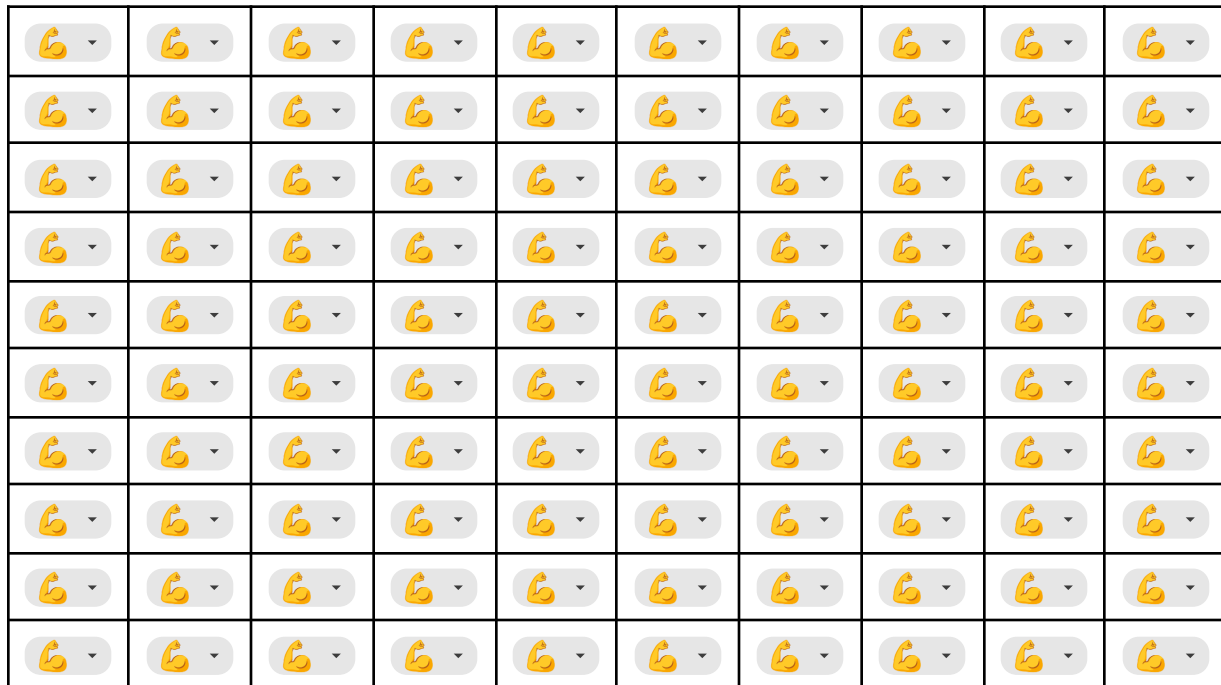


Click “File” → “Make A Copy” to create your own editable copy

# 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

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### **SESSION #6 - 11/06/24 + 4:50pm 1hr G session**

#### **Desired Outcome:**

- Complete emails and figure out how to launch automations

#### **Planned Tasks:**

- Edit last few emails **DONE**
- Transfer cvs file from monday > wix **DONE**

#### **Post-session Reflection**

- I need to talk to alan about zapier, launch campaigns
- 

### **SESSION #7 - 11/06/24 + 8:43pm 2hr G session**

#### **Desired Outcome:**

- Launch campaign

#### **Planned Tasks:**

- Add contacts to list
- Set up campaign
- Final revision
- launch

#### **Post-session Reflection**

- The campaign is ready to go, will launch tomorrow around 12pm
-

## **SESSION #8 - 12/06/24 + 3:25pm 2hr G session**

### **Desired Outcome:**

- Launch campaign part 2

### **Planned Tasks:**

- Segment list into different groups
- Gather data on old campaigns to compare
- Launch for 7 pm email

### **Post-session Reflection**

- Took a little longer to segment but i have learned how to manually set up A/B testing, segmentation. I have officially launched 3 testing times. First is tonight at 7pm

## **SESSION #9 - 13/06/24 + 7:55pm 1hr G session**

### **Desired Outcome:**

- Launch more emails for client

### **Planned Tasks:**

- Segment more groups to re-engage
- Add rule to remove from emailing list whenever they purchase

### **Post-session Reflection**

- Ran into a few problems as don't have automations set up. Everything is manual for now. Good to learn the manual side i guess. Emails have been launched to more people.
- 

## **SESSION #10 - 13/06/24 + 7:55pm**

### **Desired Outcome:**

- Read notes on leads and make a file to personalise emails

### **Planned Tasks:**

- Read lead notes
- Make a word document file

### **Post-session Reflection**

## **SESSION #11 - 14/06/24 + 10:40pm 2hr G session**

### **Desired Outcome:**

- Complete 1 business top player analysis

### **Planned Tasks:**

- Find a top player
- Analyse everything about them
- Have a completed document of 1 business

### **Post-session Reflection**

- Completed a top player analysis on market leader, tomorrow i will complete 2nd and 3rd top players

## **SESSION #12 - 15/06/24 + 8:15pm 90min session**

### **Desired Outcome:**

- Have half market research completed

### **Planned Tasks:**

- look through reviews
- Read blogs

### **Post-session Reflection**

- Got half done, looked through around 100 5 star and 1 star reviews.
- Read 1 blog and gathered some desires from it
- Tomorrow for my next session i need to complete the 2nd half on values and beliefs.

