seven figure coach doesn't buy tactics. They buy identity elevation and strategic lever leverage.

Let's sharpen this. First, what you actually do. You don't teach public speaking. You turn irony experts into industry defining voices who monetize attention at scale.

That's cool. That's the real transformation. Fear of visibility is the surface problem. The deeper problem is they have revenue but not resonance.

They have skill but not authority gravity. Your signature idea should anchor that. One, simplify core transformation. Your current six steps collapsed into three phases.

One, authority identity. Two, monetized messaging. Three, stage ownership. Okay.

So the way I think, everyone, about stuff like this is soon as I start seeing this, I wanna get the whiteboard out, and I wanna go, alright. I imagine Colleen up on stage, and she's gonna do a talk. And at the end of it, she's gonna sell these guys something that's a high ticket thing. That what I want her to do is I want her to put up a a graphic. I want her to put up a slide that says this.

Authority, identity, that would be centered, monetized.

Here, I'll do it like this. Messaging and stage ownership.

Here, let's I'm gonna just make it bigger so that you guys can see it and whatever.

Okay. So I'm gonna go all the way to the edges.

So I wanna see her put up a slide that says authority, identity.

I'd say brand, actually, is what you wanna do. Authority brand. And then you'd go monetized messaging, and then it would say stage ownership.

Right? And then she walks on stage and she says, alright, everyone. If you wanna go from six figures to seven figures as a coach, we need to do three things. One, we need to get we need to get you, authority identity. Next, we need to have monetized messaging. Third, stage ownership.

K. Can everybody feel that this is just boom? Like, there's some there's something about it where it just feels like, alright. I'm gonna be learning a system that's gonna that has some structure.

It's got some organization. Yes. Authority, monetize, stage it. It's in the zone. Is it perfect?

No. But you know what? It's pretty good.

Alright? It's pretty solid. And then you can see that from there, we could go, where are your steps here? Right? So right? So then under authority identity, we could say, transformational story and, you know, authentic power or whatever. She could have two steps underneath each.

Oops.

Right?

And then all of a sudden now, I've got this one page diagram that's got my basic ideas all in one place, and then it we can just keep referring back to it.

And we go step one and then step two. Okay. Let's put the graphic back up. Alright.

Now let's move over to monetized messaging. Step one, step two. Okay. Does everybody get the the feel for what I'm talking about here?

Okay. Cool. Oh, I'm still sharing ChatGPT. That's perfect. You guys are looking at a little tiny screen.

Alright. So let's go back over here.

Okay.

Okay. So your signature idea. A strong signature idea is distinctive, strategic, identity driven, repeatable, easy to visualize. Here are thron three strong directions based on what you do.

Option one, the authority ascension model. I love it puts TM after it. That's so good. Big idea.

You don't scale to seven figures by working harder. You scale by ascending from expert to authority to industry voice.

Not bad.

Not bad at all.

Right?

So you can just you can just see here. Right? So you could have a slide that says you don't scale the seven figures by, and it says working harder, and then a big red circle with a line through it.

Right? You ascend by going from expert to authority to industry voice.

K. Three stages. Story authority. Your narrative becomes your positioning weapon. Magnetic authority. You command rooms and sell from resident.

Platform authority. You own stages instead of chasing them.

Okay. Option two, the stage to scale method. That's a cool term. Stage to scale.

Big idea. Stage visibility is the fastest path from six to seven figures. Three pillars, clarify your transformational voice, command and convert from stage, build your own media platform.

That's I like that one. Option three, stronger and more distinctive, the sovereign voice framework. This one goes deeper psychologically. Seven figure leaders aren't louder. They're sovereign. Sovereign equals unapolog this all sounds kinda abstract.

I'm not Yeah.

A big fan of that one. Okay. How to standardize your methodology. Right now, you teach how to do things. Instead, teach a mental model. Here's a clean five phase model aligned with the current work. The voice method.

This is a structured and brandable, visionary narrative. Craft the transformational story that positions you as inevitable. O, owned identity. Train your nervous system and stage presence to embody authority.

I, irresistible offer from stage. C, capture stages. E, engineered platforms. So what I like about those guys is that you see how it's generating a bunch of different ways to look at her ideas, and then she can pick one and go, you know what?

This is kind of the direction that I wanna go.

Right? But and then should we can tweak it up from from there. So it's generating different ways of looking at it. Alright. How to standardize your methodology?

