

WEEK 4 - 28 Days To A Client

THE MASTER WAR MODE DAY PLAN + REPORT

✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!	Task Time:
1. ✓	Q2 ▾	Meditate	20m
2. ✓	Q2 ▾	Gratitude journal	5m
3. ✓	Q2 ▾	100 pushups: Time them	15m
4. ✓	Q2 ▾	Review 1 piece of student copy (timebox to 30 mins)	35m
5. ✓	Q2 ▾	Review 1 piece of student outreach (timebox to 15 mins)	15m
6. ✓	Q2 ▾	Breakdown a piece of copy from my TODO stash	15m
7. ✓	Q2 ▾	Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences	15m
8. ✓	Q2 ▾	Watch morning power-up call and write down the lesson learned in 1-2 sentences	15m
9. ✓	Q3 ▾	Morning uni class MSHT	1h30m
10. ✓	Q3 ▾	Shop groceries	1h
11. ✓	Q4 ▾	Listen to part 3 chapter 1 of “How to win friends and influence people”	20m
12. ✓	Q4 ▾	Listen to part 3 chapter 2 of “How to win friends and influence people”	20m
13. ✓	Q1 ▾	Prepare SPIN questions for sales call with Ali	30m
14. ✓	Q2 ▾	Refine free gift for Lee	1h
15. ✓	Q2 ▾	Send free gift to Lee	10m
16. ✗	Q2 ▾	Personalization challenge: Pick a prospect, take notes, analyze their current marketing strategy	45m
17. ✗	Q2 ▾	Personalization challenge: Do prospect and audience research (via AI)	30m
18. ✓	Q2 ▾	Gym workout	1h

Total Hours Planned In The Day: 9.3/24

✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!	Task Time:
19. ✓	Q1 ▾	Reflection: Day 22 of the Real War Mode	15m
20. ✓	Q1 ▾	Plan out Day 23 of the Real War Mode	30m

	 DAY NUMBER + DATE + TIME 
Day Number:	22
Date:	04/03/23
Start Time:	6 am

	 3 Things That I Am Grateful To Have In My Life 
1.	I am grateful for my v2.1 day planner
2.	I am grateful for the ability to do pushups
3.	I am grateful for the rain outside my house right now

	 My Top 3 Priority Tasks That MUST Be Completed 
1.	Prepare SPIN questions for sales call with Ali
2.	Refine free gift for Lee
3.	Send free gift to Lee

 **Hour-By-Hour Tracking:** 
[Plan+Measure=Improve]

\$ Task:	\$ Task = Set The Task That I Intend To Complete This Hour?
🔔 Sub-Task:	🔔 Sub-Task = What Is My Plan Of Action To Complete This Task For This Hour?
✍️ Reflection:	✍️ Reflection = Did I Complete This Task For This Hour? If Not, Then Why?

MY MORNING WAR PLAN

🧠 What Do I Plan To Accomplish This Morning? 🧠

- **Morning uni class: MSHT**
 - **Grocery shopping**
 - **Improve marketing IQ: daily copywriting habits**
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🎯 What Is The Main Goal For This Morning? 🎯

- **Get through menial tasks (uni) and get as much of a marketing IQ boost as I can get.**
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🔑 How Will I Start My Morning With Power? 🔑

"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."

**DELETE BOXES
THAT ARE BEFORE**

YOU WAKE UP!

6:30 am: Task \$	Wake up, morning routine
Sub-Task's 🔔	- Cold shower - Coffee - Morning hygiene - Meditate for 15-20 mins - Gratitude Journal
Reflection ✍️	done

7:30 am: Task \$	Commute to uni
Sub-Task's 🔔	Listen to part 3 chapter 1 of “How to win friends and influence people”
Reflection ✍️	What I've learned: - Don't argue with people. Most are emotional - they don't care about my views, they just want to talk about their opinion.

