

Counterintuitive Content That Converts

Using AIDA and surprising insights to capture attention and attract clients

Love you. Hey, Anthony. Can you hear me?

Hey. What's up, Stewart?

You're gonna send me a message, or I just thought I'd ask you for more details on what you wanted on the silicon wafer.

Oh, yeah. I'd love that.

What's the best way to what's the best way to connect with you directly?

Did did we connect in LinkedIn? Here. Let me I'll just put my email in the chat.

That's awesome. Yeah. Thank you so much.

There you go.

Awesome. I'll shoot you an email right now. Stuart, where do you where do you live?

Silicon Valley.

Oh, right on. So this this is I guess, it's not your it's like is that your background? It's not your it's not your actual background of where you got over there.

I'm a b I'm a bachelor's degree in electrical engineering.

Okay.

But I was saying Anthony.

Hey. Look at this. You you you outdid me with this one, Evan. Look at that. This one's what is it? Eight inch?

I I don't know. Yeah. Yeah. Probably. That looks about eight inch.

You got the you the eight inch? Nice. Yeah.

Think it was thirty bucks or I don't know. But you thank you for the recommendation on this, my friend.

It just it just feels it makes me feel like I'm smarter than I am just holding it. I feel like I'm in the technological age. Yeah. That's incredible.

Nice. It really gives you a sense of I don't know how to describe it, but the complexity is so apparent.

Yeah. And because you're seeing, like, these different sized things all organized in color gradients and, I don't know. It just transmits. I mean, you it doesn't really actually transmit very I mean, any anywhere close to what it's like in person. But anyway, awesome.

Anyway, thank you. Got it. Yeah.

By showing you my calculator?

I haven't seen a calculator.

So the calculator came out basically when I was born around nineteen seventy. This is one of the originals.

And what I love is that it works.

I love that.

I don't remember how much this thing cost. I gotta go figure that out.

Oh, Mike, I'm I'll I'll I'm on eBay right now. I'll let you know.

This, guys, was the chat GPT of nineteen seventy.

An Anita eight eleven. Is that what that is?

Yes. It's an Anita eight eleven. It's one of the very first calculators.

Well, I've got I've got my copy of Experiential Learning coming today, which Amazing.

They were cheap on eBay. I found they were, like, a hundred fifty bucks on Amazon, but there was, like, a couple on eBay for twenty bucks.

So Oh, amazing. And the base great. Yeah. I'm nuts.

And so, of course, I bought the new edition too at some point.

So if any of you guys ever want a expensive book and can't find it anywhere, I can find an ebook of just about anything you would ask for.

Cool. I've explored the corners of the Internet.

Very mysterious. I like it.

Well, I I, you know, I could tell you where I find this ****, but then I'd have to kill you.

So You probably would, actually.

There's a there's a couple Anita eight elevens that are working on eBay for about fifty five bucks right now.

So Amazing.

Have done a while.

So what was the original price?

That's a great question.

Anita eight eleven.

Let's say nineteen seventy two, Sumlock, seventy five pounds, which was about a hundred and seventy five dollars USD at the time. Okay. So then let's translate one seventy five USD in nineteen seventy two calculating for inflation. Let's see what Google has to say about that.

One thousand three hundred and sixty two dollars in twenty twenty six.

Right? So let's call it thirteen hundred bucks.

I the iPad.

It's like an iPad or it's like getting a a MacBook.

Yeah. Exactly. Exactly. It's like a laptop, but what you got was a calendar. Or, I'm sorry, a calculator. A calendar.

Alright. Amazing.

I'm buying one. Thank you for that, Evan.

Yeah. It's cool, right, to just have the original thing and to, like, play with it and be like, here it is. You know? Yeah.

Yeah. Awesome. Another thing that I dug up I've been looking for for a while is I've got one of these too. This is useful to have around.

It actually opens up and you can see inside of it too, which is kinda nice. I don't remember where this came from, but it's cool.

Alright.

Well, now that geek show and tell has run its course A quick question while while we're still there.

Yeah.

I took the test. What type of coaching are we? What type of coach are you? Exploration, I guess. I assume. I don't know.

Yeah. Let me think. Let me just take a look here.

I think that you're right.

I think that that's right.

Because this fascination with objects and using the same objects in the so trans contextual thing Yes. Could give meaning for other things.

Yeah. Yeah. Yeah. Hang on a sec. Let me just look it up real quick just to make sure.

Exploration coach.

Yeah. I believe so. I believe I am an exploration coach.

Yes. Yeah. I believe I'm an exploration coach. I think you got it right. Yes.

Alright. Cool.

Yeah. Good guess, man. Okay. So what we're gonna do today is we used up our getting started time with with Geekery.

We're gonna be working on creating high value content for social media, and we're gonna work on a couple of very specific areas here. Does everybody here knew know the AIDA, attention, interest, desire, action formula? Everybody know that one? No?

Okay. So, Ali, basically, it's an old advertising formula that's, like, I don't know, seventy five years old, and it's AIDA. Right? Attention, interest, desire, action.

And, you know, we learned why, what, how, what if last week.

And AIDA kind of overlaps on it. Right? So in other words, attention and the why, these go together. Okay? And let's remember that when you're saying the why here, in fact, let me Let me draw them so that they're so that they're clear.

Okay.

So we've got why, what, how, and then what if. K?

So the then we've got attention, interest, desire, action.

K.

Now these do not line up with each other exactly. I just wanna be really clear about this. They're not the same model.

