

Creating Your Branded Coaching Package

Hey, Minka. Hey, Stuart.

Good morning.

Good morning. How are doing today, man?

Wow. Things look so different now that you're back in the stateside.

Yeah. When you stay at your friend's house, they have better backgrounds than hotel rooms.

Hi.

Hey, Minka. How's your friend?

He's been in hospital. So, yeah, he will stay for another week or two. So, I will just listen. Okay?

That's okay. Totally.

But I come then after to the office hours.

You you did what?

You have office hours today. No?

Oh, yes. Yes. At Yeah. Let's see here. I'm just double checking the calendar. At two eastern, one central.

Yeah. At that time, I will be at home, so then I can whatever question I can ask them later.

Okay. No worries.

Okay. Yeah.

Stewart, I'm just curious. How's your coaching packages going? I know you'd raised your prices a few months ago, and just curious because that's what we're talking about today.

Well, they're fine. It just hadn't been right now, my primary focus to go out and market those because I had so many other pieces I need to get done and finished. But, yeah, that's that's that's primarily it.

I I mean, I've got, right now, three guys that I'm coaching each month.

Nice.

And so then then I've got a couple of I'm still doing some in house workshops, but I'm I mean, I'm have plenty of questions still on refining packages, especially as I start to try to figure out a way to make some of these AI tools that I'm wanting to build and offer as part of my offering. So I'd love to hear a little bit about how that works either as an integral part of the package or as potential, you know, add ons. Or or even or even, you know, a tripwire on some of them that could be somewhat certainly very helpful, but not very, very feature rich. And I don't know. So it'd be an interesting thing to hear you're coming on.

Yeah. I think your tripwire idea is at least one good one. You could also include some of the tools in your coaching package as well.

Of course.

I mean, the real thing that comes down to, do you work with laggards or Luddites? Do you work with early adopters? Are these people who are, tech savvy or tech avoidant? That's a big piece of it right there.

Yeah. So I I try to steer away from Luddites and Lakers.

Okay. Good. Well, in that case, I would talk about it because these are people that are actually already interested in this. And I think having a five to twenty dollar, you know, either hosted AI tool that you you know, you can probably vibe code that now, to be honest with you, or, you know, a copy paste prompt book that maybe has two or three tools, something like that.

You know, the three prompts that got me the job, you know, that kind of angle, if you will. It It doesn't have to be that exact thing of course but something that promises something very helpful, I think is the trick. Because with tripwire we're often trying to give them the thing that we don't feel makes a huge shift in whatever's going on, but the trick is it has to do that. It has to be something that's so valuable that it makes a big shift.

So just be very careful that you don't, you know, oh, I'll pick this one because it's the one I'm least thinking will help them. That's the I think what most of us do, but in reality, it should be the one that blows their mind.

Yeah. No. I I think I think that that's my thinking. It's just a question as to which one is self contained, simple, straightforward, and meaningful. You know, the other thing I wanna just mention to you is I'm also been getting some calls lately on doing more of my cross cultural stuff. So what I needed to do is really apply what you tell us today to the other services that I that I'm that I've been offering. I just haven't done those packages virtually.

You know, it'd be interesting because I know you have a ton of assets. You know? Like, you have slide decks, you have images, you have all kinds of docs, I'm sure.

I would be very curious if you put all of that into a Notebook LM and with the world's most detailed prompt, you know, ask it what could be a way to combine and only add the things that you wanna combine, of course. Otherwise, having worked with NotebookGo a lot, it doesn't want a bunch of stuff it doesn't use because it wastes time and sometimes does weird stuff. Anyways, I'd be curious to see with a detailed prompt, what does it come up with? The only thing I'd warn

you with, NotebookLM has a two thousand character limit, which you can very easily get past if you say, do not execute this prompt.

It is one of four, one of five, one of ten. And then, you know, in ChatGPT, say, take this monster prompt and turn it into two thousand character or less prompts. I've been doing this, and I've been able to make thirty something twenty to thirty slide decks, which you if you're telling what each slide is, you know, it goes well past two thousand characters very quickly. But if you do that, I'd be very curious to see, one, what does it think your actual package is?

Create an infographic of it.

You know, like, an infographic of you can use the prompt, not the infographic button. If you do the button, you can't give any context in it outside of the sources. Create an infographic that divides the needs of what I'm covering in these sources for this avatar, and then just tell it this avatar, break it down. You know what I mean? Just, like, kinda play with it to see what is already there because you already did it all. I think it just needs to be presented differently.

Yeah. I yeah. I think so. I mean, the fastest rollout would be to do a virtual implementation of what my Stanford course was. And and in fact, a lot of those students have gone back in touch with me and said they they'd love to be part of a cohort where they can help each other out. So, boy, twist my arm on that one.

Make me take your money. Right.

Good morning, Russo.

Hey, Russo.

Good morning, everybody.

Welcome back, brother. Hope you all had a happy holiday. I know we missed a few of you last Monday, but the show must go on.

Yes. Yes. Yes.

