

Day 12

Accountability Document

What is the critical task you completed today that is moving the needle most?

- Posted entire ad funnel for review with Henri
- Went through the strategy with AI, decided to cut a couple testing audiences, so we moved faster towards rainmaker. Only 14 days left.
- Fought Mark Zuckerberg
 - Meta pixel shit.

What were your achievements today?

- 100 Burpees.
- Finally got the pixel up and running
- Got full business manager access.
- Got the HR / Marketing girl of the 2nd client to talk to the CEO about scheduling a call.

Twilight review on the day:

- Maybe I need some sleep.
- I spent way too long on this pixel stuff.
 - But I said I would do it, and I did it.

Wins:

- Pixel - IS SET UP.

Losses:

- Meta pixel made my sleep schedule off by 3 hours.
 - Right before I was gonna call it a day, I checked my email, and they said they'd created a pixel. So I reopened my PC, and got ready to just connect the pixel, and launch the ads at last, in maybe 5m or so.....
- I'm writing this at 23:00, I was gonna wake up at 5:30, but now it's gotta be 6 instead.

Insights learned today and how you will apply them to hit your goal:

- I used ChatGPT to make a measurable / binary task list.
 - Useful for when I'm in new territory.
 - For this, it was what to do to prepare for the call with the CEO after the aikido I did.

Tomorrow's tasks:

- ☐ GET 8 HOURS SLEEP MINIMUM
- ☒ ~~Watch the Agoge call replay whilst at school or eating or something.~~

☒ ~~GWS 1: 15:45 – 17:00~~

- ☒ ~~Launch the ads finally. Now nothing is stopping me except just the client saying “yes”.~~
- ☒ ~~And i dont know if they have a payment processor connected. Fuck. I think they do since they’ve ran boosted IG posts before.~~

☐ GWS 2: 17:15 - 18:30

- ☐ I've got to prepare for this 2nd client call.
 - ☐ Craft my pitch
 - ☐ My ideas, and figure out how to present them on the call in the best way possible
 - ☐ Come up with SPIN questions
 - ☐ Write down objections & how I'll handle them.
 - ☐ Research the market of housing associations for 15 more minutes, so I don't look like an idiot on the call.
 - ☐ Figure out how the economics of it works. How do they get money, how do they spend it? How do they decide to spend it?

☐ GWS 3: 19:15 - 20:30

- ☐ Start strategizing next steps with the ads
 - ☒ ~~Figure out how to do retargeting ads~~
 - ☒ ~~Write retargeting ads.~~
 - ☒ ~~Make a testing strategy for after finding the winning audiences.~~
 - ☒ ~~Start making hypothesis and writing variations~~

☐ 20:30: Day analysis

☐ 20:45: Stretch

☐ 20:50: Hygiene

☐ 21:00 Bed

☐ 5:30: Wake up.

Thats 8,5 hours.

Any other thoughts you have on your current situation and what you need to work on:

- Just got reminded of yin & yang. It felt super annoying to work on setting up the pixel. Until I finally got access. Then it felt more rewarding than it otherwise would have.
- Sleep 8 hours every night. That is your goal.
- Write the # of hours of sleep you get every night on your accountability doc (new version coming soon)
- Plan out your days by the GWS the night before. BE SPECIFIC WITH IT

- CONSTANTLY check yourself throughout the day to make sure you're moving AS FAST AS POSSIBLE, and doing THE TASK YOU NEED TO DO TO PUSH THE NEEDLE.
- And decide to actually do the work. No one else can do it for you.