## **SESSION #13 - 16/06/24 + 2:30PM 1hr**

**Desired Outcome:**

- Complete market research

**Planned Tasks:**

- Look through reviews to find beliefs and values
- Use chat gpt for help

**Post-session Reflection**

- Only did 1 hour, i have not completed full research. Need to attend family time, nearly finished but. A little to go and will complete tonight with another G session

**SESSION #14 - 16/06/24 + 7:45PM 90min****Desired Outcome:**

- Complete market research part 2

**Planned Tasks:**

- Look through reviews to find beliefs and values
- Use chat gpt for help

**Post-session Reflection**

- Completed market research, i now have to dive into how they gather attention. What their funnels are. I will continue working on this tomorrow.

**SESSION #15 - 17/06/24 + 2:15pm 90 min****Desired Outcome:**

- Write a draft email for alan on why players wont go pro leading them to watch his video

**Planned Tasks:**

- Watch video
- Winners writing process
- Write a draft

**Post-session Reflection**

- Completed winners writing process, wrote a good draft. Will revise tomorrow and make better

## **SESSION #16 - 18/06/24 + 10:15am 90min**

### **Desired Outcome:**

- Complete email for Alan

### **Planned Tasks:**

- Go through and revise
- Use chat gpt to remove any words that dont have a purpose
- Read out and make better

### **Post-session Reflection**

- Completed email, looks great. I am getting faster at this. Soon will be making more money.

## **SESSION #17 - 18/06/24 + 12pm 60 min**

### **Desired Outcome:**

- Complete market research on funnels used by 4x4 niche

### **Planned Tasks:**

- Steal and grab top players funnels

### **Post-session Reflection**

- Now need to look for businesses to reazch out to

## **SESSION #18 - 18/06/24 + 2:45PM 60 min**

### **Desired Outcome:**

- Create a list of 10 prospects

### **Planned Tasks:**

- Go through google
- Social media handles
- Look for businesses with an established audience
- Email list
- Selling products

## **Post-session Reflection**

- Completed list, now need to do winners writing process for outreach. Personalise messages.

## **SESSION #19 - 19/06/24 + 8:45pm 90min**

### **Desired Outcome:**

- Choose a winning strategy for my client

### **Planned Tasks:**

- Analyse business needs and situation
- Analyse top players
- Brainstorm possible marketing solutions to solve their growth needs.

## **Post-session Reflection**

Completed 2 of 3 tasks. Tomorrow I need to brainstorm possible marketing solutions

## **SESSION #20 - 20/06/24 + 11am 60 min**

### **Desired Outcome:**

- Have a working blueprint for client funnel

### **Planned Tasks:**

- Analyse top players
- Market research on other successful industries funnels

## **Post-session Reflection**

Completed, will propose to client tomorrow after i create a presentation

## **SESSION #21 - 21/06/24 + 10:30am 90min**

### **Desired Outcome:**

- Create a whiteboard slide for client project on canva

### **Planned Tasks:**

- Create a presentation for my client

## **Post-session Reflection**

Completed, and proposed it right after. He loved it, onto billing and beginning

## **SESSION #22 - 24/06/24 + 5:00PM 60 min**

### **Desired Outcome:**

- Have a full list of website improvements for Alans website

### **Planned Tasks:**

- Go through website and come up with improvements
- Do a SWOT on chatgpt
- SWOT on barrd
- Ask for ideas from TRW

## **Post-session Reflection**

- Have over 30 ideas for improvements, feel like i should've charged more than \$1500 now...

## **SESSION #23 - 26/06/24 + 9:05PM 60min**

### **Desired Outcome:**

- Begin working on home page

### **Planned Tasks:**

- Create an objective for home page
- Choose design from existing content
- Adapt it
- Refine it

## **Post-session Reflection**

Client hasnt allowed access for me to duplicate website and fully get to work but i created my objective, have a design in mind and just need to adapt it tomorrow when i have full access. He said i already has access and i do but i can't duplicate another page to work on...



## **SESSION #24 - 27/06/24 + 5:15pm 60min**

### **Desired Outcome:**

- Have home page laid out

### **Planned Tasks:**

- Complete winners writing process for home page
- Layout page draft

### **Post-session Reflection**

- Halfway from completing page layout on text, next GWS in 20 min will continue to finish text base and then will start applying looking to adapt designs i like to fit current website.

## **SESSION #25 - 27/06/24 + 7:10PM 60min**

### **Desired Outcome:**

- Continue to complete home page laid out

### **Planned Tasks:**

- Complete winners writing process for home page
- Layout page draft

### **Post-session Reflection**

- I completed the home page layout, it actually is coming together so fucking well. At times I'm sitting here laughing like fuck man, nobody can compete with what i am cooking together. My client will destroy all competition.

## **SESSION #26 - 28/06/24 Day 21+ 8:30pm 60min**

### **Desired Outcome:**

- Design layout on wix page

### **Planned Tasks:**

- Go on wix and apply design layout
- Use text from document and add
- Come up with a hero image

### **Post-session Reflection**

- Frustrated at times, it didnt come as fast and smoothly as planned. I will take a break and come back to this shortly and fucking destory it.

