

Aligned Messaging That Converts

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

Good morning.

Okay.

Just trying to wrap my head around what's going on right now. So much happening on this planet.

So many things happening.

Did you see your buddy, Frank, in the little saga happening with the AI in the image that gets No.

Give me a link. Let's take a look.

I don't know if I have a link, but he shot a well, it was all over the Internet. Well, he he used his software OJI or OLYE, whatever that's called for, like, copywriting and somehow this software generated an image of another copywriter with a bikini or swimsuit of an image and he just posted that supposedly without knowing.

And and then there's another thing, copywriter, pretty famous one that happens the same thing with Frank, like back to back.

And, yeah, they were not happy about it because I suppose he was using their image to promote his product.

And then it's gonna exploded everywhere.

Well, if you can find anything on it, I don't know about I haven't heard anything for I haven't talked to Frank or heard anything from him in a long time.

So I'll send you a link.

Yeah. For sure.

So his AI made an image of another person?

Another yeah. Well, his comeback was and I it it was pretty believable that, you know, it wasn't really I don't see why he would do that with another person. You know? It it doesn't pay much to

me to get into shenanigans like this. But, yeah, the AI came up with a prompt for an image, and that image resembling it it resembles another copywriter, very much so, but it was in bikini.

And then everybody saw it. But the kind of coincidence with that, there was just a day or two before that, there was another a male copywriter. I don't know the guy, Haggart or whoever that is.

And his software came up with something similar, but but for him, it wasn't really he did that intentionally. He was complimenting the guy. But for her, he never realized that that image looked exactly like her, and he was promoting his stuff. And he took it down. It was he was very professional. But, yeah, he was just everybody was posting about this thing.

So so Well, I mean, that's the thing about images is once you make an image, it just it's indelible.

You know? It's like they process, like, a thousand times faster in the mind than, you know, words. And it's like, you know, it's like that prince Andrew image, you know, of him coming out of the police station. It's like that image is indelibly you know what I mean? It's imprinted on the mind of culture forever, and there's no you you can't undo that. You know?

But, anyway, yeah, send me send send a or put a link in here.

I'd love to see it.

I will. Yeah.

Did you say something, Stuart?

No.

No? Oh, I thought I thought I heard you say something. Okay. Cool. Well, that will be our, our, getting attention.

If, if you need to move around a little bit to, to come into the space, please feel free to do that. If you haven't, if haven't stretched recently. Okay? Maybe just kinda put your arms up above your head.

If one thing to remember is we are not hunched over like this in our native environment. Right? So just try to open your your shoulders up a lot. Right?

Just kinda do this regularly.

And it's an inversion, and, that's that's good for you.

A little bone cracking too.

Yeah. Exactly. And, as you guys noticed, I, I stand when I work a lot. I just found that that's much better.

Although What shoes do you wear, Evan?

I don't. I, I stand on, on these, kinda foam bath mat, right, on a hard floor.

So it's nice and nice and solid, but it's got a little bit of give in underneath there. You know?

Yeah. Yeah. Much better. I, you know, I was I I for many years, I stood while I worked.

And in fact, I didn't sit any I just stopped sitting completely. And, then I started working, like, twelve, fourteen, sixteen hours a day standing, and then that started messing with my back in a different way. So highly recommended, though, to just generally stand a lot, you know, if you're working, teaching, creating content. The vibe is better.

The energy is better, you know, etcetera.

Okay. So we are in the process of, learning about how to create really high value social media content.

And hang on one sec here.

Just updating a note I've got for myself.

And and content in general, and, I mean, really, also marketing in general. But what I wanna cover here is I wanna talk about, like, a mistake that I see a lot of people, most people, I'd say, making with marketing and with sales and, and a lot of communication and how to, overcome it, how to keep people's attention, how to get them to take action. Okay?

Alright. So wonder what that means. Anybody anybody have any idea?

I don't remember what it means.

K.

Alright. So remember with why, what, how, what if.

Okay? So the why grabs the attention because it's got the incentive inside of it. It's got the motivator. Right?

It's got the thing that activates emotion. When you see that thing that is, the thing that you want or the thing that you want to avoid or someone talks about it, it makes your makes your emotional system go, oh, pay attention to this thing. Right? When we see what we want or we see what we want to avoid, our emotional system goes, woah.

Let me take a look at that, and let me tune into this thing. And the mistake is to put some kind of a y grabber attention situation out in front of someone. And then, you know, have you ever seen I don't know. There'll be some guy standing on a corner, you know, wearing, like, a shark suit or something, and he's spinning a sign around.

And you're like, what, you know, what what is that? And the sign is for, like, a pawnshop or something that's totally unrelated to the thing, and you go, like, you know, alright. What you know, what's going on? It's like attention for attention sake.

And then what you try to do is like channel, you know, random attention into your thing. And I'm sure for some industries that works, you know, just fine.