Okay. No voice. Okay. So here we go. If you want something more premium, the seven figure voice equation.

The seven figure voice is a really interesting idea, and I like that term there too. That's pretty powerful.

Authority, visibility, monetization, ownership. K? Story and identity, stage and media, high ticket. Okay. Clean and strategic. What I would recommend, direct opinion.

K? Public speaking, they buy authority.

Should sound should not sound tactical, more like a movement. The authority ascension model, the sovereign voice framework. Authority ascension is not bad. It's pretty abstract sounding, but, you know, if that's your style, you know, now let's pressure test it.

Answer this. If someone finishes your work, what are they that they weren't before? More confident, industry defining, platform owning. Your signature idea should name that transformation.

Final simplified structure you could use. K?

Identity narrative monetization stages platform.

Okay. So do any of these sound interesting to you as you're hearing them?

Any of them like, that one kinda resonates with Yeah.

I mean, the, I mean, a lot of it does. I like the voice just because, okay, that's interesting. People love like, what we're doing here is people love models and methodologies. Right?

Exactly. Feel like it's, oh, that's predictable. She's done this before. She knows what she's talking about.

And, yeah, and the messaging up front. But I like the voice and, you know, staying hard hitting, I think, is key, not going too much in the sovereignty or the ascension. Like, what are they you know, just really making sure that tap dancing on that pain point or that aspirational point.

Like, they wanna get to seven figures. They wanna be the visionary voice. So right now, my mastermind that I'm about to launch is called the seven figure visibility accelerator.

Seven figure what?

Visibility accelerator.

Great.

So I like the word voice. I like seven figure voice terminology. Staying hard hitting is better, not going into sovereignty or oh, Ascension with an s. Okay.

Right. Which are too abstract. We wanna keep focusing on the result, getting to seven figures. I'm creating a mastermind called the seven figure visibility accelerator, for example.

So now I'm gonna say generate more signature idea and signature methodology, concepts with this in mind.

And may okay. Great.

Let's see what I think.

Alright. So you're not selling empowerment. You're selling revenue through visibility. So that's a big insight right there.

K? So for you and this is how I use these tools, by the way, everyone. They're it's a brainstorming partner. Right? It's helping me it's helping me to get in touch with where those pockets of insight are.

K?

So let me unshare for a minute.

So revenue through visibility. Does that term sound does that sound right to you, Colleen?

Yeah.

Alright.

So everybody just follow me here. So imagine that she's making slides. Right? So she could go invisible equals broke.

Right? And then she can have another slide that says visible equals money.

It it sounds simple, but, like, the this is how you find your signature idea.

You with me? Like, I I don't know if this is it, but Colleen could literally this might be Colleen's signature idea.

Right? Visible equals money.

It's everything could just come back to that. Invisible equals broke. What?

Yeah. I love it.

It's not bad.

Right? But it's the kind right. But does it does everybody see how Colleen could brand herself on visible equals money? That's but you gotta get it to that simplicity. You gotta get it to that point where you're literally able to just explain it like, here, this is what's going on. K?

Okay.

And then let's come back over here and scroll through these a little bit more.

By the way, everyone, these are the kinds of things you need because when you're going out and you're doing podcasts, you're speaking on stages, you're doing summits, whatever, you're getting your word out there. Right? You need to have something that you need to keep coming back to. Colleen needs to start the podcast interview if this is her idea, and she needs to say, okay, everyone.

Here's my message to you. Invisible means broke, and visible means money. That's it. And then you just keep coming back, and you hammer on.

You say it, like, six times during the interview. Well, look. If you're invisible, you're broke. Like, that that's all there is to it.

Right? And if you wanna make seven figures, you need to be visible. You need to create what I call a seven figure voice.

K? Your voice is not for expression. It's an asset class. Six figure coaches speak to teach. Seven figure coaches speak to scale.

The difference is engineered visibility, the signature method, the voice scale. One v, verified story. Position of transformational story as proof of authenticity. Oh, optimized identity. Trained delivery presence. I, incoming and I don't know if I like that, but that's not bad.

Yeah. The seven figure visibility engine, signature idea. Visibility is a revenue engine, not a branding exercise. When engineered correctly, every stage becomes a pipeline.

Alright? Seven figure voice code. There's a code behind speakers who consistently close five to six figures from stage. It's not charisma.

