

# Value Translation That Sells

Hey, Anthony. Give me just a minute here. Be right there.

I just wanna apologize in advance because show you guys something fun.

This guy Can't see him.

Room.

It's too probably because It's too it's too bright.

Yeah. No. I see that.

Let me see. Let's try this.

Alright. Here we go.

Alright. Yeah. This guy, how about that? Can you see him?

Alright.

That guy, that's from my kitchen.

That guy's in the tree right outside my window in the neighbor's yard with our chainsaw cutting the whole giant tree down. Yeah. And so sorry about the noise. He's out there, and he's looks like he's still gonna be doing it. What I almost got, though because I was looking at this for a minute while he was cutting it down. I watched him cut one of the other branches, and I was like, that looks kind of dangerous to be up in a tree with a chainsaw climbing your way down.

And here. Let me see if I can even turn the brightness down even more. Let's see.

Yeah. There we go. To be up in a tree with a chainsaw, cutting the thing down with a rope tied around you. And I'm not kidding.

Seconds before I turned on the video, I wish I would have had it, he took off his big rope that he has tied to his waist that he moves periodically, and he undid it and then fell backwards and had to grab onto the tree to catch himself seconds before and then just, like, strapped it on and then started up his chainsaw, went right back to work like it was the most normal thing in the world to almost fall from thirty feet up in the air. So I like that guy. I like him a lot.

And it's it's another day in his life.

Exactly. That's what he's been up to. He looks like he's about my age, probably in his fifties. Probably been doing this for, like, twenty five, thirty years.

Okay.

And with that in mind, let's figure out, how to do better, sales and marketing presentations.

Okay.

Let me see here. So we've got this is one of those months where we've got an extra Tuesday, which is cool.

So, most months, we have four of them. In this month, we had five. So this is, a fifth Tuesday. It's like a leap Tuesday or something.

And, so we're gonna talk about some more, kinda high value elements here. Alright? So what I wanna do is I want to share one of my favorite, techniques that most people don't really get to. They don't really work their way all the way to.

And it has to do with the creating value in the mind of another person, right, and how we do this. So there are different ways you can do it. Okay?

So one way is you can you know, we learned Cialdini's, kind of weapons of influence.

Right? You can build your credibility. You can use scarcity. You can do things like this. You can reduce the risk. You can offer guarantees.

You know, speaking guarantee, just to go down this rabbit hole for a moment, Jay Abraham, right, I love that he takes it from guarantee and calls it a risk reversal.

So it's not just guaranteeing that you're going to get value. It's actually reversing the risk so that you're the one taking the risk. And, J Abraham has a great story. He says, imagine that you have a daughter and she wants to buy a horse.

I have a good friend whose daughter rides horses, and, he once told me, he said, Evan, a horse, they'll take they can take all of your money no matter how much you have.

So, I'm not encouraging with this story. But, anyway, he says, so imagine you have a daughter and she wants to buy a horse, and there are two horses for sale in your area. And you go to the first horse for sale, and you look at the horse, and they say, the horse is five thousand dollars.

And then you can check the horse out. You can buy it or not. You go to the second horse for sale, and they say, oh, wow. Your daughter seems very one you know, wonderful. I think she's gonna love having a horse.

Here's what I'd like to do. I'd like to bring the horse to your house myself, and I'd like to help you get set up to ride the horse. I'd like to bring a week's worth of food with me. I'd like to instruct you on how to care for the horse, and then I'd like to leave the horse with you for a week to see if you like it.

And if you like the horse, you can keep it and pay me five thousand dollars. If you don't like the horse, just call me, and I'll come pick the horse up, and you don't have to pay anything. Which horse are you gonna buy? Right?

Of course, you're gonna buy the horse that a horse, of course. Of course, you're gonna buy the horse that is the one that has the not just the lower risk, but the risk has been reversed because the person offering it has offered to come and do, right, in advance. Bring the horse to you. Bring the food.

Show you how to set you know? And then if you don't like the horse, Sarah Jane will come over and tell you what the horse has to say about why the horse didn't like you. Okay? So it's just perfect.

Right? It's amazing. We've got all this synchronicity. So that demonstrates risk reversal.

Makes sense? Right? It's not just right? It's risk reversal. It's not just saying you have no risk.

Yeah. Okay. Good. So I wanna recommend if you can take the risk away a little bit, you know, offering to do the first couple of steps, get them engaged, get them in, have you be the one that's taking on the risk, that's better.