But it's really a big mistake when you're doing most marketing, because what you wanna do with marketing is you wanna grab the attention of the right person, and then you wanna hold the attention of that person all the way down to the point where you get them to take action. So in other words, if you're gonna do why, what, how, and what if, okay, you wanna say you wanna say the why of the ideal client who's, you know, gonna ultimately be the person who you want to have as a client. You wanna say their why. And then you wanna say a what, that's a what that's really interesting to them.

And then you wanna give how to steps that get that ideal person taking a few steps toward becoming a client. Right? And then you wanna give the what if, right, of them doing something that, you know, has them ultimately raise their hand and indicate to you that they're a a good prospective client. Alright?

So what a lot of this comes down to and what a lot of the work that I do when I teach, sales and marketing is about alignment. K? It's about aligning your message so that all the parts of it, right, so alignment.

Alright.

So most people, when they're advertising, I would say, they do what I would call the marketing version of the shark suit that then says, you know, go to my pawnshop.

K? That's what they're doing.

And what we wanna do is we wanna do the one where, you know, we're not we're not generating random attention and then trying to say, you know, come buy my thing.

So, you know, let me give a great example of this because most people here are coaches or teachers in, in some fashion. Okay? So, a lot of people will become coaches, and their intuition is, well, let me see if I can find people who have the biggest problems and then see if I can get them as clients.

But oftentimes, what they'll do is they'll find people who have no money, and then they'll try to get them as clients.

Right? So they're intuitively see, because a lot of people who are coaches, you know, highly empathic, love helping other people, like supporting other human beings, so they think in terms of like, okay. Well, who's having the biggest problem? And then they'll find this person, and then that person will say, well, I can't hire you as a coach because I can't afford to pay you.

And then they get stuck into that that kind of situation. Right? So in other words, what we wanna do is we wanna make sure that when we get to them taking action, that we've generated the quality of person up here at the beginning that's ultimately going to wind up becoming a great a great client. Okay?

Okay. So as we've as we've also learned, we wanna begin with the end in mind. So we always wanna start, actually, in my opinion, whether it's content, whether it's marketing, or whether it's a training that we're doing, we always wanna start with what's the action that we want them to take at the end, and what's the specific action that we want them to take.

Okay? I think it was my friend Dean Jackson that, once said, what we wanna do is you want to imagine that you have a magic wand, and you can ask your client you can wave your magic wand, and they'll do anything you want them to do.

K? So what do you want them to do in detail?

And, for example, maybe you want them to click on a link.

Right? Maybe you want them to fill out a registration form, a registration form. Maybe you want them to, sign up for your email newsletter list. Maybe you want them to comment with a particular word in the comments on a social media website.

Right? What do you want them to do? And can you describe it in really, really clear detail? So for example, when, you know, when we send out our marketing emails, you notice that a lot of them will say something like this.

So a lot of the emails that we send out invite people to come to either our classes or get our lead magnets or go to other people's classes or go to their lead magnets. Right? And so I'll say, whatever Jennifer Deepstratten's doing to go big summit, and, you know, you can go here and you can get a, you know, free ticket. And I'll say, click here to register now.

And then underneath where I say click here to register now, I'll make a link that looks like this that says click here to register now.

Does that make sense?

So I'll say it.

Right? I'll say click here to register and, you know, join the summit now, and then the link will say click here to, you know, register and get your free ticket.

Right? Now, again, I know that this, this doesn't like it can't be rocket surgery to do this, but most people don't do this.

Right? And then if I'm sending you to a registration page where I'm teaching a webinar, we've been testing lately, and I can't believe it took me twenty five years to figure this out.

But when you get to the registration page on my website, where you're going to register for my webinar, the headline will say click here to register for the you know for the free webinar and then the button will say click here to register free or you know, right or it'll say, know free instant access or something. So in other words telling them what you want them to do and then you tell them what you know, you've heard it. Right? Tell them what you're gonna tell them, tell them and then tell them what you told them. Right? But each of these things in tests will often move the needle a little bit. Alright?

Any questions on what I'm saying? I know that I'm go ahead, Anthony.

Can you just say what you used to do, Evan? I mean, you're saying that it this is this thing you figured out to do. What's, like, an example of what when someone would click on the register thing on your website that you would've what's the rate you're making before or whatever. Yeah.

Great. Great. Excellent. Excellent. Okay.

So what I might do before is or what someone would do oftentimes is they'll say, let's use Jennifer Deepstratten because she's somebody who we just promoted her summit, and I've been helping her with some of her marketing and stuff, and she's she's very smart. So, what a lot of people will say is Jennifer Deepstratten is, doing a virtual summit, and she's got a bunch of the top teachers on it. And you can get a free ticket, you know, if you go you know, if you use my link or whatever. Right? So they'll say, you know, Jennifer's doing the Go Big Summit, and you can get a ticket, you know, and, you know, be my guest.

And then underneath that, they'll say, you know, go big summit, you know, with a blue link.

And they don't say anywhere, click on the link to go get your ticket. Right.

And this is happening I mean, just look at Internet marketing. Do no. Just look everywhere. This is what this is happening everywhere. In other words, they're not saying, here's what to do. So in other words, they're not saying, click on the link right here and then you can go get a ticket, you know, and then the link saying click here.

