**14.08.2024 - Video\_Transcription**

[Attendee 4] (3:33 - 3:37)

Hi Chris, hi Gillian, how are you?

[Chris Moss] (3:37 - 3:40)

I'm good, thank you, amazing, how's everything going?

[Attendee 2] (3:41 - 3:54)

Yes, yeah, not too bad, not too bad, I've got my grandchildren from Ireland over this week, they're 17 months and six, so I must say that work's, not a lot's happening in the work front.

[Chris Moss] (3:55 - 3:59)

Amazing, that's brilliant, where about in Ireland do they live?

[Attendee 2] (3:59 - 4:01)

On the west coast, County Mayo.

[Chris Moss] (4:02 - 4:08)

Oh, lovely, amazing, amazing, and how long have you got them for? Three weeks. Oh wow.

[Attendee 2] (4:09 - 4:15)

So a bit exhausted by the time I see you at PE because that's the day before they go back.

[Chris Moss] (4:16 - 4:20)

Brilliant, that's definitely beast mode for you then.

[Attendee 2] (4:21 - 4:29)

Yes, yes, well I'm trying to do beast mode and have the children, that was probably a bad decision, but never mind.

[Chris Moss] (4:30 - 4:31)

Fantastic.

[Attendee 2] (4:31 - 4:44)

But the couples dynamics is picking up and thanks to PE, all the people who I'm getting are through PE, so that's good.

[Chris Moss] (4:45 - 4:59)

Yeah, fantastic, fantastic, and how do those sessions go? Obviously I'm familiar with wealth dynamics and the session we did from a team perspective, but what does it look like on a couple side of things? Is it the couples understanding each other a bit more?

[Attendee 2] (5:00 - 5:56)

Exactly, so the first session is very much the wealth dynamics, but I also use a different assessment now as well, which gives a slightly, the combination of the two is really good because it gives a slightly different perspective, and then we look at what causes conflicts. Conflicts is good, you know, we're not saying that they're bad, but what causes them, and then ways to nurture the relationship, and then I have a session on, I call it finding your north star, but it's really taking life by design for both couples, and then combining them to create a joint north star, so yeah, so it's building, and it's getting a bit of momentum now.

[Chris Moss] (5:57 - 6:07)

Yeah, brilliant, that sounds fantastic, and is the outcome that they end up, the couples end up being more on the same page essentially? Yes, and they have better relationships.

[Attendee 2] (6:07 - 6:35)

Yeah, particularly like most of the PE people, they actually work together as well. Yes, so that's like another layer, I call that staying in your lane, so working out what each one's best at, and such like, so yeah, it's coming together well, but marketing it is the problem, because unless you understand the power of wealth dynamics, it doesn't really make a lot of sense.

[Chris Moss] (6:35 - 7:57)

Sure, yeah, makes sense. Well, I might be able to help on that on this session, so let's see. Okay, we will kick things off.

So, the aim of this session is that if anyone has any questions or anything, it's obviously almost one-on-one mentoring that we have the opportunity for here. Obviously, anything marketing, branded, related, or maybe anything more general that you think I might have an understanding of between us, we can sort of talk through. I don't think there are any questions submitted ahead of this, so if no one's got any questions, then sort of no problem, we can end the session early.

However, it's a great opportunity potentially for us to have some one-on-one time, if anyone has got any questions. So, yeah, let's kick it off. I don't know, Simon and Casey, I don't know if it's possible to see cameras at all.

If it is, oh, hello, there we go, amazing, amazing. So, yeah, has anyone, in fact, it'd be interesting before I jump in, it'd be interesting, and I don't know if you can hear me as well, Simon, but it'd be interesting to see what's everyone doing. Obviously, beast mode, best self, combination, what's, yeah, it'd be interesting, Casey, what are you doing?

[Attendee 1] (7:58 - 8:27)

I chose best self, but it sure feels like beast mode. I'll be honest, it's probably best self, to be really honest, because I'm, you know, making sure I'm taking care of myself and getting the sleep and whatnot, but I'm getting a lot, a lot done. I've started putting together a course, and I don't want to, like, take over any airtime right now, but I would love some feedback on, I'm at putting together a lead magnet right now, and would love some suggestions on that as well.

[Chris Moss] (8:28 - 8:54)

Yeah, fantastic. We can definitely, yeah, definitely go into that. It's interesting what you say about beast mode versus best self.

I actually think, depending on who you are, best self can almost be harder than beast mode, even though it should be the other way around. I feel like if beast mode is your go-to, and I think I'd probably fall into that category, actually, best self is probably harder work for me than beast mode, just because that's my sort of natural line.

[Attendee 1] (8:55 - 9:28)

Yeah, I do have to actually tone it back. So, when I get really passionate about something, it's very hard to slow it down, but I have two home-educated kids, so, you know, I'm so, like, into what I'm working on right now, so I'm awake at five, and I'm working until they wake up, and then they wake up, and I'm like, no, no, no, no, go back to sleep, because I'm ready for you. Go back to sleep.

You know, so, but they really do force, like, best self, because I can't continue that, even though my brain is still active and in that, so they force it.

[Chris Moss] (9:29 - 9:31)

Yeah, no, fantastic. How old are your children?

[Attendee 1] (9:32 - 9:33)

11 and 12.

[Chris Moss] (9:34 - 9:37)

Amazing, amazing. That's fantastic. And how's time schooling?

[Attendee 1] (9:38 - 10:05)

You'd think they don't need as much as they get older, but they actually need more, but just in different ways. It's, you know, we're not changing nappies anymore, but it's, it's more, what's the right word? Cerebral.

It's, like, way more, I can't do thinking work when they're around, because I need to be available to them fully as well. It's, it's not the dynamic I was expecting at this age, to be honest, but I'm okay with it, but yeah.

