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100 G WORK SESSIONS AWAY

Outcome: 1000€+, changed my life and habits

									
									
									
									
									
									
									
									
									
									
									

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 - 14/07/2024 11:19 - 12:35

Desired Outcome:

- Objective: learn about market sophistication

Planned Tasks:

- Task 1: watch Tao of Marketing #4
- Task 2: take notes like a G
- Task 3

Post-session Reflection

- Notes: 5 stages to every market, ex.: the AI prompt market, helps doing the research for my business and preparing needed strategies to lead the market
-

SESSION #2 - 14/07/2024 12:58 - 13:56

Desired Outcome:

- Objective: learn how to get attention

Planned Tasks:

- Task 1: watch Tao of Marketing #5
- Task 2: take notes like a G
- Task 3

Post-session Reflection

- Notes: 2 types of attention, 4 main things our brain pay attention to, various things the brain recognizes to pay attention to, different examples of how marketers use those patterns to get attention from clients.
-

SESSION #3 - 15/07/2024 14:00 - 14:58

Desired Outcome:

- Objective: learn about problem, mechanism and product

Planned Tasks:

- Task 1: watch Tao of Marketing #6
- Task 2: take notes like a G
- Task 3

Post-session Reflection

- Notes: problem —> mechanism —> product continuum, applying these 3 principles for myself, my current project and in future outreaches.
-

SESSION #4 - 16/07/2024 12:48 - 14:01

Desired Outcome:

- Objective: make a business sticker for my client

Planned Tasks:

- Task 1: search for the best business sticker design on Canva
- Task 2: search Google on how to do it correctly
- Task 3: send the photo to my client to review

Post-session Reflection

- Notes: made not only the business sticker, but also made changes to the business card. The result is pleasing, looking to continue this work in the future. Main points: same colors as the logo, every detail is aligned, simple design is always more effective than a complex one.
-

SESSION #5 - 17/07/2024 12:37 - 13:15

Desired Outcome:

- Objective: work on a butcher shop project

Planned Tasks:

- Task 1: analyze top player strategies
- Task 2: do Google My Business listing
- Task 3: have it reviewed by the client

Post-session Reflection

- Notes: Google My Business listing ran smoothly, need to change logo, make some quality photos and videos in the future, as well as make a website.
-

SESSION #6 - 18/07/2024 21:11 - 22:18

Desired Outcome:

- Objective: come up with a plan to crush my project with the butcher shop

Planned Tasks:

- Task 1: analyze Top Players' tactics and what they do to win
- Task 2: ask TRW students to review my plan
- Task 3: after getting some good answers start to make it happen

Post-session Reflection

- Notes: made a step-by-step plan to dominate the project, got 1 like to my plan on TRW.
-

SESSION #7 - 19/07/2024 19:26 - 20:16

Desired Outcome:

- Objective: analyze how to make a good quality website

Planned Tasks:

- Task 1: watch the 'Design Mini Course' on TRW
- Task 2: take notes
- Task 3

Post-session Reflection

- Notes: it's easier than most people think, you can create a good design even on Canva, AI is your best friend in creating a website, different colors symbolize different emotions and things, do it simple (less decorations, more about the points you're trying to make), always take the 4 steps to succeed the whole process (define your objectives —> find existing designs —> adapt to match your content —> refine until you achieve your objectives). I'm making an experience - people consume marketing in a flow. I need to catch and control their attention, make it easy for the reader to absorb the message and trigger various emotional associations.
-

SESSION #8 - 20/07/2024 15:51 - 16:50

Desired Outcome:

- Objective: analyze on how to make quality ads on various platforms

Planned Tasks:

- Task 1: watch 'Run Ads. Make Money.' on TRW.
- Task 2: watch some important parts of Live Domination Call
- Task 3: take notes

Post-session Reflection

- Notes: you can't run ads anytime: you have to have some sort of a budget (1000+ euros), some credibility, etc. You also need to know what people you're targeting and where they hang out and consume social media online. You gotta look different from your competitors when you're 'stopping the scroll' - pay attention to color, motion and format. Also, you need to trigger the right desire or fear as well as matching the level of sophistication (are the customers problem unaware, problem aware, solution aware or product aware). Triggering curiosity and trust are really important aspects too. Probably the most crucial way to crush the market with your ads is to test it live (your hook, your image, your body text and so on). However, testing has some major rules that you shouldn't skip. Finally, you can go to page optimization and use some apps like

Mouseflow or Hotjar to analyze the recording or heatmaps of those customers who visit your page.

SESSION #9 - 21/07/2024 14:46 - 15:47

Desired Outcome:

- Objective: work on a FB ad

Planned Tasks:

- Task 1: analyze how my client writes a copy on his FB page and how Top Players are doing it
- Task 2: think what I can change so that the copy would be better written
- Task 3: take action

Post-session Reflection

- Notes: began to write a copy using ChatGPT. Didn't come up with a final piece, but made good progress towards the goal.
-

SESSION #10 - 21/07/2024 16:49 - 17:46

Desired Outcome:

- Objective: Finish that Facebook post.

Planned Tasks:

- Task 1: use ChatGPT to help me write a quality copy
- Task 2: use my imagination and writing skills to correct all mistakes and make that copy more humane.
- Task 3: send it to my client for review.

Post-session Reflection

- Notes: client was satisfied, made a good copy, need to continue this work.

SESSION #11 - 22/07/2024 12:58 - 14:06

Desired Outcome:

- Objective: continue to work on FB posts

Planned Tasks:

- Task 1: analyze the previous copy I made
- Task 2: generate ideas on the following copies
- Task 3: write the posts themselves

Post-session Reflection

- Notes: this time the work didn't go so well, made some mistakes and the copy should be a little shorter but I'm looking forward to progressing every day.
-

SESSION #12 - 23/07/2024 12:42 - 13:38

Desired Outcome:

- Objective: continue to work on FB posts

Planned Tasks:

- Task 1: analyze previous copy
- Task 2: use ChatGPT to help me with my idea
- Task 3: send to my client for review

Post-session Reflection

- Notes: made some good work.
-

SESSION #13 - 23/07/2024 14:05 - 14:59

Desired Outcome:

- Objective: come up with some ideas how I can help my client with his IG content

Planned Tasks:

- Task 1: watch professor Dylan Madden content on his campus
- Task 2: take notes and generate some quality ideas
- Task 3: send those ideas to my client for review

