

VCA Implementation Day

Handouts:

☰ VCA Implementation Exercise - Warren

https://docs.google.com/document/d/1ArhdT3qW5cwWxFBKu-PNz8IGBATV2_sN6i9bznennrN8/edit?tab=t.0#heading=h.1ighkv2p220g

☰ Your Content and Lead Generation Prompt - Warren

https://docs.google.com/document/d/1kv3DBuAatQuOnTOxd_JyllaXUPyGdQtLtPCB1nmB4Lc/edit?tab=t.0#heading=h.6oy1vvveek3

☰ VCA Coaching Gym "Social Media Skill-Building Gym" - Annie

https://docs.google.com/document/d/1JSq1uSmh1cLVWtRViCbJR3T7_hGfSY75gxs_nZN3JmqQ/edit?tab=t.0#heading=h.ef51ol9509o9

☰ Implementation Day 1b - Content & Social Media - Sacha

https://docs.google.com/document/d/1wshEF_hfOma9aeXDZc-_yVW2LccUJqrF2m1zTIPy30/edit?tab=t.0

☰ Implementation Day 1a - Content Ideas - Sacha

<https://docs.google.com/document/d/1qC3YJTSdYp8kANpyeVy7uLPujXQ4HXuxl3BVaVGKaos/edit?usp=sharing>

☰ Implementation Day 1c - Exercise - Sacha

https://docs.google.com/document/d/1QflrXG8ze_o2y_B_vZeKW8WB_6AIWYtqFvqnC5V1ADs/edit?usp=sharing

Quick recap

This Implementation Day session focused on teaching short-form content creation using AI tools, led by Warren, who demonstrated how to use ChatGPT prompts to generate social media content ideas. Warren experienced significant technical difficulties with his internet connection throughout the session, making it challenging to share his screen and demonstrate the process properly. The session was structured to have participants practice using Warren's provided

prompt to create short-form content, with Annie taking over to guide the group through exercises focused on reframing social media posting as "hosting an experience" rather than "putting yourself out there." Participants shared their personal experiences and challenges with social media posting, with Gloria expressing feelings of vulnerability when posting content, while Hristo_Hristov discussed his approach to using social media for business and self-expression. The session included practical exercises where participants were asked to develop counterintuitive ideas about relationships and human behavior that could be turned into shareable content.

Summary

AI Content Creation Implementation Day

Warren led an Implementation Day session focused on using AI to create short-form content, aiming for one 2-minute or less piece daily and one 10-minute or longer piece weekly. Due to significant technical difficulties with his internet connection in Korea, Warren experienced multiple issues with video, screen sharing, and audio, preventing him from demonstrating the process as planned. The session included discussions about content creation strategies, with Warren emphasizing the importance of using AI to curate and organize existing ideas rather than generating content verbatim, and highlighting the need for hooks to engage viewers and activate the brain's reticular activating system.

AI Content Generation Process

Warren demonstrated a process for generating short-form content using AI, specifically recommending ChatGPT's dictate mode for creating brain dumps and content ideas. He explained the step-by-step approach, including asking AI up to three questions to help generate content ideas and using specific prompts to transform brain dumps into short-form content for platforms like YouTube Shorts. The group discussed practical applications, with Hristo asking about incorporating specific elements like metaphors and David Ogilvy techniques, and Warren advising to start with the basic process and iterate as needed. Warren also announced an upcoming AI workshop on Friday at 10 AM Central/1 PM Eastern where he will cover building ChatGPT projects and advanced prompting techniques.

Notebook LLM and SEO Strategy

Warren demonstrated Notebook LLM's capabilities for creating short-form content including infographics, slide decks, and podcasts, noting it's free for Google Workspace users. The discussion focused heavily on SEO strategy, with Warren advising the team to prioritize GEO (AI-based search optimization) over traditional SEO since AI is increasingly dominating search results. Warren recommended creating viral content, particularly on YouTube, to improve visibility in AI search results and suggested cross-posting content across platforms while

specializing in YouTube. Stuart shared his experience using AI prompts, noting challenges with managing multiple options and permutations, with Warren suggesting providing more detailed context upfront and using long-term memory commands for consistent information.

