

Attract Higher-Paying Clients

Good to see you.

Just talked to, someone on my team who lives in America, and it's snowing where they are right now.

Where is that?

What an awesome day. In Colorado.

Oh, who's in Colorado?

Megan Cool. Who works with me.

That's awesome. Yeah. It's I'm in Colorado too. It's it's raining, but we're supposed to get anywhere from three to nine inches tonight.

There you go. Perfect. I'm in Austin.

Where you live in, Erin? Sorry? Where in Colorado are you?

Arvada between Boulder and Denver.

Yeah. Okay. Yeah. I know where it is. I live it's been quite a few years, but I lived in Colorado Springs for a while.

Cool.

Well, Erin, I'm down here in Durango, and we're not getting your snow.

You're not?

No. I know.

We've had a really strange winter.

Yeah. We're gonna definitely have a drought this year.

Alright. Well, well, good morning. Welcome to, some new folks. And, see, I've talked to everybody here. So yeah. Yeah. And let's see.

Alright. And then, hey, Sarah Jane. Welcome.

Well, we are we are kicking off a, a new month here, and what we're going to be, working on here, kind of our our curriculum this month, is building and developing. I sometimes I call it your affluent client network, but the way I think of it is basically up leveling the network of people that you both work with as clients, but also that you work with as, affiliates, as partners, as collaborators, the people that you kind of have as peers in a in a certain way.

And what I found in my life and my career is that these two like, success and these and the development of your network go hand in hand.

In other words, the there's no I mean, maybe some single digit percent of the time or something like this. I haven't done a scientific, you know, research project on it. But, right, there's no, you know, real wonderful growth of sales, of clients, of the business without also the growth of the network of, you know, up leveling your clients, up leveling your, your partnerships, and, and so forth. And so I wanna, work with everyone today on this. And then I also want to continue developing our, our avatar docs Because there's something there's something interesting that I I just have been watching over the last several years as the Internet has enveloped everyone, plugged everyone in, gotten everyone jacked in. And that is that we've moved from a we've moved from a world where you know everyone to a world where you don't know everyone and where it's much harder to find people even though they're all available.

So in other words, it's really astonishing to me how I can read an author and really, you know, find their book or their work interesting or listen to, you know, a

podcast with them or something. And then I can literally just go online and find them and then often reach out to them and engage with them and have, you know, a conversation or, you know, email exchange or interview them or hire them to do something or whatever else.

It's it's shocking to me how available talent and, relationships are right now, but it's totally overwhelming and confusing to most people because there are just so many people out there that you could potentially connect with. Does this make sense, everyone, what I'm talking about here? Right? So how do you segment or focus or target when you've got eight billion people? Which is the segment that is the one that's going to be the one that works for you? Okay?

So as a I don't know. Just some general guidelines I want to start with here, the idea that, you know, they've they've done surveys. I've read about these before. I don't have exact quotes, but they've done surveys, and they've asked people, what's the exact right amount of money to earn?

Right? What's the exact right amount of money to earn or to have as your, you know, income or or your net worth? And it turns out that the answer is twice as much as I currently make and have now.

Okay? So that's it.

Right? I want twice as much as I have right now. That's the perfect amount. So for people that make, you know, five thousand dollars a year, it's ten thousand a year.

For people that make fifty thousand a year, it's a hundred thousand a year. And for people to make five million a year, it's ten million a year. Right? It's twice whatever I have.

So I like using this as a starting point because most of us can can imagine double.

Like, we could see that.

If I say, I don't know, imagine ten times you know, earning ten times as much as you earn right now, we could maybe do it, but it's not as graspable, if that makes sense. Okay? Who can imagine earning twice as much as you earn right now?

Can everybody imagine that? Okay. Who would like to earn twice as much as you earn right now? Everybody on that wavelength?

Okay. Great. Okay. So then let's define right now, an affluent client, k, an ideal client of yours, as someone that will pay you about twice as much as you're earning from an average client right now.

Does that sound good?

Can everybody relate to that? K. So whatever you earn from an average client let's imagine that an affluent client, whatever level you're at right now in working with, is someone that could pay you twice as much.

No?

Okay. Good. Next.

Some people have challenges with, deserving self worth, impostor syndrome, feeling like, you know, they've earned it, that kind of thing. Anyone ever been there? I know I have. Okay. Good.

Can everyone here before I wanna go slowly so that everybody's with me here. Can can everyone here relate to increasing how much you earn to double? Would everybody feel okay if you were just paid double what you're paid right now for roughly a similar thing to what you do? In other words, if you doubled your rates and people just gladly paid that, is there anyone here who would not feel okay with that?

You'd need to kinda do some inner work to, like, figure it out. Jim? Yeah. Okay.

Sarah Jane? K. Anyone else?

Okay. Alright. Great. Let's just talk about it just for a minute here. What comes up for you, Sarah Jane?

I'm just thinking of one of my programs. One of them actually, no. No. My top program and my mid program, if I doubled the price of them Yep.

Without changing anything that I did Yep.

With my top program, I know the value is absolutely there.

Yes.

With the mid program, I think I would have some wobbles around not working hard enough for for that. Yeah.

Okay. Interesting. Is there something you could do to the program that would make it worth it so that if people paid you twice as much for it?

