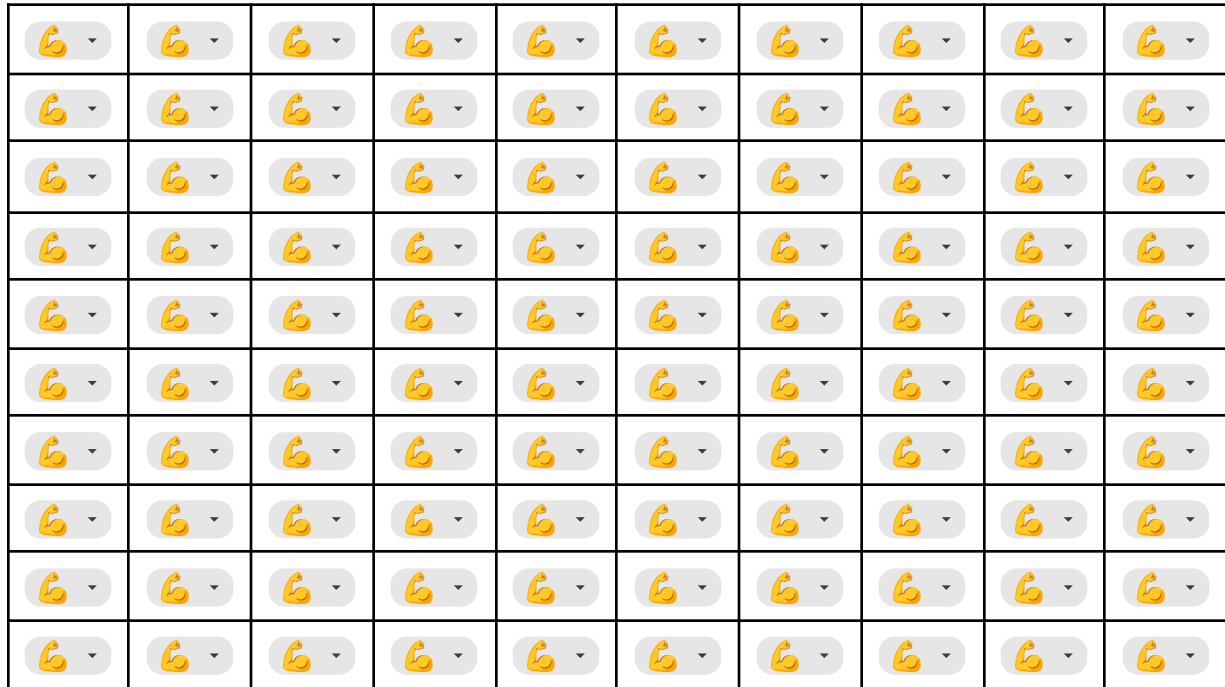


100 G WORK SESSIONS AWAY



G Work Checklist

- ☐ Set a desired outcome and plan actions
- ☐ Pick an attitude
- ☐ Hydrate, Caffeinate, Get the blood flowing
- ☐ Remove distractions
- ☐ Set a timer for 60-90 mins
- ☐ Get started
- ☐ Evaluate afterwards

G Work Session Tracker Template

SESSION #1 - Date + Tim

Desired Outcome:

- Analyze Yabut

Planned Tasks:

- Check everything he does
- Analyze a top player
- Plan the questions

Post-session Reflection

- He helps people be a closer, and he is also a closer
-

SESSION #2 - Date + Time

Desired Outcome:

- Send 10 outreach

Planned Tasks:

- Analyze before sending anything
- Find clients you wanna work with
- Take the conversational approach

Post-session Reflection

- Gotta focus on Call Moretti
-

SESSION #3 - Date + Time

Desired Outcome:

- Get a meaningful reply

Planned Tasks:

- Send minimum 10 quality outreach/
- Follow up warm leads
- Find new people to outreach and send them a message

Post-session Reflection

- It's easier to outreach and be creative when theres no distractions
-

SESSION #4 - Date + Time

Desired Outcome:

- Followups/ outreach to the last people on my list

Planned Tasks:

- Send minimum 10 quality outreach/
- Follow up warm leads

SESSION #5 - Date + Time

Desired Outcome:

- Find a warm outreach to work with

Planned Tasks:

- Have a conversation with Harold
- Make a solid list of people to reach out
- outreach

Post-session Reflection

SESSION #6 - Date + Time

Desired Outcome:

Prepare for the Sales Call with Harold

Planned Tasks:

- Gather information about his market/ top players
- Find his needs
- Find growth opportunity for him

Post-session Reflection

Post-session Reflection

SESSION #7 - Date + Time

Desired Outcome:

Harold is closed for partnership

Planned Tasks:

- Gather more information about his market/top players
- Find his needs
- Find growth opportunities for him

Post-session Reflection

SESSION 8 - Date + Time

Desired Outcome:

More outreach

Planned Tasks:

- 10 outreach quality and follow up the cold/warm leads of yesterday

Post-session Reflection

SESSION 9 - Date + Time

Desired Outcome:

Top player analysis/ find growth opportunities for TutorSynergie to sign her

Planned Tasks:

- Do a top Player analysis on Raymond (CoteR Expert to see what he does good)
- Analyze what she is lacking and what she should implement from Cote R expert
- Do a Loom video and send it to Harold to present the deal

Post-session Reflection

SESSION 10 - Date + Time

Desired Outcome:

Do an Instagram script for Harold that will bring him more leads

Planned Tasks:

- Analyze what the top player reels
- Revise the copy with my friend Malcolm
- Focus on the best hook to go viral

Post-session Reflection

I did such a great job and did an **AMAZING Hook: Do you own a call center? Save 140k/year NOW with slave employees!**

SESSION 11 - Date + Time

Desired Outcome: Prepare a Free Value for Oceanne/Tutorat Synergie

Planned Tasks:

- Help he create a dope ass flyer
- Find students pain point
- Relate with the students like I was on their shoes

Post-session Reflection

She loved the flyers so much and she wants to know more about me

SESSION 12 - Date + Time

Desired Outcome: Prepare for the call with Oceanne/ Tutorat Synergie

Planned Tasks:

- Analyze what she needs
- Analyze what she is doing great and bad

Post-session Reflection

She doing well with ads but her adverts sucks I can do better
She struggle with management and struggle to convert with her website

SESSION 13 - Date + Time

Desired Outcome: CLOSED THE CALL/ Focus on doing a killer website

Planned Tasks:

- Analyze the top player website

Post-session Reflection

They do a Quizz on their website so she's down add a quiz and website copy

SESSION 14 - Date + Time

Desired Outcome: Do another killer script for Harold

Planned Tasks:

- Analyze what lawyers pain points are that can be correlated to AI

Post-session Reflection

They spend so much time qualifying client calls on the phone and handling paperwork themselves so SL: **4 Things You Need To Know Right Now About The Legal Industry And AI**

SESSION 15 - Date + Time

Desired Outcome: Write my daily emails and get better writing copy

Planned Tasks:

- Read my daily emails I received cuz I signed up to email list and apply lessons

Post-session Reflection

TI know exactly how to story tell Like a G

SESSION 16 - Date + Time

Desired Outcome: Make a story tell script for Harold IG reels

Planned Tasks:

- Create a story to his audience so they can relate to the story

Post-session Reflection

-

SESSION 17 - Date + Time

Desired Outcome: Prepare on a google doc Oceanne's website

Planned Tasks:

- Use student pain points on his website
- Create the same funnel but better of the top player
- Learn how to create a quiz on SquareSpace

Post-session Reflection

I know now how to create a quiz on SquareSpace! Thought I wouldn't pass that challenge

SESSION 18 - Date + Time

Desired Outcome: Outreach to 5-10 people with quality outreach

Planned Tasks:

- Pick people from Dream 100 and reach out to them in a very informed way

Post-session Reflection

I got 1 positive answer but need to follow up to him cuz he answers late

SESSION 19 - Date + Time

Desired Outcome: Edit the 3min VSL videoi need to do for Harold

Planned Tasks:

- Edit in a very catchy way, try to mirror the top players videos

Post-session Reflection

Need another G work Session to finish the video

SESSION 20 - Date + Time

Desired Outcome: Finish Harold's vsl video

Planned Tasks:

- Edit in a very catchy way, try to mirror the top players videos

Post-session Reflection

Done

SESSION 21- Date + Time

Desired Outcome: Start doing Harold's Landing Page

Planned Tasks:

- Write his landing page on a Google doc to show him and ask if he likes
- Compare my copy to the top players' copy

Post-session Reflection

I noticed I've been writing so much faster lately it's amazing

SESSION 22- Date + Time

Desired Outcome: Breakdown a successful AI salespage

Planned Tasks:

- See what sales technique they use on their website
- What framework they use to get clients
- Analyze the structure

SESSION 23- Date + Time

Desired Outcome: Gather all info of the AI sales page and implement to HAROLD landing page

Planned Tasks:

- Copy everything and add my sauce to make it work and personalized

Post-session Reflection

Damn the landing page looks professional asf

SESSION 24- Date + Time

Desired Outcome: Edit a video for Oceanne

Planned Tasks:

- Edit the video in a very catchy way (I wrote the IG reel)

Post-session Reflection

She liked it

SESSION 25- Date + Time

Desired Outcome: Add a quiz on Oceanne Website

Planned Tasks:

- Write the quiz and make it entertaining
- Read the book Cashvertising part where they talk about quiz
- Apply the Cashvertising lessons

Post-session Reflection

Not satisfied yet gotta perfectionate

SESSION 26- Date + Time

Desired Outcome: Understand the website builder Framer

Planned Tasks:

- Navigate on Framer
- Check videos
- Ask for help if necessary

Post-session Reflection

SESSION 27 - Date + Time

Desired Outcome: Complete the quiz for Oceanne's website

Planned Tasks:

- Review the quiz questions and answers
- Ensure the quiz is engaging and aligned with Oceanne's brand
- Implement feedback from previous session

Post-session Reflection: The quiz is now much more engaging and aligned with the brand. Ready for final review.

SESSION 28 - Date + Time

Desired Outcome: Prepare the initial draft of Harold's webinar script

Planned Tasks:

- Research the structure of successful webinar scripts
- Outline key points and sections for Harold's webinar
- Write the first draft

Post-session Reflection: The draft is solid, but it needs more refinement. Gathering more feedback from peers.

SESSION 29 - Date + Time

Desired Outcome: Refine Harold's webinar script

Planned Tasks:

- Review feedback from peers
- Make necessary adjustments to the script
- Ensure the script flows smoothly and covers all key points

Post-session Reflection: The script is now polished and ready for presentation. It effectively addresses all key points.

SESSION 30 - Date + Time

Desired Outcome: Create a detailed outline for Harold's VSL (Video Sales Letter)

Planned Tasks:

- Analyze successful VSLs for structure and content
- Outline the key components and messaging for Harold's VSL
- Draft an engaging introduction

Post-session Reflection: The outline is comprehensive, and the introduction is captivating. Ready to move on to the next section.

SESSION 31 - Date + Time

Desired Outcome: Write the first draft of Harold's VSL script

Planned Tasks:

- Expand on the detailed outline
- Ensure the script is persuasive and clear
- Include a strong call to action

Post-session Reflection: The first draft is complete. It needs some refinement but has a strong foundation.

SESSION 32 - Date + Time

Desired Outcome: Finalize Harold's VSL script

Planned Tasks:

- Review and revise the first draft
- Incorporate feedback from Harold
- Ensure the script is concise and impactful

Post-session Reflection: The VSL script is finalized and ready for recording. Harold is satisfied with the result.

SESSION 33 - Date + Time

Desired Outcome: Begin creating Harold's landing page

Planned Tasks:

- Draft the layout and structure of the landing page
- Write the initial copy for the page
- Ensure the page aligns with Harold's branding

Post-session Reflection: The initial layout and copy are in place. The landing page is taking shape.