Social Media Content Strategy

Annie led a discussion on social media posting, helping participants reframe their approach from "putting themselves out there" to "hosting an experience" where they can offer valuable content to self-selecting audiences. The group explored different perspectives on social media, with participants sharing their feelings about vulnerability and exposure when posting content. Annie introduced the concept of treating social media as a tool for systematizing contributions rather than as a personal exposure platform, encouraging participants to focus on outcomes and value creation. The session concluded with plans to practice extracting valuable insights from their coaching knowledge to create social media content.

Social Media Content Strategy Discussion

Annie led a discussion on creating impactful social media content, emphasizing the importance of authentic human connection over scripted messaging. She guided the group through developing a counterintuitive idea about motherhood, focusing on how putting children's needs first can drain mothers rather than make them better parents. Hristo_Hristov shared his initial concept about empowering mothers to prioritize self-care, which the group provided feedback on to make more punchy and engaging. The discussion included suggestions to reframe the message to better resonate with the target audience and make it more compelling for mothers who are already sacrificing their needs.

Marketing Headline Strategy Discussion

The group discussed creating compelling headlines and sound bites for marketing content. They explored various ideas, including rephrasing questions to capture attention and using counterintuitive statements to generate curiosity. Annie emphasized the importance of creating short, memorable phrases that flow easily and resonate with the target audience. The team brainstormed specific concepts, such as using creativity to overcome helplessness and the idea that hiding one's gifts could negatively impact family dynamics. They debated the use of fear as a motivator, aiming to strike a balance between engaging curiosity and avoiding overwhelming fear. The discussion highlighted the need to align the content with the audience's needs while being mindful of ethical considerations in marketing messaging.

Content Headline Refinement Strategies

The group discussed refining headlines and hooks for lead magnets and content. They worked on improving Minka's headline about hugs and marriage, settling on variations like "This Type of Hug Can Save Your Marriage" and "Are You Hugging Wrong?" Annie emphasized the importance of creating compelling, surprising headlines that spark curiosity rather than revealing

too much information upfront. The discussion also covered content creation strategies, with Annie sharing her approach of leveraging podcast interviews and teaching sessions to generate video content for social media reels, rather than creating content directly at home.

Content Creation Strategy Discussion

Eben led a discussion on content creation strategies, focusing on perspectives and productivity. He explained the importance of using second and third person perspectives when creating content to engage audiences effectively and avoid getting stuck in reptilian brain thinking. Eben emphasized the value of testing multiple variations of content (like keys) to find what resonates with audiences, sharing examples from his own content creation process with Annie. The team was instructed to create both an avatar document and a style document in Google Docs to help guide their content creation, with specific guidance for Ali to build on his existing avatar work and for Hristo to learn about the Achieve-Avoid-Act framework through a virtual coach session that Kim would arrange.

AI-Driven Social Media Content Creation

Eben demonstrated a process for creating social media video content using AI, focusing on generating ideas before writing scripts. He showed how to start with broad topic ideas, narrow them down to specific angles, and then develop multiple script variations. The group practiced this process, with Ali working on avatar development and Hristo generating video titles around the concept of why doing things alone keeps backfiring. Eben provided guidance on using teleprompters for video recording and suggested connecting avatar profiles with specific prompts to generate better content ideas.

Avatar Description Feedback and Strategy

Eben provided feedback to Hristo and Ellie on their avatar descriptions, emphasizing the need to include specific, concrete goals alongside abstract concepts. He instructed them to detail particular outcomes their clients want, such as fitting into specific clothes or buying a dream house, rather than using general terms like "vibrant health" or "freedom." Eben assigned the team homework to create one video per day for 30 days to build muscle memory and familiarity with the content creation process. Sasha then delivered a detailed lesson on social media marketing, focusing on the importance of circulating existing value rather than creating entirely new content, and provided specific strategies for content creation including giving credit to sources, creating collaborative content, and developing thank-you series.

Social Media Credibility Strategies

Sacha led a discussion on strategies for building credibility and visibility on social media, focusing on content creation and engagement techniques. She outlined various approaches including sharing client testimonials, posting articles, quoting mentors, and creating behind-the-scenes content. The group then participated in an exercise to practice developing

different types of social media posts (value, acknowledgment, and engagement posts) using content from mentors, books, or personal experiences. The session concluded with encouragement for participants to start sharing content despite initial imperfections, emphasizing that the main goal is to provide value to their audience.