

Plan To Get 2 Clients In The Next 3-6 Months

Objective

My goal is to acquire at least 2 clients within the next 3-6 months.
I'll know I've achieved it when I have received a payment from both of the clients,
6 months is my deadline.

1. Checkpoint #1

a. Identify a winning niche Phase

- i. Decide whether you'll work in a local or a global market.
 1. Unknown: If I decide to work in a local market foreign to my country, I will have to do more extensive research into the locals' way of life and habits.
- ii. Pick a high-profit margin niche.
 1. Ask Chat GPT for ideas with a specific prompt and brainstorm on them.
- iii. Is there competition in the market?
 1. Note: High competition may indicate high demand. It's up to me to take a creative approach and stand out.
- iv. Pick a niche that I can help.
 1. Do they have a problem that they want solved?
 2. How aware are they of their problem?
- v. Identify if my solution resonates with the business owners.
- vi. Identify ways I can reach those people.
 1. Warm outreach, email, Instagram, LinkedIn, P.O. Box, Phone, etc.
- vii. Make a list of 30 prospects.
- viii. Look for ingredients for success in a business.
 1. Can they pay me?
 2. Do they have a group of people to talk to? (Email list, Social Media followers, etc.).
 3. Note: When working with local businesses, social media doesn't matter that much. It's their reputation that's important.

2. Checkpoint #2

a. Research Phase

- i. Identify & analyze their target market.
 1. Identify their problems.
 2. Identify their fears.
 3. Identify their dream outcomes.
 4. Identify their roadblocks.
 5. Get familiar with their language.
 6. Bridge the gap between their current situation and dream outcome and craft a solution
 7. Identify how I can connect this solution to the customer's Identity.
 8. Use the Market Research Template and look for answers on Social Media and people I know.
 9. Create an avatar for their clients.
- ii. Do a Top Player Analysis and see how they're growing their business.
 1. What are the reasons their customers decide to buy?
 2. How are they getting attention?
 3. How are they monetizing that attention?
 4. What is this brand doing better than anyone else?
 5. What mistakes (if any) are they making?
 6. How is their copy connecting them with their target audience?
- iii. Create a spreadsheet of each company and their strong and weak points that you can easily refer back to when creating copy for your client.
 1. Look online (Google, LinkedIn, Yelp, etc.
 2. Add local businesses you know, if there are any.
- iv. Pick a prospect and identify ways to improve their existing marketing to match the avatar's needs.
- v. See if they have a Social Media Presence; if they do, analyze it.
- vi. Understand where they are, assume where they want to go, and identify what's keeping them from achieving their goal (one at a time).
 1. Identify where they are lacking; Getting attention, monetization, or both?
- vii. Cover a part of their problem by creating free value, and craft an offer to propose to them based on their needs and goals.

1. Unknown: The free value is going to depend on the client's needs.
- viii. Craft your offer.
 1. Minimize the Effort and Sacrifice required from them, maximize the perceived likelihood of success, and promise them the achievement of their dream outcome to the extent you're confident you can deliver it.

3. Checkpoint #3

a. Outreach Phase

- i. While keeping the prospect's theoretical goals in mind, craft an outreach that connects with that goal and positions your service as the ultimate solution.
 1. Catch their attention.
 - a. Unknown: "How" will depend on where I can reach the prospect.
 2. Pick one of their biggest pain/desire buttons and make it the main focus of the copy.
 3. Turn up the emotional intensity that pain/desire creates for them
 - a. Note: You do this with Sensory Experience, Future Pacing, and Elevating the Emotion. Check notes for additional info.
 4. Mention a few other choices they might have, and why they wouldn't work
 5. Then, position your solution as the thing that can demolish their roadblocks and guarantee success, to the extent you're confident.
 - a. Assumption: This will have an anchoring effect where I compare my successful solution to problematic suggestions
 6. Don't promise something you can't actually deliver.

Challenges

My biggest challenge is going to be completing all the calendar tasks every day due to a highly unpredictable schedule.

Resources

The Real World

A former sales director teacher at school

Close family members with connections all over the country

Storage space

Cars (can't legally drive yet though)