## **SESSION #27 - 28/06/24 Day 21+ 10:10pm 90min**

### **Desired Outcome:**

- Continue editing homepage

### **Planned Tasks:**

- Complete trust section and testimonials
- Sub heading with partners
- Value section

### **Post-session Reflection**

- Completed 75% of the homepage, tomorrow we do another 2 GWS and complete draft and then move onto next page

## **SESSION #28 - 29/06/24 Day 22+ 3:05pm 60min**

### **Desired Outcome:**

- Continue editing homepage

### **Planned Tasks:**

- Implement graph
- Bullet point
- Photo of alan and mauricex

### **Post-session Reflection**

- Nearly completed. Tinkering with design still. Will continue adding sections tonight.

## **SESSION #29 - 29/06/24 Day 22+ 8:00PM 60min**

### **Desired Outcome:**

- Continue editing homepage

### **Planned Tasks:**

- Finish off testimonial section
- Complete repeat cta section

### **Post-session Reflection**

- I have completed draft of home page. Tomorrow i move onto writing winners writing process for next page..
- I also need to add pop up to home page!

## **SESSION #30- 30/06/24 Day 23+ 11:00AM 60min**

### **Desired Outcome:**

- Continue editing homepage

### **Planned Tasks:**

- Add final touches, move stuff around
- Add curiosity where needed
- Fascinations where suited

### **Post-session Reflection**

- draft completed, start designing client page

## **SESSION #31- 01/07/24 Day 24+ 4:20PM 60min**

### **Desired Outcome:**

- Have clients page completed

### **Planned Tasks:**

- Fill out info for clients page
- No photos yet so just use stock photos
- Attach highlights
- Add button to click for view full profile
- Play around with design for client page on canva

### **Post-session Reflection**

- Client page looks fucking insane, its coming together so well. Next i need to complete profiles for each player inside the "open full bio" section for each 1 of them.

## **SESSION #32- 02/07/24 Day 25+ 7:45AM 60min**

### **Desired Outcome:**

- Complete bio page layouts

### **Planned Tasks:**

- Design layouts
- Have links to their youtube highlights
- Position
- Age
- Club they play for
- Testimonial
- Agent contact
- Social media
- Background
- Skills and strengths

### **Post-session Reflection**

- Turns out it took me ages to figure out how to create a dynamic page with all the elements. I have everything i need now. Just to design the layout now

## **SESSION #33- 02/07/24 Day 25+ 8:50AM**

### **Desired Outcome:**

- Complete bio page layouts

### **Planned Tasks:**

- Design layout

### **Post-session Reflection**

- Completed layout, took a little longer than expected but found out how to create dynamic page and hide pages well to have their own unique design.

## **SESSION #34- 02/07/24 Day 25+ 7:15pm 60min**

### **Desired Outcome:**

- Complete 2 emails for alan about questions to ask in testimonials and homepage video

### **Planned Tasks:**

- Write questions email
- Winners writing process, take them from current to dream state
- Winners writing process for homepage video
- Send individual emails to alan

### **Post-session Reflection**

- Emails have been sent, this will be good for the website improvements. He came to me with a side question, sees me as the expert which is a bonus. Will continue to improve these tomorrow and website.

## **SESSION #35- 03/07/24 Day 26+ 5:10PM**

### **Desired Outcome:**

- Complete page layouts for full profiles & begin FAQ in a document

### **Planned Tasks:**

- Finish pages for orlando and dominic DONE
- Grab info from alans email for FAQ
- Do market research on good FAQs

### **Post-session Reflection**

- Completed pages for all players, some info required still that ill get off alan shortly
- Each player needs updated photos and graphics
- Will need to update mobile version at the very end too
- Have started to gather FAQ data
- Next GWS i will continue going through more forums, websites, reddit etc. to gather more data to make a perfect FAQ

## **SESSION #36- 04/07/24 Day 27+ 1:20PM 60min**

### **Desired Outcome:**

- Complete FAQ section

### **Planned Tasks:**

- Overview FAQ questions, run through chat gpt for any advice
- Run through grammarly for correct voice and grammar
- Send email to alan to finalise them.

### **Post-session Reflection**

- Completed FAQs and sent email to client.
- Continue next part of website

## **SESSION #37- 04/07/24 Day 27+ 4:53pm 60min**

### **Desired Outcome:**

- Tick off a few items from alans request list

### **Planned Tasks:**

- Skim through study and play section, don't delete. Hide page incase need for future
- Update about us page and add the rest of the team.

### **Post-session Reflection**

- About us page took longer than expected, didnt get to study and play section

## **SESSION #38- 05/07/24 Day 28+ 5:05pm 60min**

### **Desired Outcome:**

- Tick off a few items from alans request list

### **Planned Tasks:**

- Skim through study and play section, don't delete. Hide page incase need for future
- Adjust homepage more

### **Post-session Reflection**

- Only adjusted home page a lot.. need to set stricter Planned Tasks that are more exact  
Instead of planning Tasks that don't get completed as they were meant to.
- 

## **SESSION #39- 06/07/24 Day 29+ 10am 60min**

### **Desired Outcome:**

- Edit Homepage with new inspiration

### **Planned Tasks:**

- Grab inspo from pinterest

- Grab inspo from swipe files for guarantees and objection handling

### **Post-session Reflection**

- Homepage is looking better and better everyday with small adjustments being made here and there as i find more to add and remove.

## **SESSION #40- 07/07/24 Day 30+ 11am 60min**

### **Desired Outcome:**

- Complete profiles and client page

### **Planned Tasks:**

- Edit profile cards on Canva
- Fill in remaining info

### **Post-session Reflection**

- Starting to get really good at using canva and creating sleek content, making progress everyday which is great to see.