8:30 am: Task \$	Morning uni class MSHT
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Sub-Task's 🔔	Stay in class
Reflection ✍️	done

9:30 am: Task 💰	Commute back to car
Sub-Task's 🔔	Listen to part 3 chapter 2 of “How to win friends and influence people”
Reflection ✍️	What I've learned: - Take the other person's opinion into account (even if I don't care about it) - Cunning way to win over a foe: guilt-trip him - Instead of forcing my idea onto others, just lead them on a discovery path so they find it out themselves (and enjoy the illusion of it being THEIR idea)

10 am: Task 💰	Go shopping
Sub-Task's 🔔	- Go to Kaufland - Quickly buy what I need - Pay - Get out
Reflection ✍️	done

11 am: Task 💰	Come back home from shopping
Sub-Task's 🔔	- Drive back home - Organize groceries

Reflection 	Came back home at 12:30 pm, because I underestimated how much time I would need to do the shopping.
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11:30 am: Task \$	- Review 1 piece of student copy (timebox to 30 mins) - Review 1 piece of student outreach (timebox to 15 mins) - Breakdown a piece of copy from my TODO stash
Sub-Task's 	- Pick a piece of short-form copy from the chats - Set a timer for 30 mins - Review copy and leave feedback - Pick a piece of outreach from the chats - Set a timer for 15 mins - Review copy and leave feedback - Pick a piece of copy from my TODO stash - Set a timer for 15 mins - Break it down and extract IDEAS - Place it inside my swipe file
Reflection 	- Student copy review done in 40 mins. - What I've learned: - Interesting use of imagery - Pretty good use of internal character dialogue - Didn't have the time to review student outreach and swipe file copy in this timeslot

🎯 **END-OF-THE-MORNING REPORT** 🎯

 What Did I Learn This Morning? 
- Interesting uses for imagery - Possible use of internal character dialogue

✖ What Problem's Did I Face This Morning? ✖

I underestimated how much time I needed to do the shopping and commute back home, leading to incomplete tasks.

🔑 How Will I Solve These Problems For This Afternoon? 🔑

I will have to work quicker and timebox myself on each task to complete them in the allotted time.

🏹 MY AFTERNOON WAR PLAN 🏹

🧠 What Do I Plan To Accomplish This Afternoon? 🧠

- **Review student outreach**
 - **Review TODO stash copy**
 - **Refine my free gift & send to Lee**
 - **Watch Kyle Milligan video and power-up call**
 - **Start personalization challenge**
 - **Do 100 pushups and time them**
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🎯 What Is The Main Goal For This Afternoon? 🎯

- **Refine free gift & send to Lee**
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🔑 How Will I Start My Afternoon With Power? 🔑

"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."

1 pm: Task 💰	Cook lunch
Sub-Task's 🔔	Cook lunch
Reflection ✍️	Cooked lunch

2 pm: Task 💰	Eat lunch
Sub-Task's 🔔	Eat lunch
Reflection ✍️	Ate lunch

3 pm: Task 💰	- Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences - Watch morning power-up call and write down the lesson learned in 1-2 sentences
Sub-Task's 🔔	- Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences - Watch morning power-up call and write down the lesson learned in 1-2 sentences
Reflection ✍️	What I've learned. - Lesson from Kyle Milligan video: - a Unique Selling point is an attribute that no one has highlighted before - USP should be teased in the headline, triggering the NEW emotion - Lesson from morning power-up call #222: objective -> research -> model -> idea -> 1st draft -> ooda loop -> run copy -> refine additionally. - Lessons written down respectively as #63 and #64 in 📖 Quick Lessons Learned

3:30 pm: Task \$	- Review 1 piece of student outreach (timebox to 15 mins) - Breakdown a piece of copy from my TODO stash
Sub-Task's 🔔	- Pick a piece of outreach from the chats - Set a timer for 15 mins - Review copy and leave feedback - Pick a piece of copy from my TODO stash - Set a timer for 15 mins - Break it down and extract IDEAS - Place it inside my swipe file
Reflection ✍️	- Spent 30 mins on the outreach email - Didn't learn much, just reviewed a novice's email. - Analyzed VW think small ad in 5 mins: GENIUS

