

# Aligned Messaging That Converts

Using why, what, how, and what if to guide prospects toward action

## Quick recap

The meeting focused on marketing and content creation strategies, led by Eben who taught the group about creating aligned messaging that targets specific ideal clients. Eben demonstrated how to structure content using the "why, what, how, what if" framework and emphasized the importance of starting with the end goal in mind. Stuart presented his resume-related optical illusion content, which Eben suggested needed refinement to better align with the target audience of overlooked senior-level job seekers. The group then practiced creating their own aligned content outlines, with Eben emphasizing the importance of understanding how clients hear and receive messages rather than focusing solely on how to deliver the message.

## Summary

### Marketing Message Alignment Strategies

Eben discussed the importance of aligning marketing messages to grab and maintain audience attention, emphasizing the need to target the right audience and clearly communicate desired actions. He highlighted a common mistake of using attention-grabbing tactics unrelated to the message's core, comparing it to a "shark suit" approach. Eben also shared insights on creating clear calls-to-action and the significance of starting with the end goal in mind, using examples like registration forms and webinar sign-ups. He encouraged attendees to focus on quality over quantity in audience engagement and to test and refine their messaging for better results.

### Marketing Guidance and Customer Journeys

Eben discussed the importance of clearly guiding prospects through marketing actions, using an example of a virtual summit registration process. He emphasized the need to explicitly tell prospects what to do at each step to avoid losing potential customers. Eben also shared insights from a VR experience, drawing parallels to marketing by highlighting the need for clear guidance when users get lost. Stuart presented an optical illusion animation to illustrate a concept about resume writing, but Eben suggested simplifying it for social media content. They concluded by discussing the three elements of the resume, job interview, and job offer process, with Eben asking what makes this process unique.

## **Job Application Process Integration Strategy**

Eben and Stuart discussed the interconnected nature of resumes, interviews, and job offers, emphasizing that these are not independent processes. Stuart highlighted the mistake of treating them separately, explaining how a poorly crafted resume could negatively impact an interview. They identified their ideal client as a confident, high-earning executive or senior-level professional feeling overlooked for a senior-level job they deserve. Eben and Stuart agreed on the importance of crafting a compelling message to attract this demographic, focusing on the pain point of being overlooked and the desire to get hired.

## **Resume Strategy and Content Alignment**

Eben discussed the concept that a resume's primary purpose is not to secure an interview, but to guide and control the interview process, ultimately leading to an offer. He emphasized the importance of aligning content with the audience's needs and interests, using counterintuitive insights to capture attention. Stuart presented an illusion to demonstrate how a well-crafted resume can differentiate a candidate visually, even when all applicants appear similar. The group was assigned to create an outline for a content piece that aligns with Eben's teachings, focusing on grabbing attention, providing insight, and encouraging action.

## **Client Messaging Strategy Discussion**

Eben discussed the importance of understanding how clients hear messages rather than focusing on how to deliver them. He emphasized the need to ask questions and gather insights from clients to tailor messaging effectively. Ali sought advice on running a workshop and was encouraged to proceed with gathering participant input, even if the content needs refinement later. Eben advised saving chat interactions and encouraging participants to share their challenges and language preferences for better insights.