## **SESSION #41- 07/07/24 Day 30+ 9pm 60min**

### **Desired Outcome:**

- Complete FAQs

### **Planned Tasks:**

- Gather all updated info from alans email
- Run through grammarly
- Install wix app for FAQs
- Organise correctly
- save

### **Post-session Reflection**

- Took me a little to do this as i got sick halfway through and had to vomit, all done now but and it is looking great. Parents will absolutely love this page, it will be awesome.

## **SESSION #42- 08/07/24 Day 31+ 8pm 120min**

### **Desired Outcome:**

- Have page layout for our club EFA madrid

### **Planned Tasks:**

- Design hero section
- Grab coaches photo
- Download photos alan sent
- Link to club partner
- Write up description and selling point

### **Post-session Reflection**

- Ended up extending to 2 hours, wasn't a point stopping at 90 min and having it uncompleted. Page is now finished, looks good
- 

## **SESSION #43- 09/07/24 Day 32+ 6:30pm 60min**

### **Desired Outcome:**

- Get website ready for launch, client has asked for it to be live in 2 days!!

### **Planned Tasks:**

- Touch up homepage
- Start creating event page
- Update sydney
- Update Melbourne
- Update adelaide

### **Post-session Reflection**

- Only touched up home page and created a banner for even info.
- Now creating all event pages

## **SESSION #44- 09/07/24 Day 32+ 8pm 60 min**

### **Desired Outcome:**

- Create events page



### **Planned Tasks:**

- Start creating event page
- Update sydney
- Update Melbourne
- Update adelaide

### **Post-session Reflection**

- Updated all pages, came along very smoothly. super happy with results.

## **SESSION #45- 09/07/24 Day 32+ 9:30pm 90min**

### **Desired Outcome:**

Create female events page

### **Planned Tasks:**

- Start creating event page for females
- Update sydney
- Update Melbourne
- Update adelaide

### **Post-session Reflection**

- Looking slick, also went out of my way to overdeliver With images for the events. Client said he would create, I know he's busy and full out so I created some and showed him. He thought they were sick!

## **SESSION #46- 10/07/24 Day 33+ 8:50pm 120 min**

### **Desired Outcome:**

- Have website nearly ready to launch

### **Planned Tasks:**

- finish homepage
- Make sure all pages and links work
- Optimise for mobile
- Proof read everything
- Have someone check it

## **Post-session Reflection**

- Did everything but have someone check it and proof read. Will have this done tomorrow. New laptop so it took me a while to setup and get going.

## **SESSION #47- 12/07/24 Day 35+ 3pm 150mim**

### **Desired Outcome:**

- Launch website

### **Planned Tasks:**

- Update events page
- Add ticket info
- listen to alans feedback and apply
- Update home page to adjustments asked

### **Post-session Reflection:**

- That was hectic panic mode!! Did 1 long ass GWS, around 150min Long. It was just one of those that had to be rushed and fitted into 1 without time to waste. Learnt a lot and will be able to apply better round next time.

## **SESSION #48- 13/07/24 Day 36+ 7am 60min**

### **Desired Outcome:**

- Design account login section

### **Planned Tasks:**

- Edit request a meeting section.
- Create a booking
- Embed into page

### **Post-session Reflection:**

- Learning all of this for the first time so its still taking me a little to figure it all out and longer than expected.

## **SESSION #49- 13/07/24 Day 36+ 4pm 90min**

### **Desired Outcome:**

Design account login section

### **Planned Tasks:**

- do CMS do players info to track their journey
- Create links for them
- Fill out sample info
- Find inspiratioj on pinterest.

### **Post-session Reflection**

- Taking me a while still but I am starting to put pieces Together and my my creativity is coming along great. Pinterest is helping a lot of ideas.
- Tomorrow morning I will attack my next GWS and start laying out the page.

## **SESSION #50- 14/07/24 Day 37+5:50am 90min**

### **Desired Outcome:**

Design layout for my football journey in 90min

### **Planned Tasks:**

- Grab inspiration from pinterest board
- grab what i like from each and lay it out
- Create photo for my football journey
- Create cv photo
- Create highlight photo
- Create speak to an agent

### **Post-session Reflection**

- Came together super nicely, looks clean and professional. I honestly think this football journey section could be a game changer and become something spectacular and take over the world for my client purely based around adding an experience to it all.

## **SESSION #51- 14/07/24 Day 37+3:30pm 90min**

### **Desired Outcome:**

Complete design layout for homepage of member login

### **Planned Tasks:**

- Create a banner photo
- Background photo
- Title for the page login
- Links for CV, Highlights and speak to elite team
- Add menu bar section with inbox, notifications, events etc.

### **Post-session Reflection**

- All pages have been connected to links etc. just need to work on the backend pages now, will also need a banner for home page with a title.

## **SESSION #52- 15/07/24 Day 38+4:10am**

### **Desired Outcome:**

Complete design layout for homepage of member login

### **Planned Tasks:**

- Create a banner photo
- Background photo
- Title for the page login
- Work on inbox section

### **Post-session Reflection**

- Wasted time trying to watch videos and learn how to create a cool wallpaper, will be coming back to this section in coming weeks or later down the path. Alan wants to focus on the funnel for his monday form and launch website then come back to members area.