You know? I think I told you guys lately when I've been registering people for a new, like, super high end mastermind that I have. When someone says, okay. You know, I'd like to register.

Right? The first thing I do is I'll get them into the group.

Right? So I'll get them into, like, the WhatsApp group or whatever it is. And just wanna get them signed up for something. Right? There's a step in the right direction that's been taken.

Okay. So that's one way of adding value to the side of the scale. The thing I wanna dive into this week, though, is something that I call translating the value.

K? Value translation.

If you watch if you watch couples who are in conflict, which I have a little bit in my life, and you see that, you know, they're fighting over, know, you always leave the cap off the toothpaste, you know, or you always leave dishes around the house or, you know, that kind of normal stuff. And then you listen to what they're saying.

It's not about the cap on the toothpaste. It's not about the dishes. It's about different values.

Right? One of them values, just having things be simple and easy and fast, and so they leave their clothes on the floor. They're not trying to you know, their their mind is thinking about something. They don't wanna think about going and finding the hamper and opening it up and putting their clothes inside and having to go all the way into the closet to do this and so forth. They just want everything to be quick and easy, whereas the other person might value visual organization.

Right? I I Annie and I go back and forth about this one a lot. Like, in the kitchen, I like to have all my cutting boards and my different ingredients out on the counter because I'm coming into the kitchen all day long. I basically eat ten times in a day, and so I'm constantly moving things around and shuffling. And she always wants to come in and have everything organized, which organized means not in sight, because she's a visual organizer. Okay?

These are different values that we're talking about. So the resolving the conflict in a couple who's having a conflict is about helping them put things into each other's values terms.

When you're working with a client, k, particularly when you're trying to sign a client up, and I've just seen this over and over and over, the coach, the teacher, speaker, whether you're trying to sign up a client to hire you for coaching or whether you're trying to, you know, get someone to hire and pay hire you and pay you to speak at their event or do consulting, the the coach, the teacher tends to put things in their own terms rather than asking what are the terms of the person who's listening here. So what is what is their value? Okay? So one of my favorite examples is so so what we're talking about is translating value into terms that your client can understand and that they actually value so that that click happens in their mind

where they say, oh, the money and the time and the effort that I'm putting out is so worth it.

And the scale goes clank, and they they have that intuitive kind of click. By the way, let's remember, human beings make decisions about seven seconds before they realize that they've made a decision.

K? So when they do the brain scans on people who are making decisions, what they find is that the decision is made in the subconscious part of the mind seven seconds before the person says, okay. I've made up my mind.

K? So this stuff all happens at a subconscious level. It's not happening at a conscious level. So in order to get that clank to happen and in order to get that that click of value, we have to really put it into the terms that the client can understand. Okay. So I'll give a good example.

It was a good good good insight for me that helped me you know, sell a lot of books. So when I was doing Double Your Dating, I was selling my book for forty dollars. It was thirty nine ninety five for the book, plus there was a package with some bonuses and, you know, some extra stuff. But to sell a book for you know, a book is twenty bucks. To sell it for forty is, you know, a little bit of a trick here. So how did I do it? Well, number one, I had bonuses, which is a we'll we'll talk about that in a little bit.

But what I did was I thought through what in this book for forty dollars is going to save the guy who's going to buy it more than forty bucks.

Right? And then I went through the book, I looked, and I realized, oh, one of the things that I say in the book is if you take a woman out on an expensive date, it puts you into a kind of a strange dynamic because all of a sudden now you're kind of in this formal environment. It's artificial. You're not acting like yourselves. It's expensive.

Instead of doing that, do other things, like ask her if she wants to go on a hike or, you know, go walk around the mall because you're going shopping.

And so, right, so part of my insight was, oh, in this book, there are places to take a woman on a date that are free, that are better than the pay places that you can pay for.

So then what I would say is in the sales process, I would say, if you take a woman on a date, it's gonna cost a hundred bucks.

In this book, there are places to take a woman on a date that are free and they're better.

So in other words, give me forty bucks once, save a hundred dollars over and over and over.

Does this make sense? We get the translation here? K.

So it could be either it gives them back value or it saves them losing value. It could be either way.

Like, other words, I didn't have this in the book, but if I I could have said how to meet a rich girl who will pay all your bills.