SESSION 34 - Date + Time

Desired Outcome: Refine the copy and design of Harold's landing page

Planned Tasks:

- Review and revise the initial copy
- Optimize the design for user experience
- Add visuals and CTAs (calls to action)

Post-session Reflection: The landing page looks professional and is optimized for conversions. It's almost ready for launch.

SESSION 35 - Date + Time

Desired Outcome: Prepare for the recording of Harold's VSL

Planned Tasks:

- Set up recording equipment and environment
- Rehearse the script with Harold
- Ensure all technical aspects are in place

Post-session Reflection: Rehearsals went smoothly, and we are ready to record the VSL. All technical aspects are covered.

SESSION 36 - Date + Time

Desired Outcome: Record Harold's VSL

Planned Tasks:

- Record the VSL in a professional setting
- Ensure high-quality audio and video
- Edit the recording for clarity and engagement

Post-session Reflection: The recording is complete and looks great. Editing is underway.

SESSION 37 - Date + Time

Desired Outcome: Edit and finalize Harold's VSL

Planned Tasks:

- Edit the VSL for clarity and engagement
- Add any necessary graphics or animations
- Review the final version with Harold

Post-session Reflection: The VSL is finalized and ready to be added to the landing page. Harold is pleased with the result.

SESSION 38 - Date + Time

Desired Outcome: Launch Harold's landing page with the VSL

Planned Tasks:

- Integrate the VSL into the landing page

- Test the page for functionality and user experience
- Launch the page and monitor initial feedback

Post-session Reflection: The landing page is live and functioning well. Initial feedback is positive.

SESSION 39 - Date + Time

Desired Outcome: Analyze initial performance of Harold's landing page

Planned Tasks:

- Review analytics and user feedback
- Identify areas for improvement
- Plan next steps for optimization

Post-session Reflection: Initial performance is good, but there are areas for improvement. Planning further optimizations.

SESSION 40 - Date + Time

Desired Outcome: Begin creating a webinar script for Oceanne

Planned Tasks:

- Research successful webinar structures
- Outline the key points and sections
- Write the first draft of the script

Post-session Reflection: The first draft is complete. It needs refinement but covers all key points.

SESSION 41 - Date + Time

Desired Outcome: Refine Oceanne's webinar script

Planned Tasks:

- Review and revise the first draft
- Incorporate feedback from Oceanne

- Ensure the script is engaging and informative

Post-session Reflection: The script is polished and ready for presentation. Oceanne is pleased with the result.

SESSION 42 - Date + Time

Desired Outcome: Create a detailed plan for Oceanne's webinar

Planned Tasks:

- Outline the webinar structure and flow
- Prepare visuals and supporting materials
- Plan the technical setup

Post-session Reflection: The plan is detailed and covers all aspects of the webinar. Ready for the next steps.

SESSION 43 - Date + Time

Desired Outcome: Prepare the technical setup for Oceanne's webinar

Planned Tasks:

- Set up the webinar platform
- Test all technical aspects
- Ensure a smooth experience for attendees

Post-session Reflection: The technical setup is complete and tested. Everything is ready for the webinar.

SESSION 44 - Date + Time

Desired Outcome: Host Oceanne's webinar

Planned Tasks:

- Conduct the webinar as planned
- Engage with attendees and answer questions
- Record the webinar for future use

Post-session Reflection: The webinar was a success. Engagement was high, and feedback is positive.

SESSION 45 - Date + Time

Desired Outcome: Follow up with webinar attendees

Planned Tasks:

- Send follow-up emails to attendees
- Provide additional resources and information
- Collect feedback for improvement

Post-session Reflection: The follow-up is complete, and feedback is being analyzed. Positive responses and valuable insights gained.

SESSION 46 - Date + Time

Desired Outcome: Plan next outreach campaign

Planned Tasks:

- Identify target audience
- Create personalized outreach messages
- Schedule outreach activities

Post-session Reflection: The outreach plan is in place, and messages are ready. Excited to start the campaign.

SESSION 47 - Date + Time

Desired Outcome: Execute outreach campaign

Planned Tasks:

- Send personalized outreach messages
- Track responses and follow up with leads
- Adjust approach based on feedback

Post-session Reflection: The campaign is underway, and initial responses are promising. Continuing to monitor and adjust.

