

AGOGE CAUSE & EFFECT CHAIN

Reverse Engineering Desired Outcomes Using Cause & Effect Chains

Chosen Goal

5 Clients paying monthly retainers by June for digital marketing services: Copywriting, PPC Advertising, and Organic Social Media Content.

SMART Goal

Specific: I will acquire five clients on monthly retainers.

Measurable: Each client deal will be worth between \$500 and \$1000.

Achievable: I will leverage referrals from previous clients, direct outreach, and my LinkedIn network to sign new clients.

Relevant: Securing these clients will help establish my reputation as an industry leader and credible partner capable of creating valuable business outcomes.

Time-bound: I aim to reach this goal by the end of June 2024 to achieve my target income of \$5000 per month.

Final Goal Statement:

By the end of June 2024, I will have signed five clients on monthly retainers, with each deal valued between \$500 and \$1000, to achieve a monthly income goal of \$5000. I will obtain these clients through a strategic mix of leveraging referrals from past clients, direct outreach, and positioning myself as an industry leader on LinkedIn. This will meet my income target and enhance my credibility and value in the industry.



Cause & Effect Chains to Achieve SMART Goal

Condensed Outcome Statement: 5 clients on monthly retainers paying \$500-\$1000.



Assumptions & Unknowns

- Assuming that all my work for previous clients creates the desired valuable outcome that entices them to refer me to other clients in their network.
- Assuming that my marketing knowledge stack engulfs whatever information is necessary to create the money-generating marketing assets that will help my client achieve their desired outcome.
- Assuming that my clients will agree to deals ranging anywhere between \$500-\$1000. However, this can be overcome by leveraging past results, showcasing credibility, and asking previous clients to vouch.
- Unknown: My desired target market for Hexwave Digital is B2B/B2C SaaS & Tech companies, however, my active clients at the moment couldn't be further from said target market. No clue as to what niche my client would be in before the initial consultation stage.
- Assuming there is enough marketing demand for the client's chosen niche to pursue and invest in partnering up with me.
- Assuming that I'm capable of scaling fast enough to acquire 5 clients by June while also maintaining my ability to be a top-performing, creative problem-solving digital marketer for active clients.
- Unknown: Client's current economic standing and how willing they are to partner up with me.
- Unknown: If a new client had any previous experience with digital marketers before and how that experience has been for them?
- Assuming that each project I conduct leads to the client's desired outcome.
- Unknown: Digital marketing is ever-changing. The industry can change between now and June dramatically and I will have to learn new concepts, adapt to changes, and overcome any new obstacles on the fly.
- Assuming that LinkedIn will be a great avenue for client acquisition. Initial research shows that it is.
- Unknown: How many followers are needed for me to be perceived as an industry leader? Or what testimonial will put me over the edge in showcasing my credibility and dedication to achieving valuable outcomes for clients?

- Assuming I will have the required capacity to scale. Assuming I will consistently have the time, energy, and resources needed to meet the increasing demands of more clients. Building a team is crucial for meeting this assumption.
- Unknown: Lack of knowledge about how competitors are evolving their offerings or pricing could affect my market positioning and client acquisition.