Yeah. And just so you know, Hursta, last week, we covered spin selling and coming up with selling questions that are modified to your audience. But even more specifically, the process is more about the investigation than it is closing them. So there's a lot of details if you have sales conversations with people.

I visit there.

As a matter of fact, I've had the book for a long, long time. And up until a month ago, I didn't read the book. I listened to the audio. So, it's a pretty good one.

More like consultative type of selling.

Yeah. I think it works for coaching. Oh, I mean, you do private, you know, physical coaching. Right? Like, what's what does your one on one look like?

Well, we no longer have one on one. It's mostly semi private training and larger training with clients, but, I do sales, you know, brand new people when they come in.

So Okay.

Might be a good time to well, you still it like you already wrapped the book up, so it's a good one. Well, today, we'll talk more about your coaching package. My goal here is to give you a prompt that walks you through whatever it is you personally went through.

And then if you didn't go through the thing that your clients do, like, for example, the doctor who helps people who have heart disease but never had heart disease, just because they haven't had heart disease doesn't mean they're not qualified to help people.

So if you find yourself in the latter situation, mostly what I'm gonna talk about is from the perspective of the coach has had this experience. But if it's not you, that's

okay. Put your, you know, top people person in your mind that you've worked with, put that person's hero's journey in here. You know?

What was it like before they worked with you? What was it like when they had been tested, when they challenged, when they failed and fell flat, and then they found some progress? What was the reward like when they made the transformation? Right?

It's the same exact thing, but just apply it to whoever is your kind of top dog here. Would that be later in the second hour?

What this the prompt? Yeah.

Yeah. Yeah. I wanna explain the process first.

It's interesting because I just found out I was here an hour ago, and now it's ten o'clock. I never saw an email coming in that the first hour is ten o'clock. And then but at some point, we had them at nine o'clock central, didn't we?

So I guess last week, had noticed, mentioned this, but we didn't send the email till today. I moved the office hours from an hour ago, an hour and nine minutes ago, to the basically, let's see the calendar real quick, To two PM eastern.

Two PM eastern. Yeah. Two PM our West Coast people aren't getting up at six, five in the morning.

Wait. So so we have two hours. So the first hour is right now, the eleven AM, eastern, and then the noon eastern, right, is the office hour.

So right now, we have the two hour class. And at two PM eastern, we'll have the office hours, which is a whole separate thing.

Two PM eastern. That will be one PM central. There will be a huge break between them?

Yes. Because I have to teach another class.

Got it. Okay. Okay. So a little different. Got it. Okay. That makes sense. Yeah. That's okay.

I mean, I Sorry for the confusion.

That that's okay. I mean, I wouldn't be able to make it because I have my schedule already set up to be on those classes here.

I wouldn't be able to do the next one, but I which is later today, but I'll see the the the replay, so no biggie.

Okay. Cool. Yeah. Sorry again for the confusion there.

That's okay.

So let's get ahead and get started here. I'm gonna try something a little different today. I want to attempt sharing directly from NotebookLM just to see if this works the way I think it will. So I warned y'all a week or two ago, I'm redoing literally everything. So that means some of our classes have imperfect slides or things that are spelled incorrectly because everything is from scratch right now. Not I'm not repurposing anything from before.

So that looks like it does work just fine. Perfect. So when we're thinking about our coaching package, it's really important to remember this, and this is probably true when you're thinking about selling anything. People aren't paying for your time. They're buying a transformation.

And the illusion that a lot of coaches have is they think that their time, which they value, is highly valuable. Accountability calls, sixty minute sessions, this twelve week road map, that kind of stuff is what gets people to buy.

But the reality is these people are buying a bridge from their current pain to their desired state. Or as I like to say, from hell island, your coaching mechanism is the boat that takes them to heaven island.

They want to buy heaven island, not necessarily the boat. Because as soon as they're there, they're done with the boat.

So just remember that people buy what they would admit to wanting while talking to a friend on a park bench. Right? This is not something that is coachy talk. This is not something that usually needs a lot of flowery language. You know, I don't say to my friend on a park bench, yeah. I'm just looking for a way to be empowered in my business so I can live the life I've truly dreamed of.

Very, very few people say anything like that. So try to remember that casual park bench approach. Right? Your arms wrapped around them, and you're just having a casual conversation.

And this is so true that the scientists have identified a part of our brain called the RAS the reticular activating system that filters millions of sensory inputs. It filters sound, audio, visual, sense, sensation of touch, intuition even, thoughts. All of this information gets filtered through this system called the RAS.

And the only thing that this thing's responsible for is highly relevant focus areas specific to does this information that I'm getting through my brain give me more of what I want or less of what I don't want?

So in that regard the RAS is the world's the brain at least best spam filter better than any email spam filter ever got. This thing is really good. I mean, literally millions of signals from your brain going through this thing. And the only thing that really triggers it is, like I said, get this thing that I just heard or saw or touched or thought of gives me more of what I want or helps me have less of what I don't want.

And if you can trigger this part of the brain, the result is behavior changes, or essentially, you've captured their attention.

