

## Who I want to be by June 1<sup>st</sup>

### Power Phrases

I'm Josh Lancashire, and I've got a lot of work to do  
I'm Josh Lancashire, and everyone always underestimates me  
I'm Josh Lancashire, and I'm on my way to irrefutable greatness  
I'm Josh Lancashire, and I love challenges  
I'm Josh Lancashire and I have purpose  
I'm Josh Lancashire, and I want my own life

### Core Values

- **It is my duty as someone who was born into an extremely fortunate situation, to make the most of it and help those who are stuck in a loop of doing the best they can and not being able to escape.**
- **It is my duty to my ancestors who went through poor times, polishing shoes day in and day out to make life easy for my grandad and Dad and then me. I must work hard to ensure my bloodline is safe and wealthy.**
- **It is my duty as a future father to ensure my kids have the best opportunity to become even more successful than me.**
- **It is my duty to myself to make the most of being alive in the best time in history. For the first time EVER those who were born into an average or below average life can actually change that. If you wanted to change before now you were either executed, outcast or there was no feasible way. It is my duty to make the most of the best time in history.**
- **The scariest thing you can do today is something most people would take in a split second. Get over yourself.**
- You must give yourself a light reward for your hard work
- Treat people as they have treated you when you were at your worst.
- Treat every single new person you meet with respect
- Failing big = Learning big - having the guts to fail is one of the most important skills one can attain.
- You are never perfect, but each day you should be slightly better than the version of you from yesterday.
- Hard work eradicates:
  - Insecurities
  - Timidness
  - Wanting to be lazy
  - Sadness
  - Self-pity
- Everything should be done as quickly and as efficiently as possible.

- Balls are required for experience, experience is required for confidence, confidence combined with tenacity creates mastery.
- Think and mean what you say. Reacting in conversation shows a clear lack of cognitive ability.
- Honesty, loyalty and discipline are going to be the key values to look for in people.

## **Daily Non-Negotiables**

- He sets out to accomplish EVERYTHING the yesterday version of himself told him to do. And he tells the version of himself tomorrow to do more than he did today.
- He does something the current version of me would dread. Each Day. Whether that's making a joke, or speaking out, or messaging someone brand new, whatever. He would do something that makes him feel alive each day.
- He starts at 0 and makes it a race to do more, knowing he has stiff, but slightly worse competition.
- Training at 100% Never leaving a single rep behind, and boxing as hard as he can, his body is the vessel that will take his brain to being worth millions. That vessel must also be worth millions.
- Never sleeping in, never going to bed past his bedtime unless he's earned it.
- Eats proper food every day. Never eating processed foods. Cooks his meals the best he can with good taste and variety. He also eats good portion sizes, never indulging in massive meals.
- He seeks out the brave option every day and does it.
- Focusses on his future self. For 15 seconds each morning. This is who he is becoming.

## **Goals Achieved**

- Made 5 grand
- Is now fully confident when talking to women.
- Has achieved total social calmness
- North of 77kg
- Has convinced Dad to let him drop out of uni
- Respects himself

## **Rewards Earned**

- Strength
- Admiration
- Respect
- Money
- Confidence in social, combat, difficult, physical related scenarios.

- Some nicer clothes
- Nice pair of sunglasses

## Appearance and Perceived

- Perceived as a high value man, someone who you want to talk to and ask a lot of questions about. Someone who is interesting.
- No spots, slightly bigger, nicer clothes.
- Someone who's time is extremely valuable
- Someone who people want to be like

## Day In The Life

- Wakes up at 5:00 AM
  - *His alarm screams power, and he uses it to launch out of bed and hit 100 push-ups and 100 squats. He smiles at the thought of all he has to conquer today.*
- Works until 9:00
  - *This is what gives him his advantage, whilst everyone is sound asleep, he is up beating the day with momentum and tenacity. Thoughts of the door closing, and the beautiful life that he is creating for himself circle around in his head as he attacks. Tiredness is just a matrix ploy to stop him from escaping. Each day it has less power over him.*
- Breakfast - done as quickly as possible.
  - *After grinding all morning, the champion needs a champion feast to make him stronger and fuel the rest of his morning. But this action stagnates his momentum, he must do it as quickly as possible to return to work, there is time here when his enemies are catching up. The time wasted should be kept to the absolute minimum. "EVERY SECOND IS VITAL, THE DOOR IS STILL CLOSING." Plays in his head. But when he eats. He is mindful and aware. He doesn't allow himself to gobble it up like a monkey.*
- By 9:40 he's back to work until 10 when he stops and goes to the gym.
  - *His competition is opening their weary eyes. His enemies are already working, figuring out ways to stop him, trying to leave him behind. He must now work double time to not only regain that lost ground but to completely overtake them. "Everyone wants what I want, this is WAR against them, I must win."*
- He gyms from 10 to roughly 11:20
  - *Each rep makes him happier, he smiles at the pain, even laughing as his body obeys his brain. Getting another rep where people fall. He is building a perfect body, one that makes men stare as you walk by them on the street, and one that makes women gush and whisper to their friends. He will overtake those who are naturally stronger than him, purely because of his indomitable passion for being the very best.*
- Back to work until 13:00 where he showers