But I just want to I wanna give another model and kind of show you how these things relate to each other because my experience is that when you're doing writing, when you're creating content, when you're writing newsletters, when you're making videos, you want to use different models, and you wanna use them a bunch of times until all of a sudden your mind goes, oh, yeah. I I know where I am in the process of doing this. Okay?

So why, as we recall, is telling them why they're going to learn, you know, why they need to pay attention, basically. Right? So it's like, why pay attention? Right?

If you learn what I'm about to teach you, you're gonna get all these benefits, and if you don't do it, you're gonna have all these costs and pains. Okay? So it's motivating to learn. This aligns with the idea of attention and also with the idea of a powerful headline or opening statement because the, you know, the human mind, especially now, there's so many things happening.

Right? There's there's such an array of potential distractions. The first thing that we have to do is we've gotta stop.

Right? We've to stop the person from scrolling, stop reading, we've to grab the attention. K? I originally learned this in direct response marketing when direct response marketers learned that if you want to make ads that grab attention in newspapers, make them look like newspaper articles, and then put whatever your headline is in big bold font above your ad and make sure and put a benefit in it.

Okay? So that's how this kind of aligns to advertising. So why attention? We're talking about benefits.

We're talking about words, phrases, pictures that are immediately arresting. Okay. What. K? So the what here, this is the theoretical knowledge.

Okay? These are the mental models. These are the diagrams. This is the history. This is the science.

Alright? So this is kind of, looking at the abstract knowledge.

So interest here, it's interesting because if you can grab someone's attention, okay, then what you have to do is kind of get them to not just stop, but then to keep watching, right, to keep going with the thing. And the what, when done well, does. It captures the interest and it draws it in.

So if you say, you know, here's how to get a girlfriend in less than thirty days, okay, that's great. We've got why, We've got attention. We've got the thing that they want. Right?

They want a girlfriend. Right? You know, or here's how to launch your business in a weekend. K?

We've got the why. We've got attention. Okay. So what and interest. Okay? And I'm putting this up because I wanna help you think more dimensionally.

It's not just about giving people a bunch of scientific facts or bullets or showing them a diagram. It's about doing it in a way that that inherently gets their interest.

Okay? Because I could say, here's how to get a girlfriend in thirty days, and then I could immediately go into action steps, or I could say, here's my system for whatever. But if I take a moment and I say, you know, you know, the science says that, you know, three out of four guys and by the way, I'm making this up. But, you know, the science says that three out of four men that go looking for a girlfriend can't find one, you know, within thirty days.

Why is that? Well, right, all of a sudden now, it's just inherently interesting. It's like, oh, science said something. Here's some research.

Right?

And so the what, it can't just be what. It's got to be interesting.

Okay? How and desire. These are the least aligned, but they're really interesting to consider as related to each other. Okay?

Because it's not just about giving step one, step two, step three. You know? Step one, place an online personal ad. Step two, copy and paste this response.

You know? Step three, get a girl on the phone. Step four, ask her to go out on a date.

That's that's okay. But what if you were asking, how can I teach this thing in a way that increases the person's desire for it?

Okay? How can I give action steps that make them want the thing even more?

And it's a different question.

It requires more thinking. It requires more consideration, but it can make content that's, you know, way more fascinating because it forces you to say, oh, let me add this other thinking layer. And then action. Right?

Attention, interest, desire, action. And then we've got what if. And if you're looking at learning styles, what if is, hey. Now let me get you to go out and try the thing so that you can see what happens.

K? Because I want you to go learn. So I want you to go and try the thing out and then come back and tell me what happens.

But if we look at this from an action perspective, okay, it has us ask the question not just what should they go and do right now, but what's actually the thing that they might do right now.

Alright? Now I'm not gonna dive into this too much because we're talking more about creating content here and, right, attention grabbing videos and, you know, newsletters and so forth. But just since you guys are mostly, you know, pretty smart and pretty advanced, when when you're creating, like, a course or a book or you're creating something where it's about getting the person to actually go do something, there's another little model I'll share with you.

And this is actually useful here too because in a lot of ways, social media content, we can think of it as marketing. You know? And it's just like an educational form of marketing. Right? What Claude Hopkins, Jay Abraham, talking about, education marketing. So my mentor Jerry said there are three types of things. There are things that people can do.

There are things that they will do, and then there are things that they're likely to do.

K?

So oftentimes, I'll see people who create videos or courses or whatever, and then they'll at the end of their section or their thing, they'll tell the person, okay. Great. So now go read these nine books, and then do this self esteem exercise every morning for two hours. Right? And then go

and meditate on this mountain for ten years, and then you're gonna be able to get the great result. Ta da.

And we don't we don't really realize how the the curse of expertise, right, literally the curse of expertise, is that you can't see anymore what it's like to be a beginner.

You can't remember what it's like to be overwhelmed with all of the different possibilities and options.

And for you, okay, when you say to the person, hey. Just take these four steps, they make sense to you because you have all the schemas. You have all the experience. But to the other person, you know, it's kind of like, I don't know, when you hear chess players talking, you know, or whatever, and they're like, you know, whatever.

When you're using the, you know, the Russian version of the Queen's Gambit and you do, you know, rook three to bishop seven or, you know, whatever some and they're just going, yeah. Yeah. Yeah. You know, you're you're listening.

You're like, this just is total gibberish. You might as well be speaking Chinese or something. We have to remember that that's what we sound like when we're talking to people who don't have any experience.

Right? To so when we're asking what we're gonna ask them to do, we wanna break it into, can they do it? You know? Like, could you wake up every morning and do two hours of, you know, exercises and read this stack of ten books? You you could.

Will you do it?

You know, I don't know. Will a person do the thing? But then the key is, are they likely to do the thing?