See? Give me forty dollars once, and then I'll show you how to meet a rich girl, and she'll pay all your bills. That would be giving you the money, the which I I didn't do that, but I'm just having fun here with there's another way to look at this. But what I did say is give me forty bucks a month, and I'll save you a hundred dollars over and over and over.

Got it?

Okay. So the question I have is, what are all the places where your client is going to spend or where they could have gotten, but they aren't going to get because they aren't working with your materials, some value.

So the forms to start with are gonna be time, money, hassle, relationships, right, the common denominators.

So what is the what are the values of your client, and then how are you going to save them or make them that value.

And you can get a little bit creative with this because, in other words, you know, Christo, people come to you to get it get fit. Right? To get themselves more fit.

You might be able to translate it into time saved getting to six pack abs, for example, you know, or, you know, more muscle gain or more foot you know?

So that's what we need to do.

They save a ton of money on food. A lot of people spend a lot of money on food eating out. But by struggling to eating, that's three, four hundred bucks a month right there.

And how much does it cost to be a member with you?

Well, usually, they start with six weeks, and that's thousand dollars. But but half of it, they'll save right away from Great. Not eating out. Yeah.

Great. So a thousand bucks for six weeks. So that's about let's see. What's a thousand divided by six? Sixteen a hundred and sixty dollars a week?

Something like that. Something like that? Great. So if you're gonna if they're gonna give you a hundred and sixty a week, you can say to them, well, we're gonna save about a hundred dollars of that a week immediately on food.

Yeah. Excellent.

Right? So now we got another problem, which is how do we get sixty more dollars worth of value?

Right? And so what you wanna do is create a stack of these things.

So I'm going to save you a hundred dollars in just in cash in food.

I'm going to save you Right off the bat.

Immediately.

An hour a week or three hours a week in some other thing that translates into something.

We're gonna get you there much faster. Right? So now you see as we start stacking these things, the scale starts tipping.

Okay? Alright. So we're gonna do a little sprint here. I want you to make two columns.

One is gained, and the other is saved.

K. Gained and saved.

And then I want you to write down time, effort, energy, hassle, results, money.

And brainstorm both of them. What will they gain? Right? What what are they gonna save, and then what are they gonna gain in each of those?

K. Five minute sprint. Fill out as many as you can.

Can you, read that list again?

I didn't read it. I said it. So let's see. Time, effort, energy, hassle, convenience, money.

And results. And results. Yeah. Output or, like, whatever the result is that they want.

My recent experience, I'm gonna I didn't know, but convenience is way bigger motivator than I was previously understood.

Excellent.

Another one I would think would be stress reduction that they can actually experience Totally.

Instead of yeah. Exactly. Yeah. Hassle, I kind of think of as stress, but stress is great.

As I'm going through those, it becomes so evident that it's very important to really dial in into the discovery process, to learn about their life so you can really demonstrate the value of the whole thing.

So important. Yep. That's what it all comes back down to. In a lot of ways, the achieve, void, act, right, is the is the research.

And then translating the benefit of the the the the second benefit of what they're gonna get. Let's say they save time, then they can take that time and spend it in other areas that previously they told you they value.

Yes.

Exactly. Okay. What are you coming up with? And, Sarah Jane, I have a question.

Yeah.

It was Do you do you would you feel self conscious interrupting a conversation?

If you're happy for me to do that, I can do that. I just don't you know, sometimes when people are teaching, they prefer to teach and have q and a at the end. So but if I raise my hand, then you can decide what works best for you.

You in particular can't raise your hand anymore. Everybody else has to raise their hands to be polite, but you in particular.

Okay?

Okay. For you, I want you to just interrupt. Alright?

Okay.

I I can do I can do that. Yeah. No. You're you're right, actually. I wanted to be respectful to you as the teacher and how you want to frame the session. But, yeah, yeah, you're right. I'm being I'm being polite.

But You can just do this. What what yeah. What I want you to do is just, just say, hey, Evan. I have a question, but look like you're cowering while you're saying it.

You just act like really afraid, but go like, I have a question. You know? Okay. K.

Please continue.

So it was about the money piece, that that was the one that I struggled with the most. And I'm thinking about my program that sits around seven thousand.

So there's nothing that I can really think of that would save them money because they can get courses elsewhere cheaper. So I just want to check that I'm on the right track. The saving that I see is that when people have trained with other teachers and then they come to me Yep. The feedback consistently is that my program's really thorough and the most robust.

