

# Counterintuitive Content That Converts

## Using AIDA and surprising insights to capture attention and attract clients

### Quick recap

The meeting focused on developing high-value social media content using the AIDA (Attention, Interest, Desire, Action) formula and the concept of critical counterintuitive insights. Eben introduced the idea of identifying mistakes in intuition and creating compelling content around counterintuitive actions that solve common problems. Participants shared examples of counterintuitive concepts, including Stuart's observation about resumes matching job descriptions and Anthony's insight about over-preparation for elite athletes. The group explored how to frame these insights in attention-grabbing ways, with Eben emphasizing the importance of linking tangible actions to abstract outcomes. Participants practiced developing multiple ways to express these counterintuitive ideas and discussed using AI tools like ChatGPT to generate variations. The session concluded with a discussion on how to effectively communicate these insights to attract and engage potential clients.

### Summary

#### Silicon Wafer and Technology Discussion

Stuart and Anthony discussed details about silicon wafer specifications, with Stuart sharing his email for further communication. Eben and Anthony engaged in a discussion about historical technology, including an 8-inch silicon wafer and an original Anita 811 calculator from 1972, which originally cost around \$175 USD and is now valued at approximately \$1,362 in 2026. Ali inquired about Eben's coaching type, and Eben confirmed he is an exploration coach.

#### High-Value Social Media Content Strategies

Eben led a discussion on creating high-value social media content, focusing on the AIDA formula (Attention, Interest, Desire, Action) and its relationship to the "why, what, how, what if" framework. He explained how these models can be used to structure content effectively, emphasizing the importance of making information interesting and actionable. Eben also introduced a practical approach to setting action steps by considering whether people can do it, will do it, or are likely to do it, highlighting the need to balance expertise with accessibility in content creation.

## **Counterintuitive Strategies for Success**

Eben discussed the concept of "critical counterintuitive" principles, sharing personal anecdotes about learning counterintuitive strategies in dating, fitness, and marketing. He explained how these principles involve identifying mistakes in intuitive thinking that experienced individuals might find obvious but that novices struggle with. Eben emphasized the importance of understanding these psychological mechanisms to create effective content and marketing strategies, using examples like the Wacky Wire carnival game and weight loss through exercise. The discussion focused on how recognizing and addressing these "mistakes of intuition" can lead to more successful outcomes in various fields.

## **Counterintuitive Problem-Solving Strategies**

Eben led a discussion on cognitive biases and counterintuitive approaches to problem-solving, using examples from participants to illustrate how common solutions can sometimes exacerbate issues. Stuart shared how matching resumes to job descriptions doesn't make candidates stand out in competitive markets, while Anthony discussed how over-preparation can hinder high-achievers, suggesting that focusing on inner work rather than excessive training might be more beneficial. Ali contributed by noting that external focus aids, like coffee, can actually hinder productivity and focus, suggesting that removing distractions might be more effective. Eben encouraged the group to further develop these counterintuitive insights by linking tangible and abstract elements in their formulas.

## **Intuitive Mistakes and Countermeasures**

Eben led a discussion on identifying and addressing common intuitive mistakes, using examples like trying too hard to win or focusing on exercise without considering other factors. Hristo shared insights about client expectations around body composition changes, and Eben suggested reframing these expectations to make them more measurable and tangible. The group was tasked with identifying specific mistakes in intuition and developing counterintuitive actions, with an exercise to create multiple ways to express these insights and explore them further using AI tools like ChatGPT or Claude.

## **Counterintuitive Social Media Messaging**

The team discussed strategies for creating attention-grabbing social media content using counterintuitive messaging. Eben emphasized the importance of being specific about desired outcomes and framing content in a way that identifies common mistakes people make while trying to achieve their goals. The group explored examples including "eating healthy is making you sick" and "treating others the way you want to be treated isn't treating them the way they want to be treated." The team agreed that effective counterintuitive messaging requires expertise and authority to effectively highlight mistakes at the right level, positioning the creator as knowledgeable enough to guide others around these pitfalls.