## **SESSION #53- 15/07/24 Day 38+8:12pm 60min**

### **Desired Outcome:**

Launch website

### **Planned Tasks:**

- 25+ clubs logo at top
- atletico madrid over real madrid
- Update pop up photo and bottom button
- back button yosuf
- 14-23 for club age
- policies update for events
- details > buy tickets

### **Post-session Reflection**

- Website is live, alan loves it. Will be monitoring bounce rates and track leads and conversions with it now and compare in 1 months time with a report. Onto updating a few other areas now and soon start the funnel rebuild.

## **SESSION #54- 16/07/24 Day 38+7:25PM 90min**

### **Desired Outcome:**

Complete half of SEO

### **Planned Tasks:**

- Update all ALT tags
- Run through wix recommendations

### **Post-session Reflection**

- All ALT tags and Meta descriptions have been implemented. SEO is now at 88% complete

## **SESSION #55- 17/07/24 Day 39+ 7pm 120min**

### **Desired Outcome:**

Figure out how to set up Zapier with WIX and Monday.coM.

### **Planned Tasks:**

- Try setup myself

- Use ChatGPT
- Youtube videos
- TRW for help

### **Post-session Reflection**

- Turns out it took me 2 hours because all videos and chatgpt were useless. WIX wont allow monday to act as a trigger, only an action. So i will have to chage the free consultation over to wix from monday and implement zapier into it. Will be good

## **SESSION #56- 18/07/24 Day 40+ 7pm 120min**

### **Desired Outcome:**

Complete the booking section

### **Planned Tasks:**

- Create a booking
- Implement calendy
- Create a zapier
- Create test google calendar
- Run a fake booking to test

### **Post-session Reflection**

- Ok that took me 2 hours to figure out, what a long time. Frustrated at times but i am making the funnel process easier for my client and all his staff to stay on track with clients. Will need to ask more questions on times i can organsie to include so they dont get overbooked.

## **SESSION #57- 20/07/24 Day 42+ 9:50am 120mim**

### **Desired Outcome:**

Organise funnel better so i have a complete understanding of each step and how to organise the booking calender better for the free consultation

### **Planned Tasks:**

- Layout funnel
- Update calender booking where needed

### **Post-session Reflection**

- Took me 2 hours but i figured out how to connect it all up the best way with no friction. Getting exciting now with how smoothly its staring to go and as everything starts to fall into place

## **SESSION #58- 20/07/24 Day 42+ 8:20PM 120min**

### **Desired Outcome:**

Have winners writing process ready to start writing

### **Planned Tasks:**

- Write winners writing process for event
- Watch youtube videos for desires etc.
- Use TRW for help
- Suss tao of marketing templates

### **Post-session Reflection**

- I have completed the winners writing process, i wil starty writing the draft for the landing page layout in the morning when i wake up.

## **SESSION #59- 21/07/24 Day 43+ 11AM 120min**

### **Desired Outcome:**

Use winner's writing process to start designing and laying out event page

### **Planned Tasks:**

- Use canva to design hero section
- Create a countdown timer for urgency
- Start writing PAS format

### **Post-session Reflection**

- All checked, i have started my PAS format. Around halfway, will need to complete the 2nd half tomorrow morning. Leace to revise on my lunch breaks to reflect and improve.
- 

## **SESSION #60- 22/07/24 Day 45+ 4:30am 60min**

### **Desired Outcome:**

Use winner's writing process to start designing and laying out event page

### **Planned Tasks:**

- Use winners writing process to complete 2nd draft
- Grab feedback from TRW and apply it from comments
- Send 1 last revised copy at the end after i have gone over multiple times today
- Send through chatgpt as well

### **Post-session Reflection**

- Final copy looks great, sent off for feedback. Personally really happy with the output. Sure theres areas for improvement but the Gs will help point those out for me.

## **SESSION #61- 24/07/24 Day 46 + 4:50am 60min**

### **Desired Outcome:**

Get the event page complete

### **Planned Tasks:**

- Use winners writing process to apply copy
- Upload success stories
- Apply images
- Adjust copy a little after revision again

### **Post-session Reflection**

- Final touch ups will be complete around mid day today. Looking good, just need to pass onto client to have their input.

## **SESSION #62- 24/07/24 Day 46 + 7:30pm 120min**

### **Desired Outcome:**

Complete event page and consultation form

### **Planned Tasks:**

- Take alans feedback and apply
- Update and optimise for mobile
- Set up zapier for calender update
- Screen record funnel of consultation
- Send to alan



### **Post-session Reflection**

- All complete, funnel needs a little touch ups to make it smooth and look better but close to where it needs to be. He loves the landing page too..