4:30 pm: Task \$	Refine free gift for Lee
Sub-Task's 🔔	- Refine with students' comments
Reflection ✍️	

5 pm: Task \$	- Refine free gift for Lee - Send free gift to Lee
Sub-Task's 🔔	- Refine with students' comments - Send unprompted
Reflection ✍️	- Refined with VERY useful feedback from the Gs - Honestly, that welcome sequence is a complete mesh of ideas (even Frankensteinian to some extent). High probability to fail, but still I'm extremely happy I made it - it's a hell of a lot future "idea ammo" to use.

6 pm: Task 💰	- 100 pushups: Time it - Prepare SPIN questions for sales call with Ali
Sub-Task's 🔔	- Time 100 pushups - Prepare SPIN questions for sales call with Ali
Reflection ✍️	- 100 pushups done in 04:48.70 - Prepared basically half the conversation on my side in tomorrow's sales call

7 pm: Task 💰	Commute to gym
Sub-Task's 🔔	Commute to gym
Reflection ✍️	done

8 pm: Task 💰	Gym workout
Sub-Task's 🔔	Do the workout
Reflection ✍️	done

9 pm: Task 💰	Come back home
Sub-Task's 🔔	Come back home
Reflection ✍️	done

10 pm: Task 💰	Eat dinner
Intention 🔔	Eat dinner
Reflection ✍️	Ate a pizza for dinner.

10:30 pm: Task 💰	Reflection + Plan
Intention 🔔	- Reflection: Day 22 of the Real War Mode - Plan out Day 23 of the Real War Mode - Send both to # Accountability Roster
Reflection ✍️	done

11 pm: Task 💰	Cool down and go to bed
Intention 🔔	- nighttime hygiene - 10 min of yoga nidra - and go to bed.
Reflection ✍️	Stayed up till 12:30 am.

End-Of-The-Day Report:

 **What Did I Learn Today?** 

- **A unique selling point is just an attribute that no one has highlighted yet**
 - **An impactful compliment is one that acknowledges a person's hard work in developing an attribute that no one else highlights**
 - **Project framework: objective -> research -> modeling -> idea -> draft -> OODA loop -> publish -> OODA loop**
 - **Genius VW "Think small" ad**
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✗ **What Problems Did I Face In The Day?** ✗

- **I underestimated how much time I would need to commute and do the shopping. As a result I was 1 hour behind schedule, leading to unfinished tasks**
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🔑 **How Will I Solve These Problems Tomorrow?** 🔑

- **Estimate my time better. When estimating menial tasks go for the conservative approach to time management.**
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NEW **What Do I Plan To Do Differently Tomorrow?** NEW

- **Timebox my student outreach review to 25 mins**
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♻️ **What Do I Plan To Do The Same Tomorrow?** ♻️

- **Review a piece of student copy in 30 mins**
 - **Review a piece of TODO copy within 15 mins**
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📱 **Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With?** NEW

- **Tomorrow is my sales call with Ali. GO IN PREPARED!**

 What Tasks Were Left Undone?

- **Personalization challenge: Pick a prospect, take notes, analyze their current marketing strategy**
- **Personalization challenge: Do prospect and audience research (via AI)**

Brain Dump:

So a bit of a weird story:

**At the checkout at the grocery store
(Kaufland)...**

The cashier was a pretty gypsy girl.

As she was marking all my products,

She slipped out one of the oranges...

From the plastic bag...

And started apologising to me.

Apologise?

**I guess I must look intimidating lol
(with a little touch of psychopath).**

**Anyways, I not only reassured her
that there was no problem...**

**But I also complimented her on the
speed...**

**With which she marked all my
products.**

**She was at first a little confused,
(Thinking it was sarcasm)**

But I smiled at her...

And reassured her that it was a compliment.

Moral of the story?

This ties into that compliment message from the chats...

Find the one attribute in the other person...

That no one is aware of...

And acknowledge it...

To get an incredibly impactful compliment.