Now you also have to be a little bit careful because if you do this too much, if you're just saying click click click click click, you know, you're gonna get picked up as, you know, spam or it's but what I'm just trying to say is never waste an opportunity to tell your prospect the exact thing that you want them to do if, in fact, it's a place where it would make sense to do it, which most of the time, if you're asking someone to take action, that is a good place to ask them to do it. Because there are an unbelievable amount of ways that you can do it wrong.

Okay? Like, really. There's just endless ways that you cannot do whatever.

It's almost like, you know, if you've got a kid, anybody who's raised children or seen children. Okay? My daughter, she'll eat her dinner and she'll have her plate, and there are so many things that can happen to that plate other than it going in the sink. It's just really astonishing.

Anyone have kids or seen what I'm talking about with this? Right? It's just amazing how the plate, the empty plate can go do something other than get in to go next to the sink, the fork lays left on the counter, and, you know, the the things put like, there's just all these ways that you cannot do it. Right?

And when you're dealing with things other than marketing, it kinda doesn't matter a lot of the time because I'll just pick the same thing up, and I'll put it in the you know, doesn't matter. But when you start dealing with marketing, you realize, no. Wait a minute. It all counts.

Each of these things because we're talking about, you know, let's say it's an email that you're sending out. Right? So first of all, how many of the emails are gonna get delivered? Great.

How many of them are gonna make it into the inbox? Okay. Great. Now how many of them are gonna get seen?

How many of them are gonna get opened? How many of them are gonna get read? How many of them are gonna go down? You're gonna click on the link that's inside of the email.

How many of those that clicked on the link are gonna make it to the next page? Did the next page even load up? How many of the people that made it to that next page are gonna click on the thing, and then how many of the ones that click on the thing are gonna enter their name in their email and actually register, and we're gonna get it done? Well, what you're gonna see is if you measure all those things, you're gonna lose some at every single step along the way.

And so I'll I'll give you another, example of this.

Annie took me to this, VR experience thing last night where we went and wandered around, and it was it's the great pyramid in Giza, which we went to a couple of years ago. So it was particularly interesting, and it was a really good job. Like, you're standing there in front of it at twilight and kind of we're we were there or like at sunset and we were there at the same time and you're looking up and I'm like, honey, this is weird. Like, it actually looks like it. And then you go up inside of it and we went up inside of it and it's really good. Okay? It was really really good.

And what they had is the it's a really great illusion. It's in this huge room. So you're walking all around in the room navigating with your VR goggles on, but it's like you're walking through, you know, Giza, and then they you know, the scene changes and you're kind of moving around. But if you ever get lost, what happens is they have an obelisk that appears.

K? So if you ever move off the path or you get over too close to a wall or whatever happens, this obelisk appears, and then it's got footsteps, and it shows you it guides you back to and then as soon as you get to the obelisk, your scene comes back on, and you're back in the right place. In other words, what they've done is they they didn't just make a great thing for you to navigate through. What they did was they made also for you, if you get lost, this is exactly how to get back on track.

That's what you need to be thinking when you're creating your content and when you're creating your marketing.

This is the marketing side of it, which is here's the directions. Okay?

But we need to be thinking about this with their attention as well.

Where should you be putting your attention and why? Right? We wanna keep their attention all the way through the communication, which is why we're learning systems like why, what, how, what if, you know, attention, interest, desire, action. And we're trying to always orient ourselves and figure out where I am in the communication.

This way, I'm guiding the communication all the way through. Okay. Did that answer your question, Anthony? And we're all on the same page?

Yep. Yeah? Any other questions?

Yeah? Okay.

So I'd love to I'd love to work with someone here who is working on a piece of social media content. Let's just imagine for the sake of this conversation that maybe you're making something that's a one to three to five minute video or a script for something that you're going to, you know, post online. We could even do, you know, a newsletter or something. But maybe let's imagine that we're making a a video that's a couple or a few minutes long. Stuart, you wanna do it?

Do you have one to start with, or do you wanna start over? You're, you're muted.

Yeah. I'll tell you what I have to start with.

Yep.

It's an animation that I created a long time ago. It's kind of an illusion. Yep. And I've just, as recently as this past weekend, added a little bit of context to it, but I haven't added any other verbiage or any other copy.

But let me show you the illusion and just say a few words, and maybe we can take it from there.

Great. Okay. Let's do it.

So let me share that. Oh, you have to turn the sharing on.

Sorry.

What is going on here? Hang on a minute. Sure.

It's the the share settings have all, like, changed here. So let me just see if I can figure out.

Yeah. I hate when they do that. Okay. I can do it now.

You can?

Yeah.

Well, I didn't do anything different. I was just looking through the settings, so that's perfect.

Strange because all of a sudden, okay. So you you got see something here on the screen?

Yeah. Gotcha.

Okay. So now I'm gonna put that into my presentation mode, you'll see what's going on here.

Okay. So what I've come up with is I've got three major components to my offering with regards to resumes, and, those three components are the resume itself, the job interview, and, of course, what it all comes down to is the job offer. Now the whole point of what I'm just editorial here. The whole point of this animation is to establish that without the right model and the right framework.