This is a me issue.

Okay.

I know that content's good. I would, I just have this thing about always having to which is the block because I always like, more, I always overdeliver. So I'm already giving quite a lot there.

I would just need to get over myself.

Okay. What about this? What if the you had more successful clients that just had more money and they wanted to pay you twice as much? Would that change things?

I'd like to say yes, but there's a part of my body that's saying, It's not really about them. It's about it's about me.

Yeah. Yeah. I got it.

I get stuck.

For you, you may want to go into that program and add a bonus or add another, you know, chapter or another element or a tool or something so that you can just get yourself to the place where it's just worth it. Okay?

And I've got enough content to to be able to to create something easily, as a bonus.

Or Great.

Yeah. Thank you.

Jim, what about you? What's happening for you?

It it's really interesting. It's it's striking. There's a gut feeling. It's hard. Right now, I I'm still I'm I'm kinda mixed model of offering a group a program to a lot of people and also seeing some people one on one.

Yes. And and so I I just have a three hundred dollar an hour charge, and there there's something about, oh, I'd rather see more people to double my income than to charge six hundred dollars an hour. And and it it's a I don't know what it is, self identity or something, but I feel it just in my gut.

Yep. Yep. Got it. I was talking to, Jennifer Deepstratten the other day who's becoming a friend and doing some consulting work with her. And, we were discussing the idea that when coaches shift from doing one on one to group So what they'll often do is let's say that a coach charges, you know, whatever, three thousand dollars for a coaching package for a three month coaching package. And then they create a group coaching program that's three months long. And then they say, well, how much should I charge for it?

Right? Almost all coaches say, well, if I charged three thousand dollars for a one on one program, For a group program, I should probably charge, like, three hundred dollars or, like, five hundred dollars or right? So what's the actual answer? How should you be thinking?

Anyone? Barb?

I'm doing exactly that thing, and I'm going from a three thousand dollar one pet to ten thousand dollars. It should go up if the value is greater.

For a for a group program?

Yeah. For the group coaching.

Well, the you win. Barb, you get a gold star. K? And you can see the congruence on Barb's face. Right? But, anyway, what we were talking about is, the idea that when you, when you go from doing one if you do three thousand for one on one, if you're gonna make a group program, you wanna ask, how can I charge three thousand for the group program?

So if the price stays the same, but you just have more leverage time.

Does that make sense, everyone?

I mean, that that makes total sense to me. Some of what I do has to be one on one. I have to do a neurological exam. I have to do you know, it's very individual. It cannot be done in a group. And then it's educational programs. It it's the one on one piece that that that trips me up more than the group.

And I I don't know if if if you have any, you know, thoughts about that, but I'm I'm open if you do.

I I do. I do. I just wanna get all of our mindsets going in one in the same direction here, which is I wanna get everybody to we wanna start thinking. So when you start out, by the way, in I don't know.

Who remembers, like, their first job? Did anybody when you were first starting out working, would anybody have been I mean, I know I was, where you're just like, I just wanna do I just wanna work a little bit. Yeah. Just if you'll give me anything, I'll do it just to work and get some experience.

Has anyone ever been there in your life?

Right? Were you just yeah. Right? So that's when you're starting a business, that's kind of a way to start it in a way as you you just start working.

You just start doing what you do for as many people as you possibly can. In coaching, I mean, I think if when you start out as a coach, you should just be coaching as much time as you possibly can. You wanna spend as much time as you possibly can just coaching and getting your reps. You know?

And, you know, you need to do, like, a hundred coaching sessions before you finally go, oh, okay. Now I get it. This is what it's all about.

If you're just coaching and you're doing it, let's say, for free for a long time, at some point, you're gonna get too busy, and you're not gonna be able to take any more free people on. And at that point, you can go back to the people who you have coached for free or who you are coaching for free, you can say, hey. I'm getting too busy.

K? I can't do this anymore for free. Would you like to start paying me? And some of them will say yes, and then now you have a business. Right? From starting from zero, you can do it like that.

So it's the same thing. Did everybody study study economics? Right? As demand goes up, price goes up.

Everybody know that? Okay. So you have to start running your life and your business like an economist. K?

So as demand goes up, you need to raise your price, and you need to get that there's eight billion people on the planet, and there is always another level of client. K? There's always another level of client, and it's it's up to you to make the decision internally if you want to work with the next level of client. And then if you do, it's up to you to go and find them and to work with them.

Okay?

As a starting point so one of the things I like to do is I like to have experience teaching a thing.

I like to have experience teaching it to the client that I wanna teach it to, and I also like to get feedback and testimonials. And I will often do programs and teaching and training and coaching for free in order to get that through my career.

Okay? So for example gosh. Lots of different examples. But when I first did my first business training, k, it was called Altitude, and it was a high end thing. It was ten thousand dollars for a five day, live event. K? So my first business training event, it was five days, and it was ten k a person.

So what most people don't know is that that wasn't the first one of those that I actually did. It was the first one that I charged for. The first one that I did was I think I did a three day version. It was either two or three days.

And I did it in San Diego, and I rounded up my team, and I called a whole bunch of other people in my industry, and I got a bunch of referrals to all of them. And I probably had, I don't know, thirty or forty of them. And I called them all up and I said, hey. I'm doing this event, and I would like you to come to it.