So when you do my program, you don't need to go and train for anybody else afterwards. Yep. No other courses are needed. So although it's still a high ticket price, it's saving them from buying anywhere else or anything else after my program. So that was the only thing that I could really think of because I've got everything in one place for them.

And then the gene sorry.

Hang on. Let's do that one. Yeah. Do you remember the inner and the outer abstract specific?

Remember this concept. Right? Yeah. So you they don't have to buy other courses because everything's in one place.

Yep. Okay?

So let's say that other courses would be outer. But it's kind of abstract. It's kind of up here.

What is one other type of course or program or thing that they don't have to buy when they work with you? Something specific, though.

Well, they don't have to buy specific training on resolving animal behavior.

Great. So, animal behavior.

They don't have to buy specific just take that one.

Right. Okay.

Take that one. How much would they spend on animal behavior correction if they didn't work with you normally?

To be honest, I don't know.

There's a lot of crap stuff out there.

They could probably pick something up for a few hundred dollars, but if they were wanting to do it properly, it could it could probably cost them a good thousand.

Great. So thousand dollars.

So when you say they don't have to buy other courses, it's kind of abstract. But on the other hand, when you're making the offer, if you say and by the way, by doing this process, you're not going to have to get a separate animal behavior program Yeah. That would normally cost you a thousand dollars and how much time?

Yeah.

How much?

The time is my big selling point. I spoke to somebody yesterday. She said I want to be a professional practitioner, but I know that it'll take me years and years to get there. I was like, well, I can get there in six months.

Well, no. What I'm saying is but that's excellent. Write that down. But I'm saying how long would it take them to go through an animal behavior course?

Alright. Okay.

Or training program or whatever.

It would take longer than I do it because I've just been doing it so long, and I've shortcut everything down.

Know a number, not relative.

I'm guessing I'm guessing that it would probably be several months.

Three months? Great. Yeah.

Okay.

Okay. So everybody, I want you to really listen to this because what we're doing is we're translating it into regular people language. We're translating it into people

who have an animal that's having problems language. So it's not I'm gonna save you, you don't have to take other courses.

It's, you won't need to take an animal behavior course that will be a thousand dollars and be three months of your life all by itself. Yeah. That's all gonna you're gonna save that working with me. And by the way, everyone, that's just one of ten different things that we want her to say when she's making her offer.

Does that make sense? Do you understand how we gotta get it specific? It's an animal behavior course.

It's a thousand dollars, and it would take three months. We're gonna save you all that.

Perfect.

Think about, you know, think about the guys, that were on late night TV with the, you know, the chopping devices. You know what I mean? It's like, oh, you don't have to take out your cutting board and all these knives, and you don't have to do all this cleanup. You just take out this one thing and you go chunk chunk chunk. Rinse it like this, and it's done, saving you out saving you weeks of time cleaning up your kitchen. Makes sense?

Yeah.

So if we look at the gain, the only thing that I could really think of in terms of direct money I know that there's time saving and money saving because it's all in one place, but looking at it specifically as a gain, the only thing I could think of is that they could charge more for their services because the tried and tested processes, I mean, I can't obviously guarantee that they will work, but they nearly always work. They certainly work with my with my clients. So, would that would that be, again would that be classed as a monetary gain that when they graduate, they can charge a higher consultation fee because the the long term success of the resolutions that they create, especially with behavior, are far superior to what else is out there.

Well, I mean, first, let me ask you. Is it good if they can charge more money?

Yeah.

Okay. So you don't need to ask me if it's good. You know it's good.

Number two Yeah. I was just thinking in terms of the exercise.

Right. Okay. Right. Gotcha.

Yeah. How much more can they charge?

Yeah. Okay. And that comes up a lot. So, yeah, they can usually charge double what most people are charging.

Okay. So in addition so does everybody see how we're making a value stack here?

So first, you're not gonna need to take an animal behavior course that'll be three months and a thousand dollars. K? Next, you're gonna be able to charge you're gonna be able to double your fees yourself.

K? Now we're starting to get and right? And so you you see where you started was they don't have to take other courses, and they can charge more. I want it down here in which course, and how much, and how long, and how much more can they charge. I wanna know specifics.

Got it. I wanna know absolutes here, not relatives.

Okay. That's really helpful, Evan. Thank you.

Absolutely. Anyone else?

Yes. So in the the sales process, especially I mean, the discovery session is pretty much the majority of the thing. Right? Because if we know in advance the exercise we're working on right now, time, effort, energy, results, money, etcetera, And if we know that we need to learn about that part of the world, what's going on, we can really find that out in advance.