You're only guessing how these things interact with each other. So for example and I I challenge you each to come to tell me, okay. So these pieces are moving pieces. Now, you know, one can

say, well, depending on what your focus is, depends on whether you're getting closer to achieving that green line or whatever. But I would suggest that there's actually a much, much important model or framework here that ties these three movements together and see if you can figure out guess what it is.

Surprise me.

Exactly.

It's actually a triangle that moves around in a circular direction and the corners are actually blocked. That's the only difference. So that triangle is there and as it starts to move, now let your eyes try to see that it's actually a triangle moving in a circular fashion.

And what I should probably do is add something which shows in fact, I'll just do that now so you can see it.

Well, I mean, it's a freaking cool, creative, interesting optical illusion. I love optical illusions. My thought is to create a piece of, you know, a piece of content or, a social media video that we that this is probably too sophisticated. You probably wanna teach this when you're actually teaching.

So you don't think I could make it simple enough to to have it be engaged individual where someone can do it on their own? Okay. That's fair.

That's fair. What I think, though no. What I think is I think it's a really cool creative optical illusion, but I think that going between an optical illusion of a triangle going behind three circles is kind of like having the shark stand out in front of the pawnshop.

Okay. Okay. So that doesn't tie them directly to the accomplishment all the way through.

Well, in other words, what's the thing we we've talked about, it's a mistake to make your resume match the job description.

Right. Yeah.

If that makes sense.

So in other words and and the reason why it's a mistake to make your resume match your job description is what?

Is because everybody else is attempting to do the same thing.

Okay. So I'm just gonna can you unshare for a sec here?

Absolutely. Where's the stop sharing? Oh, there it is. Got it. K. It was off my screen.

Okay. So I'm just in my mind, I'm just kinda, like, trying to be trying to think through an optical illusion.

If you had an optical illusion where you're standing be like, let's say there's a row of people that all look exactly the same.

Okay? Let's imagine, you know, simple drawings of people that are in a you know, I I I'm imagining, like, that they're that they're in some kind of, like they look like they're wearing, like, suit and tie, but they look kind of artificial, and there's a whole row of them.

And then one of them moves out of the way, and there's a normal looking person standing behind them.

So in other words, is your resume making you look just like everyone else?

In other words, if you could do it in the visual, that's the same do do you you see what I mean? Instead of rather than a random one that's cleverly connected Yeah.

Right? So let's let's do this, though. Let's take the concept because the concept is interesting. Is that the resume, the what were the three elements?

The resume, the job interview, and the job offer.

K. Resume, interview, offer.

Alright. So here's the question I've got for you. What is it about this process?

Resume interview offer. Because this is roughly the order that most people think that they go in. Right?

Right.

What is it about this that most people just don't know? But it's very important.

Yeah. Sure. It's that these are not in independent entities. You don't create a resume in a vacuum from preparing for your interview. You do the two together. And in fact, your job offer that you actually receive isn't very very much tied to how good that resume was because it's the resume which can control the success of your interview. So there there was an interplay between these three things.

And which is the piece of all of that? So this is for everybody listening here, what Stuart's saying is probably true of your world.

In other words, the the big chunks that your clients are dealing with, they probably think of them as these separate things, but there are probably relationships between them that your clients haven't thought of before.

Do you follow? Everybody you're everybody with me? I want you to be able to generalize this here. Okay. Great. So what is it that's the big mistake that they make, though, from having these three separate in their mind?

Sure. So the big mistake is for example, very specifically, somebody may hire somebody to or could service to help them generate a a resume based on a draft they gave them. And with no consideration for is the way the things are phrased on the resume, going to have a a positive influence on how the interview goes. Is it going to steer the interviewer in the right direction?

Or if it's not given any thought, it could actually default to steering the interviewer in the wrong direction, and that's something who's phrased in the resume that causes the interviewer to ask a question that the candidate's just not prepared to answer.

Great. So what kind of a person is this who you want to pay attention to this?

How would you just describe them.

Sure. Sure. Somebody who is confident that they've achieved great things in their past, but somehow or another, they're still not getting a chance a chance to explain it in front of somebody. They're just not they're getting overlooked to come in for an interview.

And and this is an executive? Yes. K. So technology?

Doesn't matter. I've done this across all industries, and it's the same effect. But I know I know from your standpoint, you like to say, we'll narrow it down anyway, in which case, sure. Why not? Let's say high-tech.

Well, I it doesn't I not if it's not who your ideal client is, but I'm saying, like, is it a VP? Is it a HR? Like, it's a specific guy.

Yeah. It's a guy making two hundred grand a year or more. That that's what it really is. Independent of industry, it's a it's a high income earner.

And how how do they describe themselves?

They they describe themselves as a a competent, accomplished, successful Executive. It it well, again, it may not be an executive.

It could be somebody on the technology career path where they're not executive, but they're making a a a highly valued technical contribution.

So who think of the best clients you have that are two hundred k plus per year earners.