SESSION 48 - Date + Time

Desired Outcome: Analyze performance of outreach campaign

Planned Tasks:

- Review response rates and feedback
- Identify successful strategies
- Plan next steps for improvement

Post-session Reflection: The analysis is complete. Identified successful strategies and areas for improvement. Planning the next steps.

SESSION 49 - Date + Time

Desired Outcome: Prepare for next client call

Planned Tasks:

- Research the client's industry and competitors
- Outline key discussion points
- Prepare questions to understand client needs

Post-session Reflection: Preparation is complete. Ready for a productive call with the client.

SESSION 50 - Date + Time

Desired Outcome: Conduct client call and gather information

Planned Tasks:

- Conduct the call as planned
- Gather information about client needs and goals
- Discuss potential solutions and next steps

Post-session Reflection: The call was productive. Gathered valuable information and discussed potential solutions. Ready to move forward.

SESSION 51 - Date + Time

Desired Outcome: Analyze the client's current marketing strategy

Planned Tasks:

- Review the client's existing marketing materials
- Identify strengths and weaknesses
- Outline recommendations for improvement

Post-session Reflection: The analysis is complete. Identified key areas for improvement and developed a set of actionable recommendations.

SESSION 52 - Date + Time

Desired Outcome: Create a new email marketing strategy for the client

Planned Tasks:

- Research effective email marketing tactics
- Develop a strategy tailored to the client's needs
- Outline a sequence of emails

Post-session Reflection: The email marketing strategy is complete. It includes a sequence of engaging emails designed to convert leads.

SESSION 53 - Date + Time

Desired Outcome: Draft the first email in the new sequence

Planned Tasks:

- Write a compelling subject line
- Craft engaging email content
- Include a clear call to action

Post-session Reflection: The first email draft is complete. It's engaging and has a strong call to action. Ready for client review.

SESSION 54 - Date + Time

Desired Outcome: Create a social media content plan

Planned Tasks:

- Identify key platforms for the client's audience
- Develop a content calendar
- Outline types of content to post

Post-session Reflection: The social media content plan is in place. It covers key platforms and includes a variety of engaging content types.

SESSION 55 - Date + Time

Desired Outcome: Begin creating content for social media

Planned Tasks:

- Draft posts for the upcoming week
- Design accompanying graphics or images
- Schedule posts using a social media management tool

Post-session Reflection: The content for the upcoming week is ready and scheduled. Posts are engaging and visually appealing.

SESSION 56 - Date + Time

Desired Outcome: Develop a paid ads strategy

Planned Tasks:

- Research effective ad campaigns in the client's industry
- Outline a strategy for targeting and budgeting
- Create initial ad copy and visuals

Post-session Reflection: The paid ads strategy is complete. It includes detailed targeting and budgeting plans, along with initial ad creatives.

SESSION 57 - Date + Time

Desired Outcome: Set up the first paid ad campaign

Planned Tasks:

- Implement targeting and budgeting plans
- Upload ad copy and visuals
- Launch the campaign and monitor initial performance

Post-session Reflection: The first ad campaign is live and performing well. Monitoring closely to make adjustments as needed.

SESSION 58 - Date + Time

Desired Outcome: Analyze the initial performance of the ad campaign

Planned Tasks:

- Review analytics and performance metrics
- Identify areas for optimization
- Plan adjustments to improve performance

Post-session Reflection: Initial performance is promising, but there's room for improvement. Planning to adjust targeting and ad copy.

SESSION 59 - Date + Time

Desired Outcome: Optimize the ad campaign

Planned Tasks:

- Implement adjustments based on performance analysis
- Test different ad variations
- Monitor changes to track improvements

Post-session Reflection: Optimizations are in place, and performance is improving. Continuing to monitor and adjust as needed.

SESSION 60 - Date + Time

Desired Outcome: Prepare a report on the ad campaign performance

Planned Tasks:

- Compile performance metrics and analytics
- Summarize key findings and insights
- Outline recommendations for future campaigns

Post-session Reflection: The report is complete. It provides valuable insights and clear recommendations for future ad campaigns.