Post-session Reflection

- Notes:
- If I'll do IG posts:
 - Front slide: to grab attention and let them know what the post is about
 - Content slides: where you provide the information
 - Final slide: call to action
 - Use the same style for all your posts following your aesthetic
 - Your posts should be easily digestible within one minute
- If I'll do IG reels:
 - Reels are favored by the algorithm
 - They should be attention-grabbing and entertaining
 - You can post videos or pictures and add voice, music, etc.
 - Once you've grabbed their attention, you need to provide value
 - Try to keep them under 30 seconds long
 - The last few seconds should include a CTA
- If I'll do IG stories:
 - It's hard to maximize stories so think about what you'd like from a page like yours
 - 6-12 stories per day spread out as much as possible throughout the day
 - Make them interesting and relevant to your page
- Insights:
 - In the insights section of your settings, you'll see where most of your audience is from
 - The best time is to post just after lunch and/or dinner time in your main audience's time zone
- High-quality followers:
 - Your number one priority is gaining high-quality followers who are interested in what you post about
 - Having fewer interested followers is better than having lots of uninterested followers
 - Organic growth is done by creating good content that people like, comment on, and share
 - If you're creating valuable content, it's not spammy to ask for engagement
- Promotional growth:
 - You can achieve great success with just organic growth
 - Look for meme pages or others that post content about your niche and have thousands of followers

- You can reach out to them and ask if they do promotions
 - Promote: Instagram's built-in feature for getting your post to specific groups
 - Giveaways: the best giveaways are done by partnering with another brand (always include a disclaimer)
 - Fans:
 - As your page grows, your fans will reach out to you
 - Responding to them is crucial while you have the time to keep on top of it
 - This will create a strong network of loyal fans
-

SESSION #14 - 24/07/2024 11:28 - 12:08

Desired Outcome:

- Objective: analyze how to monetize your IG acc

Planned Tasks:

- Task 1: watch 'Harness Your Instagram' content
- Task 2: take notes
- Task 3:

Post-session Reflection

- Notes:
- How to monetize your page:
- Your number one goal is to provide value and show authority
- Then you'll reach out to prospects in the DMs
- Consistent work is more important than doing lots at once and then quitting
- If you applied this course over the next few months to build up your account, you could start offering it as a service to clients
- IG profile SEO:
- Username: short, related to your skill
- Name: business name separated by your skill
- Category: very important for Instagram to show you to people looking for your skill (the more specific the better)
- Bio: sell the dream to your prospect (include SEO-specific terms that prospects will be searching for)
- Highlights: use words that people will be searching for
- IG post SEO:
- Every post adds the total number of words to your profile
- Add your key terms throughout your posts
- Write the key terms first then start the post and slip them in subtly

- Add location if you'd like
 - Advanced Settings > Write Alt text - add as many key terms as you'd like
 - IG reel and story SEO:
 - We will optimize so that people can find your account
 - Add your key terms (no more than 10)
 - You can slide it outside the edge with 1-2 pixels still on the screen
 - The more you post about certain things, the more Instagram realizes you're associated with them
-

SESSION #15 - 24/07/2024 14:42 - 15:24

Desired Outcome:

- Objective: continue to learn how to monetize IG acc

Planned Tasks:

- Task 1: watch 'IG Monetization' content
- Task 2: take notes
- Task 3

Post-session Reflection

- Notes:
 - IG Monetization blueprint:
 - Come up with content ideas - remix posts that are working (theirs or others in their niche)
 - Create content - once you have ideas, head to Canva.com or use CapCut for reels
 - As an SMM you use other people's content that performs well to come up with topics for your client, you post content, manage replies/DMs, and engage with other accounts in replies.
 - Added Bonus for Friends & Family / Local businesses: Take photos and videos.
-

SESSION #16 - 24/07/2024 22:02 - 23:35

Desired Outcome:

- Objective: work on the design of the shop for the client

Planned Tasks:

- Task 1: use Canva to make a design
- Task 2: send to my client for review
- Task 3: make changes if necessary

Post-session Reflection

- Notes: didn't finish the whole project but made significant improvements regarding the GIMP app.
-

SESSION #17 - 25/07/2024 11:47 - 12:43

Desired Outcome:

- Objective: finish the project on GIMP

Planned Tasks:

- Task 1: use Google or ChatGPT for info
- Task 2: finish the work
- Task 3: send to client for review

Post-session Reflection

- Notes: didn't finish it, but know what to improve in the next sessions.
-

SESSION #18 - 25/07/2024 22:26 - 23:21

Desired Outcome:

- Objective: continue work on GIMP project

Planned Tasks:

- Task 1: do the work necessary and as fast as possible
- Task 2
- Task 3

Post-session Reflection

- Notes: the worst G-work session, didn't make anything useful.
-

SESSION #19 - 26/07/2024 17:08 - 17:58

Desired Outcome:

- Objective: try again on the GIMP project

Planned Tasks:

- Task 1: try to cut images again, but now with different technique
- Task 2: make an idea of how everything should look
- Task 3: send to client for review

Post-session Reflection

- Notes: another disappointing session, will talk with client what to improve
-

SESSION #20 - 27/07/2024 20:06 - 20:57

Desired Outcome:

- Objective: generate 3 quality images with AI for the butcher shop project.

Planned Tasks:

- Task 1: do the work
- Task 2: send to client for review
- Task 3

Post-session Reflection

- Notes: client was satisfied with my work and that's the most important thing.
-

SESSION #21 - 28/07/2024 17:29 - 18:09

Desired Outcome:

- Objective: analyze how to run an IG account

Planned Tasks:

- Task 1: watch Social Media Management content
- Task 2: take notes like a G
- Task 3

Post-session Reflection

- Notes:
 - 7 powerful traits as a SMM:
 - 1. Find the answer yourself - you are the expert
 - 2. Keep things organized (passwords, posts etc.)
 - 3. Have a daily work list for your clients
 - 4. Respond quickly
 - 5. Consistency
 - 6. Test Test Test
 - 7. Over-deliver
 - Ways to find clients for SMM:
 - The entire world is a potential client
 - Friends and family are the easiest way to get clients - there's already some trust
 - Experience breeds confidence
 - Local businesses are also an easy way to get clients
 - Online is harder if you don't have experience
 - Ways to help clients with SMM:
 - Save them time - coming up with ideas, creating content, posting content, managing replies/DMs
 - Improve the marketing - increase the quality of content, identify problems their audience has
 - Manage their social media - accounts only grow when managed daily
-

SESSION #22 - 29/07/2024 14:09 - 15:06

Desired Outcome:

- Objective: write some FB posts for my client

Planned Tasks:

- Task 1: use my knowledge and skills to write a quality copy
- Task 2: send to client for review
- Task 3: make adjustments

Post-session Reflection

- Notes: made 2 copies and absolutely crushed both of them, proud of myself for making great progress.
-

SESSION #23 - 30/07/2024 14:33 - 15:35

Desired Outcome:

- Objective: analyze if my plan for the project is good

Planned Tasks:

- Task 1: watch Copy Domination call #10
- Task 2: take notes if necessary
- Task 3: come up with a further plan to execute