[Attendee 2] (10:06 - 10:39)

KC, we, we have six children between us, and we always say that it, it doesn't get easier, it gets different as you, it becomes, from being more physical, like, I've got my grandchildren staying with me at the moment, and they're 17 months and six, so there's a bit of, you know, age difference there, but notice that, you know, you go from being very physically involved with the children, and as they get older, it becomes very mentally involved with them.

[Attendee 1] (10:39 - 10:48)

Exactly, yeah, and to be honest, it's almost more exhausting. Well, sorry, Chris, I know you're at the beginning of this, but.

[Chris Moss] (10:48 - 10:51)

No, no, no, no problem. I've got, I've got it all to look forward to.

[Attendee 2] (10:51 - 11:04)

And our eldest are 40, and our youngest children are 32, and you still, you still worry about them, and you're still mentally involved with them.

[Chris Moss] (11:05 - 11:27)

Brilliant, brilliant. Well, let's, let's jump into some, potentially some support that I can give. KC, did you have a particular question you wanted to ask about your lead magnet, and we can perhaps jump in there, and then, Gillian, if you did have anything that I can support on, then I'm more than happy to, to do so, and we can just have this session as long as we need to, or, yeah.

[Attendee 2] (11:28 - 11:39)

Well, Steve's sitting beside me, you can't see him. I'll turn my thing off, but he actually does have a question as well, so after KC, I'll, I'll get him on.

[Chris Moss] (11:40 - 11:41)

Amazing.

[Attendee 1] (11:41 - 14:38)

Sounds good. So, can I give you a bit of background on the course, and whatnot, if that's okay? So, I'm following a template, and this is where the, kind of, the template falls down in the, this course creation, is it's not very clear in this area, but the course that I'm putting together is navigating perimenopause, while also parenting teens and tweens through puberty, because that takes a, yeah, a slightly more interesting take.

So, my focus has always been on diet, and healthy foods, and, and taking, like, the, my kids love the sweets, as most kids do, but taking that, and making sure that I also have, like, the healthy things that are supporting both their brain, and their hormone development, which is what's happening, like, in real time right now, but also for myself, as I'm going through menopause, I need to be supporting my brain, and hormonal changes as well.

So, that is ultimately what the course is on, and I've kind of, you know, I've got the outline, and, you know, modules set out, and whatnot, but now I'm at the lead magnet. So, how am I sending something out, and I'm really, I'm starting cold, right? Like, this is, I've never done anything like this before.

I am a retired midwife, so I do have that as my background. So, women's health has always been really important to me, but I haven't really, you know, me and social media, I haven't really been playing that big. I've been playing the, you know, home med kid, traveling with my kids, doing home med trips, and stuff like that.

So, that's, as far as my social media goes, that's where I've been focusing. Just taking the whole, like, continue to be showing up on social media, as opposed to, you know, just suddenly show up, and go, hey, I know a bit of this thing. So, it's not been really focused at the direction that I want to go in.

However, coming back to this lead magnet, what I've decided to do is put together a bit of a resource guide, if you will, focusing on the foods that support brain and hormone health for both perimenopausal women and teens and tweens going through puberty. I'm finding it really challenging to, like, not throw everything in there, to be honest. So, how long is too long?

How much is too much? And then, how do I take that? It's maybe a bigger problem than we've got time for right now.

Take that, and then start blogging that, you know, and, you know, come get my free material, and then I start getting emails and whatnot. So, that's where I'm at right now.

[Chris Moss] (14:39 - 15:15)

Sure. No, that's really comprehensive. Thank you.

And, okay, so that I'm clear, you've built out the foundations of a course, with the sort of niche that you just shared, and then you've started to create a lead magnet, and now you're thinking, what do you definitely, how much value do you put into the lead magnet? And then, how do you actually get attention on that lead magnet to get people to want it, so that you collect the data, so you can then sell to them?

[Attendee 1] (15:16 - 15:54)

Yeah. So, I'm the overthinker. I'm definitely at risk of putting way more, like, even the course, I sent it to Adam, and he's like, oh, that's a lot in there.

You know, I've got seven modules, but each module, I've, you know, I've probably blown it out a bit too much, to be honest. So, I'm definitely at risk of potentially overwhelming people, but I still want to be able to give value, and want people, have people wanting more. Are you a creator, KC?

I'm a 50-50 creator tempo.

[Attendee 2] (15:55 - 16:54)

Okay. Well, that's quite an unusual combination. The reason I ask is that that is very much a creator trait, where you don't feel like you're serving your audience, unless you give them everything you know.

And my old trading teacher, when he first ran his first course, he threw everything into it, and just overwhelmed. In the end, he had a beginner's course, an advanced course, and an annual, a 12-month course, and it was the same material. And he got so much better feedback by splitting it.

So, it's still everything that you want to give, but you give it in more bite-sized chunks, and it also gives you a ladder where you can, you can feed people to the next, to the next layer, if you like, or the next, the next product.

[Attendee 1] (16:55 - 17:36)

Yeah, I'm not even there yet. Yeah, I'm definitely at risk of putting way too much in, and this is why I'm trying to, my understanding of a lead magnet was basically a one-pager, a two-pager, something that gives people value, and leaves them still wanting a little bit more. And so, they're okay if I have their email address, and I send them a little bit more, and send them a little bit more.

So, yeah, that's definitely. And at this point, I've got a little bit of an outline, which is a one-pager, but then I need to fill in. So, even if I fill in each of those sections, I'm looking at minimum four pages, or web pages, whatever, however I deliver it.

I don't know yet.

[Chris Moss] (17:37 - 19:20)

Makes sense. So, a couple of sort of thoughts on it, on it all, and we can dive into maybe a couple of these in more detail. One thing that I think might be valuable for where you're at is on the, and I'm delivering this on the next Blueprint event as well, but it's also on the vault from last year, is the six-figure funnels Blueprint, which is, it's broken down into three steps, basically, is the strategy to start with, and then it's the connect, consider, convert.