-

## **SESSION #63- 25/07/24 Day 47 + 4:50am**

### **Desired Outcome:**

Complete event page FAQs

### **Planned Tasks:**

- Create 10 FAQs for page

### **Post-session Reflection**

- FAQs complete, all objections handles. Looks elite

## **SESSION #64- 27/07/24 Day 49 + 1:15PM 60min**

### **Desired Outcome:**

Write as many blogs as possible in time frame

### **Planned Tasks:**

- Breakdown for readability
- Check spelling
- Add images
- SEO for entire blog

### **Post-session Reflection**

- Got 2 blogs completed, 10 left until finished

## **SESSION #65- 27/07/24 Day 49 + 7PM 90min**

### **Desired Outcome:**

Write as many blogs as possible in time frame 2/11

### **Planned Tasks:**

- Breakdown for readability

- Check spelling
- Add images
- SEO for entire blog

### **Post-session Reflection**

- Completed 3 more, 4 left **5/12**

## **SESSION #66- 27/07/24 Day 49 + 9:10PM 60min**

### **Desired Outcome:**

Write as many blogs as possible in time frame **5/12**

### **Planned Tasks:**

- Breakdown for readability
- Check spelling
- Add images
- SEO for entire blog

### **Post-session Reflection**

- Wrote 2 more, so far i can complete 2 in 1 hour. Now 7/12

## **SESSION #67 28/07/24 Day 50 + 5:05PM 90MIN**

### **Desired Outcome:**

Write as many blogs as possible in time frame **7/12**

### **Planned Tasks:**

- Breakdown for readability
- Check spelling
- Add images
- SEO for entire blog

### **Post-session Reflection**

- 3 blogs written and complete **10/12.. 2 left**

## **SESSION #68 28/07/24 Day 50 + 6:45pm 90min**

### **Desired Outcome:**

Write as many blogs as possible in time frame **10/12**

**Planned Tasks:**

- Breakdown for readability
- Check spelling
- Add images
- SEO for entire blog
- Complete last 2 blogs
- Add publish dates for all
- Run over all blogs for final reviews

**Post-session Reflection**

- All blogs and SEO for them are complete, even re organised The menu bar. Text sent to client, will await approval before publishing and making live tomorrow.

## **SESSION #69 29/07/24 Day 51 + 7:05PM 90min**

**Desired Outcome:**

Run through SEO for all pages. Most is already done; just finding any missed gaps or extra stuff to fill out

**Planned Tasks:**

- SEO for each individual page
- Focus keywords
- Run through SEO settings for any extra stuff
- Meta descriptions for all pages
- Fix URL tags

**Post-session Reflection**

- Believe i have completed all SEO, will double check this tomorrow but looking good!

## **SESSION #70 31/07/24 Day 53 + 4:55am 60min**

**Desired Outcome:**

Complete our club page and start editing more SEO

**Planned Tasks:**

- Check SEO from recommendations on site checkers
- Edit banner photo and make fit for mobile

**Post-session Reflection**

- Didn't get to SEO, decided to start the want to work with us page. Banner is complete, will need to start writing winners writing process for want to work for us page next..

## **SESSION #71 31/07/24 Day 53 + 7:35PM 120min**

### **Desired Outcome:**

Complete winners writing process and edit work with us page

### **Planned Tasks:**

- Listen to alans audio text on work for us page
- Apply sections
- Call out influencers, agents, partnerships and more
- Create a form to fill out that comes to my email whether agent, or admin, marketing to fill out. Attach cv
- Add more clubs to option to choose from clubs
- Edit footer

### **Post-session Reflection**

- Completed all, took 2 hours but it's all done. Onto affiliate portal landing page next to start making commission.

## **SESSION #72 01/08/24 Day 54 + 5:05am 60min**

### **Desired Outcome:**

Finish checklist for website

### **Planned Tasks:**

- Make a contact us page
- Remove contact us on home page
- Edit links to connect them
- Look at alans checklist

### **Post-session Reflection**

- Quickly pumped this session out, onto the next

## **SESSION #73 01/08/24 Day 54 + 9:45pm 60min**

### **Desired Outcome:**

Have a list of keywords to start running for SEO

### **Planned Tasks:**

- Create a list of keywords
- Research high volume KWs
- Grab keywords from list created from data
- Prioritise those keywords

### **Post-session Reflection**

- Created a list of 40 keywords and did some research on what words to prioritise.

## **SESSION #74 02/08/24 Day 55 + 8pm 120min**

### **Desired Outcome:**

Run through all images on homepage gallery and fill KW in. plus create work with us page.

### **Planned Tasks:**

- Alt texts
- Meta descriptions
- Titles
- Links to keep bounce rate on website

### **Post-session Reflection**

- Around 80% done, looking good

## **SESSION #75 04/08/24 Day 57 + 60min**

### **Desired Outcome:**

Finish off SEO for homepage gallery and make adjustments on alans notes

### **Planned Tasks:**

- Fix register button
- adjust few words in event page
- Alt text for last 20% of images
- Meta description ^
- Titles and links

### **Post-session Reflection**

- Finally complete SEO for gallery, onto the rest of new pages.

## **SESSION #76 05/08/24 Day 58 + 8pm 90min**

### **Desired Outcome:**

Complete SEO for remaining pages in 90min

### **Planned Tasks:**

- Go through pages SEO settings
- Alt text
- Meta descriptions
- Focus keywords
- Run through TRW seo pdf i have

### **Post-session Reflection**

- Completed all seo settings for all pages, next to complete all accessibility score and seo keywords throughout pages.

## **SESSION #77 06/08/24 Day 59 + 7:25pm 90min**

### **Desired Outcome:**

Complete SEO for keywords throughout text on pages

### **Planned Tasks:**

- Run SEO keywords throughout all pages carefully

### **Post-session Reflection**

- Completed all seo focus keywords throughout website. Will now need to apply them into blogs, found i missed seo for event photos and need to do accessibility tomorrow morning.

