

Automate Your Networking

Google Drive folder link:

https://drive.google.com/drive/folders/1aOICTdFlwTXnnrL9Rsyf1ycW5n7_f2W?usp=sharing

Quick recap

Warren led a discussion about the changing landscape of high-ticket coaching programs, explaining how AI automation and economic perceptions have impacted sales performance. He shared that his class would end on June 1st as he prepares for a 3,000-mile bike journey across North America, and announced that the program would shift more toward AI-focused offerings under Evan's leadership. Warren provided insights on market trends, recommending coaches focus on core products under \$5,000 rather than high-ticket programs, and emphasized the importance of networking with affluent individuals. He demonstrated two methods for automating networking follow-ups: using Google Calendar for basic tracking or implementing a CRM system with pipeline management for more advanced tracking. The discussion included feedback from Stuart about concerns regarding coaching program viability and from Hristo about combining coaching with in-person wellness services.

Next steps

Warren

- Send the YouTube channel link (Get AI Official) to the group, either this week or next, as promised to Hristo.

Collaboration

- All participants: Try and build the pipeline in their CRM, or if brand new, make their top 100 list (as per Warren's exercise instructions).
- All participants: If confused or stuck, attend the upcoming office hours for help building the pipeline.

Summary

Warren's North American Bike Journey

Warren announced that his class will end on June 1st as he will be embarking on a 3,000-mile bike ride across North America, which will last about 4 months including a stop at Burning Man. He explained that this journey will be documented on his YouTube channel "Get AI Official," where he'll use AI to plan and execute the trip, including routing, gear selection, and daily activities. Warren mentioned that after his return, the program may transition away from virtual coaching, though specific details about the future direction are still being discussed with Evan.

AI-Driven Program Strategy Pivot

Warren announced a shift in the program's focus towards AI-heavy content due to changes in the coaching industry, where high-ticket programs have declined while core products and smaller ticket offerings (1-3K) have seen growth. He emphasized the importance of networking with affluent individuals and adapting to market changes, noting that automated marketing tools have become less effective as people are overwhelmed by AI-generated messages. Warren advised participants to pivot towards smaller ticket programs and focus on personal networking rather than relying heavily on automated marketing strategies.

Business Automation and Personal Touch

Warren discussed the importance of automating certain aspects of networking while emphasizing the need for personal touch in business interactions, especially for high-value services. He advised piecemealing expensive packages to make them more affordable and suggested considering in-person interactions to differentiate from AI-driven online services. Warren also highlighted the impact of economic perceptions on buying behavior and recommended collecting evidence to prevent chargebacks, particularly for in-person services.

High-Ticket Program Pricing Strategies

Warren and Hristo discussed strategies for handling credit card disputes and pricing high-ticket programs. Warren recommended using an upsell approach with multiple tiers rather than a single high price point, suggesting to break down the program into core components and optional add-ons. They also discussed the current economic climate's impact on high-ticket purchases, with Warren advising to make programs more accessible and create urgency through time-limited offers rather than focusing solely on increasing the value proposition.

Economic Strategy and Pricing Adaptation

Warren and Hristo discussed strategies for addressing economic challenges in their businesses, particularly focusing on how to adapt pricing and offerings to attract customers during difficult times. Warren emphasized the importance of implementing risk reversal strategies and creating low-cost "tripwire" offers, such as sub-\$20 products or free assessments, to encourage potential clients to try services before making larger commitments. Hristo shared his own approach of offering a three-week risk-free trial for his \$1,000 program, and Warren advised focusing on lead generation through free content rather than directly selling high-priced products, as this has proven more effective in the current market.

High-Ticket Coaches and AI Adaptation

Warren and Stuart discussed the challenges faced by high-ticket coaches in adapting to market changes, particularly regarding the integration of AI tools. Warren noted that while some coaches like Eben and Tony Robbins have successfully incorporated AI into their programs, many others have been slow to adapt. Stuart expressed frustration over the lack of transparency from some coaching programs about market conditions and the potential impact on clients. Warren advised that coaches with existing affluent networks might be better positioned to adapt, but warned new coaches to be aware of current market trends, which don't appear to be reversing anytime soon.

AI Integration in Coaching Practices

Warren discussed the importance of integrating AI tools into coaching practices, emphasizing that exponential growth in AI capabilities will significantly impact the industry. He advised coaches to focus on specific, result-oriented marketing rather than generic coaching messages and highlighted the need for better follow-up systems in networking. Warren explained two methods for automating networking: using Google Calendar for basic scheduling or implementing a CRM system for more advanced tracking and automation. He stressed the importance of scheduling follow-up meetings during initial conversations to avoid losing potential leads and provided instructions for setting up pipelines in a CRM system.