Post-session Reflection

- Notes: I don't really have to correct anything in my plan yet, will continue my work and getting knowledge every day.
-

SESSION #24 - 31/07/2024 13:20 - 14:41

Desired Outcome:

- Objective: continue analyzing how to dominate local businesses

Planned Tasks:

- Task 1: watch Copy Domination call #10
- Task 2: take notes if necessary
- Task 3

Post-session Reflection

- Notes: just dig deeper into details / try harder.
-

SESSION #25 - 31/07/2024 21:02 - 22:02

Desired Outcome:

- Objective: continue watching level 3 videos

Planned Tasks:

- Task 1: watch 1 hour of 'Establish trust and authority' video
- Task 2
- Task 3

Post-session Reflection

- Notes: never appear needy, desperate, don't ask for money before providing a valuable result to them, present authority - harness your social media, broaden your network, etc. Be calm, keep your head up and have good posture.
-

SESSION #26 - 31/07/2024 22:15 - 23:34

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: finish the 'Establish trust and authority' video
- Task 2: take notes like a G
- Task 3: do the mission

Post-session Reflection

- Notes: got some great insights, done the mission, moving forward as always.
-

SESSION #27 - 01/08/2024 13:49 - 15:26

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: watch 'Inspire belief' video
- Task 2: take notes like a G
- Task 3

Post-session Reflection

- Notes: got some great insights, will implement some of them in the near future.
-

SESSION #28 - 02/08/2024 15:39 - 16:40

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: watch 1 hour of 'Get them to take action now'
- Task 2
- Task 3

Post-session Reflection

- Notes: started doing the mission.
-

SESSION #29 - 02/08/2024 18:36 - 19:34

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: finish the lesson
- Task 2: do the mission
- Task 3: take notes like a G

Post-session Reflection

- Notes: did the mission, took the notes, moving on.
-

SESSION #30 - 02/08/2024 21:59 - 23:00**Desired Outcome:**

- Objective: continue level 3 content

Planned Tasks:

- Task 1: watch 1 hour of 'Demolish objections' call
- Task 2
- Task 3

Post-session Reflection

- Notes: moving on.
-

SESSION #31 - 02/08/2024 23:06 - 23:46**Desired Outcome:**

- Objective: continue level 3 content

Planned Tasks:

- Task 1: finish the call
- Task 2: do the mission
- Task 3: take notes like a G

Post-session Reflection

- Notes: had good momentum, crushed the mission, took notes, moving forward day by day.
-

SESSION #32 - 03/08/2024 19:06 - 20:11

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: watch 1 hour of 'Storytelling 101' call
- Task 2:
- Task 3:

Post-session Reflection

- Notes: gonna take a break and after that do the mission.
-

SESSION #33 - 03/08/2024 20:37 - 21:11

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: finish the call
- Task 2: do the mission
- Task 3: take notes like a G

Post-session Reflection

- Notes: done the mission, took the notes, moving on.
-

SESSION #34 - 04/08/2024 12:27 - 13:45

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: watch 'Tribal Marketing' call
- Task 2: do the mission
- Task 3: take the notes like a G

Post-session Reflection

- Notes: done the mission, took the notes, almost done with this content.
-

SESSION #35 - 05/08/2024 12:25 - 13:24

Desired Outcome:

- Objective: fix what the client told me

Planned Tasks:

- Task 1: do the work
- Task 2: send to client for review
- Task 3: make adjustments if necessary

Post-session Reflection

- Notes: made some good work, as the client said, moving on.
-

SESSION #36 - 05/08/2024 20:26 - 21:26

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: watch 1 hour of 'Common outlines for your copy' call
- Task 2: take action
- Task 3

Post-session Reflection

- Notes: moving on.
-

SESSION #37 - 05/08/2024 21:40 - 22:34

Desired Outcome:

- Objective: continue level 3 content

Planned Tasks:

- Task 1: finish the call
- Task 2: take notes like a G
- Task 3: try to implement the theory in practice

Post-session Reflection

- Notes: made some good work, took the notes, started another session right away, moving on.
-

SESSION #38 - 05/08/2024 22:50 - 23:31

Desired Outcome:

- Objective: do what the client said to do.

Planned Tasks:

- Task 1: change some things on the business card
- Task 2: send the work he mentioned to his Gmail
- Task 3: fill the time left with something productive

Post-session Reflection

- Notes: made some good work, refined the copy, almost finished the level 3 content, moving on.
-

SESSION #39 - 06/08/2024 11:46 - 13:07

Desired Outcome:

- Objective: finish level 3 content

Planned Tasks:

- Task 1: watch the 'Opt-In pages' call once again
- Task 2: do the last mission
- Task 3: send to TRW for review and then revise

Post-session Reflection

- Notes:
-

SESSION #40 - 06/08/2024 13:50 - 14:52

Desired Outcome:

- Objective: start a website

Planned Tasks:

- Task 1: watch Copy Domination call #11
- Task 2: watch 'Design Mini Course'
- Task 3: take action

Post-session Reflection

- Notes: just starting, looking forward to improving every day.

SESSION #41 - 06/08/2024 21:25 - 22:56

Desired Outcome:

- Objective: continue making the website.

Planned Tasks:

- Task 1: finish copy domination call #11
- Task 2: watch design mini course again
- Task 3: take action

Post-session Reflection

- Notes: still a little confused, but, nonetheless, moving forward.
-

SESSION #42 - 07/08/2024 12:12 - 13:12

Desired Outcome:

- Objective: continue work on the website

Planned Tasks:

- Task 1: try using Wix
- Task 2: watch videos if necessary
- Task 3

Post-session Reflection

- Notes: Wix is the platform to go, moving on.
-

SESSION #43 - 07/08/2024 14:04 - 15:04

Desired Outcome:

- Objective: continue work on the website.

Planned Tasks:

- Task 1: start designing
- Task 2
- Task 3

Post-session Reflection

- Notes: made some great progress, moving on.
-

SESSION #44 - 07/08/2024 21:12 - 22:03

Desired Outcome:

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: pushing myself, moving on.
-

SESSION #45 - 08/08/2024 12:14 - 13:06

Desired Outcome:

- Objective: continue work on the website (menu of the shop).

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: made some great progress with the menu and the website in general, moving on.
-

SESSION #46 - 08/08/2024 14:01 - 15:05**Desired Outcome:**

- Objective: continue work with the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: translated almost all of the website to Lithuanian, moving on.
-

SESSION #47 - 09/08/2024 15:14 - 16:14**Desired Outcome:**

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: made progress, moving on.

SESSION #48 - 09/08/2024 19:53 - 21:02

Desired Outcome:

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: made some HUGE progress, moving on.