What what do we know about those people? What is the vertical, or what is the level, or what is something that they would you'd they go, oh my gosh. That's me. So could we say tech executive? Could we say go ahead.

Yeah. No. It's it's it's and I know it's not a demographic, but it this is the this is the very essence. The essence is somebody who knows, they're absolutely confident that they've had some past success and achievement that isn't being appreciated by those they're they're trying to approach now. It's a simple and they're at a senior level. Let's just say as as opposed to executive, they're at a senior level within their organization. They've had a wonderful a successful past accomplishments, and they're just not getting the attention they deserve.

So they're they're trying to get a senior level job? Yes.

Okay. So could we say that, a senior level role that you're applying to or you're hiring for?

Is that the But they already have a but that doesn't distinguish them from where they are now, which is they're already in a senior level role.

No. I understand. But they're trying to get a senior level job. Yes.

What I'm trying to do, Stuart, is I'm trying to say, what do you so senior level job.

I'm trying to come up with a few words that telegraph that thing so that it stops the scroll, it gets them to read it if they're on LinkedIn or they're on, you know, whatever.

The one thing the one thing which is near and dear to everyone's heart, because I didn't make it up, it's what I've heard over and over and over again is I've built a strong successful career, and I've never had a problem getting a job interview, before. Why am I being overlooked?

Okay. So then how about we say overlooked for a senior level job? Does that sound right?

They're being overlooked for a senior level job?

Again, the the only point I I'd come just come back to is there it's it's less so that's not exciting. That's that's a given. That's taken for granted.

Instead of saying a senior level, I would rather say some a a job they know they deserve.

Well, the problem is when you say deserve, it's inner, which is abstract.

Okay.

When you say senior level, it's more outer, and it's more measurable. And when you say overlooked, it's it's more the complaint they have, whereas senior level job is the thing that they want, and that's what I'm after getting into those lines.

Right? Overlooked fair enough. So if overlooked was a complaint, then I'd say the glass half full is they want to be considered.

Great. So are you overlooked for a senior level job and you wanna get hired?

Yes.

K? So I wanna get hired.

And by the way, everyone, the reason why I'm, you know, really being a stickler here is because my brain is going, what's the thing that they want?

Right? And what's the thing they want to avoid? And we've got to figure out how do you summarize somebody who's, you know, been in the industry for a long time, they make two hundred thousand dollars a year, They're looking for a job. They're frustrated because they're getting overlooked.

How do you say that in a few words that could be the title, the subject line? Okay? And all of us are dealing with this. Right?

We're all dealing with how do I say the thing?

Yeah. And so so, Webin, the reason funny enough that I I've been focusing on the words that said overlooked was only because, you know, I'm thinking back to other things we've discussed in the past, which is, that people have a stronger reaction to the pain than to the pleasure.

And overlooked really overlooked really gets under the skin of somebody who thinks, they deserve a lot more than to be overlooked.

Totally. So that's why I'm saying overlooked for a senior level job, and you wanna get hired.

K? So are you being overlooked for a senior level job that you want, and you really wanna get hired?

It's a great opening question because so much is packed in there for the right person.

Right?

Okay. Well designed. What? I I you know, I'm I'm allowing my mind to see past my own tunnel vision. And in doing that, well, here's what I'm saying hearing or seeing and what you just said that at first I was I was reacting to it, and that is it's not so much that I think if I said, are you being overlooked for a senior level position, to get the job? It's not so much inserting of the senior level position that I think is going to excite my ideal candidate. It's that it clearly defines that I want him and that I can help him and not somebody who's looking for anything less than a senior job.

That's what I'm saying.

Yes. Then I got it.

That's right. Exactly. It's a qualifying statement and an identifying statement. Great. That's what we wanna do.

Then down in here, we can talk you can go into, man, it really sucks to have twenty years of experience, and then you, you know, you apply to the job, and then you don't even get the interview, and you've been overlooked, and you know that you're the right you can talk about that all later. But right here, man, we gotta get it. Like, you only got a few words. Right?

This could be a subject line for an email. Right? This could be a few words under a video. It's like we really we got a tight thing here.

But now here's the thing. Again, let's remember what we're talking about here is alignment. K? So now we wanna go to resume interview offer.

So the point you're making, Stuart, is that if you use if you get the resume right, that it's going to impact the interview.

Yes. Absolutely. And even if you get the resume wrong, it's gonna impact the interview.

Totally. Right? But, see, this is a new idea here, this idea that the resume isn't to get you the interview. The resume is to direct the interview.

Bingo.

K? See, that's really interesting.

That's this new kinda critical counterintuitive kinda it's one of these things where you go, I never thought of it that way. Right? So, hey. Are you being overlooked for a senior senior level job and you really wanna get hired?

K. Boom. Okay. Great.

Here's a here's a secret I wanna share with you. Your resume right? The job of your resume is not to get you an interview. The job of the resume is to actually direct the interview.

Because if you create your your resume correctly, it's actually going to direct the whole interview. The interviewer is gonna create their questions off of your resume.

So this this is interesting.

