

OODA

3/25/2024

**\*\*Lessons Learned\*\***

- Last week I said my clients opinions, don't matter, but the markets. I was entirely wrong. I understand they each have a unique brand and a message they want to put out in a certain way. I have to learn the brand to give them value.
- If I keep delivering increasing value, I will keep winning.
- Daily consistency is the only way to win.
- BREATHING solves 70% of my communication problems, and 80% of my overthinking. I am actively taking deep breaths at as many intervals as I can remember to do so
- PHYSICALITY is half the battle.
- Track my time, every hour
- Produce copy. I have produced one piece of copy.
- Have copy reviewed, use your resources
- Communication is the most important aspect of this all. It doesn't matter if you're the best person to do exactly what they need to do- with poor communication they will see you as valueless. Improving my communication
- Real people are not robots. This is not a video game. Pay attention to every expression, every detail
- I need to keep up with family at least every day. I can't put them off. I'm sending good morning texts, planning to call Thursday
- Thinking aloud has made it difficult for me to control my words. When I stopped, everything feels clearer. I am having better conversations, and my brain is working while talking. This is great news.
- Be a professional, prepare for everything beforehand, look two steps ahead and figure out the likely outcome. Prepare. Write things down. Don't focus on doing too much, just do it right.
- Market research will probably take me an entire day until I improve. The writing process is fundamental in producing compelling copy, and I won't rush it
- Levels and Thresholds have changed my view. I'm writing them out for the relationships I have to understand them more and practice it
- My clients *are* lifetime clients
- My whys can only come from feelings I've felt before.
- Most importantly, out of all this: be patient. Yes, you need money now. Yes, you have to become the best possible version of yourself. Focus on this, but focus on the next step. Stop thinking beyond. Make sure every, single task is done to an exceedingly exceptional degree. And you will find what you're looking for. You will find that which gives men the right to call themselves valuable. Are you a valuable man? F\*\*\* no. But you will become one. If you do it right.

**\*\*Victories Achieved\*\***

- I improved.
- I was valuable during my matrix job. I said "yes, I can do that" even if I was only 20% sure. I did it every time.

### **\*\*Checklist\*\***

4/7 days. This week, most of my checklist is getting done in the morning. It's actually very easy to complete when you're doing what you are supposed to. But I knew this already.

### **\*\*Goals for this week\*\***

- Waste not a day. Not a SINGLE DAY where "things didn't go right".
- Sleep 6-8 hours every night.
- Daily checklist 7/7. If I get the last two right, this is the week of great victory
- Sell car on FB, join experienced
- Get closer to clients, closer to understanding their plans
- Learn my client's brand to an increasing degree.
- Return to BIAB at end of week, begin warm and cold outreach again (this week is a reorientation. I focused so much on making money quickly, I've got to take a step back and work on my foundation)
- Provide free value website to my first client call to save the opportunity
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- Do it right the first time. I don't care how long it takes

### **\*\*Questions/Challenges\*\***

I'm thinking to pause outreach until I'm in a groove of actually providing consistent value for my current two clients, could become three. What this looks like is-

Problem? Solution. Project. Underpromise. Overdeliver. Next problem?

I want to focus all my efforts on this, because I've been providing less than I possibly could. So I want to take it at the right pace and build it up before I get excited searching for new clients.

Is there anything wrong with this strategy?

Then there's the possible solution of gaining new prospects. Should I instead cold outreach, saying "I've got some work in front of me right now, but we can meet in 2-3 weeks?"

Thank you my professor. As always, you give massive amounts of value in every single interaction. It's God's will, and truly I'm moving slow. It's because I've been doing it wrong. Now I have to figure out how to do it right.