Like, probably fifty-sixty percent of people that come to me already go to a health club already and they spend money there. So if we ask them that and then if we ask them, you know, what does it cost you to blah blah blah and now in the actual next phase of it, we can literally tell them, you told me that. Here's what's happening currently with you.

Here's immediately what's gonna help you because that's Exactly.

You know?

Yeah.

And further, for someone like you who you you've interviewed a lot of these people, what you're looking for is what do they have in common so that the basic package already speaks to all of their desires and their fears. That's specific.

Okay.

Stuart, what are you coming up with?

Yeah. So, actually, what's really great is every time I go through a different framework and depending on what's happening with clients, I I take a different I get a whole new perspective. So it's a wonderful thing. And so my my big takeaway is well, the big the biggest value is obviously money in in in my case.

Because every day somebody can find a job sooner is is terrific. I mean, guys making, for example, three hundred and fifty, three hundred sixty k a year, that comes out to be one and a half thousand dollars a day. So as much as I think I I

charge a reasonable amount, the salaries are just unbelievable these days, executives. And so I can basically say, hey,

You know, pay me the equivalent of four or five days and find find the right opportunity, not just any opportunity, but the right opportunity a month or two earlier. So so that that gain is is huge. But another thing that just evaded me until to now is it isn't just about finding the next gig and all the benefits and effort and energy. It's finding the right one. Finding the right one. Because on one hand, I've got a client.

He his talents are remarkable in AI. He he can go to work, for a a a real top notch company, get a job, does the interviews perfect. And he's in such a great position that if there's any risk associated with that deal, he just moves on to the next one. And the next one's also a great opportunity.

But he but he doesn't run into bad companies because he's always the prime choice. So what somebody saves is, in terms of effort, in terms of money, in terms of time, which are all combined together, if they find a job which is really mitigating the risk for them and is a perfect fit for them, what it also saves them is the hassle, the effort, and the emotional roller coaster of they know they're great, but they miss out on the next opportunity, and they're back in the job search treadmill again.

So I haven't really focused as hard as I should on it's not just about finding a job sooner. It's about finding a job, which, you can then define on your your terms on the company disappearing on you. Remember out here, these are high risk, high reward companies. And just because it's a great opportunity doesn't mean the company's gonna be around tomorrow.

Exactly. Excellent.

So I wanna drill into this one because this is part of the work as far as I'm concerned. You're we're getting really close. So three hundred and fifty k a year, fifteen hundred a day.

How much is the package you're gonna sell them?

Well, so so the multi layer packages, at least for with no one on one time and just a group a weekly group cohort, that I was looking at three thousand dollars.

K.

With Give me the one you wanna sell these guys. Whatever the and I don't care what the number is. Just give me a number. That's the package you want to sell to this person.

Oh, okay. Ten k.

Okay. Great. So we're gonna say ten k.

So it's ten thousand dollars. So does everybody get here the real key is they make three hundred fifty thousand a year.

He sells a thing for ten thousand. Those are the real I'm gonna take this fifteen hundred a day out for a minute because I wanna super emphasize this.

So Stuart could say, look. We're trying to get you a three hundred fifty thousand dollar a year job.

To invest ten thousand dollars is nothing.

That's actually pretty good. Right? That's not bad in terms of positioning.

We could also say, right now, you're losing fifteen hundred dollars a day not having the job.

So I'm only charging ten grand. So it's basically like a week.

K? So if we can get you a job a week faster, it's already worth it.

Does that does everybody see in here how we're translating here and how it's starting to make sense? But I think we can do better than that because I think we can keep playing with this. So the question is I wanna know what is a number that relative to ten thousand dollars makes the ten grand seem like it's an absolute bargain.

Okay? I kinda can't say three hundred and fifty thousand because they could find the job some other way. They could find it on their own. They could get a referral. So it's kinda not directly tied to that, but you said something magical, which is you can help them find the job a lot faster.

So how long does it take on average to find a job for a three hundred and fifty thousand dollar executive? What's the average?

A couple months.

Two months? Yeah. Sure. I think it's longer than that, isn't it?

It it I'm I'm talking about certainly at the senior level. It it's you you asked me average. And average, as you know, is a strange concept because one guy will find it in three days because he's the right candidate, and the next guy is working three months.

But here, let's I think executives like that. It's more like four or six months, isn't it?

