

# Cause & Effect

1. Pick one goal that your ideal version of yourself is going to achieve in 3-6 months from now.

- \$1k retainer
- Identify as many of the cause and effect chains that will lead to the desired result.
- Identify any potential "unknowns" or assumptions in your understanding of the cause effect chains

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- And if I search for business within that niche that maybe has 5k - 10k followers on Facebook and Instagram with little to no engagement on their posts or have product reviews on their website
  - And if I do research on TOP Players within that niche with a huge following, tones of comments and like on their posts, and hundreds of product reviews
  - And If I analyse these top players marketing strategy and how they are selling their products
  - And if I gather research on this 5k - 10k followers business to create a Avatar
  - And if I create a Free Value that speaks to their Ideal avatar using(sales page, funnel,...) for this business for their high ticket product
  - And if I write a compelling vivid semi-detailed warm outreach about the Top player insights I can offer
  - And if I send it to this 5k - 10k followers business with the Free Value to de-risk the offer
  - And if they contact me and tell me they got results
  - And if I tell them I got another idea to increase their high ticket product's conversion rate
  - And if they are intrigued and want to know more
  - And if I get them to agree to a sale call to learn more

- And If they like my idea and agree to the idea on the sales call
  - And if I get them to agree to a 10% commission, only If I achieve 10 thousand in revenue
  - And if they accept my proposal
  - And if I create the (SEO, compelling social media posts, funnel, landing page) needed to achieve the given results using the Top Players marketing strategies, my copywriting skills
  - And if the copy I created(SEO, compelling social media posts, funnel, landing page) goes well
  - And if they tell me they've successfully achieved 10 thousand in revenue
  - And if I tell them I got another idea to increase conversion rate for their mid ticket products
  - And if they are interested and want to test my idea again
  - Then they will pay me 10% commission (\$1000) and keep me as a retainer
  - Because now the 10% loss is worth the money they'll be earning
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#### UNKNOWNNS

- How to test my idea to see if it works
- The businesses problems and roadblocks
- Is what i'm offering what they really desire

#### Assumptions

- The TOP Players strategy might work
- (SEO, compelling social media posts, funnel, landing page) could be a good solution
- That they will keep my as a retainer