SESSION #49 - 10/08/2024 12:37 - 13:38

Desired Outcome:

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: made great progress, probably will finish the whole project this weekend, moving on.

SESSION #50 - 10/08/2024 14:31 - 15:48

Desired Outcome:

- Objective: continue work on the website's menu.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: finished the whole meat menu and also site colors, moving on.
-

SESSION #51 - 10/08/2024 16:50 - 17:57**Desired Outcome:**

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: almost finished the whole design, a couple of things left, moving on.
-

SESSION #52 - 10/08/2024 20:06 - 21:07**Desired Outcome:**

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: got a little carried away, but still made steps forward, moving on.
-

SESSION #53 - 11/08/2024 12:52 - 13:56

Desired Outcome:

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: made good progress, a few things left, moving on.
-

SESSION #54 - 11/08/2024 21:50 - 22:46

Desired Outcome:

- Objective: continue work on the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: came up with a great idea and executed fast, also watched Unfair Advantage in the time left, moving on.

SESSION #55 - 12/08/2024 11:41 - 12:57

Desired Outcome:

- Objective: refining the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: came up with a great idea, executed with it really well, moving on.
-

SESSION #56 - 12/08/2024 13:57 - 15:15

Desired Outcome:

- Objective: do SEO for the website.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: done my part on the SEO, made some tweaks for the page's design, moving on.
-

SESSION #57 - 13/08/2024 13:36 - 14:55

Desired Outcome:

- Objective: look deeper into finding a new client.

Planned Tasks:

- Task 1: watch 'Get your first client today' again
- Task 2: write to at least 5 people for potential clients
- Task 3: take notes if needed

Post-session Reflection

- Notes: sent some messages to my friends, looking forward to their answers.

SESSION #58 - 14/08/2024 19:23 - 20:10

Desired Outcome:

- Objective: do research on clients in Lithuania and how to do a website in Wordpress

Planned Tasks:

- Task 1: analyze how much people are charging for the particular project
- Task 2: analyze what to write to be seen more
- Task 3: analyze how to make a website in Wordpress

Post-session Reflection

- Notes: making a website on Wordpress should be pretty easy, waiting for more info from my client, people charge about 200-500 on the website, depending on how professional it's made, got a lot of work to do to make it there, moving on.

SESSION #59 - 16/08/2024 15:04 - 16:01

Desired Outcome:

- Objective: send at least 10 outreach messages.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: Sent messages to 25 instead of 10, get caught up in my head 2 times, so +20 push-ups, no client yet, but moving on nonetheless.
-

SESSION #60 - 17/08/2024 13:30 - 14:27

Desired Outcome:

- Objective: continue client work

Planned Tasks:

- Task 1: send outreach message to at least 5 people
- Task 2: ask TRW experts for help if needed
- Task 3: take notes if necessary

Post-session Reflection

- Notes: Made 9 outreach messages instead of 5. Tips for the future: say that for now I need testimonials and practice, not money / get more personal with a person I'm reaching out to. MOVING ON!
-

SESSION #61 - 18/08/2024 16:14 - 17:06

Desired Outcome:

- Objective: do the sunday OODA LOOP as precisely as possible.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: done the ooda-loop and wrote what I'm grateful for today.
-

SESSION #62 - 19/08/2024 11:11 - 12:13

Desired Outcome:

- Objective: watch all of the Time Management content

Planned Tasks:

- Task 1: watch 3 videos on this module
- Task 2: take notes like a G
- Task 3

Post-session Reflection

- Notes:
 - Time Management 101: plan the next day before falling asleep - it helps your mind to not wander off, use "Eisenhower" matrix - identify, sort and schedule your tasks by importance, set a challenging time limit for your task to remove distractions and make deadlines for every project, always stay adaptable, make compelling goals, morning rituals are for brookies, devote every second I'm awake to do something productive, that moves me forward in life.
 - PUC #313: *Step 0* - have a clear objective / intention; *Step 1* - fix the environment to limit mental or visual distractions - get rid of things you don't need, do some push-ups, caffeinate, put the phone away out of your reach, use the bathroom if needed BEFORE the session; *Step 2* - work with music without words (piano, guitar, electronic, etc.), ease yourself into this couple of minutes before the session; *Step 3* - for 3 - 5 seconds image yourself dialed in, doing the work; *Step 4* - use timer (60 - 90 minutes); *Step 5* - reset after the work and dial in before doing another session.
 - The Golden Question: time's always flowing and it doesn't ever stop, it depends on you how you invest your time. Pour your time and energy into meaningful things. Multitasking is a myth - you can't focus your energy on more than 1 thing at once. "What can I do right now that will give me the greatest competitive advantage?"
 - Did 20 push-ups, because my mind wandered off 2 times.
-

SESSION #63 - 19/08/2024 20:03 - 21:26

Desired Outcome:

- Objective: analyze and demolish my outreach mistakes

Planned Tasks:

- Task 1: watch 'Top 5 Beginner Outreach Mistakes' call
- Task 2: take notes like a G
- Task 3: implement it in the real world

Post-session Reflection

- Notes:
- Do outreach even while doing projects for clients;
- The core of the offer is most important, not the little details;
- Become proficient with what you're doing - don't take a lazy loser path.
- No push-ups this time, stayed focused for 90 minutes, MOVING ON.

SESSION #64 - 20/08/2024 22:06 - 23:20

Desired Outcome:

- Objective: came up with at least 1 idea on how to help a business.

Planned Tasks:

- Task 1: watch "How to help a business" call
- Task 2: take notes
- Task 3: came up with ideas for tomorrow

Post-session Reflection

- Notes:
- Don't offer something that you want, offer something that they need
- Have a conversation with them first, then offer your solution for their problem
- Make a harsh review on your copy, especially if English isn't your first language, get uncomfortable - show it to family, friends, etc. Convince them to be honest with you

SESSION #65 - 21/08/2024 21:06 - 22:03

Desired Outcome:

- Objective: do top player analysis for my client and come up with a complete funnel

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes:

- Funnel for sunglasses and eyewear store:

1. Google My Business (GMB) Setup

- **Objective:** Establish an online presence and make it easy for local customers to find the store.
- **Steps:**
 - **Create a GMB Listing:** Ensure all business information is accurate, including hours, location, and contact details.
 - **Add Photos:** Upload high-quality images of the store, products, and any promotional materials.
 - **Encourage Reviews:** Ask existing customers to leave positive reviews, as this boosts local SEO and trust.