And I think, thinking about this process you're going through on those three steps would probably be a good way to approach this. So, what I mean by that is, so connect is, even though once you've built this lead magnet, sometimes it's worth thinking about before you build it, or while you're building it, actually, how are you going to connect with people, because depending on what that looks like, depends on the type of lead magnet you might want to build at the consideration phase. So, yeah, it might be worth thinking about how are you actually going to get this lead magnet to people.

If you're going to run paid ads, as an example, potentially a PDF could work as like a free download type thing. Equally, there's other lead magnets that you could use, like the Score app, and the Daniel Priestley Score app, that type of thing, where it's a quiz that people can take, which might be, you could still do paid ads to that, but again, might be more friendly to organic, possibly posting in groups, that type of thing. Have you thought about how you might get in front of this potential avatar that you've got that is, yeah, in that, yeah, I don't know what the age or, yeah.

[Attendee 1] (19:20 - 19:38)

Well, I mean, middle age, which is 35 to 60, but I'm specifically focusing on people who are women who are going through perimenopause and parenting, tweens and teens at the same age, going through puberty. So the age group could be anywhere in that 35 to 60, it's hard to say.

[Chris Moss] (19:39 - 19:55)

Sure. And I don't know if you've thought about this. Do you know the size of that market?

Do you know, is that, and how you, have you thought about how you could connect with that market at all? That's the first thing I would see.

[Attendee 1] (19:55 - 20:10)

To be honest, I'm following the template. I'm following the template and I haven't gotten to that point yet. So I'm like, if I don't do like the check boxes, if I skip ahead, I'm not so good at that.

So I haven't even read ahead. So no, I don't know that yet.

[Chris Moss] (20:11 - 20:15)

Okay. What tech, what is this blue property entrepreneur blueprint you're following?

[Attendee 1] (20:15 - 20:21)

It's not, it's not because I, apologies, but I didn't find that to be comprehensive enough for me.

[Chris Moss] (20:22 - 20:22)

Okay.

[Attendee 1] (20:23 - 20:26)

And I really, I need, I like filling the boxes kind of thing.

[Chris Moss] (20:27 - 21:43)

Sure. Sure. And on the framework that you're following, what's the, what's, what is the pros?

Do you know what's coming? My thinking being, the reason I asked this is that sounds like a really niche audience and there will be ways to target that particular avatar, but that might affect your lead magnet. I can still answer the question on what you, how much value you might want to put into it, but that might just be something worth thinking about is how are you actually going to connect with this audience?

So one potential theory when launching new products or services is potentially to have like something like a score app or a landing page with a waiting list on, and actually before you go and build it all out is actually testing is the demand there and how hard is it to actually get in front of that demand? Cause the last thing you want to do is build all of this stuff out and then realize actually it's almost impossible to find that really niche group of people. And which would be my initial, from a marketing perspective, if I had a client who came to me and said, look, I want to target this exact group of people with the tools I'm aware of, that'd be pretty hard.

I don't think there's collaborations probably for that audience. That would be easy. Paid social ads would be hard too.

[Attendee 1] (21:43 - 22:48)

I think it would have to be, yeah, somehow. So there's a lot of groups popping up. There's a lot of like, even in my own kind of social media ads, stuff popping up about menopause, nothing specifically, and obviously I'm going through menopause, so they know, but nothing specifically in this particular demographic.

The interesting thing is when my kids were born, I lived in Silicon Valley and that I was one of many people who had difficulty getting pregnant, were later to parenthood. So in their late thirties, early forties even. So there are a lot of me around right now.

And, you know, that's probably the last, you know, my kids are 11 and 12, the last 20 years were really just skyrocketed. So there are some women who are like already on the other side, they're in menopause already. They've dealt with the puberty, but there are people in similar ages to me who are going through that.

There's most definitely, I mean, even if I just focused on Silicon Valley, I'm going to find that.

[Chris Moss] (22:48 - 23:45)

Sure. Yeah, no, I can appreciate that. I imagine the numbers are more than big enough and I'm sure it's a huge segment.

I'm more thinking about how hard is it to identify and connect with those people? But we can park that aside, that might be something to sort of think about in the background is how are you going to connect? How can you reach that group of people?

I'm sure potentially paid social ads could be it, because what you could possibly do is target someone that has, or indicators that show they've got children, indicators that they're in a certain age range. And if there are areas where you know, possibly like your city centres, your Silicon Valleys, where potentially because of careers or whatever reason that might all potentially line up, possibly. Yeah.

Yeah. So yeah, that, sorry, Ginny, we're going to add something then.

[Attendee 2] (23:46 - 24:28)

I'd say if I may add, I think that's something, it's an area that's huge, because so many women have their children later now. And menopause seems to be coming earlier in the early 40s. So by the time, you know, their children are that tweens, teens, it's like a perfect storm.

And even something like LinkedIn, where you've got a lot of working women, if you started writing regular articles, and particularly bringing in the teen tween bit, I think you will very quickly get a following.

[Attendee 4] (24:29 - 24:30)

I think so too.

[Attendee 2] (24:30 - 25:24)

Yeah, we're out there. We're just quiet. We're not telling them.

And I think LinkedIn is a very good, will be a very good platform to test the reaction that you get. Because people, you know, before you start paying a lot of money on ads, just seeing if you can write short articles, and posts regularly, and your likes build up quickly, or friends requests, not friends requests, connections, you will get a good feel for people's interest. Because I know it's an area where you feel helpless in many respects, because you've got these grunting teens at you, and you're feeling pretty bad yourself.

The last thing you need are grunting teens.