So if you wanna capture someone's attention and get them to listen to whatever it is you're selling, it has to be centered around the thing that triggers this part of the brain, meaning that you speak directly in your copy, on your landing page, in your webinar, in the sales conversation even the name of your coaching package should activate this system.

And if you think about what gets people to say yes to buying your coaching package we talked about this a little bit last week their emotional need, the pain, the desire which includes you getting them in touch with those things on the sales call and potentially before the sales call that has to be more powerful than the amount of time they're investing, the schedule changes they're gonna have to do, or, you know, quirky features you might have come up with, the price, that ten thousand dollar or so price tag.

So we have to focus into the emotional tip here. And remember, the decision to even do any of this has nothing to do with how fancy the coaching package sounds and everything to do with does this help me with that intense emotional need, the pain I feel or desire? So when I say emotional need, doesn't have to mean you're actually in a literal pain like heartbreak or fear of death. It can be desire, right? There can be emotional need around I don't have this thing I've wanted for very long, like falling in love for example.

So as you're going through the sales process from the moment they first start to hear about your coaching to the moment they're actually talking to you, you really want to validate their nightmare and future pace their success. You want to get into that nightmare scenario. You want to explore Hell Island with them.

So a big part of your coaching package in selling this on that first call is getting them to get the scale on the left here more than the right.

And the way we can logically anchor this is basically the brain instantly seeks data to justify the emotional investment and reduce perceived risk. Right? So first, step one, we have to get in touch with the emotion because people make decisions emotionally and then later back it up logically. So we go straight to that emotional

need first with the name, the way we describe the package, the copywriting, even the way we talk about it. And then we provide here's logical reasons that emotional need you just felt makes sense.

So this on step two that's where you can start talking about it's ninety days, one hour every week, you get unlimited WhatsApp support, that kind of stuff but that is not generally the things those are not the things you talk about the most, and they're not really the things that sell the package.

And you want to think about your coaching package like you're productizing a solution, and you're trying to connect the client's nightmare, the desired reality, and your coaching package together. This is a huge piece of what you're doing all along the process and especially in the first call with them. Can you connect nightmare or hell island? Two, you can actually do something about this, right? You can get to heaven island, the desired reality. And then three, your coaching package, the boat that takes them there. This is essentially what you're trying to go for.

And if you're new to coaching packages, a general number I have worked with is you need to have some kind of either eighty twenty or I like seventy thirty a little bit more. Eighty twenty is easy because Pareto principle, and we're all familiar with that. But the reason is is the the structure here, meaning you have specific milestones they have to reach. You have to talk for ten, fifteen, twenty minutes teaching them something.

You have a framework they go through, and then the price justifying that. You want that to be about seventy percent of what's going on in your coaching package, whereas thirty percent of that, this is where it's alive, something you can't predict. You might deal with people doing weight loss day in and day out but that doesn't mean you can predict them having an emotional breakdown on week four because they realize their overeating is connected to childhood and some of the abuse they might have faced things like that. This is really difficult to accommodate for if you have overengineered your coaching package.

So just think about it this way: each session, about thirty percent of the time, should probably be centered around whatever is alive for them. And I would include that in your coaching package because it is custom.

The whole coaching package may have your system in it but it is custom all the same.

And I'm sure you all have heard this by now, the triple a framework, but I think it bears repeating. This comes from Evan here. Achieve, avoid, act. Your whole coaching package is centered around these three things just like each session is. This might be talking about from a higher level, of course. So achieve is what are they trying, you know, to achieve here?

Clearly define this, what the client will accomplish in the coaching package and in that first sales call. Because most of the time, when we're talking about coaching package, we're really talking about you selling this package. The rest of it's kinda easy. Right?

Do your system session two. Do your system session three. So I don't really think you have to worry too much about, I don't know every single thing I'm going to do. You really got to get them to buy the coaching package.

That's the hardest part here. We'll talk about your system here in a second.

And then the thing I see a lot of coaches do, though, is avoid pain.

You have to talk about the pain. Pain should just like that client nightmare puzzle piece in the top left, pain should be a part of the puzzle. It is not a separate thing, so keep it in there. You know, you wanna marry if you don't want to die of heart disease in your fifties, sign up for my heart health ninety day coaching package.

Right? See how I'm talking about both this the achieve here? I wanna have a healthy heart, and I have a specific time, right, ninety days, and I'm talking about the nightmare scenario. These are the kinds of things we wanna be practiced in, especially in our spin selling in our sales process.

We attach outcome to mechanism, meaning we attach transformation or result that that person wants to the coaching package, to the class they're buying, to the semi private, you know, physical fitness training. Whatever it is, you're marrying all three of these together.

And then, of course, the action that they take, that should be something that's outlined so that they understand what it is that they're going to do throughout this coaching package. Some people, you know, COBE a index are very common.

We're commonly going to want more information. They're your fact finders. Right? A nine on a fact finder is not going to buy anything from you unless they're certain that they understand executives are getting into. So if you look at the AAA framework here, it's a good way to really break down what's overall happening in the coaching package.

And to figure out the coaching package itself, I want to invite you to actually just look at what is the problem you solve often in your hero's journey. Excuse me. It is often part of your hero's journey. What what is that thing you went through?