Friends interested in making money

Access to hunting guns

Button-down shirt

	SUN 4	MON 5	TUE 6	WED 7	THU 8	FRI 9	SAT 10
GMT+02	Burpees, 7:31pm						
7 AM	Wake up, brush teeth, get ready for the day 7 - 7:45am	Wake up, brush teeth, get ready for the day 7 - 7:45am	Wake up, brush teeth, get ready for the day 7 - 7:45am	Wake up, brush teeth, get ready for the day 7 - 7:45am	Wake up, brush teeth, get ready for the day 7 - 7:45am	Wake up, brush teeth, get ready for the day 7 - 7:45am	Wake up, brush teeth, get ready for the day 7 - 7:45am
8 AM	Identify the target customers' problems 7:45 - 8:30am	SkOut 7:45am - 2:30pm	SkOut 7:45am - 2:30pm	SkOut 7:45am - 2:30pm	SkOut 7:45am - 2:30pm	SkOut 7:45am - 2:30pm	Study a prospect, 7:45am Burpees, 8:15am
9 AM	Drive to the bus station 8:30 - 9:15am						Outreach 8:30 - 9:15am
10 AM	Identify the target customer's fears 9:15 - 10:45am						Catch up on unfinished tasks 9:15 - 10:15am
11 AM	Identify the target customer's dream outcome						E-com tasks and chat 10:15 - 11:30am
12 PM	Social Event 11:40am - 2pm						Go for a 4km run 11:30am - 12:30pm
1 PM							Shower, 12:30pm
2 PM	Meal out with family 2 - 3pm						Review and send outreach, 12:45pm
3 PM	Put together a list of 30 prospects, 3pm	Eat 2:30 - 3:15pm	Eat 2:30 - 3:15pm	Eat 2:30 - 3:15pm	Eat 2:30 - 3:15pm	Visit Grandma 2:30 - 5:30pm	Spend some time with family 1:15 - 2pm
4 PM	Identify target customer's roadblocks 3:30 - 4:30pm	Look online for customer language 3:15 - 4:30pm	Create an avatar for their clients. 3:15 - 5pm	Catch up on unfinished tasks 3:15 - 4pm	Catch up on unfinished tasks 3:15 - 4pm		Eat 2 - 2:45pm
5 PM	E-com supplier messages 4:30 - 5:15pm	POWER UP nap, 4:30pm		Craft my offer 4 - 5pm	Start Composing Outreach Message 4:30 - 5:30pm		POWER UP nap, 2:45pm
6 PM	E-com product editing 5:15 - 6pm	Bridge the gap between the target customer and the product	Top Player Analysis 5 - 6pm	Top Player Analysis 5 - 6pm	E-com tasks, 5:30pm	E-com tasks and chat, 5:30pm	Study a prospect, 3:15pm
7 PM	POWER UP CALL, 6pm	POWER UP CALL, 6pm	POWER UP CALL, 6pm	POWER UP CALL, 6pm	POWER UP CALL, 6pm	POWER UP CALL, 6pm	Outreach 3:45 - 4:30pm
8 PM	E-com chat with partner 6:15 - 7:30pm	Identify how I can connect this solution to the customer's problem	Top Player Analysis 6:15 - 7:15pm	E-com chat and tasks 6:15 - 7:30pm	E-com chat with partner, 6:30pm	Catch up on unfinished tasks 6:15 - 7pm	E-com Supplier messaging and overall outreach 4:30 - 5:30pm
9 PM	Burpees, 7:30pm	E-com chat with partner, 7:30pm	Catch up on unfinished tasks, 7:30pm	Burpees, 7:30pm	Go through Step 1 & Step 3 material again using the new learning technique 6:45 - 8pm	Study a prospect, 7pm	
10 PM	Agoge Call 8 - 9pm	Agoge Call 8 - 9pm	Agoge Call 8 - 9pm	Agoge Call 8 - 9pm	Agoge Call 8 - 9pm	Agoge Call 8 - 9pm	High-Intensity Triceps Session, 7:30pm
11 PM	Solve Math Exercises, 9pm	Use the Market Research Template and identify the target customer's pain points	Complete Agoge Task, 9pm	Complete Agoge Task, 9pm	Complete Agoge Task, 9pm	Complete Agoge Task, 9pm	Agoge Call 8 - 9pm
12 PM	Solve Greek Exercises, 9:30pm	Read The Art Of War, 9:30pm	Begin Crafting my offer 9:15 - 10:15pm	Read The Art Of War, 9:30pm	Review and Send 1st outreach message 9:30 - 10:15pm	Review and send outreach 9:30 - 10:15pm	Complete Agoge Task, 9pm
1 PM	Solve Python Exercises, 10pm	Complete Agoge Task, 10pm	Study Copywriting Notes, 10:15pm	Mini OODA Loop, 10pm	Review and Send 1st outreach message 9:30 - 10:15pm	Review and send outreach 9:30 - 10:15pm	Review and send outreach, 9:30pm
2 PM	OODA Loop, 10:30pm	E-com tasks, 10:15pm	Study Copywriting Notes, 10:15pm	Study Copywriting Notes, 10:15pm	Study Copywriting Notes, 10:15pm	Study Copywriting Notes, 10:15pm	Read The Art Of War, 10pm
3 PM	Review my wins and losses for the day, and brush teeth, shower, 11:30pm	Review my wins and losses for the day, and brush teeth, shower, 11:15pm	Review my wins and losses for the day, and brush teeth, shower, 11:15pm	Review my wins and losses for the day, and brush teeth, shower, 11:15pm	Review my wins and losses for the day, and brush teeth, shower, 11:15pm	Review my wins and losses for the day, and brush teeth, shower, 11:15pm	Study Copywriting Notes, 10:15pm

Zoom in to see more clearly