2. Social Media Presence

- **Objective:** Build a strong local presence and engage with the community.
- **Platforms:** Focus on Facebook and Instagram, which are ideal for local businesses and visually-oriented products like eyewear.
- **Steps:**
 - **Create Business Profiles:** Set up professional profiles on both platforms, ensuring all business details are filled out.
 - **Content Strategy:** Post regularly with high-quality images of products, promotions, customer testimonials, and behind-the-scenes content. (1. Content Collection: Regularly request your client to send photos of products, promotions, customer testimonials, and behind-the-scenes content. Provide guidelines for quality. 2. User-Generated Content (UGC): Encourage customers to share photos wearing the store's products, and repost these with permission. 3. Remote Photoshoots: Coordinate with a local photographer or guide the client on using their smartphone for quality images. 4. Stock Photos and Graphics: Use stock images for general posts and create custom graphics with tools like Canva. 5. Content Calendar and Scheduling: Plan posts in advance and use scheduling tools like Buffer or Hootsuite. 6. Regular Communication: Have weekly check-ins with your client to stay updated on promotions and ensure content aligns with

their needs. 7. Content Approval: Send drafts to your client for approval before posting to ensure alignment with their vision.)

- **Engagement:** Respond promptly to comments, messages, and reviews to build relationships with potential customers.

3. Simple Landing Page Creation

- **Objective:** Capture leads and provide basic business information without needing a full website.
- **Platforms:** Use tools like **Linktree**, **Carrd**, or a one-page website builder like **Wix** or **Squarespace**.
- **Steps:**
 - **Create a Landing Page:** Include essential details like store hours, location, contact information, and a brief description of the products offered.
 - **Lead Capture Form:** Add a simple form to collect email addresses in exchange for a discount code or special offer.
 - **Call-to-Action:** Include a clear CTA like “Visit Us In-Store” or “Sign Up for a 10% Discount.”

4. Leverage Local Online Directories

- **Objective:** Increase visibility in local search results and attract local customers.
- **Platforms:** Yelp, Yellow Pages, and other local business directories.
- **Steps:**
 - **Claim Listings:** Ensure the business is listed accurately on all relevant directories.
 - **Optimize Listings:** Add photos, business descriptions, and customer reviews to make the listings stand out.

5. Social Media Ads for Local Awareness

- **Objective:** Drive traffic to the store and collect leads through social media.
- **Platforms:** Facebook and Instagram.
- **Steps:**
 - **Run Local Ads:** Create targeted ads aimed at local audiences, promoting special offers or events.
 - **Promote the Landing Page:** Direct traffic from ads to the simple landing page to capture leads.

6. Build an Email List

- **Objective:** Begin building a customer database for future marketing efforts.
- **Steps:**

- **Use In-Store Sign-Up Forms:** Encourage customers to sign up for the mailing list during in-store visits, offering an incentive like a discount on their next purchase.
- **Promote Sign-Ups on Social Media:** Use social media posts and ads to drive email sign-ups, linking to your landing page.

7. Consider a Quick and Simple Website Build

- **Objective:** Gradually move towards a full-fledged website to support long-term growth.
 - **Platforms:** Wix, Squarespace, or Shopify.
 - **Steps:**
 - **Start Small:** Begin with a simple, affordable template that includes essential pages like Home, About, Contact, and a basic online store.
 - **Expand Over Time:** As the business grows, expand the website with additional features like a blog, detailed product pages, and integrated appointment booking.
 - **Top Player analysis links (Optikos pasaulis):**
 - <https://www.facebook.com/optikospasaulis> (Facebook) <https://www.optikospasaulis.lt/> (website)
 - Did the full funnel breakdown, will see how to improve it tomorrow. Also tomorrow I'll ask Chat GPT to do a full TP analysis of the FB page and the website of Optikos Pasaulis and other big competitors in Lithuania. MOVING ON!
-

SESSION #66 - 22/08/2024 10:50 - 12:21

Desired Outcome:

- Objective: do TPA and WWP for my client

Planned Tasks:

- Task 1: analyze Top Players' FB, IG pages, websites, etc.
- Task 2: use AI to do WWP
- Task 3: come up with a selected draft (this time a FB post)

Post-session Reflection

- Notes: didn't complete the draft, but wrote all of WWP and did 20 push-ups, moving on.
-

SESSION #67 - 23/08/2024 13:58 - 14:58

Desired Outcome:

- Objective: finish the whole WWP

Planned Tasks:

- Task 1: make a design on Canva
- Task 2: do a FB post draft
- Task 3: review the copy myself

Post-session Reflection

- Notes: finished the whole WWP, did the draft and design on Canva, was focused for the whole hour, so no push-ups for me, moving on.
-

SESSION #68 - 23/08/2024 16:40 - 17:38

Desired Outcome:

- Objective: get another FB post draft done

Planned Tasks:

- Task 1: get stuff done
- Task 2: send to some unbiased friend for review and also my client
- Task 3: make changes if necessary

Post-session Reflection

- Notes: done some good work and also 10 additional push-ups, moving on.
-

SESSION #69 - 24/08/2024 14:54 - 16:16

Desired Outcome:

- Objective: get 3rd FB post draft done.

Planned Tasks:

- Task 1: write a draft

- Task 2: send to a friend for review
- Task 3: make changes if necessary

Post-session Reflection

- Notes: done 2 posts, instead of 1, mind wandered off 1 time, so 10 push-ups immediately, made some adjustments my friend told me, but the whole idea is great, moving on.

SESSION #70 - 24/08/2024 16:57 - 18:06

Desired Outcome:

- Objective: get another FB post draft done and do some TP analysis.

Planned Tasks:

- Task 1: do the draft
- Task 2: send to client for review
- Task 3: analyze Vision Express and Optiroom

Post-session Reflection

- Notes:

- **TP analysis (Vision Express):**

- **Website**

1. User Experience (UX)

- **Navigation:**

- The website features a clear and straightforward navigation menu at the top, including options like "Akcijos" (Promotions), "Paslaugos" (Services), "Prekės" (Products), and "Optikos salonai" (Optical Salons). This makes it easy for users to find what they need.
- The search bar is prominently placed, allowing users to quickly find specific products or information.
- Dropdown menus are clean and offer a logical categorization of products and services.

- **Mobile Responsiveness:**

- The website appears to be mobile-friendly, with a responsive design that adjusts well to different screen sizes. This is critical as many users will access the site via mobile devices.

- **Load Time:**
 - The site loads quickly, which is crucial for retaining visitors. A fast load time helps reduce bounce rates and improves user satisfaction.

2. Design and Aesthetics

- **Visual Appeal:**
 - The site is visually appealing, with a clean, professional design that aligns with the brand's identity. The use of high-quality images, especially in showcasing products and services, is effective.
 - The color scheme is consistent with the Vision Express brand, using a lot of white space which makes the content easy to read and navigate.
- **Branding:**
 - The branding is consistent throughout the site, with the Vision Express logo and color scheme being prominently used.
 - The website effectively conveys the brand's positioning as a trusted provider of optical services and eyewear.