And does everybody see what I'm talking about here? Right? This is fascinating because we're talking about, like, reasons for being overlooked that are weird. It's like but really fascinating. Right? So right? So the the key is we need to make a resume that not just gets you the interview, but actually controls the interview and then ultimately leads to the offer.

Right? Because it's your resume that controls the interview and leads to the offer.

Alright? So now we're gonna do this whole resume interview trick. Oops. Interview interview and offer.

Alright.

So does everybody see here how very quickly I've kind of earned the I've earned the right to now then offer them something?

I mean, I could do it this fast. I could literally say, hey. You're being overlooked for a senior level job, and you really wanna get hired. Alright?

Well, here's, you know, here's the trick. Your your resume okay? The job of your resume is not to get you the interview. The job of the resume is to actually direct and control the interview because, ultimately, it's the resume that controls the interview that leads to the offer.

And you may never have learned this before, that it's your resume that really, you know, leads to the offer. Now if you wanna create a resume that not just gets you interviews, but controls the interview and then leads to getting an offer, I have a guide that I've written right here, and I'd like to give it to you for free as a gift.

And what do we wanna do? We wanna click here.

Right? Click here.

Click right below this video. Click the link under the video that says download the free guide.

Now watch this, everybody. Very, very important what I'm about to do. Okay? Here's where it all like comes together. Okay? Now I want to say, click this link, and I'll show you how to stop

getting overlooked and how to start getting hired for that senior level job that you want by creating a resume that controls the interview and gets you the offer.

And then the link might even say something like, click here to, you know, download my guide on creating a resume that controls the interview.

All of the technical pieces of this have all been architected into a I mean, this is you know, we're talking about a thirty second message here. You know? Could be a minute.

But does everybody see how it aligns the whole thing?

I started with the thing, then we got into some content, then we go down here to click here. Why are we clicking here?

For all this stuff that we just said.

In other words, we're not asking them to click here for something random. We're asking them to click here for all this stuff that they've been paying attention to. Because what I've learned, you know, from sales and marketing and content is that if somebody makes it through all your content, if somebody right? So let's say that a thousand let's say Stuart makes a little social media video and he posts it on LinkedIn or whatever.

K? And let's say a thousand people see it come up in their feed, and then let's say a hundred of them go, oh, here. Let me turn on the sound and let me watch that thing.

Whichever one makes it to here before he has the click here part of it, whichever ones have made it through, hey. Are you being overlooked for a senior level job, and you really wanna get hired?

Okay. Well, here's a here's a little trick I've learned. Right? The job of your resume is not to get you an interview.

The job of the resume is to actually control the interview. If you create your resume in the correct way, it's gonna direct all the questions, and then it's gonna lead to the offer, you know, and so forth. And if you're, you know, a, whatever, high level tech person or whatever and you're being overlooked for senior level jobs, you wanna get hired, click here to download my free guide, how to write a resume that, you know, controls the interview and gets you an offer. And inside, I'm gonna show you how to stop getting an overlooked, you know, etcetera, etcetera.

The point I'm making is that if you if somebody makes it through this first bit here, you can be pretty sure that they're probably a senior level job person. They probably wanna get hired. They probably are going, I didn't know that about resumes.

That's these are all qualifying statements. And so once you're there, then what you know is, oh, well, they would love to learn all this stuff. So now I can say, click here. Download my free guide that's gonna show you how to stop having these problems and start having these benefits.

And, also, I don't wanna say AI could never do something like this, but if you haven't done your work up front, AI is not gonna make something like this. It can't because it doesn't know your exact client. It doesn't know your exact insights. But but then but if you sit and you prompt for a while and you say, hey. I'm, you know, I'm targeting, senior people who are looking for senior level jobs who've been overlooked. They wanna get hired. Here are a few examples of clients that I've had like that.

Here's my insight. Right? And it's that the resume is not to get you the interview. The resume is to actually direct and control the interview.

Right? And that if you if you get the resume right, it's gonna lead to a better offer. And I'm kinda thinking about saying it like that, and then at the end, I wanna say click here to whatever. And you give it the structure, then you can say, great.

Now make me ten versions of that. And it'll rejigger it, and one of them, you're gonna go, oh, that's a better way of saying it. Okay. Cool.

And then yeah.

Okay. So, guys, it's about alignment, and alignment is a puzzle.

Right? It's a puzzle. It's how do I grab the attention of the ideal client that I want, then how do I say something to them that's related to that thing? So in other words, I'm not when I say here, hey. You're being overlooked for a senior level job and you wanna get hired, this piece of content is directly related to that.

Right? It's a direct relationship. It's about your resume that's getting you an interview that's getting you the offer, and it's, hey. There's something about this that you didn't realize before.

You know, if you teach if you're, I don't know, a health coach or something and you're creating, you know, some content on video, your your version of it might be something like, hey. Have you been trying to lose belly fat, but you just it's just stubborn and you just can't get it off? You know? Well, hey.

It turns out that the order that you eat your foods in could be the problem.