## **SESSION #78 07/08/24 Day 60 + 4:50am 60min**

### **Desired Outcome:**

Finish as much accessibility SEO as possible

### **Planned Tasks:**

Go through all the 99+ tasks for accessibility

### **Post-session Reflection**

- Completed over 100+ tasks, selecting definitions for H1,2 and 3 headings.
- ALT text completed as well
- Onto services page and adding bing webmaster tool next

## **SESSION #79 07/08/24 Day 60 + 7:30pm 80min**

### **Desired Outcome:**

Complete Services page update and more SEO

### **Planned Tasks:**

- Add bing webmaster tool
- Refresh services page
- Alt text for event photos

### **Post-session Reflection**

- Just completed all these tasks, even had time to install mouseflow to start tracking session replays and heatmaps to try fix bounce rate.

## **SESSION #80 08/08/24 Day 61 + 7:50PM 70min**

### **Desired Outcome:**

Complete free consultation funnel

### **Planned Tasks:**

- Create google sheet for saved data
- Set up automation for wix > google sheets
- Zapier from google sheets > google calender
- Sheets > monday.com zap

### **Post-session Reflection**

- Only created google sheet and set up automation from wix > sheets. Info isn't coming through straight away. Unsure if it will so sleeping on it. Will test first thing in the morning or create the automation again and then move onto zaps.

## **SESSION #81 09/08/24 Day 62 + 5:00am 60min**

### **Desired Outcome:**

Complete free consultation funnel

### **Planned Tasks:**

- Set up automation for wix > google sheets
- Zapier from google sheets > google calender
- Sheets > monday.com zap

### **Post-session Reflection**

- Running into multiple problems setting this up. Couldnt get it to work, turns out im an idiot and rows were 1000 deep. New ones were at the bottom. Over that wasted time now, onto completing outcome.

## **SESSION #82 09/08/24 Day 62 + 7:00PM 90min**

### **Desired Outcome:**

FUCK AROUND with zapier, google sheets and wix try understand how to make all the formatting and numbers, data connect so its automated between multiple CRMs and websites

### **Planned Tasks:**

- Watch some youtube vidoes on google sheets
- Use chatgpt for app script codes and extensions
- Set up automation on wix
- Create multiple sheets in google sheets for funnel/lead info

### **Post-session Reflection**

- Feels like a huge waste of time but its all apart of the process, pisses me off spending so much time staggered in one place trying to understand something when i can be making progress. Guess this is progress, just annoyingly slow...

## **SESSION #83 09/08/24 Day 62 + 9:20pm 60min**

### **Desired Outcome:**

Finalise free consultation

### **Planned Tasks:**

- Set up zapier to monday.com
- Set up data format actions in zapier so they come through correctly



- Zaps from monday to the google sheet for when an agent is selected, calls are progressed and more.

### **Post-session Reflection**

- Completed, tests run good but when a real customer triggers the effect it doesnt come through yet so fixing that.

## **SESSION #84 10/08/24 Day 63 + 7pm 120min**

### **Desired Outcome:**

Finalise free consultation part 2

### **Planned Tasks:**

- Learn =vlookup for google sheets
- Apply agent name to monday ID to automate
- Run tests

### **Post-session Reflection**

- Ended up doing a bunch of formatting on zapier for dates and times to make the overall appeal look better for client when data comes through.
- Need to make a few adjustments, run more real tests.

## **SESSION #85 11/08/24 Day 64 + 6:50pm 90min**

### **Desired Outcome:**

Finalise free consultation part 3

### **Planned Tasks:**

- Run real tests
- Update home page banner for iphone
- On our club page, fix bottom footer gap
- Update staff permissions for calender on bookings
- Update bookings only available from 30min before

### **Post-session Reflection**

- Completed all tasks, free consultation is working well now and all updated have been made to website.

## **SESSION #86 12/08/24 Day 65 + 6:45pm 90min**

### **Desired Outcome:**

Complete event email for TRW revision

### **Planned Tasks:**

- Grab winners writing process for event landing page and use for email
- Use AI tools to speed process up
- Update form on free consultation to remove address and player/parent
- Design email template
- Send off for review in TRW

### **Post-session Reflection**

- Didn't update form, will do tomorrow morning. But completed a good revised draft ready for review and feedback from TRW

## **SESSION #87 13/08/24 Day 66 + 6:35pm 90min**

### **Desired Outcome:**

Complete event email for TRW revision

### **Planned Tasks:**

- Update team photos for about us
- Look into canva edits for templates
- Rework email
- Send to alan

### **Post-session Reflection**

- Created canva templates and uploaded few photos for about us section.
- Revised the emails with TRW, chatgpt, gemini and girlfriend
- Sent final revised copy to alan

## **SESSION #88 13/08/24 Day 66 + 8:35pm 70min**

### **Desired Outcome:**

Write blog for client and publish

### **Planned Tasks:**

- Run through chatgpt
- Seo on all images and page
- Add photos

- Design email for events

### **Post-session Reflection**

- Completed blog, designed email and got green light. Will schedule tomorrow morning for 12pm

## **SESSION #89 15/08/24 Day 68 + 6:35PM 120min**

### **Desired Outcome:**

Prepare to launch free consultation

#### **Planned Tasks:**

- Remove add to cart button on free consultation
- Organise new booked calls with Oier and Juan before confirming
- Get them to sync calender and download wix app

### **Post-session Reflection**

- Talked with agents and they're happy with it
- All set up, running final tests tomorrow

## **SESSION #90 16/08/24 Day 69 + 8PM 90min**

### **Desired Outcome:**

- Launch free consultation

#### **Planned Tasks:**

- Talk to agents to make sure they're happy
- Make updates to fix a few issues on zapier
- Update all links throughout website to make sure the link works correctly
- Publish and let alan know its live

### **Post-session Reflection**

- Had to fix a few adjustments but we're here now, finally complete. Feels great, everything is growing on me and i learned a whole lot creating this project. Will invoice tomorrow and fingers crossed there isnt any problems.