And the can, will, and likely, this is a really nice kind of Pareto mental model to have because it forces you to, you know, find the twenty percent or less that they would be likely to do.

Right? Because in, like, in medicine, for example, I'm fascinated, I don't know, like, five, six years ago, I had a high calcium score in my, you know, in my heart, which basically means plaque and, you know, danger. Like, you got a, know, good chance of dying kind of thing. And that just totally woke me up because, you know, this I get this kind of hereditary through, you know, my father's line and he died of, you know, this and his dad died.

They're both pretty young. So it was like, boom. You know? Okay. And I had read about this stuff, and I've always eaten pretty healthy, I thought, you know?

So I dove back in and I did a ton of research, And what I found is that the only people that really seem to have done studies where they did it over years and decades, the only ones that really found things that fixed that and then tended to reverse it were, you know, like the Ornish and Esselstyn diets, where you basically, you know, get rid of processed oils and fats and you get rid of, you know, animal foods and so forth. And so I looked at this, and I was like, This is interesting. Why aren't more people talking about this? You know?

Like, why aren't more people trying it? Why aren't there even more studies being done on it? And I went and read a whole bunch of, you know, stuff from cardiologists and all this other stuff. And what I eventually got to was cardiologists don't get any nutrition training.

They literally don't learn about nutrition.

And the reason for this oh, and by the way, just as a fun aside, one of my favorite factoids I've ever learned, number one cause of death in cardiologists is heart disease.

Boom. Right? So this stuff, just like when I see things like this, guys, I get totally fascinated in life, and I hope you do too. Like, how could this be? Well, they don't get any nutrition training. Why not? And if you follow it all the way back up, right, if you follow it all the way back up to the cause, the reason why is because if a cardiologist sits down with someone who's having heart issues and they say you need to change your diet, almost no one will do it.

It's just a practical issue. Almost no one will actually change their diet.

And if you try to do an extreme, what they would think of as being an extreme transformation like the one I'm talking about, almost nobody does it. Like, it's like one percent of people will do it or something. So it's an intervention that people can do, and that seems to have a lot of evidence for being the thing that will actually fix it.

Will they do it?

Not really. Are they likely to? Almost zero will. And so with the compliance issue you see what I'm saying? So you're dealing with when you're creating content, when you're teaching, when you're doing stuff, we have to deal with reality if we want people to take action.

Right? That's the key.

You know, we've been experimenting with one of my friends showed me, I don't know, a year or two ago that he's got a thing where instead of someone having to put all their information in when they sign up for your webinar, if they're on your list, it just takes that information and automatically puts it in. All they have to do is click one button, and they're signed up.

Now how much does it really seem like it would be different if versus you're asking them to just type their email versus click a button? Well, it turns out yes.

Turns out that more people will just click the button if they don't have to type in their email address. Why? Well, because of this. Right? So a filter to run-in your mind is can do, will do, likely to do in terms of action steps. Alright? This is also this is more important, I would say, when you're creating your courses, your books, you know, your programs, your trainings, because if you can give someone a step they're likely to take and then they can see some progress toward their goal, then you can give them another one and another one and another one, and they really do well, right, when they do, when they have stuff like this.

Okay. Let's see.

Number three cause of death is preventable medical errors. Yeah. Right. It's like going into hospitals, it's the cause of death.

Yeah.

Exactly. Right? I love the that one where if you're taking more than I think it's six prescription medications, you're more likely to die from interactions of the medications than from any of your medical problems.

Yeah.

Let's see, it's also been said the top three or so cause of death is properly prescribed. Yeah, exactly. Exactly, Horisto. Yeah, that's it. Okay.

So this mindset is really important, guys, because I'm, I'm like a marketing pragmatist. You know? My I got my start, and I think you guys know this, and I talk about it a lot, and what's funny is I go through my career, I'm talking about it more and more and more, is something happened to me that felt horrible when it happened, but was actually amazing to have happen, which was nothing that I tried for marketing worked early in my career. And I tried all these different things, and, like, none of them worked.

And then all of a sudden, ran a direct response ad, and, like, dozens of people responded. So I was able to go from, like, wandering in the desert for forty years, basically, to finding an oasis and going, wait a minute. Something's, you know, something's weird here. And because I was so desperate and then, you know, I started doing paid advertising, and I learned you can't, you know, you can't lose money on every ad and make it up in volume.

You know? That doesn't work. Now if you've got a back end and you've got other products, you can do that. But the discipline of having to spend your money and actually test ads, it's one of the greatest things that you can possibly do. Right?

But it teaches you to really think through what are they likely to do and then to build your content or your ad around that one step that they are most likely to take.

Right? What's intuitive, what we want to do is build our content around whatever we want to teach or whatever we think is a good idea versus when we get a good idea and say, oh, I'd love to teach this, we immediately have our brain converted into what's the action step that they would take?

And then are they likely to take that action step? Okay. Yes? Great. Then let's go to work and create that piece of content.

Alright. Next.

I've made this, what I think of as, a fascinating discovery. And the way I made the discovery was first in dating.

K? So first in just understanding dating and mating, and then creating other courses and programs, but particularly then working with thousands of different online teachers and coaches and authors and speakers and thought leaders and trying to help them find their signature idea or their unique, like, contribution. Right? And I found this pattern. And what's interesting is I originally found it and named it in the dating world, but then it kept abstracting, and I realized that it was more universal. Okay? And so it started out being called the critical counterintuitive.

K? So that was the beginning name for it. And here's here's how I found this in life. Okay?

