

Goal >4months

- Work from home

Current: 9-5 in-office-job Sun-Thur, TRW every day (evening)

To start, I listed three goals in my identity challenge:

1. Work from home
2. Double my income
3. Launch Harmony Found

I realize that I set these goals knowing that one will lead to another. So I've chosen to start at the first big domino, work from home. I've been mulling this one over since I went back to work a year and a half ago. Unfortunately the lack of money has stuck me with making sure I keep a day job. It's been fine but my plans are too big to be limited by a cubicle. Then I realized, I can use my 9-5 to get out of that 9-5.

I work in customer service for a financial company and I've realized the parent company to my campaign has awful copy. I've been doing research on my company for the last week, and found gaps that I'm paying for during my work day. The plan is to use my copywriting skills to create funnels that fill in those gaps. This will have two parts. The first part is customer based. I'll create funnels that connect the market to my clients business and enhance the customer experience so much that they will refer my company to other potential customers.

Creating revenue from reputation and causing an increase in customer base. Those funnels will be primarily value based that ensures they complete the program, create testimonials and bring in more customers.

The second part is employee based. The number one problem within my company is training expectations versus on floor performance.

The training was basically thrown together and had gaps that have created bad service ripples with customers. Often losing customers for the company.

Finance is already a volatile market and most of the employees are doing service without knowledge.

Customers want to understand what they are doing. Though they might be trusting an expert to do things for them they still need to know why they are doing that. I'll create training materials with my copywriting skills that teach both the essential knowledge needed to perform the job, and how to use that knowledge to genuinely help the customer.

I'm currently building a template of the problems I've observed, both on the floor and in their current copy. I've been researching the competitors to compare what's working and where my company's gaps are.

After I build the market research, I'm going to send an outreach message and pitch the idea to them with free value that will have them calling me to help.

I'll negotiate compensation and give one side of the project at a time, starting with training. The company I work for actually campaigns for the larger company, and are in charge of training.

This helps me get face to face with people who have observed my skill in the role.

After I've created locally I will reach out to the parent company and pitch the funnels for their program.

I'll create landing pages and engagement emails to keep clients informed and progressing through the program.

The plan is to provide so much value they kickstart my ability to work from home. This company already has employees who contract that way, now I just need to apply it to myself on the local and corporate level.

If I can work from home then I can really invest my time in larger money making endeavors that will lead to my second goal, double my income. All of it to fund my true purpose in life, launching Harmony Found.