SESSION 61 - Date + Time

Desired Outcome: Create a landing page for the client's new campaign

Planned Tasks:

- Design the layout and structure of the landing page
- Write compelling copy
- Ensure the page is optimized for conversions

Post-session Reflection: The landing page is designed and optimized. It looks professional and is ready for client review.

SESSION 62 - Date + Time

Desired Outcome: Integrate the landing page with the ad campaign

Planned Tasks:

- Connect the landing page to the ad campaign
- Test the user journey from ad click to landing page
- Ensure tracking and analytics are set up

Post-session Reflection: Integration is complete, and the user journey is seamless. Tracking is in place for accurate performance measurement.

SESSION 63 - Date + Time

Desired Outcome: Draft follow-up emails for leads from the ad campaign

Planned Tasks:

- Write a sequence of follow-up emails

- Ensure emails are engaging and provide value
- Include clear calls to action

Post-session Reflection: The follow-up email sequence is ready. It's engaging and designed to nurture leads effectively.

SESSION 64 - Date + Time

Desired Outcome: Plan a webinar for the client's audience

Planned Tasks:

- Develop a topic and outline for the webinar
- Create promotional materials
- Schedule the webinar and invite attendees

Post-session Reflection: The webinar plan is complete. Promotional materials are ready, and the webinar is scheduled.

SESSION 65 - Date + Time

Desired Outcome: Create the webinar presentation

Planned Tasks:

- Design slides that are visually appealing
- Ensure the presentation is informative and engaging

Post-session Reflection: The presentation is complete and looks great. Ready for a final review before the webinar.

SESSION 66 - Date + Time

Desired Outcome: Have a perfect script presentation

Planned Tasks:

- Ask for feedback
- Show my parents for feedback
- Review the draft and improve it

SESSION 67 - Date + Time

Desired Outcome: Write 2 emails to hype people to join the webinar in a week

Planned Tasks:

- Deliver the presentation as rehearsed
- Engage with attendees and answer questions
- Record the webinar for future use

Post-session Reflection: The webinar was a success. Engagement was high, and feedback is positive.

SESSION 68 - Date + Time

Desired Outcome: Follow up with webinar attendees

Planned Tasks:

- Send thank-you emails to attendees
- Provide additional resources and information
- Collect feedback for future improvement

Post-session Reflection: Follow-up is complete, and feedback is being analyzed. Positive responses and valuable insights gained.

SESSION 69 - Date + Time

Desired Outcome: Analyze the overall performance of the recent campaigns

Planned Tasks:

- Review performance metrics across all campaigns
- Identify successful strategies and areas for improvement
- Prepare a comprehensive report

Post-session Reflection: The analysis is complete, and the report provides clear insights and recommendations for future campaigns.

SESSION 70 - Date + Time

Desired Outcome: Develop a long-term marketing strategy for the client

Planned Tasks:

- Outline key objectives and goals
- Develop a timeline and action plan
- Identify resources and tools needed

Post-session Reflection: The long-term strategy is in place. It provides a clear roadmap for achieving the client's marketing goals.

SESSION 71 - Date + Time

Desired Outcome: Begin implementing the long-term marketing strategy

Planned Tasks:

- Execute the initial steps of the action plan
- Monitor progress and adjust as needed
- Ensure alignment with overall goals

Post-session Reflection: Implementation is underway, and progress is on track. Continuing to monitor and adjust as needed.

SESSION 72 - Date + Time

Desired Outcome: Create content for a new blog series

Planned Tasks:

- Research topics relevant to the client's audience
- Outline key points for each blog post
- Write the first draft of the initial post

Post-session Reflection: The first draft is complete. It's informative and engaging, ready for client review.

SESSION 73 - Date + Time

Desired Outcome: Edit and finalize the initial blog post

Planned Tasks:

- Review and revise the draft
- Ensure the post is well-structured and error-free
- Add visuals to enhance the content

Post-session Reflection: The blog post is finalized and looks great. Ready for publication.