3. Content and Messaging

- **Product Descriptions:**
 - The product descriptions are detailed and provide users with essential information, such as features, pricing, and availability. However, including more information about the benefits of the products or customer reviews could enhance the appeal.
- **Service Descriptions:**
 - Services like eye exams, contact lens fittings, and others are well-described. The descriptions are clear and to the point, making it easy for potential customers to understand what they can expect.
- **Calls to Action (CTAs):**
 - The CTAs are clear and strategically placed. Buttons like "Pirkti" (Buy) and "Registruotis" (Register) stand out, encouraging users to take action.
 - However, some CTAs could be more engaging. For instance, using more action-oriented language like "Explore Our Collection" or "Book Your Exam Now" might increase click-through rates.

4. Marketing and Conversion Strategy

- **Promotions:**
 - The website prominently features ongoing promotions and discounts, which are effective in attracting attention and driving sales. The "Akcijos" section is easy to find and navigate.
- **Lead Generation:**

- The site includes a newsletter sign-up option, which is good for capturing leads. However, offering an incentive, such as a discount for signing up, could increase the number of subscribers.
- **Social Proof:**
 - The website could benefit from more social proof, such as customer testimonials or reviews. This would help build trust and credibility, especially for first-time visitors.

5. SEO and Content

- **SEO Friendliness:**
 - The website appears to be well-optimized for search engines, with clear headings, alt text for images, and keyword-rich content. However, adding more blog content or articles related to eye health and eyewear trends could improve SEO further.
- **Content Strategy:**
 - The content is professional and informative, but there's room to expand on educational content, such as tips on choosing the right eyewear, eye health articles, or how-to guides.

6. Overall Functionality

- **E-commerce Features:**
 - The e-commerce functionality is robust, with easy-to-use product pages and a smooth checkout process. Payment options are clearly presented, and the shopping cart is easy to manage.
- **Contact and Support:**
 - Contact information is readily available, and the site offers multiple ways to get in touch, including phone numbers, email, and a contact form. There is also a map feature to find nearby stores, which is helpful for customers.

7. Competitor Comparison

- **Positioning:**
 - Compared to other optical websites, Vision Express has a solid and professional presence. However, integrating more interactive features, such as a virtual try-on tool, could give it an edge over competitors.
- **Differentiation:**
 - While the website is strong, it could differentiate itself further by emphasizing unique selling propositions, such as specialized services, exclusive product lines, or exceptional customer service stories.

8. Recommendations

- **Enhance Social Proof:** Add customer testimonials, reviews, or case studies to build trust.
- **Expand Educational Content:** Develop a blog or content section dedicated to eye health, product care, and fashion trends related to eyewear.
- **Improve CTA Language:** Use more engaging and action-oriented language in calls to action.
- **Incentivize Newsletter Sign-ups:** Offer a discount or special offer for users who sign up for the newsletter.
- **Add Interactive Features:** Consider adding a virtual try-on feature or an interactive quiz to help users select the best eyewear for their needs.

- **FB page:**

1. Content Strategy

- **Post Frequency:**
 - The page appears to have a consistent posting schedule, which is important for maintaining audience engagement. Regular posts keep the brand top-of-mind for followers.
- **Types of Content:**
 - The page features a mix of content types, including promotional posts, product highlights, customer testimonials, and educational content. This variety helps cater to different audience needs and interests.
 - **Promotions:** Posts about ongoing discounts and special offers are prominent. These are effective for driving immediate sales and attracting attention.
 - **Product Highlights:** There are posts showcasing specific eyewear products, which help to inform customers about the latest collections and trends.
 - **Educational Content:** Some posts provide tips on eye health and the benefits of regular eye exams, which add value to the audience and position Vision Express as a knowledgeable and trusted source.

2. Visual Content

- **Image Quality:**
 - The images used in posts are high-quality and professionally done, which enhances the brand's image and credibility. Clear, visually appealing images are crucial for catching users' attention as they scroll through their feeds.
- **Video Content:**
 - There are some video posts, which are engaging and help convey more detailed information about products and services. Video content is particularly effective on social media for increasing engagement.
- **Use of Graphics:**

- The page uses graphics and text overlays effectively to highlight key messages, such as discounts or product features. This makes the posts more informative and easier for users to digest quickly.

3. Engagement

- **Likes, Comments, and Shares:**

- The page has a decent level of engagement, with posts receiving likes, comments, and shares. However, the engagement rate could be improved by encouraging more interaction through questions, polls, or contests.

- **Response to Comments:**

- Vision Express Optika appears to respond to comments, which is important for customer relationship management. Quick and thoughtful responses help build trust and encourage more interaction.

- **User-Generated Content:**

- There's an opportunity to increase engagement by featuring more user-generated content, such as photos of customers wearing their new glasses or testimonials. This not only boosts interaction but also serves as social proof.

4. Branding and Messaging

- **Consistency:**

- The branding across posts is consistent, with the use of Vision Express's logo, color scheme, and messaging. Consistency in branding reinforces the brand identity and makes the content easily recognizable.

- **Tone and Voice:**

- The tone of the posts is professional yet approachable, which is appropriate for the target audience. The messaging balances promoting products with providing helpful information, which can help in building long-term customer relationships.

- **Call-to-Action (CTA):**

- The posts often include clear CTAs, encouraging users to visit the store, book an appointment, or take advantage of special offers. Effective CTAs are critical for driving conversions from social media.

5. Audience Targeting

- **Local Focus:**

- The page appears to focus on a local audience, which is appropriate for a business that likely relies on nearby customers for in-store visits. Posts often mention store locations and encourage local visits.

- **Demographic Appeal:**

- The content is tailored to a broad demographic, from younger, fashion-conscious consumers to older individuals concerned about eye health. This wide appeal is effective for reaching different segments of the target market.

6. Competitor Comparison

- **Differentiation:**
 - Compared to other optical brands, Vision Express Optika's Facebook page is strong in terms of visual content and promotions. However, it could further differentiate itself by highlighting unique selling propositions, such as exclusive services or specific customer success stories.
- **Interactive Features:**
 - The page could incorporate more interactive features, such as polls or quizzes, to engage the audience more actively. For example, a quiz to help users determine the best type of eyewear for their face shape could be both fun and informative.

7. Areas for Improvement

- **Increase Engagement:**
 - While the page has a good level of engagement, there's potential to boost this further. Encouraging more user interaction through contests, user-generated content, or interactive posts could increase visibility and engagement.
- **Expand Educational Content:**
 - Although there is some educational content, increasing the frequency of these posts could help position Vision Express as a thought leader in eye care. Regular posts about eye health, vision care tips, or the latest trends in eyewear could attract more followers who are interested in these topics.
- **Leverage Stories and Reels:**
 - Utilizing Facebook Stories and Reels could help reach a broader audience, especially younger users. These features are great for sharing behind-the-scenes content, quick tips, or flash promotions.
- **Highlight Customer Success Stories:**
 - Featuring more testimonials, case studies, or before-and-after photos could provide compelling social proof and increase trust among potential customers.