And you don't have to pay me. You can just come, and I wanna share this knowledge. I'm also getting great group of people together.

And so I got them all together, and then I taught them all the stuff that I wanted to teach in my event.

And at the very end of the event, for the last ninety minute session or something, I said to the group, I said, okay. That's what I have to share. K? That's me, my team. That's all the stuff that I wanna share.

Will you now please give back to me and tell me what I need to do in order to make this something that people would buy?

And then they made a big mastermind, and they all just started telling me all this stuff. And I remember one of my friends, Alex Mendozian, who, you know, walked up to the mic, and back then, I didn't know him very well, but he walked up to the mic, and he's like, well, it's a good thing you did this because you this is not sellable in its current form, and here's why. And then he gave me a list of things that I needed to do to upgrade it. Does this does this make sense, everybody?

So I did a practice run. I got a bunch of people together. I did it on my dime.

Right? And then I got them to tell me what needed to happen. And then I went back to the drawing board. I rebuilt it. And in fact, I went back to these all these people, and a lot of them became my affiliate partners.

And I was able to launch that program very successfully, and, I can, you know, share lots of other stories like this.

Does this is is this resonating for everybody? This making sense?

Okay. Because when you do that first thing for that next you do that next level thing for a next level audience that maybe has next level collaborators, even if you do it small, it gives you a feeling for how it works. It gives you a sense for it, and it gives you a sense for how people respond to it and the value of it. If one thing I really recommend doing is, if you're gonna do this as an experiment for yourself, to get testimonials at the end.

Alright? You might as well get testimonials. Annie and I, a couple years ago, we did a high end event for couples. Right? So couples who are committed staying together for life. We got a mastermind together of about seven or eight of them.

And, we covered it. Right? And we invited some Greek couples that we knew, and we got together for a few days. We taught them all our stuff.

We paid for it, but we also had a camera there on the last day, and we said to everybody, hey. Would you be willing to give us a testimonial? Would you be just give us a video? And everybody sat down in front of that camera, and they all gave us these amazing video testimonials.

And, like, how valuable is that? You know? First of all, we got to have the event and got to have proof of concept, then we left with these video testimonials. Alright.

I didn't mean to spend quite this much time on this particular thing, but I it's really important to me to get everybody to the point in your mind where you're starting to think, ah, if I want to double my income, I gotta double how much I charge. I gotta double the quality of my clients, and that those people are there. They're out there just like any other clients, but you're gonna be the one that has to make this decision, and then you're gonna be the one that's gonna have to go out and offer that next level service package. You're gonna be the one that has to do the follow-up.

You're gonna be the one that has to show up and look, feel, sound better.

Okay?

Little tweaks, by the way. I'll just give a couple of more, little mindset things here.

If you want to work with clients who earn twice as much and pay twice as much and stay twice as long and so forth, you really wanna look at them and ask, who do I need to become in terms of, like, my inner and my outer world?

Who here primarily works with people in person?

K.

K. Three. And then who here primarily works primarily works with people virtually?

Okay. All right. Cool. Sarah Jane's both, so that's perfect. So I would ask you to if you work with both, you want to do this with both.

But if you work with people in person, you wanna go and ask, okay. People who pay twice as much, what do they expect in person? You know? Like, Haristo, a couple months ago, Annie and I went and looked at gyms locally.

Right? And we went to the, you know, the really expensive one that's, like, four hundred bucks a month or something. And it's beautiful, and it's in this fancy, you know, part of town, and, you know, it's massive, and it's you know? And then we went to the one that's, whatever, a hundred and sixty dollars a month or something, and it's it's alright.

You know? It's got everything that we need. You know? And then, you know, there's the one that's, like, whatever, sixty bucks a month or something.

Right? So you you wanna, like, ask yourself, okay. What level am I talking to here? For me, one of the things that I do is I try to continually upgrade because I work virtually most of the time.

I'm always trying to tweak and tune my visual and auditory setup here. Always making little every few months, there's some little step that I make. Sometimes the step that I make is I get a little bit better lights. You know?

I move to maybe a little bigger lights and I'm soft boxes, or, you know, I get a amplifier for my microphone so that it sounds a little bit better. I get a better mic or I get a better mic stand, or, you know, I put the colored Philips hue lights in the background, and I set that whole thing up on my phone. And right? Or maybe last year or so, I bought a new camera, and I bought a nice one.

You know? Spent, like, don't know, a couple thousand dollars and got a really good camera with a great lens, so it has that depth of field. So it's, like, kinda creamy back here.

Right? But and I'm always tuning and tweaking. And for years here in this version of my studio, I was always frustrated because when I would show something up close so one of the reasons why I got a better camera was because I'm you know, I have all these things that I'm showing and that I'm teaching with, and when I would hold them up, you couldn't see them. So I got a camera that you can see the thing that I'm sharing.

But for, I don't know, a year or two or however long I had it, it was always dark because my lights were over here, and I was always frustrated with that. And then one day, I said, alright. I'm gonna get a little light. I'm gonna stick it right there, and I just did that project.

That was just a few months ago. So now when I hold things up, you can see them. Right? You can see them really nice and clearly.