SESSION 74 - Date + Time

Desired Outcome: Develop a content calendar for the blog series

Planned Tasks:

- Schedule topics and publication dates
- Outline key points for each post
- Ensure alignment with overall marketing strategy

Post-session Reflection: The content calendar is in place, providing a clear schedule and structure for the blog series.

SESSION 75 - Date + Time

Desired Outcome: Create additional blog posts for the series

Planned Tasks:

- Write drafts for the next two posts
- Ensure each post provides value and engages the audience
- Review and revise drafts

Post-session Reflection: The drafts are complete and ready for review. Each post is informative and engaging.

SESSION 76 - Date + Time

Desired Outcome: Optimize the client's website for SEO

Planned Tasks:

- Conduct an SEO audit of the website
- Identify key areas for improvement
- Implement on-page SEO optimizations

Post-session Reflection: The website is now optimized for SEO. Expecting improved search rankings and traffic.

SESSION 77 - Date + Time

Desired Outcome: Plan a new social media campaign

Planned Tasks:

- Identify campaign objectives and target audience
- Develop a content plan and schedule

SESSION 78 - Date + Time

Desired Outcome: Create content for the new social media campaign

Planned Tasks:

- Draft posts for the first week of the campaign
- Design accompanying graphics or images
- Schedule posts using a social media management tool

Post-session Reflection: The first week's content is ready and scheduled. Posts are engaging and visually appealing.

SESSION 79 - Date + Time

Desired Outcome: Analyze the performance of the first week of the social media campaign

Planned Tasks:

- Review engagement and reach metrics
- Identify successful content and areas for improvement
- Adjust the content plan based on insights

Post-session Reflection: Initial performance is promising. Adjustments made for better engagement.

SESSION 80 - Date + Time

Desired Outcome: Write a new email sequence for nurturing leads

Planned Tasks:

- Draft engaging and informative emails
- Include clear calls to action
- Ensure the sequence flows logically

Post-session Reflection: The email sequence is complete and ready for client review. It's designed to nurture leads effectively.

SESSION 81 - Date + Time

Desired Outcome: Prepare a case study for a successful client project

Planned Tasks:

- Outline the project's objectives and results
- Gather data and testimonials
- Write and design the case study

Post-session Reflection: The case study is complete. It highlights the client's success and showcases the impact of our work.

SESSION 82 - Date + Time

Desired Outcome: Create a lead magnet for the client's website

Planned Tasks:

- Identify a valuable resource for the target audience
- Develop the content and design
- Set up a landing page to capture leads

Post-session Reflection: The lead magnet is ready and live on the website. Expecting an increase in lead generation.

SESSION 83 - Date + Time

Desired Outcome: Develop a webinar promotion strategy

Planned Tasks:

- Outline promotional activities across channels
- Create promotional materials
- Schedule and execute the promotional plan

Post-session Reflection: The promotion strategy is in place, and materials are ready. The webinar is expected to attract a large audience.

SESSION 84 - Date + Time

Desired Outcome: Create a follow-up email sequence for webinar attendees

Planned Tasks:

- Draft emails that provide additional value
- Include calls to action for further engagement
- Ensure the sequence keeps attendees interested

Post-session Reflection: The follow-up email sequence is ready. It's designed to maintain engagement and convert attendees into clients.

SESSION 85 - Date + Time

Desired Outcome: Analyze the client's current sales funnel

Planned Tasks:

- Map out each stage of the funnel
- Identify drop-off points and areas for improvement
- Develop recommendations for optimization

Post-session Reflection: The analysis is complete. Recommendations provided to optimize the sales funnel and increase conversions.

SESSION 86 - Date + Time

Desired Outcome: Implement optimizations to the sales funnel

Planned Tasks:

- Make adjustments based on analysis
- Test changes to ensure effectiveness
- Monitor performance and adjust as needed

Post-session Reflection: Optimizations are in place, and early results are promising. Continuing to monitor and refine.

SESSION 87 - Date + Time

Desired Outcome: Develop a retargeting ad campaign

Planned Tasks:

- Outline the campaign strategy
- Create ad copy and visuals
- Set up and launch the campaign

Post-session Reflection: The retargeting campaign is live. Expecting to re-engage and convert previous visitors.