[Attendee 1] (25:25 - 25:58)

Yeah, definitely. Yeah, so my focus is definitely on supporting the mums who are going through it, so that they can continue to support their children. Less about supporting the children, but understanding, especially because food is my thing, understanding how diet can support the mums, along with please go to see your GP and get support in that way if you need to.

But how you can have brain food and like hormonal supporting food to add into the diet. That's my kind of focus.

[Attendee 2] (25:58 - 26:23)

And that's why I suggest LinkedIn, because you've got so many working mums, and any help that you can give them, and that's, you know, and those ideas and things like that, you know, they're time poor, so they can, you know, they can read short articles, and you'll get, you'll get a very good feel as to how, you know, how well received it is.

[Attendee 1] (26:24 - 26:26)

Yeah, I agree. I think LinkedIn is good. Thank you, Julian.

[Chris Moss] (26:27 - 27:17)

Yeah, fantastic. I'm sure it's probably just something that because of my age range, and where I am is probably just something I'm so, so unattuned into. And beyond my elder sisters, who one of them probably falls in this exact category at the moment.

Beyond that, I don't really have sort of too much exposure to it. So yeah, but I think that's one thing just to consider is LinkedIn could be a fantastic option on it. And if you can get enough views on those articles, that will potentially be the only challenge with it.

But if you're tagging it correctly, if people are searching this, and it is really hot, a really hot topic for a small niche group of people, then I think you will get you could create like quite a cult following on it potentially is the type of thing where that could really happen. It would just be finding out where are those people and how can you connect with them.

[Attendee 2] (27:18 - 27:26)

So there's lots of women in business groups and that I think would, would be good areas to target.

[Chris Moss] (27:28 - 29:12)

Yeah, fantastic. So presuming that's not not too much of a challenge, and you can find a way to do that because all markets you can reach every single niche, but sometimes the cost and effort to target that niche ends up like we've got some clients where this has been the case previously, it ends up being so expensive, or time consuming to reach that group, it ends up not being a business, the cost per acquisition, as we would call is so high, unless the value of the course is really high. The economics can then be a bit more of a challenge. But you'll find out and there's no way to know it without sort of doing it.

Yeah, exactly. And so just back onto your question in terms of how much value to put in a lead magnet, couple of things with the lead magnet, which I think you've, you probably well aware of this, but just worth me really sort of going over is just think about the either potentially the how you connect with someone off that lead magnet, basically, you want someone to look at the front of it, or whatever the communication is, and instantly, either you want it to connect with them. So people either sometimes that can be through pain. So you're resonating with a pain that they've got, it could be through sort of putting a pleasure that they want to achieve.

But almost feels like the wrong words to use, given the context here. But the sex appeal for it is, that's what you want to think about is what do what will that avatar want to see to actually get them to want to download it or fill in the score app or watch the short video or whatever the end format of the lead magnet is, that will be the key. And that will be the difference in whether or not you get people's attention.

So I'd really take that seriously. And you can test that in a small group with yourself.

[Attendee 1] (29:12 - 29:14)

I think initially, it would be pain, sadly.

[Chris Moss] (29:15 - 30:01)

Yeah. And generally speaking, that's the most common for every avatar. Generally speaking, people are sort of want to go away from pain than they actually do towards pleasure, generally speaking.

So yeah, so I definitely think about that. Because even if you have the content in the lead magnet, it could be the best content in the world that is going to transform people's lives. But actually, if that almost that initial hook isn't good enough, they're likely not to download it likely not to not to read it.

So I definitely put some time and thought into that and possibly test it with people that you perhaps know or yeah, sort of almost do like an ABC testing and be like, which one of these would make you most likely want to download it?

[Attendee 1] (30:02 - 30:03)

And that's a good idea.

[Chris Moss] (30:04 - 30:23)

And yeah, because you because you like all four people that you could potentially get this in front of say, this one, then it's probably that one that you should go with. So that's that's first thing is the sort of lead magnet. And in terms of the value in it, so there's, um, do you know, Alex Hormozy?

Yes.

[Attendee 1] (30:23 - 30:25)

Yeah, I've listened to a lot of his stuff.

[Chris Moss] (30:26 - 31:12)

Fantastic. So one of his sort of thinking on lead magnets and sort of free things is put as low value things is put, put the amount of value in it that other people are charging for. So basically, I would say don't hold back on value.

In that lead magnet, I would say keep it simple, keep it digestible. You don't want to make it a novel that no one reads. But at the same time, I think I wouldn't worry about giving too much value in it.

I would probably say keep it simple, keep it clear, but give as much actionable value as possible. And because your course, I presume then helps them implement it or hold them accountable. Or Yeah, I would say give the information bit of it away as much as you can as Yeah.

[Attendee 1] (31:13 - 31:52)

So what I was looking at was like understanding so section one, understanding nutritional needs for paramenopausal women, then section two brain boosting and hormonal boosting foods for both, and then miss some conceptions for both and then easy and delicious recipes again for both and trying to combine them so that they, you know, it's for the moms and the children. So she's not having to do extra work, and then practical tips. And then of course, a call to action after that.

But I feel like so that's, you know, that's a one pager already just that. So if I left that out, then it's a lot of value. But it's a lot.

[Chris Moss] (31:53 - 32:29)

Yeah, fantastic. I think the more value you can give in this less amount of words, the better. Because at this point, people probably have no buy in, in generally speaking.

And actually, if they can read just one page and be absolutely blown away to take some really practical valuable tips from it. And that'd be as good as some of the stuff that they may have paid for already, you'd be in a really solid place to then potentially sell them something because they're thinking, well, if I got this much value from a free one pager, how good is this seven module course going to be? And that's sort of, that's the mindset I would take with it.

So yeah, does that help with the lead magnet question?

