

VCA Implementation Day

Hanouts

Eben:

<https://docs.google.com/document/d/1Jo4ZeUXtduvYtsf40ZYWJkZOS5ygJnQQgKbJSCgKZTI/edit?tab=t.0>

<https://docs.google.com/spreadsheets/d/1s-jg646zM7kcJ6ffYihDcsu9PDcfh2aR9c9eOzSsot0/edit?gid=0#gid=0>

Warren:

<https://chatgpt.com/g/g-67eaa8ca085881918fa6637d9c5d6f86-sales-trainer-bot>

Sacha:

https://docs.google.com/document/d/1uSUmpLsw71cWZFWj_0p578eo0n2GvEjxHEfAcBkuayg/edit?usp=sharing

Annie:

<https://docs.google.com/document/d/1wYPOQnlmEmfk0HVJV52vWzEf9y8ricC2ufYWyOj4FQ8/edit?tab=t.0#heading=h.eoi27ere42t2>

Quick recap

This meeting focused on teaching AI-powered sales and marketing strategies, led by Eben and Warren. Eben began by explaining the importance of specific, measurable benefits in marketing, using sleep improvement as an example, demonstrating how abstract concepts like "falling asleep faster" can be made more compelling through specific outcomes like "falling asleep on command" or

"falling asleep at the same time every night consistently." The group worked on identifying concrete benefits for their ideal clients through AI prompts, with participants sharing their results, including specific outcomes like doubling real estate commissions, improving cognitive test scores, and achieving restorative sleep. Warren then took over to demonstrate how to create custom GPTs for sales training, showing the process of building a sales trainer bot that can analyze sales call transcripts and provide feedback. He explained the differences between various AI models (thinking vs. auto models) and how to use deep research features to gather information for custom GPT creation. The session included troubleshooting discussions about AI tool functionality and organization of saved conversations.

Summary

Creating Compelling Client Offers

Eben led a discussion on creating compelling offers and attracting ideal clients, drawing parallels from animal communication and psychology principles. He emphasized the importance of identifying specific, measurable benefits that resonate with target clients, rather than vague or abstract promises. Eben shared personal experiences and insights from Robert Cialdini's book "Influence" to illustrate how understanding and appealing to clients' hot buttons can significantly improve marketing and sales efforts. The session concluded with a challenge for participants to brainstorm specific, measurable benefits their ideal clients desire, encouraging them to think critically before leveraging AI tools for further refinement.

Marketing Message Refinement Strategy

The meeting focused on refining marketing messages and product benefits, with Eben leading a discussion on making benefits more specific and measurable. The group worked on examples like "fall asleep faster" by making it more tangible through specific outcomes such as "fall asleep in 15 minutes without rolling around" or "fall into deep sleep at the same time every night consistently." Eben emphasized the importance of being specific rather than abstract in marketing

claims, using examples from J. Abraham and Tony Robbins about making offers more concrete and measurable. The session concluded with technical difficulties regarding Claude's Google Drive integration, preventing some participants from accessing their documents, though Eben provided alternative methods for document submission.

Google Drive Integration and Prompting

The team discussed technical issues with connecting Google Drive to their system, with Eben providing a workaround using copy-paste functionality. Eben explained that generative AI systems like Claude tend to give abstract responses and positive feedback to maintain user satisfaction, so specific prompting techniques are needed to get concrete, actionable results. The group practiced using a new prompt to identify specific client motivators and translate them into measurable product offerings, with participants sharing their experiences and questions about implementation. Eben emphasized the importance of selecting only the best ideas and maintaining a document of all valuable insights for future use in various marketing materials and product development.

AI Sales Process Refinement Demo

Warren demonstrated how to use AI to refine sales processes by building a custom GPT called the "sales trainer bot." He explained the process of creating custom GPTs, including using deep research and thinking models, and shared his experience using both free and pro accounts. Warren emphasized the benefits of multi-tasking while waiting for AI responses and provided a detailed walkthrough of the tool-building process using ChatGPT. The session aimed to help attendees practice using AI to enhance their sales processes, with Warren encouraging them to revisit the recording for further guidance.

Custom GPT and Cloud Skills

Warren explained the differences between Custom GPT and Cloud Skills, demonstrating how Custom GPT can be embedded on websites and controlled through email subscriptions, while Cloud Skills operates more as an agent. He

provided a detailed walkthrough of creating a sales bot using Custom GPT, showing how to set up instructions, upload files, and use thinking models for better performance. The group discussed practical applications, with Laura exploring how to use Custom GPT for author coaching feedback, and Hristo asking about organizing and managing saved conversations. Warren advised using projects for organizing related conversations and files, explaining how to structure instructions and use files effectively to maintain context and consistency.

AI Tools for Project Organization

Warren led a detailed session on using ChatGPT and related AI tools for project organization and content creation. He explained how to set up custom instructions to improve output quality and avoid AI-generated content issues. The discussion covered best practices for organizing projects, managing files, and using different AI models (ChatGPT, Claude, Gemini, and Notebook LLM) for specific tasks like strategy development, content creation, and design work. Warren demonstrated how to create comprehensive prompts with detailed instructions rather than simple one-sentence requests, and shared his workflow for course creation involving multiple AI tools working together. The session included practical guidance on file management, memory retention across conversations, and strategies for fact-checking AI-generated content.

Three-Tiered Coaching Program Development

Sacha led a session focused on creating three-tiered coaching programs to better match client decision-making stages. She explained the importance of offering low-ticket, mid-tier, and high-ticket options to provide appropriate on-ramps for different types of potential clients. The group was tasked with using a detailed prompt in ChatGPT or Claude to build out their own three-tiered program structure through a series of questions answered aloud. Laura clarified that this month's focus was on high-value coaching packages and sales presentations, not social media, as previously mentioned, and learned that Annie would be the final presenter of the day.

Heart-Centered Sales Process Training

Sacha shared notes about program contexts and purposes, and the class took a 15-minute break before Annie was scheduled to teach an effective sales process. During the break, Jim clarified the timing of Annie's session, which was confirmed to be at 2 PM Pacific. After the break, Annie began teaching a heart-centered sales approach, emphasizing the value of offering something priceless and the importance of creating a sustainable flow of value in sales transactions.

Deep Dive Sales Framework Presentation

Annie presented her "Deep Dive Sales Framework," a coaching-oriented sales process designed to help clients identify and address gaps between their current situation and desired outcomes. The framework consists of several key stages: Discover the Dream (understanding specific vision and goals), Explore the Evidence (examining current situation and challenges), Expose the Cost (helping clients recognize the impact of staying stuck), Probe for Resistance (identifying internal barriers), and Define the Gap (explicitly connecting clients to the gap they need to cross). Annie emphasized that the process focuses on coaching clients rather than directly selling products, aiming to create emotional safety and help clients recognize both the opportunities and costs of their current situation.

Sales Process "Deep Dive" Training

Annie led a training session on her sales process, which she calls the "deep dive" method, focusing on helping clients identify gaps between their current situation and desired outcomes. She demonstrated how to guide clients through making clear decisions about purchasing programs or services, emphasizing the importance of empowering clients to choose authentically whether to proceed or not. The session concluded with a practical role-playing exercise where participants practiced the deep dive process in breakout rooms. After the main session, Laura expressed confusion about the content not matching her expectations for social media training, leading to a discussion about clarifying the

actual topics and schedule for the AI Mastermind program, which officially starts in May.