I wanna tell you a couple of stories. And if you can get this thing that I'm about to share with you, if you can really wrap your head around this and start building your presentations, your content, your videos, your advertising around this, it's an absolute game changer. It's just a like, it's a it can have, like, explosive results, right, if you can nail this one thing, and it can be the thing that leads you to your signature insider idea. Okay.

So a couple of stories.

One, when I was about twenty two yeah. I think I was twenty two. I had a girlfriend, and we went to the Lane County Fair in Eugene, Oregon. Okay?

Everyone been to a county fair or, like, a yeah. You know, where they have cows and whatever carnival stuff. And they had the game there that they call wacky wire, which is, you know, the carnival games where you give them five bucks and then you try to play the game. And then if you lose, which you do, they keep your five bucks.

And then every once in a while, someone gets the big stuffed animal. Right? Every everybody know what I'm talking about here? Okay.

So I go there, and it's got this game. And the game I need to buy one of these because it's such a interesting game. Right? Is there's a coil of wire, and then you get this little thing that's, I don't know, roughly about this size, and it's got a hole in the center of it.

And you have to, whoops, you have to take the piece of this this coil and wind it all the way down this wire without touching the edges of the wire. And if you can get to the bottom without touching the wire, you win. But after going all the way down to the bottom, if you touch the wire at all, a red light goes on, and then you lose.

And the maddening thing is you walk up to the booth, and the carnie standing there takes it with one hand and puts this little ring around the wire and winds it all the way to the bottom and does this little move and then touches the bottom, and the green light comes on. And they show you how easy it is. It's right in front of you. You know?

It's just like so I saw that and I looked at it and I was like, well, I gotta do this. I mean, this can be figured out. It's obvious. They're doing it right in front of me.

Like, duh. So I watched this for a minute, you know, and try it and then lose, you know, of course. And then I'm like, okay.

Hang on a second. Because I'm you know, I had studied NLP. Well, no. I hadn't yet.

I hadn't found NLP. But I had just been you know, I'm twenty two years old. But I had I had been around life enough to know that if I'm seeing something right in front of me and I'm watching it, I should be able to learn how to do it. Like I it's it's not there's not rocket science.

I oh, I had worked in a metal shop for seven years, and I had, you know, made like, I it just looked into it. So I'm like, okay. What's going on? So I but I knew, of course, that there must be some trick because otherwise, how is it that everybody walking up loses and it looks like it's easy?

So I'm like, alright. I'm gonna stand there. So I stood in front of the thing for hours. Like, literally, I stood there all day.

My girlfriend's like, I'm gonna go wander around. She she got pissed at me because, you know, I'm like, I gotta figure this out. So I stood there for hours just watching one person after another trying to understand, and what I realized was that the way the game is designed, this thing that you have to hold and guide down a wire, has a little cable that holds onto it. And when you get down to the bottom, right where the critical part is, because everybody can get almost to the end, there's a way that it intuitively seems like you should turn this thing to get it to go down.

But if you turn it the way that is intuitive, you get stuck and you lose.

And that's the trick, is that it all makes sense until you're in the action, and then what you do is at the end, you do this one move. And once I figured out this whole thing, I was like, ah, okay. So then mentally, I closed my eyes and I stood there imagining doing it, And the person working behind the counter walked over to me, and they said, you're gonna win. And I said, yes. I'm going to win.

And and then I finally figured it out. And it took me a couple of tries, but I won, and I got my girlfriend the big, you know, kind of stuffed dog.

But that has been like an orienting metaphor for me, because then when I got into dating and I started interacting with women in person, I realized that most men were carrying around this idea of how romance and dating and attraction and chemistry worked. But a few men were carrying around a whole other set of ideas.

But the ideas that the men were carrying that were more successful was totally counterintuitive to the most of the population of men. Most of the population of men were moving through reality basically saying, hi. Please love me.

I'll tell you what. I'll give you anything you want. Just please love me. You know? And they didn't realize that that was creating a situation where the woman couldn't actually feel attracted to them.

On the other hand, the guys who naturally kind of understood this thing with women, and I think a few of you folks here can relate to this, right, they had this whole other way of approaching women. They would tease them and make fun and do all this stuff. And when I saw these guys interacting with women, I would literally sometimes stop them in the middle of the conversation with the woman, and I would say to the woman, he just made fun of you, and you're giving him your phone number. Like, he just called you this name.

He called you dumb, and now you're giving what is happening here? So I just couldn't figure it out. It was like the carnival thing. Make sense?

Okay.

So that's where I called it the critical counterintuitive was when I was teaching dating. I was saying this is an absolutely counterintuitive thing, but it's critical that you learn it. Little did I know that when I then went on to start teaching people how to create courses and programs and so forth, that I would encounter this over and over and over. Okay? So in fitness, alright, the critical counterintuitive is, and if you talk to personal trainers and health coaches and whatever, nutritionists, they'll tell you about this. Right? When someone decides they want to lose weight, often the first thing that they think is I need to start exercising.

Right? I need exercise. Very intuitive. But guess what happens if you just start exercising, but you don't change your diet? You'll often gain weight.

K? So exercise will often lead to, weight gain. Why? Well, number one, muscle is heavier than fat, so you're converting your fat into muscle.

But number two, if you burn more calories, a lot of people will eat more.

K? So then now they're building muscle, but they're growing their fat as well.

It's totally counterintuitive to a lot of people that exercise could cause weight gain.

So I want you to think about that for a minute because this is a leap. Right? The leap is not just that exercising won't help you to lose weight.

Right? The counterintuitive is if you're overweight and you start exercising, it will cause you to gain weight.

That's a total mind spinner for people. Does that make sense?