[Attendee 1] (32:31 - 32:34)

Yeah, so give lots of value, but not, not too long.

[Attendee 2] (32:36 - 33:29)

If I can interrupt again, I think Chris's advice about practical application is very, is really key. And you were talking about the recipes. I think if you could give, I don't know, half a dozen recipes, busy mums would love that.

Because it's like when you pick up the Tesco free magazine, and there's these mouthwatering recipes in it, you think, oh, yeah, I'll give that a go. You shouldn't have to think about it. You know, it's so something like that, that's practical, that they can immediately use as well, is going to get you front of mind, which is really what the lead magnet's about, isn't it?

It's wanting to know more.

[Attendee 1] (33:30 - 33:58)

Yeah, I feel like there's also has to be a little bit of, and Gillian, if you can weigh in here, a little bit of education, too, because I feel like with menopause, in particular, everybody thinks that just has to do with the sex organs. And in reality, it's, it's hormonal, and the brain is what controls everything. So that whole brain fog that women talk about going through menopause can be supported by a diet.

And of course, Oh, definitely, you need the explanation.

[Attendee 2] (33:59 - 34:10)

I was just picking up on what Chris said about leaving them with something practical. So education and practical, then? I think so.

Definitely.

[Chris Moss] (34:11 - 35:31)

So there's a general thought, I think, in the sort of education space at the moment, and it's only probably going this way, is that it's almost like the information is free now, because it's so easy to access information, generally speaking, and the implementation is the is actually where the value is, because we can all go on a million blogs and read lots of stuff around lots of topics. But actually making that happen is a whole nother thing. And property entrepreneurs is a perfect example of it, we could potentially read a million things around how to manage people how to, and there's, there's no lack of information there.

But actually, what property entrepreneurs do incredibly well is to put that into a framework that's easy to understand, but more importantly, easy to actually apply. And that's where the value is really, and I would take that into consideration with your course, and then the lead magnet as well as that there's no harm in giving people a little bit more in the in the free value side of it, because the potential value is actually the framework and the implementation support on that possibly. Yeah, yeah, that makes sense.

And that being said, there's lots of people obviously just sell information very, very successfully with very little implementation. So it doesn't mean you can't do that.

[Attendee 1] (35:31 - 35:46)

But definitely, no, I want to be in a supportive type position. I don't I don't want to just throw information at people because I don't think what I mean, the statistics of people actually buying and taking a course on their own, I think is actually pretty low, isn't it?

[Chris Moss] (35:46 - 36:01)

I imagine so. Yeah, I think it's all the other stuff around it. That is where the real value is.

Any other questions around around it? And anything to do with the marketing of it or anything I can add value on?

[Attendee 1] (36:03 - 36:07)

Not this very second, let me think for a minute.

[Chris Moss] (36:07 - 37:09)

Thank you. Just we can look back as well. If there is anything else we can loop back round.

And one thing maybe worth thinking about and appreciate you're following a structure. So if it messes your structure up, ignore me, but is possibly getting some form of landing page or something where you can just in the background start to warm up your content efforts and your connection efforts with this potential audience. Like you said, maybe it is at the moment you just say, look, once a week, I'm just going to start writing a short piece of content on LinkedIn.

I'm just going to do a post a week just so you can start getting into the mindset of doing it and just start to get that flywheel going, if nothing else. And. Yeah, because the challenge that you'll have is even once all of this is done, you're not going to have an audience.

And one of the things I sort of talk a lot about is you want to start building your audience at least 18 months before you need it in an ideal world. You can shorten that, obviously, but I would start I would start thinking about it.

[Attendee 1] (37:10 - 37:18)

If that's actually the next step, so doing the lead magnet and then I'll do like the thumbnail of the lead magnet and then it's the next step is the landing page.

[Chris Moss] (37:18 - 37:29)

Cool. Yeah. Yeah.

Fantastic. Yeah. It'd be good for you to get that early feedback on it as well and be able to potentially change stuff based on that.

[Attendee 1] (37:29 - 37:33)

Yeah. Yeah. Agile systems type thing.

[Chris Moss] (37:34 - 38:10)

Exactly. Yeah. Which with marketing is like the key.

It's why it's such a hard thing to do, because it's very difficult to say this is exactly how it works, because we can run campaigns for like Deliveroo, as an example, that worked incredibly well two and a half months ago that now is a failed campaign because something's changed or the audience have gotten old to it or. Yeah. There's a million reasons why.

So it's quite a hard thing to have that set and forget. And I'm yet to meet anyone who does set and forget with their marketing is so agile. It works, then it doesn't.

And then, yeah, it's an ongoing sort of improvement process.

[Attendee 1] (38:11 - 38:17)

That's good to know at this point, because if I'm having some failure, then I know I need to change something.

[Chris Moss] (38:18 - 38:56)

Yeah. One hundred percent like failure when it comes to marketing is normal and it has to be built into the process. And it's not even a failure.

It is just part of the process. It'd be like a child learning to walk. They're going to fall over.

It doesn't mean they failed. It's just part of the process. And reiteration with marketing is exactly the same.

Same thing. It's just it's just how it goes. And it like it won't work first time.

Yeah. You'll be like in the maybe one percent that get lucky if it does. OK, I'll let you know how it goes.

Awesome. Thank you. And did you have a question that you wanted to run through?

[Attendee 2] (38:57 - 38:59)

Hang on. Just passing you across.

[Chris Moss] (38:59 - 39:03)

Thanks. Hello, Steve. Hello.

How are you?

[Attendee 3] (39:03 - 40:58)

Just just following on even from that discussion about, you know, one percent might fail in writing posts and blogs and things like that. I just want to explore a thought with you, Chris, that what everything we're talking about here is really output based. So we might use AI technology.