You know? If you're eating this kind of food first, and then you're waiting until later in the day to eat this kind of food, or it could be the time of day that you're eating your food could be the problem.

You know? And then you say, know, whatever. Eat breakfast instead of eating right before you go to bed. You know?

Maybe that's the thing that you you wanna teach people here and you say, hey. If you eat right before you go to bed, that's your you know, your body's gonna be gaining fat. If you eat when you first wake up, Right? Then you're gonna have all day to to burn fat.

There's an insight that leads right back to the thing that they want.

You know? And then maybe if you're the health coach at the end, you might say, hey. It turns out that there are five foods that you can eat when you first wake up that will start burning fat, you know, through the day, and there are five foods you never wanna eat right before bed because these are the ones that will pack on the pounds while you sleep.

I've got a little guide that I wrote that gives all to the you know, just click here, And the whole idea is click here to get the list of the foods that, you know, burn the fat automatically. Back to the thing that they want. We're never getting off track. Right? We're always asking, does this line up with what they want and with what what they want to avoid? Okay. Questions about this?

Actually, if you can spare me another minute, I wanna show you an illusion that I've been working on that's exactly the way you started off about Go. The same.

Let's see it.

Okay. So let me get back to the share here. Okay. So you see my screen?

Yep.

Okay.

Okay. So let's say, for example, that these are five diff six different people all applying for the same job. And visually, let's just say that the person who's the brightest, literally, figuratively, would be the best candidate, and then you work your way down to the average candidates and the darkest or the least likely, the darkest candidate. Okay. So what happens if they're all the same? Is there anything you could do with your resume to differentiate yourself?

And the reality is you can. If you've written a really great resume which guides you through the job interview, you can be looking like this when in fact all of these are exactly the same.

Yeah. So then the question I have is, how do you see, you're talking about a resume, but you're showing pictures of people.

So, like, what I wanna ask is, and AI can do cool brainstorms on this, is what does a resume look like, and how do I how do I demonstrate that it's the resume that makes the difference?

And in particular, could you even port that there's, like, one line on the resume that's the one that makes the difference? Yeah. That how do you show that?

Yeah. And you're absolutely right. That would be a great question for for our GPT because I I I haven't figured out a way to make it as as as as crisp and as specific as you just said.

But I think I think I can come up with that.

Well and that's the thing, Stuart, is you're clever at creating ideas for illusions or visuals. The next step is to ask, okay. Now what's the illusion or the visual or the representation for just this idea Yes.

Good point.

Around, like, the resume. Okay?

I feel like you could I feel like you could do that same illusion instead of just having people. You could just have, like, a little icon for a resume. You could have the text in the resume.

You'd see the thing jump out at you in that way. It could be cool.

Although in some ways, you you know, I I think you're right. And I I I think at one point, I visually did that, but to me, that actually just even made it more obvious that there was no differentiation from icon to icon. So I I I hear you, but I I'd like to take that, see if I'm we can figure out a way to make that crisper. But yeah. And, by the way, I've also tried the opposite color range with illusions where they are in fact all different, but the context makes them all look the same.

And and that's a lot of illusion to create.

But thank you.

Guys. So your assignment right now, should you choose to accept it, is to you can either take one of your pieces of content that you've already created, or you can design a new one. And I'd like you to take ten to fifteen minutes and create an outline for a piece of content that follows what I'm, teaching here.

And the key here is the alignment.

I'm grabbing the attention of exactly the right prospect.

I'm pulling them in with an insight. Right? Ideally, something that's counterintuitive where they realize, oh my gosh. I I have been doing this wrong. And then I'm going to ask them to take an action to take the next step in solving the problem.

K?

So this is about creating alignment here again.

K? Hey, Evan. I, really enjoyed what you're doing. At first, I was like, it sounded so simple with the buttons.

You know, I was saying the same thing. And then when you, kind of I don't know what I would call it. Maybe just turned what he was saying a little bit, not upside down because it was already what he was saying, but you just sort of, I don't know, flipped it around a little bit. And it in a way, it seemed like the same thing he started with, but in a way, it seemed dramatically more compelling, which I think was the point.

That's exactly the point. You got it.

But I I would love I don't know if there's a way to immediately just generate a little transcript of that sort of money portion of about five or ten minutes when you kinda flip those things around, but a little bit bounced off in there. I'd love to read that as I do that mini assignment.

There's no way to do it quickly right now Okay.

No problem.

Because of just the the tools I'm thinking about it. But but here here's what I'll say is the trick, guys, to all of this is asking not how do I say it, but how do they hear it.

That's the switch. In other words, not what do I need to say to get my message across, but what do they need to hear in order to receive the message?

And that's that's all the translation that I'm doing right here is I'm asking how do they think of themselves? Right? Stuart's saying, well, they think of themselves as I've been overlooked, and I'm frustrated. I'm like, okay.

But what's the way that they would describe themselves that's specific enough that everyone that's a good prospect would hear it? It's like, okay. A senior level job. Right?

They're being overlooked for a senior level job because these are two hundred k plus people.

Right? That's the trick. It's not how do I say it. It's not what words do I put it into. It's what words do they need to receive.