So the mindset is that we're always upgrading all these little elements so that we can become so when we show up in front of the client and when we go out to do the marketing, everything squares. Everything jives. They look at us.

Right? They see if it's virtual, they see the way that we look. We look clear. Lighting is good.

You know, for me, I wear these funny purple T shirts with different, you know, kind of creative themes on them. That's kind of the phase that I'm in right now. That works for me, But it's a uniform. You know?

You don't see me show up here, you know, whatever, unshaven and, you know, with my hair in twelve directions, you know, and a a suit. You know? Very rare, that kind of thing. Right?

This is and even the colors in the background go with this. It's got a kind of retro wave, kind of eighties, little bit of a vibe. Right? So that that's what I'm I wanna encourage you to do.

Right? Somebody had their hand up just a second ago. Do you have a question?

Oh, sorry. My hand was up, but I have a block around the whole doubling prices thing.

Yeah. Ahead.

Want to slow you down. Is that okay?

Of course. Bring it. Okay.

I'm an author, and I work with spiritual women writers who want to write their first book. This is a new niche in the last two years.

Great.

It's going well in the sense of the clients that I have, I love working with, but when I imagine up leveling my clients, it feels hard because given that I really am focusing on and my ideal clients say, oh, I chose you because you're a yoga person. You write about yoga. Everyone in your pro you know, you teach writing from an embodied place. That's what makes it And there's a lot of money stuff in this spiritual community of women, and a lot of them are retired or they're working and they're not earning a lot because they've chosen, they're holistic practitioners, and so they have money issues. The entire time I've been a coach for fifteen years I've specialized in yoga teachers and holistic healers, and they have this So I would have to go to a more general audience or the experts. And, yes, I work with the experts. I help yoga leaders.

Yep.

But even there, like, oh, now I'm working half time or since the pandemic I stopped working. They all say the same thing to me.

So Yeah.

Yeah. Understood. So just for for everyone's just maybe a refresher or reminder. So let's say that up at the top here, you have people that earn, I don't know, let's say, a million or more per year. K?

So let's say That's a small amount.

Right? So that's gonna be up here. Let's say the second level is gonna be people that earn, you know, two hundred and fifty k per year.

And then let's say the, the level below this is gonna be people that earn a hundred k per year. And then this is gonna be everyone this fourth level is gonna be everyone that earns under a hundred k.

Those have always been my clients.

K. So does this make sense, everyone, these different levels?

Okay.

So there are gonna be one tenth as many people that earn a million a year as there are people that earn a hundred k. In other words, they're ten times rarer.

Does everybody understand the math there, what I'm talking about? And they're gonna be, like, twenty or fifty times rarer than the average person is at this level.

Okay? So I wanna make sure we're we're clear on the numbers here. Right? Okay. Next.

And this is just for you, Laura. So spirituality is a category. For a long time, spirituality like, I'm talking thousands of years. Spirituality and money and wealth were separate things.

They did not intersect that much. They were not considered. Right? So, like, you know, rich man to go go to heaven.

Right? It's easier to go a camel for go through the eye of the needle and all that business. Right? Well, what started to happen now is this overlap has started to happen in the past several decades where now these two things are starting to intersect more.

And you're getting people like Deepak Chopra writing books called, like, the seven spiritual laws of success.

And a lot more teachers now are talking about spirituality and abundance.

And I think that this is because we live in an abundant world now, but these two things are no longer not overlapping.

So my thought for you is to ask the question, who are the spiritual authors that you want to work with that also focus on an area of life that where there's money? So maybe it's spirituality and leadership, or maybe it's spirituality and finance, or maybe it's spirituality and business growth.

What do you think about that?

I don't think that's and I love working with women. I have all of my groups are women only.

They're Perfect.

They're even like, I chose an AI cover for my last book.

Yeah.

And the circle wouldn't let me choose it. We we went back to human art. They were so upset about it. I mean, I use AI. As you see, I embrace it or I wouldn't be here.

Yeah.

They a lot of my clients are boycotting AI.

Understood. And that, by the way, is gonna be over the next three to five years, everyone, that's gonna be, you know, a battlefield.

We're gonna And when I posted about that on my Substack, that was the post that had the most engagement, likes, and comments, the about the dialogue we had in my circle about whether or not to put AI on the next cover.

Well, everybody's dealing with this. Right? I mean, imagine being someone like YouTube right now that has to fight this one out. You know? So the question, though, I have is see, because this ultimately comes down to you and the decision you want to make. In other words, do you want to earn the more money or not?

That's the question.

I I just raised my prices forty percent for my next cohort.

Yes. And without putting a lot more, a little bit more in there, maybe ten percent more in, and I'm gonna go with it. So to me, I I feel like that's the way to go. I'm not desperate for money and in the sense of we could be financially independent today if we've just kind of downsized our lifestyle just a tiny bit.

Yeah. And so I don't need to have twice would I love to have twice the wealth we have now? Yes. But do I need it?

No. And I don't know. My husband's sitting right here if he agrees with me or not, but I I just raised my prices forty percent.

I'm gonna go with it and see how it goes, but I'm not Good job.

Really going for a different client personnel. But you are getting me to think about no. I don't wanna go into those spiritual women who are writing about my women write about the earth. They write about Mother Earth.