It's structure. The seven figure stage strategy. So do you hear everyone? These are all different ways of saying, what about this for your signature idea?

What about this for it? You don't scale from content. You scale from rooms. The revenue signature idea.

Your voice is your fastest path from six to seven figure.

Okay.

You know, I've done this for a long time, guys. If Colleen and I had spent a whole day together, we would be lucky to have come up with a list of ideas that are of this quality.

Okay? But I wanna before you do it, I wanna point out a couple of things here just quickly. Okay? So let's go back here.

This would be even better, by the way. It'd be dramatically better if you could give it something you've written about this, give it a transcript of a program, if you can give it you talking about it. So it's the prompt where you tell it who you are, who your clients are, what your clients say they want and want to avoid. You tell it you wanna create a signature idea and a signature methodology.

You tell it a little bit about your current process. I mean, keep in mind, everybody, we didn't tell it much here. Okay? We really, you know, you can do a lot better to train it.

But then I said, how do I simplify and standardize? Okay. Now I gave a bunch of ideas, and then I gave it this training. K?

So this feedback right here. I like the word voice.

I like the seven figure voice terminology.

Staying hard hitting is better, not going into sovereignty or ascension, which are too abstract. We want to keep focusing on the result, getting to seven figures. I'm creating a mastermind called the seven figure, okay? So that right there, that's where we really now start to come up with these really good ideas. Okay? Your voice isn't an expression. It's an asset.

That's just a cool idea. K? In fact, you could take each of these, you know, each of these signature ideas, Colleen, you could just take each of them and turn it into seven steps and have people go, oh, wow. Never thought of that. I never thought of that.

So good.

Alright.

How about this?

Create a graphic of the seven figure voice.

Let's just see what it comes up with for a a visualization of the seven figure voice.

You never know with something like this, but let's see.

Look at that. Looks great.

I mean, not bad for a prompt.

Oh my god.

So many people would show up to that event Right.

With that image. They'd be like, I'm going.

Here. Let me unshare this.

And the most amazing thing is it looks like in that graphic, it spelled every word correctly. I haven't seen it do that yet.

I know. Yeah, Stuart. In the last few weeks, the new version of ChatGPT and the new version of Claude, and actually the new version of Suno and the new version of Cling, and just they're all off the chain.

This is beginning of twenty twenty six. It's really a wild time to be alive.

You're sharing the link?

I'm trying to get it. It's giving me giving me trouble here.

It's giving me problems.

I'll try one more time.

Oh, there we go. Copy link. Okay.

Here you go, guys.

So this would be your example to work with.

Alright. So I'm gonna put you guys into a go ahead.

Yeah. It it's it's saying on my end, when I clicked on it, it said not you can't get me there.

Okay.

Anybody else have the same problem?

It well, it wasn't giving it. It wasn't letting me make the link for a bunch of times. It's just giving me problem. It's probably chat GPT is having some some weirdness. So I'll put it I just did it again.

Come through. Open it.

You got it, Alex?

I got it.

Try it a few more times if you need.

You're absolutely right.

It it opened the next one.

I'm gonna, I'll put you guys into breakout right now. This is I want you to do. I want you to take ten, fifteen minutes, and I want you to use this prompt.

And if you use Claude, use Claude, because Claude is even better.

And if you have anything that you can add to this and you can attach, like, here's a transcript of a thing that I did. Here's a bunch of notes that I made about my signature idea. Here's a book that I wrote about it. Here's a blog post.

And you can drag a bunch of those. Just drag them right in and just tell Claude, attach to R so that you have a better idea of what I'm trying to do. The things it will give you will be much better. So use this in Claude.

Number two, give it a bunch of, additional if you can. If you can't, open up your iPhone and just talk for five minutes about your idea.

Okay?

Alright.

Breakout and then Have these things gone to the point where you can give it a a PDF or a Totally.

PowerPoint every time?

Yeah. You can give Claude a PDF. I don't know if it'll take a PowerPoint, but it probably will.

So I just I was confused at the beginning of this, and I have Claude code running on my Mac. And so I put this prompt in, and I asked it to go through all of my Apple notes and, like, literally just look at my entire system, and that was a pretty remarkable experience to have it extract out from all my random notes, all the stuff that I've written, disorganized stuff to say, here's fifteen frameworks and has all the books and stuff in there. So that's also a potential mining activity for people to go through, which is pretty wild to ask.

Yeah. Excellent.