But, again, that that that's not an average.

Alright. Let's just do a search. So let let me just chat you a bit here. So what's the name of the position?

Sure. Vice president of or these days, chief marketing officer.

Chief marketing officer who makes three hundred fifty k to find a new job.

In other words, how long is their job search?

Let's see if ChatGPT has a has an answer.

You didn't say three fifty k a month, did you?

No. Three hundred fifty k.

Okay.

Good. For CMO level executive making around three hundred fifty k total compensation, realistic job search, six to twelve months in a normal market, nine to eighteen months in a weaker market, occasionally faster, three to six months if they have a strong board investor network, recent measurable growth, executive search firms, blah blah blah. I thought it was more like six or twelve. You should look it up.

But that's also across all industries. Right?

Yeah. I'm just saying you should go look it up yourself and find the actual answer. I mean, I would. That's what I'm just saying that's what I would do here.

That's a great point. Because if you know the exact number so for example, if you can say to me so let's say three hundred fifty k, let's call that thirty grand a month. Right? So if you can say, hey.

On average, it's six months.

Let's say, let's call it six months. It's six months to get this job. So in other words, it's gonna cost you a hundred and seventy five thousand dollars of your own time to get this three hundred fifty thousand dollar job. Okay?

I can reduce that. I can save you half of that. We can get you a job in ninety days using what? Right?

So now, all of a sudden, it's I just saved you ninety grand.

So the proposition I'm making you is you give me ten thousand dollars, I'm gonna save you ninety thousand. You're gonna get ninety more thousand bucks because we're gonna get you that job faster.

Got it. So by stacking, it's not dollar for dollar. There's a multiplying effect, obviously.

That's what I'm saying is it's a nine x. You give me ten grand now, I'm gonna get you back ninety thousand dollars in the next six months. Okay. That's the translation. That's where that number, the fifteen hundred and the ten grand and the three fifth like, there's something about ninety and ten where I really like that. That's a really you know, that, like, ten x kind of factor. So everybody that's what we're looking for is we're looking for numbers that they can relate to.

But also, they don't think like that, so we need to actually translate this to them what it's gonna look like. Because they don't think laterally the way we're thinking it. There's like they they go linear.

Well, they don't think like it, but they think less ten to three fifty. Totally. So that's what I'm saying is you wanna you wanna get it into that spot where they have the where you're creating that light bulb that goes off in their head, and they go, ah, oh my gosh. I'm gonna give you forty bucks and buy this book, and you're gonna save me a hundred dollars over and over and over and over and over?

Oh, the most important thing is I don't wanna get rejected by a woman. Right? That's it. Okay? So if I say, hey. How much would it be worth to know how to go talk to a girl and not get rejected?

Is it worth forty bucks? Well, good. Come buy my book because I'm not only gonna help you not get rejected, but you're gonna know how to do it. You're gonna be able to avoid it from now on.

Woah.

Got it? You gotta connect up the dots for them.

Alright. So I have a prompt for you here that I'm gonna give to you, and this one's gonna take a little bit of doing because it's so I'm gonna ask you to take the prompt to make a copy, and then you're gonna fill in.

Alright. So something like this.

Right. Whatever it would be.

Let's do it like that.

So anything in brackets you need to fill in.

In my case, when I see it over and over again when the spouse comes to us and they they get the results they want. So often, they come to us and say, you know what? All the results have been seen. And then I see my husband is following the program from the side, and he's seeing more results than I am.

Sitting on the couch improving.

And then I see I tell my family. I'm teaching my family how to do those things. Now they're improving as well.

Yeah. Exactly.

Exactly.

Okay. Does everybody have this prompt?

And make a copy. Go file copy so that you can make all the changes inside of yours and then literally just copy and paste it right into Claude.

K? So make a copy of it, then fill it in over here, then copy and paste it.

Evan?

Hey. Hey. Yeah. You better act afraid. You're not with me.

Are we meant to be doing the exercise? I just went and put the kettle on and came back and downloaded it. Are we meant to fire on or am I or am I a step ahead?

So you got the document that I gave you with the prompt?

Yep.

Okay. I want you to fill that in, then I want you to go put it in Claude, and I want you to attach your avatar doc and product doc if you have it.

Okay. Can I just tell you that I'm loving Claude?

He's like my new best friend. I just I just love him.

There you go.

Thank you for putting him putting me onto him.

Yeah. Claude's pretty pretty good.