They write about healing from ***, ***, trauma. They write about male female healing, birth healing, and that's the topic that I'm very interested in. So as we bring in AI, and I am embracing AI, and I show it to them, But I I I I would like to be more productive and write more books myself, but about how to stay human in the face of AI. That's the stance that I do wanna take.

Excellent. Well, for you, maybe it's not about earning more money. Maybe for you, it's about making a bigger impact. And that's fine if that's where you wanna go.

You you don't have to conform to, you know, what we're talking about here necessarily, and I totally understand and honor that. I like doing a lot of teaching myself, and I have a lot of impact based teaching. In fact, most of the work that I do teaching AI, I earn nothing from it. I interview all these experts and geniuses, and I put that all online just for free. So there's parts of that.

And if you if you, down the road, say, you know what? Yes. I'm ready to start earning a lot more, you may want to ask who are the women who are in areas where they can afford more that I could help with their writings about spirituality, And then maybe you also have a lower tier or a kind of a, you know, more mass tier where you teach anyone who wants to write about spirituality, and maybe you even have, like, some free work that you, you know, that you do as well.

And I honor that, whatever, you know, wherever you're coming from there.

Yeah. And even my partners. I want partners who are women authors writing about embodiment.

And some of them may be very wealthy, and I need to reach you know, find the five or ten who those are, and some of them are not. And I want to be partners with all of them. The ones but the other partners, big partners with a big reach, that's who I wanna be partners with.

Excellent. And for most people, they're not where you are. Most people are at a place, you know, in our programs and so forth, where they want to earn more money, so they want to focus on the place where they're going to earn more money. And then with the discretionary time they have, they'll do the more impact based work.

So I need to be very grateful for being here.

Absolutely. Absolutely. Wonderful.

Okay. But if I can ask you something about Go ahead. Oprah. Often, even those people say they don't have the money, I found that often that's not the case.

They find money for what they value. And when you step into truly where you want to be, sometimes those people see you differently and they respond differently as well. So on the surface level, what they say, sometimes it could be true, but sometimes it's not. So a huge chunk of those people will see you differently when you when you step into that. It's like, She she I can see the congruence in her, and then they get drawn to that as well.

Yeah. I've always been surprised too in, business because, you know, I had a I had a sales guy that worked with me two or three years ago, and, he's very experienced, decades in the industry, and, you know, used to work with Tony Robbins and so forth. And he told me something. He said, Evan, he said, the people who say they can't afford it are the ones that are the most likely to pay in full.

And I was like, what? He said, yeah. That's my experience in my my work is the ones that say they can't afford it are the ones most likely to pay in full.

Okay. So yeah.

As of the one of my highest, well, the probably the wealthiest client that I have.

A while back ago, maybe thirteen years ago, I interview him. I wanted to see where he is with, you know, like, like, finances and what he makes him take, you know, where he hangs out. I think Evan, you actually gave me this exercise some time ago and I've done that. And the way I did the math, the way he was responding to my questions, it really turned out like he wasn't making more than two hundred thousand dollars a year and it didn't make sense because he's got like three boats, three houses, he travels like ten times a year, he's always summoned out of the country and the man did not really work right. And he watches his finances but he's literally a millionaire and the way he told me initially is like it didn't make sense so much. So what they say sometimes is not always, you know, true, especially in the beginning. But now, you know, he's been with me for a long time, but I know who he is.

Excellent.

Okay. So one of the things I wanna have everybody do right now is I want you to take out a blank piece of paper or if you've got a document on your computer.

And I would like you to think about, if you can put this in a computer doc, that's going be better. It could be because we're going to be doing some prompting here in a moment.

I'd like you to write out a description of who you would like your ideal client to be. K? So not who your avatar is now, but who you would like your ideal client to be in terms of, you know, their their job, their income, their personality, whatever. Maybe they're male or female.

Maybe they're a particular age. They work in particular industry. K. Who would you like your client to be?

And then who is this client that probably would pay you twice as much as you, are earning right now if earning twice as much is, is your ideal? And, Laura, for you, you mentioned you'd like to have partners who are more successful and have a bigger reach. Yeah. You may want to target partners who are at the next level as a part of this.

And then, possibly, you may wanna target partners who also have followings that might be a little bit more affluent because then you could help them too. K. K? Alright.

Good? Yep.

I'm gonna give you, like, this little five minute sprint here. K? So we're gonna just do five minutes of writing out everything that you can imagine about your ideal next level client customer who would pay you about twice as much.

Evan, one question as far as this ideal client is how much revenue they make. In terms of them working with me, I would like to say to put minimum five hundred ks per year. But beyond that, it really doesn't matter to me so much. Do you think it's important to put the exact amount? Because if if they make this amount of money, they they will be fine with me.

If you can just get close, that's fine. It doesn't have to be perfect.

Okay. Who has your next level client described?

Who needs another couple of minutes?

How many minutes do you need? Hold it up.

Two? Okay. You got two more minutes.

K. Two more minutes.

Alright. I am now going to give everyone a link to a prompt.

So this is the, upgrading your clients prompt. And what we're gonna do so everyone here should have these three docs. You should have an avatar doc, a product doc, and a personality doc.

