

Goal: Earn \$2k monthly

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Provide roughly \$20k in value to paying clients

Assumption clients will pay 10% back

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Have paying client(s)

Consistently write quality copy that provides value to each client by solving their problems

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Get credibility

Impress clients on sales call

Solve clients' problems with quality copy Assumption Potential consumers will see the copy and the copy is what caused their action

Write and review copy frequently for client(s)

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Testimonials Assumption :Future clients will see/be swayed by testimonials
Evidence(portfolio)

Talk with confidence

Be specific and honest: I see 7 things to increase attention to your website
(If video call dress professionally)

Review the copy, read yourself several times with some breaks in between, have a friend read, run through a proofreading site(grammarly)

Make copy relevant

Leverage bootcamp tactics like value equation, short/long form copy formulas, fascinations, desire/pain, email campaigns to manipulate consumers to take desired action Assumption consumer will fall into predicted audience that the copy is tailored for

Set aside time to do work/review copy

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Provide value to initial client

Provide results to initial client

Write to avatar

Know what desired action is and how to get there

Time management

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Obtain initial client

Have skills to provide value

Create avatar

Talk to client, look at what client is doing now, where does client want to be, look at value of their product, what does it give

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Leverage network to talk to client **Assumption: Network will put you in contact with someone willing to work with you** **Unknown Niche of client/what they will need**

Acknowledge your lack of credibility, put risk on you

Review quality copy online and find its strengths/weaknesses **Assumption general strategies that work for another company will work for your client**

Go through the bootcamp

Review notes from bootcamp

Know audience

Know the questions to ask: What is the story of the company? What are you trying to promote? What is your goal for the company?

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Be brave enough to reach out to network

Use the internet

Be in TRW

Reflection on product, market, and consumers lifestyle/thoughts and emotions