Alright. So I'm gonna let you guys go do that, and then I'm gonna put everybody into a breakout room so that, you can share your results with each other.

And then I'll come back, close to the top of the hour, and we'll do a little quick little debrief.

Alright. Have fun with this, guys.

Try to find three or four or five that are just killer, right, that you can add to your package.

Okay. Hey, guys.

Alright. Who came up with a couple of more, good value translations that maybe you hadn't considered before?

Yeah.

Anyone wanna share one or two?

Evan, if you look in the chat, you'll see what I shared with the group is you this this prompt, first of all, it charmed all of us.

We Can you put it in here again?

Oh, you don't see it? Okay. Sure. I'd be happy to.

Maybe just carried it over from yeah. I've got it.

It was proper mind blowing. Like, really amazing.

So base basically, I took the answers from your prompt, without any other prodding, I said, hey. Other than the stuff that it still wants me to answer and come up with, why don't you take what you gave me and just create a, four to six page sales brochure from it?

Exactly. Excellent.

Yeah. That was really golden. Thank you, Stuart. I did a two page, and then based on the values and numbers and stuff like that and explanation, it gave me one of those tables that I always wonder how people come up with this.

Like, Evan says, oh, our wake up productive, this much value. Our sessions, this much value. So I have one of those tables. So it was great.

Thank you.

Yeah. This is great. Okay. You're not paying ten thousand dollars for coaching. You're paying ten thousand dollars to not lose eighty seven thousand dollars.

Right?

I mean, that might be a little bit forward, but, man, it's good.

It's really good.

And eighty seven thousand is a nice specific sounding number too.

You know? You're not paying ten thousand dollars for coaching. You're paying ten thousand dollars to not lose eighty seven thousand dollars.

You know, Evan, I gotta give, some interesting kudos here to Anthony. He had an idea, which I think is brilliant, and that is I've been looking at doing a custom GPT anyway. And Anthony said, you know, if I can capture on a lead magnet, if somebody's willing to tell me how long they've been looking for a job and what kind of salary they're expecting, then I can basically, have Claude, dynamically take that information Exactly. And customize the brochure. Wow.

Exactly.

And customize the email follow ups and customize right.

Yeah.

That's that you're talking to them about. Exactly. So then the question becomes, what is an assessment that you could create that makes it make sense for you to ask them these things because you're gonna genuinely provide them with some kind of, you know, value or, you know, whatever. Maybe maybe you give them something like, you know, a job application template or, you know, a practice job interview script just for them tailored for them, or maybe you give them, you know, a custom GPT that they practice doing an interview for that job plus a report.

And then it makes sense to ask them how long have you been looking and, you know, all that stuff.

No. Well, that's a great idea. That's a great cover for it. Yes. Yes. Yes. Yes.

Alright.

Evan, would you agree that, in the prompt you gave us, it's nice to have additional prompting about reverse guaranteed in I mean, risk reversal and guarantees to see what's gonna come up with?

Yep. So after you do that prompt, you can now you've once you've made a prompt like this and you're actually interacting with it, and you can also say things like, ask me three or four questions so that you can get more clear about my offer and have it learn a little bit more about you, plus you've attached your avatar and your product and so forth. Then you can say, you know, I'm considering creating a, you know, a risk reversal or a guarantee for my product.

I'd like to have something that makes it a no brainer for them to sign up. Right? It removes all the risk.

You know, generate ten ideas for me of what these could be, and then boom. It'll create great stuff for you. Yeah.

Does anybody else have nice things to say about Anthony?

Well, I No.

I ran this through I was just so excited to run this prompt through to see this this value stack piece. We have a a product that we're working with to just like, the context is that if if you use AI for legal research, it's it's there was just a federal portal link. It's now subpoenaable. So all these conversations CEOs are having. So we just designed a product that essentially wraps AI chat and attorney client privilege. It's, like, a hundred and fifty bucks a month. And so translating that into

value, it's, like, you know, forty to a hundred thousand dollars in savings on the average settlement, like, for insurance if someone uses it to research their car accident, for example.

Excellent. Just showing, like, how that is asymmetric. So, yeah, really it was really cool to see it go to work on that thing and help me translate the real value for people there.

Amazing. It's beautiful.

Alright. Great work, everyone. Remember this. When you're talking to another person, translate the value of what you're offering into their terms toward and away.

Great work, guys. Excellent work.

See you soon.

Alright. Have a great rest of the day.