You've probably if you're forty, fifty, sixty plus, you've probably had at least five to ten different hero's journeys the one you're helping these people with is the one you want to focus on. Obviously, each one of your hero's journeys has lots of value, but people want to hear about the thing that's specific to them to the pain that they're dealing with. When you have a headache, you don't buy Robitussin, you buy ibuprofen. Cures headaches.

Right? We want the thing that's specific to what we're dealing with. So try and focus on what are the things you've learned or gone through that you can help them with because you've been there.

So the origin of your your, your your coaching package is tends to be your deepest struggle. This is something that you had to overcome, and it was tremendously difficult for you. Or it will at least was something, you know, maybe

more goal oriented than problem oriented. It was something you had to put a lot of effort into even if it wasn't necessarily painful.

And, generally, you are selling to your past self. Now I don't mean your avatar is who you were. What I mean is you're selling to someone going through a process you've already been through.

So really think about what was it like for you when you were solving the problem, when you didn't have all the solutions, when you hadn't gotten the job, found love, survived the divorce, whatever it is you helped people with or helped yourself with, what is that thing for you? And what was it like for you?

And a few reminders here we talked about some of these quotes at the bottom here. This is why I love notebook. Helps me connect all these quotes here. Niches are discovered, not chosen. Right? These are things that you probably discovered from your born lived experience.

This is your real human experience not a theoretical thing you thought about.

And you possess inherent authority because it is difficult to coach someone past where you've gone yourself.

You have authority because you've been there.

If you've never had a child and you're trying to help people raise their children, it's going to be tricky versus a mom of six who is turning around and has kids who went to Stanford, things like that.

She's going to have a lot of credibility, a lot of authority.

And the exact problem your package solved is the problem you had to overcome.

That's the thing you want to focus on. Again you might have been a doctor and helped people with, there are unique cases where this is not true, but generally what I'm saying here is true.

So, alright, this was my attempt at forcing a new hero's journey slide, and I just want to share with you that this was made in NotebookLM, and I had to define this image in probably three paragraphs. So for anyone that's, like, wondering how you get really good image work, because I'm stunned it got this right. I had to explain to it ordinary world on top special world and dividing this into twelve stages and what the title was and this text and all of this.

Are you telling us that you got it in your first pass?

First pass.

Yep. Right there.

Not only that Stuart I got this in the first pass with the first slide deck so I didn't even make this image separately and I have failed at this exact slide I don't even know how many times so I just want to encourage you if you're experimenting with NotebookLM you can do stuff like this you just have to be insanely detailed. Like I said three paragraphs so I described first the overall look of the slide and then I described each of the steps so I knew how to spell them and what words to use There's different versions of this. And then I explained that there's an ordinary world, a special world, a circle cut in half and look up what this is. Anyways, I'm very proud of this slide. I'll stop jabbering about it, but this was not easy to do, but it can be done.

Took me maybe You don't have to stop.

It looks incredible. Just question on this one.

When you Sure.

It in NotebookLM, did you just use the actual prompt just for this one and not the rest of the Nope. Okay. So one by one.

Check this out. So hold on a second.

They kinda look different theme, different colors, so it it looks like it's, yeah, it's probably done separately.

Yeah. I forgot to do the slide deck example. Yeah. I should have used the outline, but I completely like I said, I'm doing everything from scratch right now, so it's all a little messy.

But, basically, I first said a wall of text. Here is everything I wanna do in today's session. Now keep in mind, I'm planning on doing this in a notebook that has, let's see here, a hundred eighty sources. So I don't have to resay all the stuff that's in the content.

And now I'm just organizing it into this class. Actually, this is for the next class. And then it makes this monster prompt that's well beyond two thousand characters because NotebookLM has a two thousand character limit. So I said, cool.

Break this down so that each prompt is only two thousand characters, and it will not execute until it gets the last prompt. And flawlessly, it did this whole slide deck. I was shocked.

So So you had your own prompt that is much longer than two thousand characters, and you instructed ChatGPT to make it smaller to be two thousand or less Bingo.

For for for each slide?

Or Yep.

So look at this. This is part one of four. Do not create the I didn't type this. It's all from ChatGPT using the thinking model, not auto.

I wouldn't trust auto with this. It would probably hallucinate. But, you know, it says there'll be four and only after receiving part four should you create the deck. So I did that, and then I wait for it to respond.

Before when I tried this, I did not wait, because this does take about twenty, thirty seconds to say this, and that caused issues. So wait for it to respond. Then part two, wait for it to respond. Part three, wait for it to respond.

And then finally, at part four, it obviously says at the very end here, somewhere it says, execute the slide deck now. Yeah. Here we go. You now have all instructions.

Create the slide deck now. Now because this was twenty three slides, the one I did for this class was actually seven prompts, not four. I just showed you the most recent one. This took fifteen, twenty minutes to generate.

So just wanna share some of the how the sausage is made here because this blew my mind.

Mechanism behind it. That's good.

I've never seen AI one shot a slide deck just from overly detailed prompting.