SESSION 88 - Date + Time

Desired Outcome: Create a script for a new video ad

Planned Tasks:

- Write a compelling script
- Plan the video's structure and key points
- Ensure the script aligns with the client's branding

Post-session Reflection: The script is complete and ready for filming. It's engaging and aligned with the client's brand.

SESSION 89 - Date + Time

Desired Outcome: Film and edit the new video ad

Planned Tasks:

- Coordinate the filming process
- Edit the video to ensure it's engaging and professional
- Add graphics and final touches

Post-session Reflection: The video ad is complete and looks great. Ready for client review and launch.

SESSION 90 - Date + Time

Desired Outcome: Analyze the performance of the retargeting ad campaign

Planned Tasks:

- Review engagement and conversion metrics
- Identify successful elements and areas for improvement
- Adjust the campaign based on insights

Post-session Reflection: The retargeting campaign is performing well. Adjustments made for even better results.

SESSION 91 - Date + Time

Desired Outcome: Plan a content marketing strategy for the next quarter

Planned Tasks:

- Identify key topics and themes
- Develop a content calendar
- Outline objectives and key performance indicators

Post-session Reflection: The content marketing strategy is in place. Ready to start creating and publishing content.

SESSION 92 - Date + Time

Desired Outcome: Create content for the next quarter

Planned Tasks:

- Draft blog posts, social media updates, and other content
- Ensure content aligns with the strategy
- Schedule publication

Post-session Reflection: Content for the next quarter is ready and scheduled. It's aligned with the strategy and objectives.

SESSION 93 - Date + Time

Desired Outcome: Analyze the client's website user experience

Planned Tasks:

- Conduct a UX audit
- Identify pain points and areas for improvement
- Develop recommendations for enhancing the experience

Post-session Reflection: The UX audit is complete. Recommendations provided to improve the user experience and increase engagement.

SESSION 94 - Date + Time

Desired Outcome: Implement UX improvements on the client's website

Planned Tasks:

- Make adjustments based on the UX audit
- Test changes to ensure effectiveness
- Monitor user feedback and adjust as needed

Post-session Reflection: UX improvements are in place, and early feedback is positive. Continuing to monitor and refine.

SESSION 95 - Date + Time

Desired Outcome: Plan a new client acquisition strategy

Planned Tasks:

- Identify target markets and ideal clients
- Develop a strategy to reach and convert new clients
- Outline key tactics and actions

Post-session Reflection: The client acquisition strategy is in place. Ready to start executing and attracting new clients.

SESSION 96 - Date + Time

Desired Outcome: Execute the new client acquisition strategy

Planned Tasks:

- Implement key tactics and actions
- Monitor progress and adjust as needed
- Ensure alignment with overall business goals

Post-session Reflection: Execution is underway, and early results are promising. Continuing to monitor and refine.

SESSION 97 - Date + Time

Desired Outcome: Analyze the client's current brand positioning

Planned Tasks:

- Conduct a brand audit
- Identify strengths, weaknesses, opportunities, and threats
- Develop recommendations for improving brand positioning

Post-session Reflection: The brand audit is complete. Recommendations provided to enhance the client's brand positioning.

SESSION 98 - Date + Time

Desired Outcome: Develop a brand repositioning strategy

Planned Tasks:

- Outline key objectives and goals
- Develop a plan to reposition the brand
- Ensure alignment with the client's overall vision

Post-session Reflection: The brand repositioning strategy is in place. Ready to start implementing and enhancing the brand.

SESSION 99 - Date + Time

Desired Outcome: Create new brand assets

Planned Tasks:

- Design new logos, visuals, and other brand elements
- Ensure consistency across all materials

Post-session Reflection: New brand assets are ready and look great. Consistency ensured across all materials.

SESSION 100 - Date + Time

Desired Outcome: Launch the new brand positioning

Planned Tasks:

- Implement new brand assets and guidelines
- Announce the brand repositioning to the client's audience
- Monitor feedback and adjust as needed

Post-session Reflection: The new brand positioning is live. Feedback is positive, and the client's brand is stronger than ever.

