

Hardware Setup For Professional Content

Quick recap

This meeting was a coaching session between Warren and Minka, where they discussed Minka's client journey roadmap and content creation strategy. Minka presented her planned client journey, starting with social media, lead magnets, and email sequences, with Warren providing feedback on the structure and suggesting swapping one-on-one coaching with group coaching in the progression. They discussed split testing approaches in GoHighLevel, with Warren recommending keeping it simple with A/B testing rather than complex multi-variable testing. The conversation also covered email sequence best practices, including call-to-action placement and metrics to track (open rates and link tracking). Minka shared her creative approach to dance performances and recovery from knee surgery, while Warren provided technical guidance on content creation equipment, focusing on audio quality with microphone recommendations and lighting setup for video content.

Summary

Client Journey Roadmap Strategy Discussion

Warren and Minka discussed Minka's client journey roadmap, with Warren suggesting reversing the order of one-to-one coaching and the 10-week course to maintain the proper pricing hierarchy. They also discussed landing page split testing, with Warren advising to keep it simple by testing only two variables at a time unless Minka has a large volume of leads. Warren also clarified that email sequences should include 5-8 emails before inviting subscribers to a webinar or other offers, and that each email should end with a call-to-action.

Email Marketing Strategy Discussion

Minka and Warren discussed email marketing strategies, focusing on call-to-action diversity and the timing of webinars and live events. Warren suggested offering free content like downloads or blog posts instead of sales pitches, and recommended conducting split testing for landing pages and lead magnets. They also debated the frequency of live events, with Warren advocating for multiple recordings to ensure quality, while Minka preferred more frequent live events for variety. Warren emphasized the importance of audience-specific strategies and encouraged Minka to experiment with different approaches.

Complete Funnel Strategy Discussion

Warren and Minka discussed the importance of building a complete funnel before optimizing individual elements like landing pages and lead magnets. Warren emphasized the need to focus on the high-ticket offer, such as coaching, and to build everything else to support it. They also talked about Minka's target audience, who are couples facing relationship issues due to time constraints and fear of divorce. Minka planned to address these specific problems in her email sequence, providing quick habits and solutions to help her audience.

Relationship Improvement Strategy Planning

Minka discussed her plan to implement a step-by-step approach for relationship improvement, starting with short-term one-minute habits in emails and progressing to longer-term 5-10 minute habits in live events. Warren suggested tracking email open rates and using UTM tracking for link performance, noting that Minka's previous open rate of 23-24% was within a typical range. They briefly discussed technology issues and Minka shared her experience using ChatGPT to resolve computer problems.

GoHighLevel Adjustment and Offer Development

Minka discussed her adjustment to using GoHighLevel, noting that she was still getting used to its different interface compared to her previous system. She mentioned that ChatGPT occasionally comments on her approach, comparing it to that of other coaches like Eben and Donald Miller. Minka emphasized the importance of trying new methods multiple times before deciding if they are suitable, citing Jim Brown's advice. She also shared her thoughts on developing her high-ticket offer, expressing confidence in her ability to create unique content despite the need to adapt her approach to focus on client needs rather than wants.

Video Sharing Technical Discussion

Minka and Warren discussed sharing a video of Minka dancing with her partner, which Warren wanted to see. They encountered some technical difficulties with sharing the video, but eventually managed to resolve the issue by optimizing the video settings for better playback. Minka also mentioned that her dance partner had recently recovered from knee surgery, which affected his movement in the video.

Dancing After Knee Surgery

Minka shared her experience of dancing with a group, incorporating James Bond themes and connecting the dance to a party. Despite having knee surgery and being out of shape, she and her partner managed to dance for 6 songs, showcasing their resilience and adaptability. Minka explained the challenges of regaining her physical abilities after surgery and the importance of learning her new limitations and capabilities.

Personal Injury Experiences Discussion

Warren and Minka discussed personal experiences with injuries, with Warren sharing a story about a friend who suffered severe injuries from a seizure-induced fall, while Minka described her challenging recovery from a knee injury that required surgery and left her with ongoing back pain due to muscle atrophy. They also discussed Minka's plans to start jiu-jitsu classes, which Warren warned would be painful initially but beneficial for core strength. The conversation concluded with Warren advising against trying to launch multiple businesses simultaneously, suggesting that focusing on one project at a time is more effective for most people.

Content Creation Equipment Discussion

Warren discussed his travel plans, focusing on returning to the United States for networking and stabilizing business before considering trips to Central and South America, including Patagonia and Argentina. Warren emphasized the importance of audio and video quality for professional content creation, advocating for basic yet effective equipment setups. He highlighted the significance of audio clarity, suggesting the use of external microphones like the Shure SM7B, and recommended maintaining a 6-10 inch distance between the microphone and the speaker for optimal sound quality. Warren also mentioned the use of a boom arm for better microphone positioning but noted his current travel constraints.

Video Quality Improvement for Coaches

Warren provided a comprehensive guide on improving video quality for coaches. He explained the importance of audio equipment, recommending the Shure SM7B microphone or the more budget-friendly Rode PodMic. Warren emphasized the significance of lighting, suggesting a two- or three-light system and highlighting the need for diffused light. He also discussed camera options, recommending webcams like the MX Brio Ultra HD 4K for better quality than laptop cameras. Warren advised on using green screens for a professional look and provided tips on traveling with equipment. Minka asked questions about window placement for lighting and traveling with equipment, which Warren addressed. Warren encouraged attendees to upgrade their setups to improve video quality for coaching.