Granted, the real work is making all of the sources and uploading them in there. If you have the content, however, in a slide deck template probably would have helped. This is stunning. But coming back here, the full hero's journey, we've all talked about this many times. I'm not gonna go too much on this, but it's a there's a basically, you ought to remember there's an ordinary world and a special world.

These twelve steps, you don't have to have them memorized, but, generally, you went through all of these twelve steps in each of your hero's journeys.

You've, like I said, five to ten probably by now in your life, maybe more.

And your client is going through this too. Chances are they're either past call to adventure or they're somewhere before the ordeal in the special world. So they're between steps two and eight. As long as you are a few steps beyond them, you don't have to be, you know, return with the elixir, which temp technically means

you have integrated this transformation fully into all of your being. It's not something you're trying to do. It is a part of you.

Whereas resurrection is kinda like, I am now learning how to make this part of me, and road back is, okay. I no longer have to be doing all these habits, routines, so, rigidly, it's kinda part of me. I'm kinda figuring it out.

So if they already have the reward, most of the time they're not necessarily needing a coach's help. Sometimes they might. You know? Oh, I made the million dollars reward. Now, oh, crap. How do I think about what's the next step after making a million dollars in my business? Something like that might be there, but generally you're talking two to eight.

So what I want you to do is I'm going to leave this up on the slide deck here I want you to spend five minutes writing out or typing. You can also just go to ChatGPT and dictate this. Right? So you don't have to type.

It's up to you. But I want you to say or type or write a one to two sentence summary of each of these steps in order. So start at one. What was life like before you felt the call to adventure?

Meaning, before you had to make this transformation.

Right? What was life like before you learned how to get the girl, Before you lost the weight? Before you launched the business that succeeded and made money?

And then what got you to try and do something about change?

Did you refuse the call at first? Yeah I'll launch the business one day, maybe next year, maybe after I make ten ks in my job first. Right? Did you stop trying even though you felt like you needed to change? And meeting the mentor doesn't mean you necessarily met someone. It could be a book, an inspirational quote, something inspired change where you had to now change.

Crossing the threshold I see. It did mess up a little bit. Four should be above the gray here. Oh, well. Crossing the threshold means now I'm in the special world. I'm in it for good.

Tests, allies, enemies. That's self explanatory. Approach to most cave is I'm getting ready for the hardest part of the journey, which is eight. Eight is what was the hardest part?

Now that doesn't mean, like, one single instance such as Luke Skywalker fighting his dad. Right? That's pretty obvious, but for you it could have been not going going out with my friends for the first year and not eating pizza or drinking beer beer. That could have been incredibly difficult for you, and it could have took you a lot of learning to prevent that from happening.

Then you had your reward, meaning, okay, I've overcome that. How have I changed? In movies this is gold, money, items but in your life this is wisdom most often or habits and routines. The road back okay how do I make this a part of who I am?

Resurrection, I can't go back. I'm definitely a new person here. Return with the elixir of life. I want this is so much a part of me. I wanna share it with others. Lots of coaches end up here because after they've had this transformation, they wanna share it with others.

So we're I want you to go fast here. Don't overthink it.

One, maybe two sentences each. Right? I'll give you one real quick here. Right? One sentence. I'll do one for my journey in AI automations.

I had for fifteen to twenty years been launching businesses and helping people launch businesses and manually doing everything.

But I realized there had to be a better way, and ChatGPT finally came out, and it blew my mind what it was capable of. Step two. Three, refusal of the call. But I don't know. I didn't want AI to potentially replace me, and I was scared that if I fully

integrated with it that maybe it would affect me in negative ways that I couldn't see yet.

And then people around me were using it. Evan Pagan, my good friend Doctor. Love, people I'd followed, Amadhi, all these other people and I realized oh there's potential here even if there is pain crossing the threshold. I started using ChatGPT to help me make class outlines something that used to take me two to four hours because I'd make all the slide decks manually and I realized, oh my gosh this can help me organize my thoughts and all I have to do is talk to it even though it's my content it's helped me organize it something I've struggled with is the organizing part.

So I tried to do every single thing in my life using AI and I tried to learn from a bunch of different people in my network what they were doing and I had plenty of people tell me that AI was bad downright even to one lady tell me on a phone call she thinks AI is the devil.

However none of that stopped me.

I had to first try and do the software route and I found that actually I don't need a developer. I can start to make these automations myself because with over thirty years in the tech industry, I understand how most of this stuff works better than most of my competitors.

So I had to stop working with a software developer, start making my automations myself, learn all the software while traveling and going through some life changing stuff on the side but I did it and I got my first few deals. I started automating close friends of my business' time and they started making money. Then I realized this is something I can do for other people. This is something that other people likely don't know how to do and it seems easy to me because I've been in the tech industry my most of my life since I was about ten.

And resurrection. I now I'm working with Evan to redo all of our courses as AI centric, moving away from the old school ways, and doing so in my own business, I have been looking at what problems do people I know have, and I build

automations for them. Now I have a collection of these automations, and I am selling them to people to help them save time and make money.