## **SESSION #91 21/08/24 Day 74 + 6:15PM 120min**

### **Desired Outcome:**

- Publish new event landing page

**Planned Tasks:**

- Run through chatgpt TRW ai for improvements
- Seek jasons feedback and apply
- Send to Alan before pushing live

**Post-session Reflection**

- Applied all info, sent to alan and got feedback. Will update in morning and publish.

**SESSION #92 23/08/24 Day 76 + 9:30pm 60min****Desired Outcome:**

- Create 2-3 emails

**Planned Tasks:**

- Welcome email
- Educational
- Social proof

**Post-session Reflection**

Only created 2 emails in 1 hour, much better than my old rate of 1 every 2-3 hours. Stupidly slow but im improving.

**SESSION #93 25/08/24 Day 78 + 7pm 120min****Desired Outcome:**

- Complete WWP

**Planned Tasks:**

- Do some more market research on alans new youtube videos for customer language
- Put together a WWP for players aged 13-23

**Post-session Reflection**

- Completed, got some fucking magic sauce awaiting to start writing DICs tomorrow

**SESSION #94 26/08/24 Day 79 + 4:30am 60min**

### **Desired Outcome:**

- Complete Market research for parents

### **Planned Tasks:**

- Look for testimonials, bad and good
- Youtube comments
- Run through chatgpt for help

### **Post-session Reflection**

- Completed, have some golden nuggets here to use, building some really good info

## **SESSION #95 27/08/24 Day 80 + 4:30pm 120min**

### **Desired Outcome:**

- Complete WWP and have draft for ads

### **Planned Tasks:**

- Fill out WWP
- Create a draft for FB ads
- Run through chat gpt for feedback
- Seek info from rainmaker copy review

### **Post-session Reflection**

- Copy is looking good and compelling, will ask for advice tomorrow morning

## **SESSION #96 28/08/24 Day 81 + 7:30pm 90min**

### **Desired Outcome:**

- Have ads ready to launch

### **Planned Tasks:**

- Final touch ups of copy
- Send to alan
- Watch ecom fb ads setup
- Use lukes advice for impressions

### **Post-session Reflection**

- **Awaiting alans response, ads are 75% ready to post, just some rules and stuff left to prep.**

## **SESSION #97 29/08/24 Day 82 + 7:00PM 120MIN**

### **Desired Outcome:**

- Try get ads CRM figured out and launch

### **Planned Tasks:**

- Play around with monday CRM and try find solutions for assigning agents
- Try zapier if that doesn't work
- Chatgpt and copilot for steps
- Implement google sheets if it doesn't work?

### **Post-session Reflection**

- Have ads ready to publish but running into troubles with getting leads to the right places correctly. Very frustrating.

## **SESSION #98 30/08/24 Day 83 + 7:00PM 60min**

### **Desired Outcome:**

- Launch ads on fb

### **Planned Tasks:**

- Set up ads
- Rule for 1500 impressions
- Double check everything
- launch

### **Post-session Reflection**

- Ads are live, running to 1500 impressions and will reflect and make improvements once they've gotten turned off.

## **SESSION #99 01/09/24 Day 85 + 9:25am 60min**

### **Desired Outcome:**

- Write 1 email drafts for events

### **Planned Tasks:**

- Write 1 email
- Use chatgpt

- Get a rough draft ready

### **Post-session Reflection**

- Got draft completed. Now reworking it for an email sequence of 6 going out over the next few weeks.

## **SESSION #100 02/09/24 Day 86 + 7:25pm 120min**

### **Desired Outcome:**

- Speed write 1 email and design the email

### **Planned Tasks:**

- Write 1 HSO email
- Find 2 photos to match story
- Design email template
- Test and send for feedback

### **Post-session Reflection**

- Took me a while to design, had to come up with a new structure as old one was looking washed and too much going on to distract from the click.

## **SESSION #101 18/09/24 Day 102 + 7:55pm**

### **Desired Outcome:**

- Launch new ads for events

### **Planned Tasks:**

- Create multiple ad sets
- Send copy off for revision in TRW
- Use AI to improve my copy
- Test headlines
- Use AI to help me pick audiences to target and test

### **Post-session Reflection**

- Spent a couple hours with WWP, market research and recreating copy. Didn't get to posting ads

## **SESSION #102 19/09/24 Day 103 + 7:20PM**

### **Desired Outcome:**

- Launch new ads for events

### **Planned Tasks:**

- Create multiple ad sets
- Test 2 headlines, and use report data from current ad to improve.
- ADD VOLUME

### **Post-session Reflection**

- Ran and running great, will check back in 1 week

## **SESSION #103 30/09/24 Day 122 + 7:30pm**

### **Desired Outcome:**

- Have a good idea of what Resi home designs needs done to improve their business

### **Planned Tasks:**

- Go through their website
- Reviews
- Social media
- Run through chatgpt
- SWOT

### **Post-session Reflection**