8. Recommendations

- **Run Contests or Giveaways:** Engage the audience with contests or giveaways that encourage them to share their experiences or tag friends. This can increase visibility and attract new followers.
- **Feature More User-Generated Content:** Encourage customers to share photos of themselves wearing Vision Express products, which can then be featured on the page. This not only builds community but also acts as authentic advertising.
- **Use More Video Content:** Continue to expand the use of videos, particularly short, engaging clips that can be shared widely. Videos are highly effective in grabbing attention and conveying information quickly.

- IG account

1. Visual Content

- **Aesthetic and Theme:**
 - The Instagram account has a cohesive and professional visual theme. The feed displays a consistent color palette and high-quality images, which is important for maintaining a strong brand identity on a visually-driven platform like Instagram.
 - There is a good balance between product shots, promotional content, and lifestyle images, which keeps the feed diverse and interesting.
- **Product Showcases:**
 - Many posts effectively highlight specific eyewear products, with clear images that showcase the frames' design and style. These product shots are visually appealing and well-composed, making the products look desirable.
 - The posts often include close-ups that allow followers to see the details of the products, which is effective in driving interest and potential sales.
- **Lifestyle Imagery:**
 - The account incorporates lifestyle imagery that shows people wearing the products in everyday settings. This helps potential customers visualize how the eyewear will look in real life, which can be more persuasive than product-only images.
 - Including diverse models in these lifestyle shots can help appeal to a broader audience and make the brand more relatable.

2. Engagement

- **Likes and Comments:**
 - The account has a decent level of engagement, with posts receiving a moderate number of likes. However, comments are less frequent, which might suggest that while the content is being appreciated, it's not prompting as much interaction.
 - Increasing engagement through more interactive content, such as questions in captions or posts that invite followers to share their opinions, could help boost the comment activity.
- **Use of Hashtags:**
 - The account uses relevant hashtags like #EyeWear, #Fashion, and #Optika, which helps in reaching a broader audience. However, there could be a greater variety of hashtags, including more niche or localized tags, to improve discoverability.
 - Experimenting with trending or seasonal hashtags could also increase the reach and engagement of posts.
- **Instagram Stories:**
 - Stories are used effectively to share promotions, behind-the-scenes content, and quick updates. Stories are an excellent way to keep followers engaged between posts and can be used to highlight time-sensitive information like flash sales.

- Regularly saving Stories to Highlights (such as Promotions, New Arrivals, or Testimonials) can make important content easily accessible and prolong the visibility of key messages.

3. Branding and Messaging

- **Consistency:**
 - The branding on the Instagram account is consistent with the Vision Express Optika identity, using the same color schemes, logos, and messaging found on other platforms. This consistency helps reinforce brand recognition.
 - The tone of voice is professional but also approachable, which is suitable for a brand that combines health services with fashion.
- **Call-to-Action (CTA):**
 - CTAs are present in many posts, encouraging followers to visit the store, explore new collections, or book an eye exam. While effective, some posts could benefit from more creative or engaging CTAs to encourage interaction, such as asking followers to tag friends or share their experiences.

4. Content Strategy

- **Content Variety:**
 - The account features a variety of content, including product highlights, customer testimonials, and educational posts about eye care. This variety keeps the content fresh and engaging for different segments of the audience.
 - More user-generated content could be incorporated to build community and increase engagement. For example, sharing photos of customers wearing Vision Express Optika products could create a more personal connection with the audience.
- **Educational Posts:**
 - The inclusion of educational content about eye health is a strong point. These posts position Vision Express as a knowledgeable and trustworthy brand. However, these could be made more engaging by using infographics or short video clips.
 - Regularly posting tips or facts about eye health could attract followers who are interested in more than just fashion, thus broadening the account's appeal.

5. Audience Targeting

- **Demographics:**
 - The content appears to target a broad audience, including both fashion-conscious individuals and those primarily concerned with eye health. This broad targeting is beneficial, but the brand could consider more segmented campaigns to target specific groups, such as younger audiences, families, or seniors.

- **Localized Content:**
 - While the account effectively promotes the brand's products and services, incorporating more localized content could enhance its appeal to the specific markets where Vision Express Optika operates. For instance, posts that highlight local events or community involvement could increase relevance and engagement.

6. Competitor Comparison

- **Positioning:**
 - Compared to competitors, Vision Express Optika's Instagram is visually strong and consistent, but it could differentiate itself further by leveraging more interactive and user-generated content. Engaging the audience in creative ways, like Instagram contests or collaborations with local influencers, could give it an edge.
- **Use of Video:**
 - The account uses images effectively, but increasing the use of video content, particularly Reels, could boost engagement. Reels are currently favored by Instagram's algorithm and offer a way to reach a broader audience with dynamic, engaging content.

7. Recommendations

- **Increase Use of Reels and IGTV:** Short videos or Reels showcasing product features, styling tips, or behind-the-scenes content could increase engagement. These formats are particularly popular on Instagram and could help the account reach new audiences.
- **Interactive Posts:** Create more posts that encourage follower interaction, such as polls, questions, or caption contests. This could boost engagement and foster a stronger sense of community.
- **Highlight User-Generated Content:** Encourage customers to share photos of themselves wearing Vision Express products with a specific hashtag, then feature these on the account. This not only builds community but also acts as authentic advertising.
- **Story Highlights:** Expand and organize Story Highlights to cover more topics, such as different product lines, customer testimonials, eye care tips, and promotions. This can help keep important content accessible for longer periods.
- **Leverage Influencer Collaborations:** Partnering with local influencers or micro-influencers could help reach a wider audience, especially among younger demographics.

8. Overall Impression

- **Strengths:**
 - Strong visual branding and professional imagery.
 - Consistent posting schedule and varied content types.

- Effective use of Stories for engagement.
 - **Opportunities:**
 - Increase engagement through interactive content and more personalized user interaction.
 - Expand the use of video content, particularly Reels, to enhance visibility.
 - Focus more on localized and user-generated content to build a stronger community presence.
 - Done some great work, did the copy, made some adjustments, did full TP analysis of Vision Express and 10 push-ups in between, moving on.
-

SESSION #71 - 25/08/2024 16:40 - 17:32

Desired Outcome:

- Objective: get the Sunday OODA-LOOP done

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: got the OODA LOOP done, made a new doc for all of them moving forward, did 10 additional push-ups, moving on to the next week.
-

SESSION #72 - 26/08/2024 09:57 - 10:58

Desired Outcome:

- Objective: do the full TP analysis of a few prospering companies for the new client (a solar energy company) before the sales call.