So you can see right there, right, one to two I might have done a few three sentences there, but I'm just breaking down the whole hero's journey I went with from chat GPT three to four years ago to now where it was a kind of this full thing people are going through.

So most likely, I have clients I'm talking to who have tried tech stuff. They've been worried about AI. Right? They've heard people say things, oh, AI is the devil.

That was such a weird conversation. And it's like all these little pieces where they're having this similar experience, but they don't have the thirty years of tech experience. They don't have fifteen, twenty years of launching businesses specifically using AI. They don't have I could have mentioned to you, you know, working with Evan and other people in over ten thousand businesses specifically with AI in the last three to four years.

So these are the kinds of things I want you to try and pull out of your hero's journey. Okay? So it took me about three, four minutes. If you don't get done with this, that's okay.

You'll have exercise time today. But just spend five minutes here, one to two sentences each. What was it like for you? Or if you didn't go through the process, what was it like for your best client you've worked with?

Okay?

I I to be honest, I'm not honest because I've never done the hero's journey, and I'm starting to get a little bit based on because there's a process of it. Everybody goes through this process in their own life, it looks like.

Yep. This one here.

But then are you suggesting for us to choose an area in our life and go through this?

Which one okay. So what's the problem you solve for people, and did you solve that problem yourself? If you did solve it yourself, what was your full hero's journey going through the problem your clients your potential clients are going through? If you haven't gone through it, what was your best client experience to the best that you understand it? Does that make sense?

So, yeah, what I help with clients, I, well, I help them with several things, but, I don't think I have, achieved what they wanted, so I've never I haven't been there. But, let's say losing weight is the one. Obviously, sleep and strength training, I mean, that's my world, but I haven't really been overweight myself. So instead of that, you're saying for me to grab another client that I have helped with and describe their process.

You could, or you could talk about what your life was like before you figured out sleep, keeping your weight stable, high energy, physical health, and then something changed where you had to start working on these things, and then you probably didn't work on them. Something made you say okay it's time to get serious about sleep and maybe you weren't worried about weight loss but you might have been doing the things that prevented weight loss in the first place. Now if you think if weight loss is the number one thing, I would probably talk about the process. Who is your most successful client? You know, the fifty, hundred pound person who gave you a before and after picture. Talk about their hero's journey instead.

And now those those points, like twelve, whatever however many points there I just type them on chat GPT. Can you give me an example of the process? Like, what would you type in chat GPT to ask about it?

Walk me through the hero's journey and help ask me ask me questions to help me get clear on each step.

Got it. Okay. Okay. Cool.

Yep.

Because it knows Hero's Journey is very, very well known on the Internet, at least by ChatGPT.

Yeah. I mean, I've heard it many times, but I haven't studied it. So I had I know the kinda the surface level.

You've seen it your whole life. Every movie, every show, every book basically follows a version of this.

And from what I'm hearing, I've experienced it myself Yeah. Unconsciously. Yeah.

Yep. Yeah. We're not usually trying to do this, although sometimes. But, yeah, you you wouldn't have survived had you not gone through this process at least several times.

K.

I'll leave this up for you just to give you few minutes just to try and codify everything we went through here.

I'm trying to break up say I I'll have to leave for a session in five minutes.

So, but I'll be here to try to, you know, play with that for the next five, six minutes. Yeah.

Well, in that case, let me I'm just trying to again, I wanna see if what can I get away with in NotebookLM? Oh, you have to have access to the notebook. Alright. So to give you the slides before you go, just so you can have them, I'm gonna download these real quick and give them to you.

Almost got the link for you, Christel.

Oh, and in your, ChatGPT chat, just upload these slides into it. That'll probably help too.

Okay.

I'm just waiting for them to upload.

Alright. So here are the slides today and then also the exercise.

Alright. There you go. Just before you head out there.

Just to let you know, I I I have not seen anything in the chat yet. And you are muted.

You don't see what I just put in the Zoom chat? It says slides exercise? No.

Are you in chat or some are you in the AI Companion?

I'm in chat, and I don't see it.

Really? That is very weird. Oh, wait. Maybe I'm accidentally saying it to just Kim. That's why.

There you go. Sorry about that. I didn't even select her name. I've never seen it do that on auto before. Weird.

Thanks for letting me know.

Let's see. I wanted to show you something real quick because it's a really strange thing that happens every time I get one of you these these layouts. Can can I share here with you real quick?

What are you trying are you trying to share your screen?

Yeah.

I just wanna show you what Go ahead.

Okay. Here this is peculiar. I'm a show you.

You see how it's empty on top here? Now when I print it out, it's fine.

But it seems like it seems like every time I I get it, it causes me pause. That one came through just fine. But this this only happens on the the PDFs of this particular layout that you put on a on a Drive.

Very weird.

It looks like you have a header setting that is doing some weird stuff to I don't see it on any other document, but I'll check into that.

Yeah. I don't know. Because on my end, I don't see that at all. Yeah. And then look at that. It's cutting it off or something.

Yeah. Just on the always on the first page.

But the second page is weird. Oh, you have it where there's no gaps between pages.