- *Showering off the Josh from yesterday, he becomes born anew clean and refreshed. He steps into today Josh, wearing jeans, a tight fitting T-shirt and nice training shoes. He looks brand new, and he **feels** brand new. Ready to see the ways today Josh can outcompete and destroy the Josh from yesterday. And he starts off the right way by racing through work until 14:00, and sets up work to finish after refuel number 2*
- 13:15 lunch.
  - *As fast as he can. He has work to finish, and he can't stop thinking about it. Every mouthful fuels the strength gained at the gym.*
- 13:45 he leaves for the library
  - *He is a man who knows what he has to do to succeed, and he does it. He is certain of the plan, how it's making him better and how it's building that life he wanted as a little boy. With his Audi R8, driving in the mythical mountains of Switzerland with his beautiful wife.*
- Deep work until 18:00
  - *Walking down the street he feels like a king. People staring at the floor, not wanting to be noticed, wanting to go home and soak themselves in comfort. People who can't hold eye contact with him for more than a split second. He walks with purpose, upright and fast. He is important, he has somewhere to be and he needs to get there as soon as he can.*
- Returns from his voyage into conquering. His circle of known is even bigger than before.
  - *Laser like focus, surrounded by zoned out zombies tapping; filling their google docs with empty information they can not be bothered to even process. And he is filling his doc up with words of POWER! Each sentence crafted with precision. More intelligence than their entire work routine. He can influence change, and he's using it to break free of the prison these people are too blind to see.*
- 19:20 he buys dinner
  - *He is king. The plague of drones surrounds him. Mindlessly staring aisle by aisle. Buying meal deals, frozen pizzas, sweets, chocolate, alcohol. Their ability to seek comfort in the shape of immediate pleasure is truly unbelievable.*
- ~20:00-21:30 He cooks and eats dinner.
  - *He enjoys the company of other people. Excited to push relationships further forward. Going into the situation with excitement for how he can make the people genuinely laugh. How he can provoke intelligent conversation and actually make the other person actively think. Testing them to see if they can provide the intelligence and effort to qualify for his tight circle. He speaks clearly and directly, some of them are too afraid to even be with him alone.*
- 21:45-22:00 daily analysis and problem solving.
  - *He's not perfect. Humble to the learnings of pushing himself to the edge and from those around him. He is triumphant on the day he has had and reminds himself of his dream and how he's got a little bit closer, and left everyone else behind that little bit more. Cements in his head the conquest for tomorrow. So he can return tomorrow and feel triumphant once again.*
- 22:00 lights out.

- *He dreams his dream, he thinks about all the untapped potential he has to allow himself to discover. Every action he made today is so he can become a world class cricketer who plays for England, an oscar nominated screenwriter, a smooth guitarist with his own guitar solos in his own songs, bringing popularity to the genre he loves most. And a charismatic, charming millionaire. Able to dominate any room.  
He rests upon a day of annihilation. Every day he gets a little bit closer.*

## Task - Identifying all the cause and effects for one of the goals I want to achieve in 4 months.

### Goal - Make 5 grand

What cause and effect chains will generate this? - how well I understand this will determine how successful I am.

- If I create 50,000 pounds worth of value for my clients
  - Which means I need to create some very powerful copy for these businesses, either website, ads, social media, funnels, or new products.
  - To make these pieces of copy as powerful as possible, I need to understand all the lessons in the bootcamp fundamentally well as these are the ingredients to copy that converts.
  - To fundamentally understand it, I need to go over my notes multiple times every day for DIC, PAS and HSO, and test what I've learnt by writing FV for prospects. Plus getting it reviewed in the advanced copy aikido channel so I know how to improve.
  - The fastest way to keep improving is to frequently go back over my notes and rewatch the videos and ask the guides whenever I feel stuck, so I know how to keep going.
- If I want to generate £50,000 for my clients then I need to land several clients.
  - To land several clients I will need to write compelling outreach messages and visit businesses in person because this is more compelling, and there is endless opportunity around me.
  - To create compelling outreach messages I will need an intriguing subject line, personalisation, clear value exchange, amplifying their pains and desires, trust, easy to understand sentences and paragraphs and a strong CTA.