Just like it's counterintuitive to a man to make fun of a woman that they are interested in, that that could create attraction, it's something that wouldn't occur to them in a million years.

Same thing with marketing. Okay? And there's a bunch of counterintuitive stuff about marketing. Right? So in other words and this was, you know, more more counterintuitive and more profound earlier in the evolution of marketing.

Right? But making your marketing educational instead of branding and a bunch of design y, you know, weird stuff, it's not intuitive. Wait. You're you're saying to make my ad look like an editorial piece that that's gonna make it work better?

Yes. Not intuitive. K? So the next thing that I discovered here is the term mistakes of intuition.

K. Mistakes of intuition.

Alright. And if you look at the first letters, m o I. Right? Making mistakes with my intuition? Yes.

And this is what we're after. K? What we wanna figure out is where does our prospective client make a mistake, an intuitive mistake, that once you're experienced and you understand things, it's obvious. Right?

It's obvious. To the person with a bunch of, you know, fitness and exercise and nutrition experience, it's just obvious that if you start exercising but you don't change how you eat, that you're going to gain more weight. But it's not obvious to your clients. K?

So what we're asking is, first, what's the mistake of intuition? In other words, what's the psychological mechanism that's happening here?

And, you know, you can invoke things like cognitive biases, optical illusions are really good for this, You know, word puzzles.

You know, like, does everybody know the whole thing where you draw a triangle and you write Paris in the the spring, and there's an extra the in it?

Anybody know what I'm talking about?

Okay.

Yeah. One the is at the end of the line and the other of those is the beginning line.

Exactly.

So if you show this to most people, they will read it as Paris in the spring.

Right? There's a little glitch. Right? It's a little optical illusion kind of thing. Okay?

So who's studied cognitive biases? Who's done any study with cognitive biases? No? Okay.

Oh, I'm I'm raising my hand here.

Yeah. Yeah. No. I saw you, and I saw Anthony. I just there were a couple of people that that didn't, so acknowledged.

So I take it you've you're familiar with Daniel Kahneman's book. Right?

Yeah. Yeah. Yeah. Totally. Yep. My favorite one, Stuart, have you seen the undoing project?

Yes. I have. You read the book.

Okay. That's Lewis. Yeah. That's the one, you know, the undoing project, to really understand cognitive bias as far as I'm concerned.

What's Yeah.

Go ahead.

No. It's the undoing project, it's it's it's about Kahneman and right?

Yes. Exactly. And Tversky. And their whole Yeah. You get to see the whole history, and you discover it with them, basically. Michael Lewis is incredible. Right?

Right.

But the thing is that and, you know, one of the great examples in there, right, Daniel Kahneman was, hired to train the Israeli Air Force. And what they the Air Force said is, hey. We're having problems with our fighter pilots. Right? And what we've learned is that if they make a mistake, that what we do is we bring them in and we yell at them.

And then when they go back out, they stop making that mistake.

So that's our system.

And he basically showed that if so if a fighter pilot makes a mistake, the next time they go out, they don't make the mistake, and that's because it's just random variation, and you're yelling at them is actually making the problem worse. Right? So it's a very kind of damning kind of thing. So here's the thing, though, guys, is that everywhere I've looked, I've found mistakes of intuition and critical counterintuitive. K? Basically, with everybody that I've worked with.

And so what I wanna ask you right now is where is your ideal client doing something that they believe is helping them take a step towards solving their problem, but it actually turns out that it's making the problem worse.

Yeah. Stuart.

Yeah. So so a big one for resumes, and I could tell you about presentations as well. But on on resumes, everyone's under the belief that if they their resume is as close to the job description as it could possibly be, that they'll uniquely position themselves to be the ideal candidate. And what absolutely falls apart is in a world now where there'll be hundreds and hundreds of resumes for every job opening, there are literally hundreds and hundreds of people that are making their resume look exactly like the job description, and nobody stands out.

Okay.

Love this. Everybody get it?

Right? Matching your job description to the resume equals not standing out.

Totally counterintuitive. Right? Because you'd think, oh, I'm gonna go apply for this job. Well, let's take a look at the job description.

Let's go tweak my resume. In fact, I'll say to AI, hey, AI. Here's I wanna apply to this job. Here's my resume.

Tweak my resume subtly so that it perfectly matches the job description.

I mean, what doesn't make sense about that?

Well, what doesn't make sense is exactly what Stuart said.

Right? Everybody does it. Exactly.

Now this, by the way well, I'll I'll I wanna I wanna play with this one in a minute. But, Anthony, what's one where your ideal client or avatar or someone that you wanna work with, right, they they have a really big challenge, and the thing that they do to solve it actually makes it worse?

Ali, you got one? Yeah. I mean, I think Okay. Anthony's got one.

Go ahead. Yeah. I mean, I think it's it's it's pretty it's like over preparation.

You know? Like, preparing too much.

This is the best the best way I can describe it.

Not not getting the I I do I do a lot of, like, mindset work with, like, once in a generation talent, people that are at the top of their their game in particular fields. And it's it's they can fall into an over preparation.

I think a simple way of putting it is trying to outwork doubt.

It's really an internal structure that they've got, and so they're spending more time. If it's an athlete, they're spending way too much time in the gym versus some other thing they should be focusing on. Maybe it's such founder pitching a thing. They're, like, spinning out and making this deck. I mean, they've already sold a company for a billion dollars, and they're they're, like, working on they're in the weeds of something they're trying to outwork their own, doubt, which it it's it it comes from essentially they've had this incredible success, so their identity has started to be aligned more with the success.