Right.

Actually, the your your top of your second page is also seemingly cutting off the header. Because there should be that blue border all the way around.

Yeah. Right. I I see that when I print it.

Let's let's go to a print preview and see what it looks like there. Ah, see? Look at that.

Yeah. I would it's gotta be a header setting probably in view maybe. View header footer. I can't remember exactly where it is, honestly.

That's alright.

Check not. Or edit.

I I don't remember what the header footer stuff is, but You gave me a you gave me a head start.

No pun intended. Nice. Okay. I'll check it out.

Cool. Alright. Let's wrap up here.

So just kinda big down before he told us his brilliant twelve step program.

We'll never know. It's a secret.

So I'm the I'm the only speaking voice here? Is that what you're telling me?

Just you and me, buddy.

Okay. So do you want me to go through mine?

Let's go through that on the office hours here because I wanna power through just a little bit more here because I think that we're gonna start taking your ideas and then turning them into something practical.

Okay. Great.

Alright. I love that I can do this straight from NotebookLM, but, unfortunately, I cannot share from here. Anyways, so going through this, we already did this manually, but just wanted to show you, look, how different those pie charts are each one. So the image generation, although getting the steps right is a little wonky sometimes.

And then look at that. Eleven to twelve. Why is twelve over there? So I didn't wanna walk through those, but I put them in here for anyone that feels confused or wants more depth about what are those steps.

You can obviously take a leisurely look at those. But what I really wanna focus on here is somewhere in what you just said, you know, that chaos you went through, which for most of us, it feels chaotic because we're not really intentionally going through all of life.

There's an unintentional framework you came up with, and the abstraction is through your chaotic journey, you had to try a bunch of stuff that did and did not work.

And those are high highly specific details of your story, of your hero's journey. That is essentially the framework of your core methodology. What are all of the things you went through, the tools, the techniques, the mindsets, the habits, the routines, the rituals that you went through to overcome the problem?

That is your system.

So you already have a system even if you don't call it, for example, Stuart Friedman registered trademark system. However, it is your system or at least it's most of your system or maybe things you've added to it post the fact.

That is where your coaching package can also be broken down into frameworks. What do do in week one? Well, what was one of the first things you had to do in your hero's journey as you were tested, as you made allies, and you found enemies.

So, again, you only need to be a few steps ahead because usually this exercise is common to bring up the impostor syndrome.

Don't have to do this perfect. You don't have to be at step twelve. Right? You just have to be a few places beyond where they're at.

And the reality is most people want someone who's closer to where they're at. You know, if you just started working out and you've never done it before, you'd tend to not hire an Olympic level athlete coach or trainer. It'd be very intimidating, very expensive, and beyond your comprehension, most likely. A person's used to working with high level athletes.

So people want someone they can relate to. Oh, you're only four steps ahead of me, or you just went through this a few years ago. That's okay. It's also okay if you're well beyond them too, of course.

But just remember, if you seem like an untouchable guru, the beginner is going to feel like you can't understand them. This is something that Evan has to actually fight with too, given his, you know, advanced understanding of the things he teaches. So he has we've talked about this a lot. We have to keep coming back to the beginner's mindset.

What's it like to be a brand new coach or a new to coaching coach starting a business? Right? The thing we often ask ourselves, even if it's someone who has thirty, forty years of experience somewhere else.

So a coach, the mandate here is coach them exactly to where you currently are. You have the map for the exact terrain they're walking, and you probably remember it. And you can likely help someone get a stage or two beyond you, but once you get past, you know, a few stages beyond where you're at in the hero's journey, it becomes pretty impossible.

Now I'm suggesting we're almost done here. I'm suggesting you do ninety days for your first one for simple reasons.

Behavioral change is the big one. It takes about ninety days for something to feel neurologically sufficient to break those old habits down. It takes thirty days to make a habit. It takes ninety days to turn that into a ritual.

Generally speaking, for most people, this is where they're gonna see a a big chunk of transformation or at least a large transition in their life.

But, also, the commitment level beyond ninety days, if this person has not worked with you before, that's a difficult and serious financial and emotional investment. If you're saying right off the bat, month, one year, well, they don't know you. So why would they just turn around and sign up for something if you're not tried, true, and tested by them.

So, I do generally avoid the longer term commitments. Of course, if you know the person, you know, it's a completely different scenario. But if it's a brand new person to you, try ninety days first. And what you'll find is at the end of your ninety days, you'll have given them a taste. They've had a taste of what it's like to work with you.

And, generally, as you're going through your ninety days, the first part is clarity. They're getting understanding from teaching, but also understanding of the problem.

They're getting usually around month two, you're starting to get them really into action, action, you know, built on that clarity. It doesn't have to be month two, but these are the phases I see ninety day coaching packages go through. And then phase three is how do we make this a part of you beyond the ninety days?

Kind of like that resurrection or the road backstage of the hero's journey. What is it like now that you've gone through this to make this a part of you, to keep it? And at the end of that ninety days, if they need more time, well, if you just got them a decent transformation here, they're gonna wanna keep working with you. They see what's possible now.

