

Office Hours: Real Business, Real Decisions

Messaging, offers, and staying focused without getting overwhelmed

Quick recap

This was an office hours session where Sacha provided coaching and support to program participants. Minka briefly joined to discuss her lost luggage situation while on a tour in America, and Sacha offered guidance on finding the missing bag. Hristo shared concerns about having multiple open documents from the program and feeling overwhelmed, which led to a discussion about managing information and using AI tools like ChatGPT and Claude effectively. Alex then joined to discuss his new client work, helping CTOs and VP of R&D implement innovation processes, sharing his process of refining his elevator pitch through AI assistance. The conversation concluded with Hristo seeking feedback on his fitness program concept, where Sacha advised balancing external (weight loss) and internal (identity/mental health) messaging in his marketing to attract the right target audience for his longer-term lifestyle mastery program.

Summary

Lost Luggage Office Hours Discussion

Sacha held an office hours session where Minka joined to discuss her lost luggage while on a tour in America with 8 people over 19 days. Sacha advised Minka to mentally connect with the missing bag to help locate it and reminded her to gather footage and stories from the tour for future teaching purposes. The conversation concluded with Hristo learning that Alex, a fellow classmate he knew from previous meditation courses, would be meeting Minka in San Francisco.

Managing Overwhelming Project Documentation

Sacha and Hristo discussed the overwhelming number of documents Hristo has open while working on various projects, including product creation, style guide, and avatar development. Sacha explained that the program's content can be overwhelming due to different coaches presenting information in different ways and at varying levels of business development, which is intentional to accommodate participants at different stages. Sacha advised focusing on relevant content based on current business needs rather than trying to absorb all information at once.

Membership Materials Development Strategy

Sacha advised Hristo to approach the membership materials like a buffet, selecting what's important and relevant at any given time rather than trying to consume everything all at once. Hristo confirmed understanding and identified three vital components - the style guide, customer avatar, and product - that he has been working on, with the customer avatar being mostly complete for a 45-65 year old demographic. Hristo explained that the style guide development has been delayed due to focusing on gathering Facebook posts and learning the process to download them, though this work is still in progress.

Accountability Partnerships Experience Discussion

Sacha discussed her experience with accountability partnerships, explaining how having someone to monitor her work helped her complete tasks she had been avoiding for two months. She described using structured calls with a colleague to stay focused and get work done, sharing that even high-level executives use similar accountability methods. The conversation then shifted to updates about Alex's upcoming meeting with Minka on Saturday morning.

VIP Day Strategy Planning Meeting

Alex discussed his upcoming VIP Day kickoff with a new client, where he will help install an execution framework focused on tracking daily progress and leading

indicators to improve decision-making and responsiveness. He clarified his target audience as CTOs and VP of R&D/Engineering who need to drive innovation, emphasizing that his unique value lies in helping build teams rather than just providing technical consulting. Sacha provided feedback on Alex's messaging approach, suggesting he frame his expertise as addressing blind spots that leaders may not even recognize, using language that resonates with their challenges while positioning himself as a solution to unacknowledged problems.

Client Acquisition and Messaging Strategy

Alex discussed celebrating a new client that took two years to secure and shared details about his Las Vegas trip with his brothers. The conversation then shifted to Alex's process of refining his messaging and target audience, where he explained how he evolved from targeting individual professionals to focusing on vice presidents and CTOs who have decision-making authority and budgets. Alex described how he uses AI as a thinking partner to help clarify and strengthen his messaging, particularly when it comes to making bolder claims about potential financial success, though he noted he tends to be more conservative in his communications with humans compared to AI feedback.

AI-Assisted Program Development Process

Alex discussed how he developed a clearer vision for his signature program through a series of AI-assisted exercises, particularly by naming it and providing detailed information that AI could process. He explained that the process involved creating an elevator pitch and sharing comprehensive data about his experiences and goals with AI tools like ChatGPT. Sasha suggested that Alex could contact Kim to find the specific class with Evan where the signature program exercise took place, as she maintains a catalog of all classes. The discussion highlighted the importance of providing rich, nuanced data to AI rather than just basic information, as this helps AI generate more meaningful insights and connections.

AI for Personal Reflection Insights

Hristo and Sacha discussed the benefits of using AI, specifically ChatGPT, to better understand oneself through interactive questionnaires. Sacha emphasized the importance of speaking rather than typing to provide richer data and suggested reflecting on one's speech patterns to improve clarity and authority. Alex shared his experience using voice memos to explore thoughts more freely and reflect on his communication style. The group highlighted how AI can provide insights into personal blind spots and help refine how one presents ideas.

Leveraging Personal Stories for Trust

Hristo discussed how to leverage his soccer background to connect with clients and demonstrate commitment and discipline. Alex and Sacha advised him to share personal experiences, including challenges like burnout, to humanize his business and build trust with potential clients. They emphasized the importance of authenticity in a "trust recession" and using personal stories to create emotional connections that can justify logical decisions to work with him.

Body Transformation Program Presentation

Hristo presented his signature program, which combines an 8-week body transformation challenge with a longer lifestyle program focused on both physical changes and identity shifts. He explained that while short-term programs produce visible results, they often fail long-term because they don't address deeper identity and habit changes. Alex suggested incorporating Edmund's presencing process, which involves envisioning future goals and outcomes, to help participants maintain motivation during challenging periods of the program.

Fitness Program Marketing Strategy

Sacha and Hristo discussed marketing strategies for Hristo's fitness program. Sacha advised balancing external promises (like rapid weight loss) with subtle mentions of internal development work to attract the right type of long-term client. They agreed that about 80% of the marketing should focus on external results like weight loss, with 20% touching on internal development to appeal to both types of

potential clients. Sacha suggested this approach would help filter for clients more likely to be interested in the longer-term lifestyle mastery program.