And they're afraid in a sense of getting into an environment that they're not gonna win or be a champion a hundred percent of the time. But if they don't do that, they actually don't learn the thing they need to go to the next level. Maybe it's a bit complicated, but that's Great.

Talking about there. So I'm I'm trying to boil these down.

Right?

So we're dealing with an athlete, and what you're saying is going to the gym is not what leads to success.

Not always. Yeah. Yeah.

Okay. So is everybody following this?

This is a great example. Right? We're talking elite athlete here. Right?

Elite.

Going to the gym doesn't equal success. Now what's the outcome that this elite athlete wants?

Because watch the next step I'm gonna do here, everybody.

It's really important to get the subtlety of this.

Well, they I mean, they often want to. I mean, they wanna be the the best they can possibly be, which often looks like winning an you know, winning a national championship, you know, winning a professional title, winning Okay.

And what does not succeeding look like? Well, they lose.

Great.

Yeah. So watch what happens here, everyone.

So we start with elite athlete.

Right? They've they need to do mindset work. They need to do inner work.

But what he's saying is they're all going to the gym to try to solve this problem because that's their hammer, and the the right? Everything looks like a nail to them. So it's like, right, go to the gym. But what he's saying is the gym doesn't equal success.

What does it equal that would really be motivating to them to pay attention to?

Failure.

What if going to the gym will cause you to fail? That's a really interesting idea.

Yeah. Now am I a hundred percent sure this is gonna work? No. But you know what? It's really, really an interesting idea. For elite athletes, right, to literally go to somebody who's number one

in the world in whatever they do and say after you've talked to them or assessed them or whatever, you say, I think going to the gym is causing you to lose world championships.

Boom.

You have at least earned the right to say something after that. You've at least stopped them from whatever the hell they were doing, and they're like, okay. Because, I mean, you gotta have nerve to say something like that.

But at the same time, it's fascinating. It's like right? So going to the gym is causing you to lose championships because the thing the problem is, you've already solved all the problems the gym can cause, We need to put some of that time into solving the real problem.

Yeah. What do you think?

Yeah. I mean, it's excellent. I mean, Phil Phil Jackson talked about this as a coach. He said, you know, over the summer that all of these basketball coaches would go off to basketball coach training camps and all this stuff. And he's like, the last thing those guys need is more basketball. And he said, every every championship we ever won was born of me sitting in a lake and having a vision during the summer and then, you know, but then the preseason, essentially. It was just the inter an inner experience.

Why playing basketball causes coaches to fail?

Yeah.

Studying it, like, even spending any time in basketball. It was, the thing that you're you think is the thing. It's just, like, a totally off the board that needs to happen there. I see that principle all the time.

You know? Exactly. And then do you guys see how once you get the basic equation of the gym equals Jim is for losers.

K? Once you've got the basic equation, you can now you can start freestyling, and you can start improvising with it. If you wanna lose tournaments, go to the gym.

Right? The gym is why you're not going to win.

If you wanna win, don't go to the gym.

Does everybody see what I'm doing here once I've got the equation?

Yeah. Evan, many things come up. One thing that essentially one say will be, why why looking stupid makes you smart?

In other words, you have to be open and willing to get out there and mess up and looking stupid in front of everybody in order for you to evolve and get there.

Exactly. That's right. Ali, you got one?

Well, for me, I'm working on a workshop for focus on demand, and it leads for professionals to have more focus and be more productive.

And the counterintuitive part is, like, every like, everybody thinks like, oh, I need to take that acetylcholine supplement. I need to get coffee. I need to be like this. But in reality, what leads to best focus is, like, after work, you shut down, so you stop thinking about work.

Or in the morning, you empty your mind and, like, sleep better. Like, all the preparations outside, if you do it, then focus is something that comes actually naturally rather than relying and thinking that I need to train my brain, myself to be focused. It's just like, no. I have to get rid of distraction in a way.

So emptying your mind, being prepared, getting the I think you are also talking about this in waking up productive, the the gray zone areas, something like that. So but people focus on the focus part without doing the, quote, unquote, the diet of the focus part.

Excellent. So I'm just listening to all the things you're saying, and this is this is what stands out. Coffee does not equal productivity, or coffee does not equal focus.

K? Coffee is killing your focus.

Coffee is harming your productivity.

K? Coffee is is hurting your ability to focus.

Right? Coffee is is hurting your mind.

Right? It's hurting your results.

Okay. Good.

Let's I wanna say one more thing here before we finish this piece and we go into an exercise, everyone.

Does everyone see how, by taking your basic idea, that we can go deeper when we really think about it?

Okay? I want you to start thinking about this and keep going, because it's often after weeks or months of thinking about the same one over and over that you have the big idea.

But you can't just think, well, like, you know, whatever.

Trying to focus loses your focus. You gotta keep looking at it until you come up with, oh, everybody thinks coffee makes them more productive. Turns out it doesn't, and then here's why. Ah, okay. Now I've got a really good hook here. Okay?

What you want is you wanna make sure at least one part of your formula is something concrete and real.

So in other words, you're talking about focus and productivity. Those are very abstract. Coffee is real.

So now we've got coffee and focus. We're linking the tangible physical domain. Okay? Anthony, with you, right, so we're talking about, like, inner work and outer work.

But when we get the gym, that's a real thing. That's a real actual place. Right? And then we've got losing, which is an abstract thing.

Right? So the gym is where you go to lose. Coffee is what you take to not be productive. So, Haristo, you said not being smart is how you be smart.

Right? Something like this. I'd love to know, can we make one of those be something that is more like coffee or like the gym?

Engimable? Yeah.

If I can ask about this concept, so so because I came up with another one. Trying to win makes you lose.