- I can help get strong subject lines from using what I've learnt from Pope's call about it and practise writing fascinations that use the value equation to tell my prospect exactly what they'd want to see.
  - This is important because I need them to be compelled to view my message. If they feel compelled, not only will they be more likely to open my email, but they will also read it through to the end, increasing my chances of getting a response.
- I can use personalisation by picking a more in depth aspect of their business that requires more digging than most people would normally do, then complimenting them on that.
  - This is so important because personalisation is key to making them think you're human. These people get hundreds of emails and do not like to read emails they think have been sent to thousands of other people. They like to feel special and genuine. So if you convey this at the start of your email, then they will be more likely to keep reading.
- To create a clear value exchange I will use the value equation to tell the prospect I can help get them their dream state with as little effort and sacrifice + telling them I can get them their dreamstate fast.
  - Value is the most important part of the email. If you do not convey value they will never respond to your message. So understanding the principles of how to create value in the mind of your prospect is key to getting them to take action.
- I will amplify their pains and desires by telling them what will happen if they do not choose to come with me, vs what will happen when they come.
  - Making not taking the solution seem like a terrible idea is great for getting them to take action.
- To create trust you can show them examples of your work. So they know you can deliver, and if you make these examples top quality because you've followed through with the method above. You can also create trust by showing testimonials. Which I can get from carrying out the local business course and offering my services for free so I get some results.
  - This is important for credibility. Credibility/past results is the number one thing that is holding my outreach back from being insanely good.
- I will make it easy to understand by speaking my outreach out loud after finishing it. Separating it from my copy and understanding how my prospect will interpret it. Why this is important is obvious.

## Identifying my most powerful driving factors

- I am on my way to irrefutable greatness
- I chose this

- My ancestors are frowning upon every poor decision I make, and want to see more good ones.
- I have a duty to turn "Josh Lancashire" into a name people admire.
- To be "the one" in my family who's name will be spoken for generations.
- There are people facing extreme difficulty in this world, women in Africa, carrying rocks for 16 hours a day for gravel that I would barely be able to lift, just to look after her child. Children in Gaza trapped beneath rubble, would wish for even 10 seconds in the life I have right now.
- My parents worked very hard to get me where I am now, I must do the most with the blessing I have been granted.
- For my kids in the future, it is my duty to make sure they get the best life they can possibly have.
- Proving everyone wrong about me.
- To have the best chance of succeeding in the world, and the thought of failing and not meeting the potential both myself and this situation have granted me. I have the recipe for success, and I will never be able to forgive myself if I let it slip.
- The Matrix wants me to lose, and when I defeat it I will be one of the "shining lights" walking around the world, I can walk around with a heightened sense of being the person I am.
- To be the person everyone wants to talk to when I occasionally go out with some of my old "friends"
- That my future self is thinking back to moments like, as he's sat on a warm night in Monaco, with a watch, by the sea, where there are hundreds of yachts, he's wearing a well fitted shirt, sleeves rolled up, top button undone, he's got glasses on his head, he has giant arms, he has a silver watch on his left wrist, he has a glass of wine in his left hand, and is smoking a £500+ cigar with his right. And he's smiling at how hard I worked saying to himself "that young man" and laughing to himself.

## Factory Line

Problem - No responses on my outreach

Factory line:

Subject line that opens the email - Yes

Introduction - Yes

Personalisation - Yes, done in the subject line and briefly here.

Tell them how I found them and why I contacted them - Yes

Tease the solution and the mechanism - Yes

Amplify pains and desires - Partially

CTA - Yes

Sending enough - No

Reviewing and revising often - No

Pains and desires - Why is this part not good?

I do not think this is good because I do not know the best way to amplify the pain of not having enough clients during the busiest part of the year, and not knowing how to get them. So what I have created doesn't motivate them enough to buy

WHY?

I'm not sure this is a definite pain they go through + I am not very good at this part of copywriting yet,

WHY?

Because I haven't practised writing enough FV and have it reviewed by the captains. And there are no places to find market research as my niche is very niche.