If you don't have one of them, put the ones that you do have to get started, and then just go make the other one. But everyone should have all three of these from, having gone through the, the boot camp.

Would you say those one more time, Auntie?

They're right here in the prompt.

Avatar doc, person product doc, personality doc.

K. If you just click on the link that's in the chat, Right there.

Everybody see that?

Can you see the highlight that I made in the document?

Yeah? Okay. Good.

So what you're gonna do is in this prompt, you're gonna say, you know, I'm a dog behavior coach who helps dog owners to get their dog to stop barking and stop chasing the mailman around. K? So one sentence, we're just getting it into the ballpark of who you are and what you do. One sense. Because everything's gonna be described in your other docs. Okay? So attach this prompt is, and then, you know, you're gonna attach your avatar doc, your product doc, your personality doc.

And then you're gonna say, I would like to work with more affluent clients, and I'd like to double my current income. K? This is key.

Project and describe a demographic and psychographic profile of a client that would gladly pay me twice as much for my products and services and describe them in ideal client avatar terms.

Explain the psychology of this next level client, describe the motivations of this next level client to me toward and away from, as well as their emotional hot button needs, and most importantly, contrast and explain what is different about the profile and motivations of this next level client who would pay me more for my current avatar so I really get it. This combines several kind of prompting approaches that I use here. So first, we wanna understand their psychology so that you can get a look inside of their mind.

Next, we wanna understand their motivations and values.

And then maybe most importantly, we want to contrast them against your current ideal client so that you can see, oh, this is what makes these people different from a more objective point of view.

Finally, give me the outline of a plan for targeting and reaching these next level clients. This is kind of a bonus right here, k, to just get some insight into, hey. Here's how I might start, you know, upgrading myself, upgrading my my product or service to attract these people, but not just to attract them, to get them to buy, to retain them, to join their network, be referred to their community. K? So we're looking at this kind of a little bit more holistically.

Are there any questions about the prompt?

Evan, you said something about could we see a highlighted section?

I didn't see a highlighted section, but I've got I've got Don't worry about it.

Alright. Perfect.

Yep. Don't worry about it. It was me highlighting it manually. I was just seeing if everyone saw it or not. Yep.

So this has this has not much to do with what we just typed, who is our ideal one. Right? Because this prompt doesn't state what we just typed.

Correct?

Because the the the the exercise was for us to describe our ideal client.

Yeah. Yeah. Yeah. Yeah. Exactly. So I want you now to go and do this, and I want to contrast it with what you think who you think your ideal client is and what this is to get another opinion, right, and to now start kind of putting these two together.

Now from here, by the way, once you get the output, you can feel free. There's I mean, with AI, right, there's a choose your own adventure.

You could if it's really different from what you came up with, you can take what you wrote, and you could say, this is who I thought it was.

Right? Is this it, or am I off?

K?

Does that make sense?

Well, whatever the answer will be from AI, because on the prompt, it doesn't say a male. But in my note, it says a male. But my avatar is a female.

So mine, I believe, will be a little more accurate than than what the actual well, I think we're gonna be blending it, but, you know, what's in my mind is more accurate than what what AI will say.

Do you know what I mean?

Yeah. You know, you could we could do this. We could modify this a little bit, and we could actually if you want to do this, my vision of my next level clients is, k?

And then you could Type whatever we came up with.

Your ideas here. Yeah. K? So you could do it like this, actually.

So that would include what we just typed in the file Exactly.

So if you wanna put that in there, that's optional.

K? But I I thought it was fun to just have it do it without that so that you can get an objective perspective, and then you can, you know, come back and and mix them together.

Yeah. Laura.

Have changed since yesterday. Perfect. The builder day, I was able to connect everything easily.

Then it changed for the this Yeah.

Day, and then now it's changed again.

I can't connect anything from my Google.

So this is a is a pattern that I'm starting to see with these things. And what happens is they update so oftentimes, a company like Google will literally change their the way their API works.

And so then when something like Claude goes to Connect, they have to go change how it works. So then that means any platforms that you wanna connect together, but let's just do it together here.

I can't I can't get buy stuff from my Google Drive. I have all the docs.

Alright. So I'm here in Claude, so I'm gonna go to connectors. So it's the same for me as it has been before.

If you don't see Claude's ad from Google Drive.

That was there yesterday. It's not there today.

If you lose it, then just go to add connector again.

Okay.

And then, you know, add Google Drive again and do it again. And if that doesn't work, then you literally just go copy and paste them into the prompt.

Evan, that was happening to me, and and I had a conversation with Claude about it and said, yo. I've connected it, and I've reconnected it. And he said, just give me permission to access your drive.

And once I did that and I named the I was able to say this is the name of the folder. These are the documents. And Claude was able to go in and take that out even though on the surface, it looked like I'd lost my connection. It was a weird it was a weird thing.

It said that was what it was. When I went to reconnect, said it was already connected, but it wouldn't let me add any documents. Yep. So just that that's another another variation if it's helpful and that comes up if that comes up for you and you're you're trying to to find your solution to that.

Yeah. I just wanna remind everybody too that these are, like, trillion dollar companies.

I'm not kidding. These are trillion dollar companies that are being connected with software. Right? They're not the same company. And so once in a while, you're gonna have to go in and do that.