And I'm I'm thinking so they don't necessarily have to be hundred percent true, but they have to be plausible and somewhat true so you can have something to work with and then dive into this. Because you can try to win if your if your attention could be to win and that's great, but I can see a problem there because when you always try to win and avoid making a mistake and losing, that's gonna hold back.

That's right. These are the key things. And yes, Anthony. Exactly. Fascinating conversations. So the question though is, for you, Huristo, is who is your client and what does winning mean to them?

What are they trying to win? What does success look like that's more measurable and tangible?

So the goal is to make it more measurable and tangible?

No. I'm actually asking you, like, who is your client and what's the what is the success that they want?

One thing that I always hear is that actually, you said it, you know, when they come to me is they wanna change body composition like losing body fat, toning up, all those words. And they see, I know what to do. I just need to start exercising. Right?

Okay. Well, then it works good for you. Is since you can just take that one right off the shelf.

Diet is great. My diet is good. I just need to start exercising. You know?

Exactly. So what you you you can say to them is you say, well, here's the thing. Exercise will cause you to gain weight.

Right?

That's the and then they will go, what?

Shake them up a little bit.

It's a creative rapport breaking.

Does this make sense?

Yeah. Katrina, I'm not hearing anything. This you following? This making sense to you?

Can you hear me?

Yes.

Yeah. This is amazing. I love addressing the curse of knowledge, and I really appreciate this angle.

Okay. Excellent.

I hate that coffee doesn't equal productivity, though, though, because No.

But it equals feeling like you're getting more productive. Yeah. And you know what? That's good enough for a lot of us. Okay. So then what I want you to do here, guys, is I want you to take this idea, and I want you to actually ask yourself, now that you understand the subtleties of this, I want you to ask yourself, what is the mistake of intuition that they're making?

And try to understand the mistake that they're making. Describe it. Right? So Stuart would say, well, they're looking at the, you know, the job posting and they're like, well, I need to make my resume match that thing.

K? So that's the mistake of intuition. And then what's the critical counterintuitive? It's the action step that you take, which is, whatever, make your resume stand out by making it not match, but in this strategic kind of way.

Okay? So what's the mistake of intuition? What's the critical counterintuitive? And then I want you to come up with multiple ways to say it.

Alright? So in other words, if you wanna win more tournaments as an athlete, stay out of the gym. If you go to the gym, you're gonna lose more tournaments. The place to win a tournament is not in the gym. Like, there's a bun like, come up with three or four ways to say the thing.

Okay? And then for extra credit, go to ChatGPT or Claude and say, okay. Here's my insight.

And then explain what you just came up with. This is the mistake they're making with their intuition. This is the critical counterintuitive thing to do, and say to it, help me explore this and come up with ten other ways to say it.

We got it?

K. Help me explore this and come up with ten other ways to say it. And then share with your group, right, and see if you can really refine it down to one that's really, really powerful. Okay?

Alright. I'm gonna put, put you guys into a breakout and, have fun doing this, and I'll call you back, close to the top of the hour.

Alright. What critical counterintuitive magic has been discussed?

That was a pretty lofty assignment considering there were so many of us, and there was I I I think some of us are still trying to figure out what that mistake of intuition is and what that critical counter intuitive statement should be, let alone wordsmith it and get ChatGPT to give us a whole variation. So it was it was a lot.

We we we kept going on our own until the last thirty minutes.

Okay.

Well, okay. Maybe I was a little optimistic. I thought that because I talked to each person and kind of, like, took it, you know, a few steps in that we had, you know, a good kind of launching off. Or is there anybody who you got, like, coffee makes you faster but worse.

Exactly. The thing is, guys, what you really wanna do is try to identify the specific outcome that they want and the specific outcome that they don't want and try to get as specific as possible. So in other words, you know, let's follow the dating example.

What does the guy want? Right? Well, does he want a girlfriend? Does he wanna date?

Does he wanna marry a supermodel? Like, let's get really specific here. What do you really actually want?

Okay. Well, if you want let's say that the guy wants a girlfriend.

Okay? Well, then what we have to do is we have to use that language, and we have to say, why being too much of a nice guy is gonna prevent you from getting a girlfriend?

K? So that's the thing is it's all about what's that specific all the way back to virtual coach stuff. What's the specific thing that they want and the specific thing that they want to avoid? And then tying the behavior.

Right? So, you know, for you, Stuart, if let's say it's getting a job or let's say it's getting a high-tech job, or let's say it's getting a VP job, or let's say it's, you know, getting a VP job in a tech company in Silicon Valley. Right? So in other words, at what level is it? How specific can we get before we get ridiculous?

Right? And this one, because it's been so useful to me and it's so valuable and it's I and by the way, guys, I you know, we've we hired this social media guy, this young, sharp guy who's here in Austin, who's helping several of our friends really kind of blow up on social media and so forth. And we sat down, I don't know, a few weeks ago, and we were talking it was a month ago. We were talking about how to make videos.

And you know what we got to ultimately was this strategy that I'm sharing with you right now. Like, this is it. This is cutting edge still, right, for social media. It's sitting and asking, what's the thing where they think that it's helping them, but it's actually hurting them?

And then to just ask Claude, Chattpiti, to say say this in ten different ways.

And that and by the way, that's the thing with generative AI is for things like this, it's it's just unmatched. It's so so powerful. You know? And then you also matchups. Go ahead.

Yeah. Because we went to chat, at least I did, and it's mind blowing how accurate it is and how many amazing ideas you can get. What's the purpose of today's exercise just for delivering out content in numerous ways, just we're gonna use this for a hook and then get into our content, whether it's video articles or whatever?