Solutions - Write a piece of copy for the aikido channel as often as I can. The best way to improve is to keep submitting and learning from their corrections. + test leveraging this pain, find one or two more and write a different pain for this section. See if they work. If they do not, then I am deluding myself somewhere else in my outreach.

Sending enough - I send 3 a day - the bare minimum

WHY?

I am not serious about going all out on my outreach, I either get my 3 done in the morning, then call it a day and work on other things. Or I leave it so late that I only have time to send out 3

WHY?

I am not giving it the attention it deserves. It is the roadblock I have been stuck on for months. I am not managing my priorities or my time efficiently enough.

WHY?

Because I do not like outreach, I do not enjoy sending out emails to companies, and then being disappointed when there is no reply, so I do the bare minimum, so I can do other less productive activities within TRW and that justifies it in my mind. I am also too slow with writing the emails, I fuss over the little words for way too long.

WHY?

Because I do not realise the importance of sending it out then improving it, then writing it, and thinking there is an area to improve, and spending so much time on it I eventually zone out or don't make any changes (or sometimes worse changes) after so much time has passed by - I do not realise the time I am wasting.

WHY?

Because I want the outreach to be the best it can be. I do not want to burn prospects by sending out emails I am not 100% happy with.

Solution - Grow some balls and go all out on outreach, send 10+ a day, then keep increasing the number so you're getting more out. Sending 30 outreaches in one day would take me 9 extra to achieve. Understand that this is the part that sucks, but if I can make my way through this then I will enjoy the fruits on the other side. So manage my time better, if there is something that is less important to do in the day E.G. Watching a video on body language, or reading a book, though these activities are somewhat productive, they are not the work I know I should be



doing. So grow some balls and commit to the suffering. Also, do not spend long on the emails, send them out once they look good enough, look at the results after X amount has been sent (probably 50) and dedicate 1-2 hours to improving it. Instead of “improving” it after creating it.

Reviewing and revising outreach to make it better - Problem - I’m not doing this enough, and I am not taking it seriously enough either.

WHY?

I do not send enough of the same outreach for me to do this process, I am changing the message too frequently, thinking it is better. I need to persist with one template/style and wait after 50 have been sent to see the response rate.

WHY?

Reasons above for why I do not send enough emails. But I do not do the appropriate levels of revision because I want to spend my time focusing on other things. I go into things at a shallow level and then get surprised when I do not get any responses.

WHY?

Because I am bad at focussing, my mind is still short with its attention span, and it races to think of a thousand things that require less brain calories than going back over my outreach and trying to find improvements for it.

WHY?

I have a sheer lack of want to do the work I need to do. So I make snail-like progress in everything, instead of insane development in just one, then doing the same for all the other things I want to get good at, once I have done this to the level I want.

Solution - Manage my time better, each day I need to DEEP focus on outreach, what I’m sending, to who, then how can I improve it. Outreach should be the only thing I focus on each day (besides the other things on the daily checklist and writing FV, to make sure my skill keeps up)

- Outreach
- FV
- Daily checklist

**Every day I should focus on doing these to the max, if there is time, it is spent towards these, I must improve my decision making the night before. If there is something else I MUST do, then I plan around that, but I shouldn’t dread doing that different thing because that wastes time.**

## Chess analysis

Mental and emotional competitiveness

Game 1

My willingness to win was strong at the start, but then the game got boring and I lost interest in it. - This reflects into any human endeavour, you can start off caring, but you get to the boring, repetitive stage and lose interest, which is when you make a mistake and want to give up. You

must focus on absolutely every possible move. I will focus on making every move my best move next game, and not zone out.

### Game 2

Fucking hate chess - I have no idea what I'm doing, I try to think of good moves and end up falling flat on my face, I struggle to think of moves that are coming, this is because I am inexperienced, unfortunately I lose the will to win, I do not care about chess - is this a valid representation of me with difficult things? I find that I do not care about them when I start losing as a coping mechanism with the frustration? I will go one more time and see if I can bring the will to win in each move.

### Game 3

I won! Maybe it's because I was against worse opponents due to my rating getting worse, once again I did not know what I was doing out of the start, but when it was an even game, I was focussed, and when we got to the end, where there were finite numbers of moves he could play, my brain got more focussed and started to think of the possible moves he could do and what my response would be. What I learned from this is when you get closer to winning, your lazy brain joins forces with you to win, increasing your motivation and end result. Like all things in life, the hard working part of your brain, must take you most of the way, then when you get close enough to victory, your lazy half of your brain joins forces and creates a more powerful mind. You get more power when you're closer to the finish line, which is why it is so hard to start most things.