

# Session 10: Organize Your Concepts & Increase Their Appeal

1. As you create content, make sure to **modularize** your content, so that you could pull chapters or segments out and use them as standalone pieces elsewhere (for articles, blog posts, trainings etc).
2. Follow a format that gives the other person a high probability of understanding what you're talking about. Include the *context, content, theory* and *practice* of the topic.
3. "Frameworks" are formats or skeletons you can use to hang content on for understandability.
4. Your customers probably think and learn differently than you. Make sure you filter all of your ideas through various systems and communication styles. This will dramatically increase the chances your customer "gets it" when you talk to them.
5. The biggest mistake most experts make is staying "abstract" and "theoretical" in communication, without talking about real world, tangible action.
6. **Theory v. Practice.** Theory is the psychology of what is going on, and the big picture of how this issue fits into the larger World. Practice is what you actually do in the moment. Only use an "abstract explanation" or theory if there is an insight in it that informs the practice (or action).
7. **Inner Game v. Outer Game.** What's going on in the inside? And what action should your customer take on the outside?
8. **Physical, Logical and Emotional.** These three levels all impact the current situation and you need to address each.
9. **Past, Present & Future.** Recall situations from the past. Talk about what you need to do in the present to handle this issue. Then talk about what you'll do in the future when the situation comes up.



10. **Story > Analysis > Action Takeaway Steps.** Relate a story, talk about what happened and what you learned, and then reveal the action that should be taken next time.
11. **Common Sense > Shocking Reframe > New Success Formula.** Talk about the thing that anyone would intuitively do in a situation, but show how the situation is not what it appears to be. And how the intuitive way is not the way a person should approach the situation. Then describe why. Then talk about what you should actually do.
12. **4 Learning Styles.** People learn in 4 different ways. If you only teach in your own learning style, you'll miss most of your audience. Each learning style asks a different question. All styles should be addressed each time you teach:
  - a. **"Why am I learning this?"** Give your "Why Learner" the emotional payoff for taking the time to learn. What is their motivation? Get them motivated to learn by talking about the problems they will avoid, and the benefits they will get. Use "away from" and "towards" motivation.
  - b. **"What am I learning?"** This is the theoretical learning style. A "What Learner" wants to know the history, statistics, theory, psychology, and the science behind what you are teaching. This is the typical style of college professors and textbooks.
  - c. **"How do I do it?"** "How Learners" need specific action steps, and detailed learning exercises. "Tell me what to do now. Tell me what to do next." Leave them with an action to take. They DON'T want conceptual anything. A majority of all humans are "How Learners!"
  - d. **"What if I go out in the World right now and do it?"** "What If Learners" are the entrepreneurs of the World who learn by actually going and testing something out immediately. They want to get out the classroom and see how it works in order to learn. What action can they go take now to get feedback in the real World?