You know?

Okay. Excellent. So here's what we're gonna do.

I'm gonna put for everybody who wants to stay and do a little practice gym with others, I'm gonna put you into groups of three. So if you're not gonna do this, please drop off right now because groups are coming.

This is usually the most interesting part. And so what you're going to do is you're going to get about fifteen minutes right now to do your prompting and to explore who your ideal client might be.

And then you can share it with your partners, and you can kind of get a sanity check and a reality check and also share prompting techniques and so forth. And then I'm gonna call you back at about the top of the hour, at about five minutes till. K? So this is optional.

I recommend doing it, though, because it's a lot of fun, and you'll get a lot of value from it.

Evan, I'd like to do this, but I'm gonna need to be off by a a few minutes before the top of the hour.

Just well, you can drop out if you need to. Totally optional. Okay. Alright?

Alright. Here we go, team.

Have fun. I'll see you back near the top of the hour.

Alright. Hey, team.

Welcome back.

Evan. Alright. So what did you learn?

Evan, can I just say I am not a doomscroller on Facebook or social media? It's just not what I do. I'm quite disciplined. It's not my thing.

But since you've introduced me to Claude, I can lose hours in Claude. It's just like, oh, it's so amazing and comes up with such great things and stuff that I just wouldn't have seen. And it suggested I do a higher level program because it's a mismatch for my my current program. And then I'm reading it and it's like, that's my top level program, which was not my product doc that I gave him.

So when when I said, you this sounds like and I gave it and he's like, you've already got it. You just need to change the language in and the positioning and then give me two columns of why it wouldn't work for my next level client.

I'm just like, oh, I love you.

Can you love a inanimate machine?

Because I think I'm in love.

Good for you. Well, reminder that generative AI, right, large language models, are a a next level of emergence. This is a whole new thing that we have right now because what it can basically do is hold all knowledge. It's like if you walk into a giant library, alright, you can go into a library, you can go read, you know, Peanuts comics, or you can read Nietzsche. Okay? They're both in there.

The difference in value of them to your life, right, I mean, I you know, in an LLM, it's kind of like being able to walk into the Library of Congress, but it's all held in memory at once.

So you can slice and dice it and combine it, and this all has to do with your prompting. It all has to do with your thinking and your specifying which knowledge you need and then how you need it. And so that's why it's really important to understand what you're asking for and then to have the right prompt.

Thank you, Serge Sergejane. I appreciate it. Any questions?

Anybody have any questions on this stuff?

Have a question just because it's coming up. It's like, how do we structure our time working on Claude so that we're productive, but we step away? Because, like, I have addictive personality, and that did not feel like an hour. And I'm like, I want to keep going, but I have other things to do today. Is there any advice?

Yeah.

Eighty percent action, twenty percent clotting.

K? Eighty percent action, twenty percent clot.

It's kind of like, how much should you think versus act? You know? Pareto.

Twenty percent thinking, eighty percent action. Maybe something like that.

Paralysis of analysis, you know, mental I have question.

Like, working with what your framework is for this six months, how much do you think daily we should be on Claude? Because, like, I believe Monday to Friday, I'm not going to be on Claude on the weekend because, like, even I'm supposed to ski today, and I was like, no. I'm gonna sit in this class before I go do that.

So I have no recommendation.

You're going to have to figure that one out for yourself, because Claude's only one of the multiple generative AI platforms that are out there, and we're going to use others too. So this is the way to think about it, Candy. When you get the next step for yourself, go take it.

And then once you've gotten that step implemented, then you can come back and you can use Claude some more. Yeah.

Yeah. Laura.

So I got really awesome stuff, I had a great Jim and I had a great conversation with Anthony. Great to meet, you know, and look forward to getting to know more of you in the next weeks.

But I got really good stuff on how to uplevel my targeting, what I need to do differently in my marketing, how I need to change my positioning. And really, I feel like this the the complaint or the the objection I brought up to at the beginning, it has been answered, and I can see my way to this. Good. So my question is, do I now go back in and revise all my documents based on this different positioning so that it'll then help me with my webinars and my stuff?

Maybe so. Yeah. Exactly. Maybe so.

So, an advanced move that you could do here is you could create a new avatar doc

That you could maybe call it my ideal avatar doc.

And you use it sometimes and you you play with it. You go, okay. Well, let's see how this one works versus how my other one works. The thing I need you to do though is go try working with some of those people and see how it works. Because it all sounds good in theory.

You gotta get out there and actually do it though and see if it I think they're already like ten, twenty percent of my current clients.

It's just I need to target them instead of targeting the the lower middle. Target those high ones.

That's what I'm trying to say. Exactly. Good. Good. Good. Erin, what about you?

This brings me back to the two day boot camp, and I was I was one of the people that were having problems connecting Claude to Google, and I was fighting with

that. But I wanted to keep going forward. So I was just having all these random documents. And today, I'm reminded that I'm it's all very disorganized. So Any tips on how to organize all these documents? Because I had to actually go look for them in my downloads folder and all over the place.

Yep. Okay. So one recommendation, everyone, is when you get into Google Docs k. So I'm just gonna go over here to Google Docs.