This was the Claude local lab?

I'm gonna stick you guys into a breakout. I'll be back close to the top of the hour. Have fun with this one.

Okay.

Alright. So how'd you do?

And, what'd you learn from the exercise?

What's it like to start thinking of your knowledge as a methodology or a system or a named process?

Does it Well, if I may, I think, we we just took that, and we just went a thousand miles per hour ahead, taking that as a basis for much deeper conversations in terms of how we've all implemented this signature approach to our business.

And I think it was it was actually an unbelievable conversation with the three of them. It was great.

Excellent. Sometimes that happens with Anthony.

Oh, and this and this That's what he that's what he kinda told us he was It's my fault.

\*\*\*\*. It's my fault. It's like I was like, I think we might have hijacked, though. I was like, \*\*\*\*. We had an assignment to do, and we've gotten all the I learned so much from these guys and all these things.

Yeah. I just I mean, I feel like I I have a a page of notes here on the way that they've been doing things, the freight like, and I got a I got a sense of what they're up to. I don't know if we yeah. If I answered that specific question, but there was a depth. I feel like I walked away with a lot of understanding of these people and, like, next steps to take with, like, every aspect of my life, essentially, which has been pretty cool.

Great. Distinction here, which is when you're teaching stuff and you're sharing Right? You can you can kinda you can use the method of, like, going, here's some knowledge. And you can, like, share a slide and say, like, here's, you know, here's some bullet points.

Like, here's some ideas of stuff you can do, and I'm showing you, you know, whatever, some steps you can take, and right? Here's some method whatever. No. I don't wanna say methodology.

But, like, here's some stuff you can do. This is what most people are doing. They're saying, like, here's some information, and here's some action steps.

What you wanna do is you wanna kinda say, here's this thing. Here's this system. Here's this, this magical thing that I have created here. Here's this jewel that right? And it's a it's a system. It's a methodology. It's a a way of doing things.

And then from the system flows action steps. And okay?

And this it does something because it allows people to when you're just saying, like, here's an action step, here's an action step, here's an action step, there's a kind of distance. People are like, oh, okay. I gotta learn this stuff, and I gotta but I'm not like you.

Know it seems obvious to you, but not to me and whatever. It's it's almost like Annie's sister gave me this for Christmas.

This thing is crazy. K? So this is a dust blower. It's a little rechargeable dust blower.

And you turn it on, and you push the thing watch my hair here. I mean, this thing is they're like a jet like a miniature jet engine.

I can't believe how power it's got multiple nozzles on it or whatever. Okay?

So I could say to you, hey. You know what? It's important to blow the dust out of your keyboard and, you know, blah blah blah blah. But if I hold this thing up and then I just show you a quick little demo of it where you see how powerful it is, It's a tool that it's an objective thing that I'm holding out here.

That's how I want you to start thinking about your knowledge and organizing it. Right? Bucky Fuller. Right?

He said, basically, you don't get people to behave differently by, like, convincing them. Right? You give them new tools that just using of the tool changes how they think immediately. Okay?

So what you do is you're turning your ideas and your methods into tools.

And when you draw the designs of them and you say the three step process and you name it, it kind of brings it halfway between your mind and a graspable, usable thing that they can use out in reality.

And that's what I want you to start thinking in terms of is create making it into a tool, and then you talk about it that way. And when I teach the virtual coach, for example, I say, here. You know? Here's these three steps. You ask someone what they want to achieve, and then you clarify, and then what they want to avoid and, you know, get the implications. You have them hold those two things in their mind, and then you ask them what the next step is, and then they tell you, and then you hold them accountable for and there's a whole thing. And then I go, and the reason why it's important to have this framework and to practice it dozens of times is because once you understand it, you don't need to think about it anymore.

And it's a system that you can rely on to reliably having reliably have any conversation that you're having with. Anybody who's a leader or a, you know, coach or a client or somebody they wanna help, you can have a reliable conversation, and then you can watch what they're saying. You can actually listen to the content.

Right? So it's a tool you can rely on. It's a whole different framing than the way most people are thinking about what they're teaching to people. Okay? So we have to turn our ideas and our methods into tools.

And when you name them, that's when they really become powerful.

Great work, everyone. Have an awesome rest of your day. Alright.

Thanks, everybody.

You guys soon. Thank you. Alright. Keep going. Alright. Bye. You guys. Thank you. This the bye.