We might ask, for example, chat GPT to help me write a post, but then we have to physically do something with it and we have to track it. But what we're we're studying at the moment and what we're seeing emerges was based on the greatest movement in technology was last year when APIs were were assigned to all the forms of AI technologies. And what that's led to is the movement towards agents.

Agents are going to be outcome based, not output based. So all this stuff we're trying to do with we've got a chat GPT. What we might say is, please write me a blog in five points, blah, blah, blah.

But our agent, we will actually say this is the outcome that I want and we won't have to worry or be connected to doing all this work manually. And I know that we're going that way now. Chat GPT and its equivalents are what we call layer one AIs.

We're actually moving to layer twos. Now, most people still haven't got the head around layer ones yet. And here we are studying layer two.

And therefore, I just want to pose a question whether you studied some of the layer twos and the agents and how you think that might change the way we think about marketing, branding, and click funnels, lead generation, all that stuff that we have to know about now. Maybe we don't have to actually know about it in the very near future. And I just wanted to explore your thoughts, Chris, to be honest.

[Chris Moss] (41:00 - 43:18)

Yeah, it's definitely a very, very interesting area for sure. And I'm definitely no expert on it. But I do engage with a lot of the stuff I see from an AI perspective, which is potentially very disruptive for what I do and in a huge way.

So it has my attention, I suppose. So I'm continuing to learn on it for those reasons, more than anything. In terms of stuff, what I think it will end up creating is a new, it will reset the bar.

I wrote a report on it called The Great Digital Reset that's on my site. And a big part of that report is basically how AI is going to affect branding and marketing moving forward. And my sort of take off it at a very high level was it's going to level the bar up.

So before, only people that understood the input side of this were able to create a good landing page, were able to create a good brand, were able to do all the things that we've been going through. What I think it's going to do is reset the bar where everyone at a click of a button can create a very good website, can create a very good lead magnet, can create a very good landing page, can create very good social media content. But the problem with that is it still only resets the bar in the same way we have now, but the bar's lower.

So no one will stand out in short because everyone will have this same level of AI content. And there will be a new level above that that emerges, whether that's using AI and then people find a way to make AI work better for them than other people. But people will have to find a way to stand out a little bit.

I don't know if you've... Yes, there's a couple of books on it about basically standing out in purple cow is one of the sort of thinking on it. And in short, it's like, how do you stand out?

And what I think AI is going to do is level the bar so everyone is at this new level. Anyone who adopts it sooner rather than later once the technology is good enough will maybe stand out themselves for a while, but then soon it will be mass adopted and everyone will have that amazing landing page, the amazing lead magnet. And then there'll have to be something else thought of from the entrepreneur, the businesses to actually stand out from the competition.

[Attendee 3] (43:19 - 44:00)

So with the agents, we're seeing this happening already. But with the agents, you won't need to think of it in segments of a post or a brand or whatever. Because the AIs as agents have these APIs in them, and they will go and they will find the relevant other models.

And so they might be an image model, a translation model, and so on. It'll connect to all these models and produce an outcome. And we don't have to think in segments or compartments to build our marketing structures.

[Attendee 2] (44:01 - 44:11)

So it's going to be even more important with the prompt engineering then to get your initial statement right.

[Attendee 3] (44:11 - 44:24)

That's right. So we're quite into this, we're finding it fascinating. And it sounds like you're doing some research into it as well.

So what I'd like us to do is...

[Attendee 2] (44:24 - 44:30)

We're week two of a 24-week course, so we are definitely a little knowledge is dangerous at the moment.

[Attendee 3] (44:31 - 44:59)

But I'd like to keep in touch with you on this, Chris, and explore ideas with you, and anyone else, of course. But it is something that we're deeply involved in learning. And it sounds like you're researching.

We'd like to exchange ideas as time moves forward. And we can share, oh, look, we've just come across this. What have you come across, sort of thing, if you're up for that?

Benefit the whole PE community.

[Chris Moss] (45:00 - 45:42)

Yeah, absolutely. We're doing a lot at the moment in using some of those APIs through ChatGPT, but then just do a lot of data scraping and other things. So it's very primitive, but actually something that used to take someone almost a full-time job to do is now actually they're doing like four times more.

They're still working full-time, but their output is four times more through using it. And I'm yet to see anything that's... I know it's where it's going for sure, how long it takes to get there.

But a lot of the softwares we've used and done where it seems like it's great, it sounds great, but actually when you get into it and do it and put it into practice, it's just not there yet.

[Attendee 3] (45:42 - 46:24)

Well, Layer 2 introduces two other things, reasoning and emotion. And we've seen some examples of that where we can ask something and the Layer 2 model will actually say, from a reasoning point of view, that doesn't make sense. Are you sure you want to do that?

All right. That's not the kind of blog I would ask me to sort of thing. And the emotion is things like you're not adding enough humor or it's a bit sad or it's a bit too happy for...

I mean, this is just an amazing step forward. It's just... I mean, it's to the moon and back forward.

It's just crazy where it's going.

[Chris Moss] (46:25 - 46:58)

100%. I think Google CEO said it's the biggest step for sort of mankind or the human race, I can't remember his exact word, but since fire and water. And it's fire and, yeah, I can't remember what it was.

I'll find it. It's the pull-out quote on my report that I did. I can't remember it now, but yeah, totally.

Is there any other questions or anything I can support on from your marketing perspective or anything, Gillian? Yes. Okay.

[Attendee 2] (46:59 - 48:09)

Yeah. So I think from a marketing perspective, I was just saying to Steve that the point you said about starting 18 months before you need it, well, it won't be 18 months, but because we're only on week two of our course, we should be doing posts on what we're picking up now so that we're building up that knowledge as we go along. Because it's basically to add to our consulting and we particularly want to do the human in the loop, the new role of humans with AI and that side of it.