Yes. Exactly. Got it. Yep. That's it. And that's what we're working on this month is creating social media content, newsletters, follow-up, like, right, creating content that grabs attention is fascinating, positions you as, you know, an authority, and then gets the person to then go and take an action of some way. So in other words, the next place to go to is, you know, saying, like, making your resume match the job description will cost you the job.

Right? So now I'm paying attention, and I'm like, okay. How does this work? Well, then we wanna link what we want them to do with this whole thing. I've created a you know, I've created this guide that will you know, it's got it's a seven step guide to creating a resume that actually gets you the job, you know, or gets you the appointment. And you can click here and you can download it because there are five other things you're probably doing that are also making it so that no not only are you not getting called back, but no one's even seeing your resume.

You know? Yep. Right? So we I want you guys to start thinking about this as like a currency almost.

The currency is I know all the mistakes that you're making right now that are costing you the outcome you want, and I'm here to help you to navigate through that minefield. I know where all the mines are. Right? But the problem is that from your perspective, the mines, they look like the the stepping stones.

Right? That's the trick. From your position, the mines look like the stepping stones, and I wanna keep you off the mines. I wanna get you walking through. You know, I wanna put you on the conveyor belt.

There was one last thing because we had a lot of conversation between Kacchino, think she just left actually and Anthony's title and when Anthony has Anthony, what was your title that Kacchino thought that was identity attack? For some people, I was curious what Evan would say, should we focus to make it so drastic and counterintuitive and kinda almost like not attacking, but that could could trigger some things. And then she proposed for for the title to be slightly different and not so much of the the identity, but the behavior.

Well, the thing to understand is that it's about getting the thing that you're doing that you think is either helping you to solve the problem or to prevent the problem is causing the problem.

So I said eating healthy is making you sick. This was in the context of a book on couples fasting that we did. Did.

Great. Yeah. Yep. Yeah. And what was it again?

Eating healthy is making you sick.

Great. Right? So eating healthy is making you sick. Yeah. It's got that great, like, this is the action step you're taking, and here's what it's doing to you.

Right? It's not eating healthy is making you a dumb person or an idiot. Yeah. Only idiots eat healthy.

Although, we're in an environment where that kind of thing could potentially grab, you know, some attention. As long as it's done, I do not recommend that one. Don't do it.

But if you did, you'd have to have a little tongue in cheek.

You know what I mean? And you'd be like right.

I mean, the big the big thing we're just communicating is that, yes, you know, eat vegetables and vegan and super healthy, but, also, if you're not taking regular periods of three to seven days where you're having no food in your system, you're kinda you're missing something in that sense, that the body the quality of your system that you need to be activating, etcetera.

And you have to remember, guys, that the quality of the attention grabbing is what you're after here.

That's it. You're looking for the quality of the attention grabbing. Is this something that has someone go, what?

I'm doing that thing. Oh, no. What what does this mean? Oh, let me pay attention to this.

Alright? Yeah. This is an art. It's something you practice over and over and over, but just watch.

You know? Watch your results.

Evan, let me give you another one here real quick. On my Go. Stuff working across cultures, the thing that often comes up is people think that the golden rule still applies. They think that how you treat other people should be how you treat you wanna be treated.

And, obviously, you should treat people not the way you wanna be treated if they come from a different value set and beliefs. So to your point, what I've come up with is the following. Treating others the way you want to be treated isn't treating them the way they wanna be treated.

Excellent. What comes to mind for me, Stuart, is how empathy can hurt someone's feelings.

Empathy can hurt someone's feelings. You know, I think that sounds good. I don't know if anybody oh, I see. I'm I'm not necessarily as a nugget.

I'm not making Yeah.

Yeah. Yeah. Exactly. It's a little brainstorm.

Yeah. Yeah. Yeah. Good. I see where you're at.

Right? It's like, here's how empathy can make someone feel bad.

Right. You yeah. You you you think it's empathy that that but it comes across like yeah.

That's right.

Okay. Good. Good.

I I think many of our future prospective clients, the ones that we kinda like, they've already seen some counterintuitive things in their life in some other areas.

Totally.

If they are into gym and say, like, oh, this is not just something. There is something to it. Let me hear. Because, again, I learned these things from David and DiAngelo twenty years ago.

So Exactly.

When I hear these things, I say, like, okay. Let let me follow. And then after listening to the rest of the content, going over that nuanced headline that shocks you, then I decide, oh, was it something that I scrap or continue?

Yeah. Exactly. That's right. Yep. People have a sense of this kind of stuff. Yeah. But most people are not doing it because most people you actually have to be an expert.

You gotta be an authority. You gotta understand the territory. You have to be at the next level to understand the mistakes that people are making at this level.

Okay? You kind of wanna be like saying to someone, hey.

In this video game, you know, in this Nintendo video game, grabbing the the jewel is actually going to lead to losing the game.

That's what you wanna say.

And then they're gonna be like, what? And you can say, so here's the thing. What most people do when they see this is they go and they grab the jewel. You don't wanna grab the jewel. You wanna go over here and push this button and go into the secret room and do this thing and then come back and grab the jewel. Because if you grab the jewel, you're not gonna get this extra point and then and they go, oh, I'm dealing with a ninja warrior. Like, I'm dealing with a Jedi master here.

Ah, let me listen to this person a little bit more.

Right?

That's the key.

Excellent.

Good.

Great work, guys.

Thank you. See you again soon. Alright. Have a great rest of the day. Yeah. Go go teach people about the, critical counterintuitive.

Thank you very much, Evan.

Thank you.

See you, guys. Bye.