

02-26-26 Mastermind Zoom Summary

Quick recap

The group discussed strategies for licensing and selling IP. Mitch shared insights from a white paper on creating an AI-driven marketplace for expert IP licensing. Melody presented her real estate training program that helps new agents build businesses based on their strengths, interests and circumstances. Mark shared his plans to create a product “look book” to showcase his company's physical products. The conversation explored how to position IP offerings as strategic solutions rather than products. Mitch emphasized the importance of listening and understanding client needs before making recommendations. The group discussed the balance between human interaction and AI technology. The consensus is that while AI can streamline processes, human relationships remain essential for complex deals.

Expert IP Licensing Strategies

Mitch shared insights from a white paper on expert IP licensing, highlighting the challenge of monetizing strategic frameworks due to the inverse relationship between their creation and distribution capabilities. The paper outlines the massive potential market for IP licensing, citing the \$340 billion global IP licensing market, the \$205 billion creator economy, and the \$355 billion e-learning market. However, it notes that current platforms like Udemy and Teachable only provide hosting, not distribution and monetization for expert IP. He discussed the need for a new infrastructure to convert expert IP into recurring license revenue, contrasting traditional consulting models with potential new approaches. David pointed out that experts already have sales models available, but the labor-intensive nature of these methods suggest that collaboration and collective expertise could provide better solutions.

AI Marketplace: Challenges and Opportunities

The group discussed a technologist's proposal to create an AI marketplace for content distribution. Mitch explained the creator views AI-to-AI sales as a way to bypass human sales interactions. Mark and Matt shared concerns about Udemy and Teachable's race-to-bottom pricing models and coupon culture, which has led to declining revenue for content creators. Melody noted that while the AI marketplace could help address information overload, she had reservations about relying solely on AI without human interaction. She shared her experience with a machine shop that automated all processes but still faced human challenges.

Human Interaction in Business Processes

The group discussed the role of human interaction in business processes. Mitch shared his experience from 2004 about the negative impact of outsourcing customer service. They explored how AI can be valuable but not replace human relationships and expertise, particularly in complex business conversations. Melody shared her plans to launch a real estate training program that has received Department of Labor approval, targeting real estate firm managers and owners who lack access to training programs for their agents.

Relationship-Based Real Estate Training

Melody presented her real estate agent training program that focuses on leveraging existing strengths, interests and circumstances rather than traditional door-knocking and cold-calling methods. The program includes clock hour certification and a relationship assessment component. The group discussed positioning strategies. Mitch suggested Melody focus on being an industry advocate rather than a course provider. He emphasized the importance of quick success for new agents. Mark shared his experience as a first-time homebuyer and provided feedback on the program's potential appeal to agents and clients.

Book Strategy for Client Success

Mark and Mitch discussed strategies for structuring a book to help clients improve their business processes. They debated whether to focus on product categories or lead with strategic goals of acquisition, onboarding and retention. Mitch suggested testing both approaches with existing clients to determine which method they would find more valuable. They agreed that a hybrid approach, combining product offerings with strategic guidance might be the best solution. David pointed out the importance of moving away from transactional sales to more strategic partnerships with clients.

Collaborative Solution Selling Strategies

The group discussed strategies for selling solutions collaboratively rather than focusing solely on products or services. Mitch emphasized the importance of diagnosing client needs and uncovering opportunities without an immediate sales pitch. David highlighted the challenge of generating excitement for IP-based solutions. Melody contributed insights about balancing the sharing of diagnostic information with the monetization of solution providing services. Mitch gave a detailed explanation about three business value dimensions — people, profit and process improvement — and how to align these in conversations with clients.

Authentic Human Interaction in Business

The group discussed the importance of authentic human interaction and listening skills. Mitch identified 4 modalities of listening -- with your ears, eyes, heart and soul. Mitch emphasized the value of presenting one's unique intellectual property (IP) rather than relying on traditional labels like consulting and coaching. Melody highlighted Mitch's brand as being a Sage Muse," noting his ability to inspire others to find their own solutions, while David simplified the approach to discovering and aligning with clients' uniqueness. The conversation concluded with reflections on AI's role in business, with Mitch suggesting that while AI may automate many tasks, human relationships will remain essential for certain interactions.