Planned Tasks:

- Task 1
- Task 2

- Task 3

Post-session Reflection

- Notes:

- TP analysis (Energija24):

Website Overview

Energija24 is a well-established solar energy company in Lithuania, specializing in the installation of solar power systems for homes, businesses, and other properties. Their website is comprehensive, offering detailed information about various solar solutions, including solar modules, energy storage options, and electric vehicle charging stations. The website is user-friendly, with features like a solar calculator to estimate installation costs and energy savings, which enhances the customer experience.

The content on the site is regularly updated, reflecting the company's active engagement in promoting solar energy solutions. They provide in-depth articles about their products and services, and the website includes technical details that cater to both novice and experienced users in the solar energy market.

Social Media Presence

Energija24's social media presence appears to be minimal. While the company has some level of visibility on platforms like Facebook and LinkedIn, their activity is not as prominent as it could be. The absence of direct social media links on their website suggests that their engagement with these platforms may be limited. This could be an area of improvement, as a more active and integrated social media strategy would help boost brand awareness and customer engagement.

Key Recommendations:

1. **Expand Social Media Activity:** Energija24 could benefit from increasing their activity on social media platforms like Facebook, Instagram, and LinkedIn. Regular posts featuring customer testimonials, project showcases, and industry news could attract more followers and engage a broader audience.
2. **Integrate Social Media on the Website:** Adding direct links to their social media profiles on the homepage or in the footer of their website would make it easier for customers to connect with the company and stay updated on their latest offerings.
3. **Content Marketing:** Continue expanding their content marketing efforts by sharing success stories, case studies, and educational content about solar energy benefits. This could also involve leveraging video content to demonstrate installations and explain technical aspects in a more engaging way.

By improving their social media presence and continuing to provide valuable content, Energija24 can strengthen their position as a leading player in Lithuania's solar energy market.

- **TP analysis (Veesla):**

Website Overview

Veesla is a company focused on providing energy-efficient heating and cooling solutions, with a strong emphasis on sustainability. Their website (<https://veesla.lt/>) is professionally designed, offering detailed information about their product range, which includes air conditioners, heat pumps, and ventilation systems. The site is well-organized, with clear navigation that makes it easy for visitors to find information about specific products and services.

The website highlights the company's commitment to quality and customer satisfaction, but there is room for improvement in terms of engaging content and customer interaction tools. For example, adding more interactive features like a product comparison tool or customer testimonials could enhance the user experience.

Social Media Presence

Veesla's social media presence appears to be minimal and could benefit from increased activity. The website does not prominently feature links to social media platforms such as Facebook, Instagram, or LinkedIn, which suggests that their engagement on these platforms may be limited.

Key Recommendations:

1. **Enhance Social Media Activity:** To increase brand visibility, Veesla should focus on developing a more robust social media strategy. This could include regular updates on platforms like Facebook, Instagram, and LinkedIn, featuring content such as product showcases, energy-saving tips, and customer success stories.
2. **Integrate Social Media Links:** Adding visible social media links on the website can help connect with a broader audience and make it easier for customers to stay updated on Veesla's latest offerings.
3. **Content Marketing:** Veesla should consider expanding their content marketing efforts by adding blogs, how-to guides, and video tutorials on their website. This would not only improve SEO but also provide more value to their customers.
4. **Customer Engagement Tools:** Implementing features like live chat support, a detailed FAQ section, and more interactive elements could greatly improve the customer experience on the website.

By enhancing their social media presence and continuing to refine their content and customer engagement strategies, Veesla can strengthen its market position and better connect with its target audience.

- TP analysis (Energia Futura):

Website Overview

Energia Futura specializes in providing solar energy solutions, including the design, sale, and installation of solar power systems. The company emphasizes innovation by utilizing 3D visualization and drone technology for precise project planning. The website is well-organized, offering detailed information about their services and highlighting their focus on sustainable energy. However, it could benefit from more interactive features like customer testimonials or project case studies to enhance user engagement.

Social Media Presence

Energia Futura has a limited social media presence, with profiles on platforms like LinkedIn and Facebook. However, their activity on these platforms appears to be minimal, which might limit their reach and engagement with potential customers. There's an opportunity to increase visibility by posting regular updates, showcasing completed projects, and engaging with followers more actively.

Key Recommendations:

1. **Enhance Social Media Activity:** Increase regular posting on LinkedIn and Facebook with content such as project showcases, industry news, and customer feedback.
2. **Integrate Social Media with the Website:** Adding visible social media links on the website can encourage visitors to follow and engage with the company online.
3. **Content Marketing:** Continue developing content that educates potential customers about the benefits of solar energy and the innovative approaches used by Energia Futura.

These steps can help Energia Futura improve its online presence and better connect with its target audience.

- LDC Index notes for the full WWP walkthrough:

- It has to be for them (customers), not for you;
- You have to empathize with your avatar - feel what they feel and think what they think.
- Did a lot of work, got the full TP analysis done for 3 major solar energy companies in Lithuania, did 10 push-ups for not focusing 1 time, I need to become that person I do all of the work to - try to be in someone's shoes, MOVING ON.

SESSION #73 - 26/08/2024 21:01 - 22:16

Desired Outcome:

- Objective: get at least 1 FB ad draft done.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: got 1 FB ad draft done, didn't go as planned, but the objective was completed regardless of that, moving on.
-

SESSION #74 - 27/08/2024 18:34 - 19:37

Desired Outcome:

- Objective: get Google My Business done for the eyewear store.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes: didn't go as planned, waiting for verification, moving on.
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SESSION #75 - 27/08/2024 21:06 - 22:03

Desired Outcome:

- Objective: get more insights on DMing clients

Planned Tasks:

- Task 1: watch "Mastering Effective Outreach"

- Task 2: try to implement it if possible
- Task 3

Post-session Reflection

- Notes:
 - Example 1: Specific compliment with a question that leads to your service
 - Example 2: Custom line to catch their attention, problem or social proof, benefits, CTA to a call
 - Example 3: Create a short video explaining how you found them, how you can help them, CTA to a call
 - Example 4: Offer to work for free or cheap for a testimonial, overdeliver before asking for a testimonial
 - Example 5: Mention results you've made for other clients and let them know what you're up to
 - Example 6: Ask a specific question about something on their profile
 - Example 7: Create a short loom video reviewing their business
 - Action steps:
 - Select a DM style and write a great DM
 - Additional tips from Mantas:
 - Ask for payment at least after 2 weeks of work;
 - Go for 150/300 euros at first;
 - Try sending voice messages to family members;
 - Give local businesses a try.
 - MOVING ON.
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