K. And, whoops. That's my calendar. That's not my Google Docs. Google Drive. Okay. So new new folder.

Okay. So this is my organization, and I'm just gonna call it organization. And now I've got a folder in here called organization. Boom. There it is. And now I can double click that.

So now just create a folder in your Google Drive and call it organization.

And inside of it, you can put more folders. I can put a folder inside of organization. I can go new folder, and then I can say, here's my AI stuff, you know, or here's my marketing stuff. So keep everything inside of folders, first of all.

Does that make sense, Aaron? Yes. Okay. Next, enable your shortcuts bar along the top right here, and this is in Chrome.

K? And you can ask Claude how to do this. You see these little buttons up here?

Yep.

So you just grab this one and drag it here onto that bar, and now I've got my organization folder. So anytime I need to, I just go click, boom, and it takes me right to it. And I would put all those documents in there. And if you're in a document already and you wanna move it there, alright, you just, you know, whatever, upgrading your client prompt, take here, and then you just go file, and then you go move, and then you put it in your organization doc.

Okay.

And all this stuff, you should be able to, you know, look up again if you need to, but just create a folder where you keep all of these things in Google Drive, and then put the shortcut to that folder on your shortcuts bar in your browser. So you just click it, and they're all right there.

I have one tech question. Do you think it's good to buy a monitor? Because I really hate going back all the time on my laptop.

I, you know, I go back and forth. I use my laptop. I also have a computer that the one I'm standing at right now, my kinda command center. I have two monitors. Right? So I got you guys on one monitor, and then I've got that stuff on another. But I use my laptop for this stuff.

I don't have to get a monitor, but it's very difficult, I feel, but maybe it's just because it's new work.

Yeah. The more you do it and you, you know yes. Erin asked a good question. Yeah.

How do I get organized? K. Make a folder. Keep everything in there. Put folders in folders.

Name them intuitively.

When you put something in a folder, everyone, don't ask what folder should I put this in. Ask what folder will I go look for it in, and then put it in that folder.

Right? Yeah. Leave it where you're gonna go look for it for your that's also called loving your future self.

Yeah. Obviously, I didn't catch that memo today. So can you also share your screen again and then show us through Claude how you actually connected to your Google Drive?

And will Claude actually be able to search in the folder, or you have to actually get into the folder for to point it?

So to connect up Claude here I'll just show you again here.

Because I still don't have the same settings as you do.

So Go ahead.

The plus

Connectors And then manage connectors.

K? Plus connectors, manage connectors, and then you'll search in there and just search for Drive. Just click the search button, and then boom. Google Drive will come up, and then you should be able to connect it.

Okay.

Then from there Go ahead.

Sorry.

Yeah. From there, they've moved it a little bit. But when you go plus connectors, that's where it'll say add from Google Drive in the future.

And then what you do is you go down here and you search. So, for example, if I wanna search for my avatar, just type in avatar, and then there's my avatar doc. Or if I wanted to, you know, type in some other doc, that's where it is. So it's connectors, add from Google Drive.

Okay. So it will search if you have your avatar buried in a different folder.

Yep.

Within a folder, it will search for it?

Yep.

Okay.

That's right.

Yeah. It tells me Claw tells me I'm connected.

My drive is connected, but I do not have the same setting as you do where you can just So when you go plus and then connectors, is it in there?

No. And it's not in this menu either?

Nope. It's under so, yeah, I don't have Google Drive and add from Google Drive on the top like you do.

So that's why my everything browser are you using?

Chrome.

I think you have to let it get access to your Google Drive is what's intuitively coming up for me.

It it I even say, do you I asked Claude, do you have access to my Google Drive? He says, yes.

And then That's a big That's the issue that I was facing earlier.

I have the same problem now, Erin. I didn't when I first started, but it does not let me select from the drive although it's connected. So I just because everything's all in one folder, I can quickly check what the names are, and I just ask Claude to take it directly out the drive, which she which she always does. But I need to always

ask him, please take out this document and make sure the names are correct because I am connected.

And it's showing that the drive's connected, but it doesn't give me the drive in the drop down menu.

What kind of computer are you using?

Same issue.

What kind of computer are you using, Erin?

I have a Dell desktop. It's a big screen.

I don't have it either.

I just looked, but I'm going to let it have access, and I'm using a Mac Pro.

Yeah. Chrome should work. So I'm gonna say just keep asking Claude. And if that doesn't work, maybe try using a different browser Okay. As possible. The other one is make sure your operating system is updated.

Yep.

K? Make sure you get the latest version of your operating system.

And worst case, you have to copy and paste the docs into Claude, which is not totally optimal, but it doesn't take that long because it just As long as you know where they're at.

As long as you know where they're at, which you're gonna know now.

Yes. I will.

You've got your organization doc. Okay?

I just have one more question because there's such a gap between our class. Do we have, a Facebook group or some kind of community on WhatsApp so we can share or post in between?

We don't too much work. It's it's maybe on the horizon. We would need to have more people in the group, which we will, to have it be the point where we would do something like that. But you feel free to keep asking.

I just thought I would, but I'm just because I'm so excited after day one. It was amazing. Excellent.

Well, it's great to see you, Candy.

Have a great rest of your day, folks. I'll see you again soon. Prompt away. Alright. Alright. Bye, folks.