So we need to build that up. But I guess from a marketing perspective, my one question would be, do you have any suggestions how to differentiate? Because AI is the hot topic at the moment and you get something in your email about AI and you just trash it because everybody's talking about AI.

Do you have any suggestions how to stand out from the crowd?

[Attendee 3] (48:09 - 48:20)

Particularly in a view of what we just said about agents and layer two and all the rest of it, that we know not many people are actually at that level yet. So we need to market our knowledge.

[Chris Moss] (48:22 - 49:28)

I think following the property entrepreneur blueprint and sort of theory is probably a good one for this in particular in that it's crest of a wave and you're definitely on the crest of the wave with it for sure. Possibly slightly on the early side of it from a mass adoption perspective, but definitely great timing. However, crest of a wave, yes.

Niche is probably the next step that I would say for it in terms of figuring out how to stand out is identifying exactly what that avatar is, how you help them, what's the small segment that you're going to do. Because I think if you just start broadly talking about AI, you might get some consultancy for it potentially for someone that's like desperate on like, I just need to figure this out. These guys really understand it.

However, I think what you'd be better to do is position yourself as the people for a particular space or industry or problem or challenge. That's probably, that's how I would do it if I was to launch an AI solution type thing. I'd figure out what's the problem, who am I targeting with this, and I'd choose someone that has money that I can reach easily.

[Attendee 2] (49:29 - 49:33)

Actually, that's what came, that's our homework for week two.

[Attendee 3] (49:34 - 49:44)

That makes sense, actually. Yeah. Yeah.

When you hear it again, you start to recall and you say, oh, of course, we were told that, weren't we?

[Chris Moss] (49:46 - 49:57)

I don't know what the saying is, it's like we all need to hear something like seven times before we actually pay attention to it. My partner would definitely agree with that when it comes to me. Yeah.

[Attendee 3] (49:57 - 50:19)

Well, I like that. Definitely. Oh, that's brilliant.

That's good insight. Yeah. Niching down into, I like what you said, AI solutions, because a lot of people still think AI is a panacea, but it's not.

It's just a, it just moves you towards a solution where once it's integrated into your business process, that's where we want to be.

[Chris Moss] (50:19 - 51:28)

Yeah. Yeah. I think probably a lot of business owners at the moment, and again, I'd find a niche in particular, but where they're going, I know I should be implementing AI.

I know this is really important, but just haven't done it. We've got to, in our businesses, implement it where it makes sense, but we're just gaining efficiencies from it. But some of them are moving the needle, the data scraping one in particular, massively.

Tasks that used to take a long time are now like seconds almost. And I think that's possibly where the value is, is there's been a lot of entrepreneurs, business owners that are not worried about it. Some will be worried and they'd be great to try and get off.

So they're more likely to solve, more likely to be able to help them solve their problem quicker, but is probably thinking about the more, yeah, that wider group of people that are just there going, I know I need to implement AI. I just don't really know anything. And that's probably where you could go in.

In fact, I had it. Someone came into the business, gave us an audit and sort of said, look, this is where these are the different platforms that are available. This is what you can do.

But obviously the challenge with it is within three months, it's out of date.

[Attendee 3] (51:28 - 51:43)

Yeah. What we're observing is that a lot of people, particularly like the kind of people we've got at PE, we're doing a lot of the potential for AI around writing stuff.

[Attendee 2] (51:44 - 52:08)

Well, the example I gave last month was the recruitment where I built a whole recruitment campaign in 15 minutes that would have taken me a good day, maybe two days previously. So it's really finding those, again, it's what you said earlier, it's those practical applications.

[Attendee 3] (52:09 - 52:42)

It's more, I think the real use of being the data, you said about screen scraping, it's data scraping. It's a data analysis where the next level for business will be, not just writing stuff like a blog or a post or a marketing campaign, but actually doing comparisons for where does a business sit within the broader industry and ask for the data analysis outcomes, again, not just the outputs. So I think that's a good point that we could niche down on that sort of thing.

[Chris Moss] (52:43 - 54:35)

Yeah. One more area we've used this, I think this could be relevant, Casey, potentially there's something here for you as well and from a marketing perspective. So we've used ChatGPT recently, we've took all this data that we've got from other places.

So this is within the student and marketing business I own. So we've took how many students go to what universities and what they study, put that into ChatGPT. We've put all of the addresses of where their halls of residence are, we've put that in ChatGPT and we've put all these data sources, subjects, how many people studying subjects, all into a ChatGPT model.

And we can now ask that model certain questions that gives us really specific data that we need. So relating to anyone else doing any marketing campaigns, what could you possibly potentially do is if you can find broad data and a lot of this stuff is the reports on this and you can load the reports into it, but you might be able to find, Casey, all of the locations where there's the most amount of people with children at X age, where the mom is at X age. Yeah.

And you might be able to map out and go, cool, these are the postcodes around the UK, where there's the most, these types of people. And then, you know, a little bit more when it comes to the marketing and the targeting of those people, you know, where you're more likely to get success on those. And it's like you mentioned, it sounds like Silicon Valley could have a higher population of that, but there'll be data stats where you could upload it and you'll actually know for sure, cool, that is how many people and they're the areas they live.

None of this is a hundred percent accurate because of data security and protection. You can't go down right to individual layers anymore, but you can certainly get a feel for it. And for us anyway, that's been really useful for planning clients, marketing campaigns that we've run for them.

And yeah, it's also really unique because no one has that or thinks about stuff like that, which is good. Absolutely.

[Attendee 3] (54:37 - 54:38)

Absolutely.

[Attendee 2] (54:38 - 54:44)

Well, we could probably discuss this up for hours, but we won't take up any more of your time.

[Chris Moss] (54:44 - 54:53)

No problem. I've got five more minutes. So if you did have anything else, Casey, any other questions or anything, feel free to jump in now.