Alright. So the exercise today, which I put into the chat, is the very simple. I've been trying to get a little more detailed with my instructions.

If it's not obvious, the prompt is below the line, and you'll just highlight this giant thing here, and it'll begin an interview process where, essentially, it'll talk you

through your hero's journey, which you just wrote down or typed out or talked out some of, and it will help you look at how do you turn that into a coaching package.

It'll focus on a ninety day version and, I believe, a group coaching program as well.

Any questions about that? And then, Stuart, I'd love to see what you come up with.

Okay.

Looks like no questions from you.

Want me to about journey.

Oh, so you want me to talk about that now?

Yeah. Just give me, like, the two minute version. I'd love to hear I know a lot about where you are, but I actually don't know more where you've been. So think it'll actually help me help you in the future.

Okay. Well, no. That sounds great. But what I'm gonna do is I'm gonna shift gears and give you the rundown on what I'm doing with my other courses.

Perfect.

So what I wanna tell you a little about is my experience in working across cultures and how I found some really interesting opportunities to apply it. And as you as you rightly said, some of these things map really well into your twelve steps and others of which I've taken some liberty. So let me give let me give it a shot.

Please.

So I I guess the first thing to know is, of course, I have a technical background. I have a BSEE.

Went to Carnegie Mellon for three years, got my degree from SMU where I double majored in marketing. And I went right into semiconductor industry and spent my entire career pretty much in either semiconductor or system products.

And then I got to the point where I just I love the idea of traveling. And so for twenty five years, I probably traveled internationally about fifty five percent of the time. So I did quite a bit.

And it was one trip.

Pretty much it was about twenty years ago now that twenty five years ago where before the plane even left the ground, it was a red eye flight.

And before I left San Francisco Airport, the passenger got up to rearrange his hard case bag and accidentally dropped it on my head.

And at that time, I was a director of business development at a publicly held company, and this thing knocked me out. Sent me to the hospital for two days of observation, and then I was actually stuttering for about it must have been about three, six months or thereabouts afterwards. Went to a speech therapist while whatever was inside my head was trying to improve. I got hit on the left side of my head, which is where your speech center is.

And it was during that time that, you know, I maybe I took one liberal arts class or two my entire undergraduate education. So as most engineers, I had no appreciation for communications or how the brain thinks and all that. And so in addition to the speech therapy, I went through a lot of understanding about how the brain communicates. And unbeknownst to me, I probably applied it a little bit to my work.

I also then got promoted to be VP and GM of a division and had a good swing with it. And then there were some health issues in my family. Long story short, I retired very early quit work to deal with family issues, didn't have to travel anymore. And a previous competitor called me and said, hey.

We're here. You're dealing with family issues, but if you wanna do some part time consulting for us And I said, you were a previous competitor. If part time consulting is giving you competitive information, I'm not really interested. And he said, no.

Not at all.

And we got together, and he said, we know your customers. We know the market. We know strengths and weaknesses. What we don't know is how did you, Sewer, take away all our business in Asia?

What do you know about cultural differences? And that was my inspiration, step four. That was my inspiration on, oh my gosh. Maybe I can make something of all this stuff that I've taken for taken full advantage of, but was unaware that separated my getting results when other people before me in the role had failed.

The, division that I had assumed as VP and general manager was for cable modems. It was hemorrhaging cash. And within I guess it must have been within a year and a half, eighteen months of taking over that role, we were profitable.

We hit about a hundred million dollars a year run rate. And about a year later, we sold it off to Motorola. And we became we were the number two cable modem manufacturer in the world. So I'm able to share with the competitors my my results. They seemed very promising.

And with this new client of mine, previous competitor, I was able to learn more from the market and some of the other issues people were facing.

And in a matter of a matter of very little time, just working with them and cultural differences allow them to win business I think they would have otherwise lost even though they had the right product for the right time and the right customer.

There were a lot of cultural issues that were getting in the way.

So I decided, well, maybe this is a business something I could wrap and scale, and I went out on my own and started to find customers for a cross cultural business.

And I struggled. Why? Because so many people certainly in America totally marginalize cultural difference. They don't think it's an issue, and they think the technology will basically sell itself. And I was amazed by all the people that with my now increased knowledge of cultural differences had no idea the how they were tripping all over themselves.

So I gave a couple of internal webinars to my one client. They went real well. I started to take them up to other people I knew in the industry, and it really pretty much scaled from there.

And along the way, I started helping people from other cultures with their presentation skills and ran into some really interesting challenges with their English second language employees where although they were fluent in English You're right.

I wanna hear the rest of this, but I have to actually hop off to this other class. I'm sorry.

Yeah. So so that's that's the problem when someone asked me for two minutes. Yes. I get it. Well, the other class would be to be continued.

Yeah. This is good, though. I mean, you're nailing it. This is exactly the the reason we follow the hero's journey is this is a story that as you tell it, I become more and more attached to hearing where it goes. Right?

That's great.

Okay. You're doing a good job of that already. Just wanna give you that feedback real quick.

Thank you so much. We'll see you later. See See you, brother.