K?

I the the AI companion, yes, we do often, but that doesn't get as specific as what he would want. You know? It just kinda makes a little outline. But this is recorded, so you could go back and you can listen to that little that little section again. Alright?

Yeah. Okay. Thank you.

Yeah. You're welcome. Alright, guys. I'm gonna put you guys in the breakout rooms to try this exercise.

Okay? And like I said, take ten to fifteen minutes to make yourself your outline, and then from there, share it with each other and see if you can really, really, really nail that alignment. Okay, guys? See if you can really nail that alignment, and I'll call you back, close to the top of the hour.

Alright. Thanks, guys.

Okay. Welcome back.

Something I I wanna share with you guys about this exercise is when I when I started in marketing, I thought that basically what they were saying is you there's a way to say things, and then it will get people to buy stuff, basically.

And there there's something to that. K? There's definitely something to that way of looking at things. But what I realized is that it's more about the way that the client hears the thing than it is about the way that you say it.

And the metaphor I wanna give you is I read about a study they did of opera singers, right, of the top opera singers. And they tried to figure out what is it that makes the best opera singers in the world. And what they realized is that it wasn't the singing, it was the hearing, that the best of the best opera singers could hear themselves singing. They listened really carefully to their own voice, and that that was the key, is they were listening.

They were using the feedback mechanism. And so what I have you know, and you could see here I was doing it with with Stuart there, is I'm trying to figure out what are the words, what are the images, what do you say so that the person hears it the way you want them to hear it. And it's usually not the way that you would intuitively say it. That's where the mismatch happens.

And so we have to ask them. We have to interview them. We have to test things. We have to try it out in order to have that insight of, oh, this is the way to say it so that they actually hear it, and then very importantly, they get motivated by it.

Any questions?

Yeah.

I I don't know if it's, relevant, but I'm working on since I promised internally to you to run a workshop this month, I'm working on this workshop as I go.

Is it good idea to first run a workshop with whoever shows up and for for me to make it more of a solid rather than an idea to a solid program and then work on messaging, or wrong people show up may mess up my whole, the content that I deliver.

Does it even make sense, my question?

Yeah. Yeah. Yeah. This is a chicken and an egg problem in a lot of ways. It's like, what do I do first? And my recommendation is just do it and try to get as many people there as you can because what you wanna be doing through the whole thing, which I still do all the time when I'm teaching programs, programs, is you just want to be asking questions.

Right? You want to be asking questions. You want to say, hey, how would you describe this problem that you're having? What are the words you describe, you you use to describe it? Who? How many of you are having this problem?

Alright? How long have you been having it?

I mean, you know, I was on a webinar with Annie yesterday, and we had a bunch of people jump on, and I were teaching them some relationship, you know, coach stuff. And, you know, I start out. I'm saying, hey, who here is single and who here is in a relationship? Go put it in your chat. I wanna see. I just wanna know. You know?

And whatever it is, you know, in my classes, I'll be like, who here has already started becoming a coach and who is not yet a coach?

Or what level are you at in your business? And, again, if you've ever, you know, been with me in person, I'm always asking people questions. Who's already you know, who's at this level of expertise, and who's here? That's what you wanna be doing the whole time is just asking them questions through the whole thing and writing down their answers and their words.

You wanna be asking them questions through the whole thing thing like, hey. What are all the biggest challenges and frustrations and problems that you're having? And then you take all those, if you're doing it in Zoom, and you save them. You know?

I'm actually doing the cheating way on this, but I don't I'm I'm gonna try it tomorrow because it's a preliminary number two tomorrow, which I'm giving the my whole thing is about focus and paying attention.

And I want to say the thing that your brain works on unconscious is that you focus on your so write down your frustrations and your fears and your problems and write down how you solve it as a way, like, you're manifesting it. It actually primes your focus your mind to be more focused

on solving those. Do you think these are good exercises for them to do offline, or should I ask them, like, in person in message? Because the quality, I think, when they encounter the problem at the time, I'm taking note of it is way more real rather than they imagine, oh, what I could do. Okay.

I love doing things when you're there at the experience. Okay. Give it to them, and then say, do this exercise for five minutes. Now go type the answers or whatever you got into the chat, and you wanna save all that stuff because then you can use that, you can prompt, and it'll just give you all kinds of insights into them.

Right? And then you wanna say, hey. You wanna ask questions like, what are the things that we didn't cover that you would like to get an answer to?

K? Yes. What are the challenges that you have still? And then you wanna incorporate that later.

Perfect.

That's And you wanna ask them you know, when you get to group people live, you wanna say, hey. What are the words that you use to describe the problem that you're having?

What are you searching for when you go to a search engine right now?

Yeah. Ask them all this stuff. And, again, put it all in the chat. Save it all. Make sure and press the save button for the chat because then you you you know, this is all material for later. You know?

Alright. Sounds good. Thank you. I appreciate it.

Great work, guys. Keep going. Keep experimenting. Keep figuring out what your clients need. I'll see you soon.

Alright. Bye, guys.

Bye.