If not, we finish it.

[Attendee 1] (54:54 - 55:59)

I do have another question, if you don't mind. It's a bit of a, it's a bit different than how we, what we were discussing, if that's okay. Just how to position myself.

I mean, obviously I'm a mom going through this currently myself. And so that's what has started my research and looking into it much deeper. So I'm more like the passionate reporter as opposed to the expert in the field.

Like I'm not the doctor. I'm not that. I am a retired midwife, so I can use that in some way.

So women's health obviously is really important to me, but the research that I'm using in order to set up my course and using that, all that information, it's not mine. I am like, you know, bringing it in from, you know, basically I'm just doing a bunch of research, but there are two women in particular, two doctors, one's a neuroscientist and another one is a doctor. And I'm using, you know, their books and their research and their experience to base my kind of course material on.

So how do I position myself with that knowledge?

[Chris Moss] (56:00 - 58:05)

Yeah. So there's no issue with you not being the doctor who's done the exact research. Most people, that's not the case.

It is normally, yeah, that's rare. And I think it's about just being that key person of influence in that particular space is the thing. And just raising your profile as the expert in it doesn't mean you've done the research, but you understand that you understand the application of it.

And I would just position yourself as the expert in your niche is what I would say. In terms of how you then do that, there's two sort of ways I think about raising profile and, or just like content creation. One is that you can document, the other is you can create.

Being a creator is difficult, but documenting the journey anyone can do, like being a creator, you have to have time, you have to learn that you have to become skilled at it. Like creation would be, for example, you create a podcast potentially, or you're creating long form articles. You're like, you're having to stop, think and create versus documenting what you do or sort of just sharing what you're doing could be something to do.

Most people do a combination of both, including me. And I think that's potentially where it'd be worth just distincting the differences. So for example, as you're going through this journey of learning these things, doing the research, documenting it, it's almost sharing what you're learning as you're learning it.

And as you have a challenge with your children that you overcome by doing something, or you notice a change because they didn't eat sweets before bed or whatever it might be, then you can share the output of that. And that's like documenting the journey. Same with Gillian, you guys, is you could do exactly the same thing as you're learning this stuff, you're documenting it.

The step on from that is potentially then doing some creation as well, which is a little bit harder. You have to sit down and think about it as opposed to just sharing what's going on.

[Attendee 1] (58:06 - 59:01)

But it's okay to start. Yeah. So for me, as an example, like I, you know how everybody has that, like I'm so-and-so and I have all of these letters behind my name.

Now I'm no longer practicing as a midwife. So while I'm happy to say I'm a retired midwife, there's no letters that I'm comfortable putting behind my name. So I'm not comfortable saying I'm an expert in this field.

Obviously, I have a lot of research and study and school education in women's health, but I might only be the chapter ahead of the people who I'm serving. So I guess my, you know, how do I, how do I market me? How do I describe that without, I don't know, like sabotaging, basically, I guess is what I could potentially do.

[Chris Moss] (59:02 - 1:00:45)

Yeah. So, so I think from like the midwife angle is definitely a really, a really solid sort of credibility builder. Retired midwife.

Yeah. I would probably lead with that as you've been like, yeah. And I think that you can do to show as to why someone should listen to you is essentially what you're trying to do with the positioning of yourself is why should someone, and obviously that's a massive reason why someone should, but then also you're, you say you're not an expert, but compared to most, like my sister is an example compared to the knowledge she will have going through this process.

She's, she is not an expert compared to you, but you'd be able to share lots of stuff with her. So you don't obviously have to call yourself an expert, but maybe thinking about yourself as someone who is well read and is polished in this area, or at least learning a lot in this area and can add a lot of value. And yeah, might be like a bit of imposter syndrome, a little bit there where you feel like perhaps you don't want to do that and you don't want to say that, but the reality is you probably have a lot more knowledge than the people that you're going to be helping with this.

And it's almost good that you're only a chapter ahead, because if you're 10 chapters ahead, it's hard to relate to the person on the first chapter. So, so actually you're almost in a better place than someone that has done the scientific research for 25 years, because them communicating it to that person who's never looked into this, it'd be very difficult. Whereas actually, because you're going through it and it's sort of real time, your ability to relate and communicate this in a way they will understand would probably make you a lot more of an expert, if that makes sense.

Yeah.

[Attendee 1] (1:00:45 - 1:00:48)

And, and potentially way more accessible as well.

[Attendee 2] (1:00:49 - 1:01:17)

One of the things that, one of the things that I was suggested to was to build up a database of case studies. And the more that people can relate to your case studies, the less they're worried about you, because as Chris said, you're presenting, you're not, you're not setting yourself up saying that you are the expert, but they can see by the content or that you have an expertise.

[Attendee 1] (1:01:19 - 1:01:23)

Okay. Okay. That's, that's valuable.

Thank you.

[Chris Moss] (1:01:24 - 1:01:30)

Amazing. Well, hopefully this was, hopefully there's a few nuggets in there that's been. Very much.

Thank you.

[Attendee 2] (1:01:31 - 1:01:45)

Just quickly, Casey, are you following Christina Northrop? No, the name is familiar, but I don't. Oh, you must look at her work.

Anyway, we'll talk about it when I see you at PE.

[Attendee 1] (1:01:46 - 1:01:47)

Sounds good. Thank you, Julian.

[Chris Moss] (1:01:48 - 1:01:59)

Thank you so much, Chris. You're very welcome. Have a good day.

Have a good rest of the day. Good luck with beast mode, best self, whichever way it lands. And yeah, I'll see you at the next workshop.

[Attendee 4] (1:02:01 - 1:02:01)

Bye-bye.

[Chris Moss] (1:02:01 - 1:02:02)

Bye-bye.

[Attendee 4] (1:02:02 - 1:02:02)

Bye.