ULTIMATE TRW RESOURCE HUB

THIS DOC IS NO LONGER IN USE...

Use this instead:

THE TRW LIBRARY SHELF

First book launched.

STILL UNDER CONSTRUCTION ☝️

Description:
Do you feel like you are stuck in a rut with client projects or outreach, and you can't seem to find the NEXT BEST MOVE?

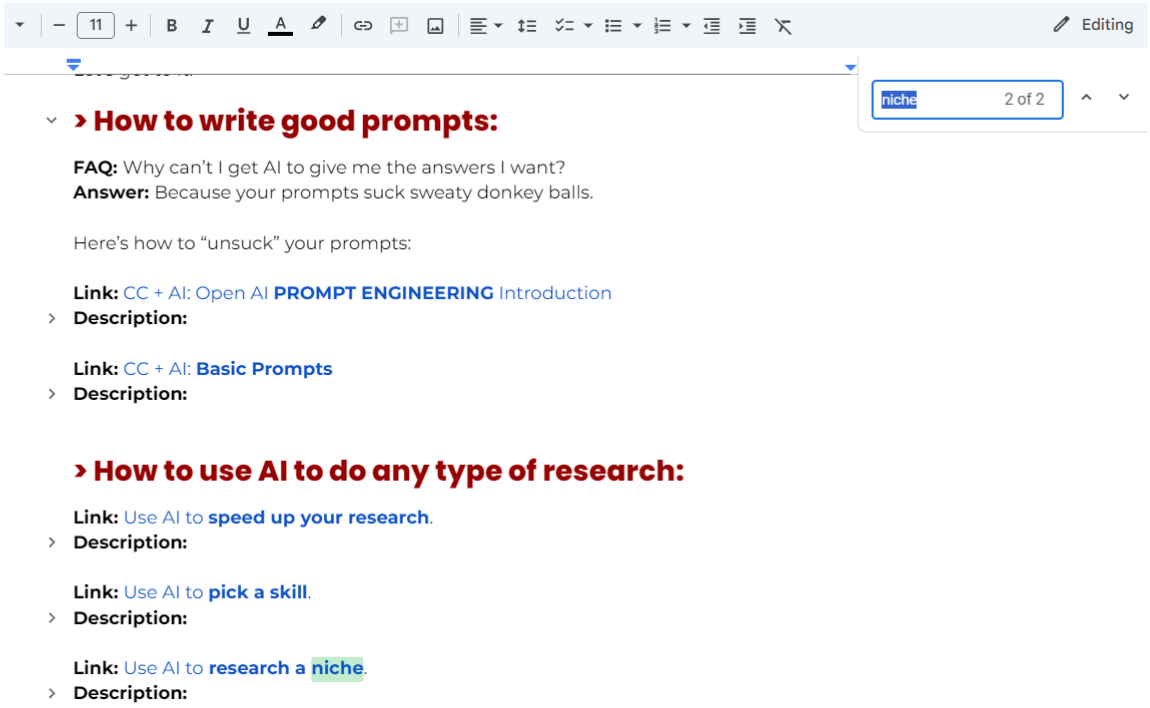
"If only Professor talked about this in the ***Courses*** *section..."*

Good news for you then, because most often than not, there IS a lesson on even the most nitty gritty of tasks you are doing.

It's just that you haven't explored the WHOLE of TRW.
Luckily I did, so that you don't need to.

In this doc, I've made it **SUPER** easy for you to find these pearls of wisdom — a lot of which are taken from other campuses + the internet.

Just hit CTRL + F (CMD + F) and type the topic you need help with.



Brothers, we are perspicacious.
So let's use ALL of the resources we have at hand in this battle against EVIL.

COPY CAMPUS BULLRUN IS COMING. WAGMI🔥

BRAND NEW? WATCH THESE 👇

<includes all the beginner lessons>

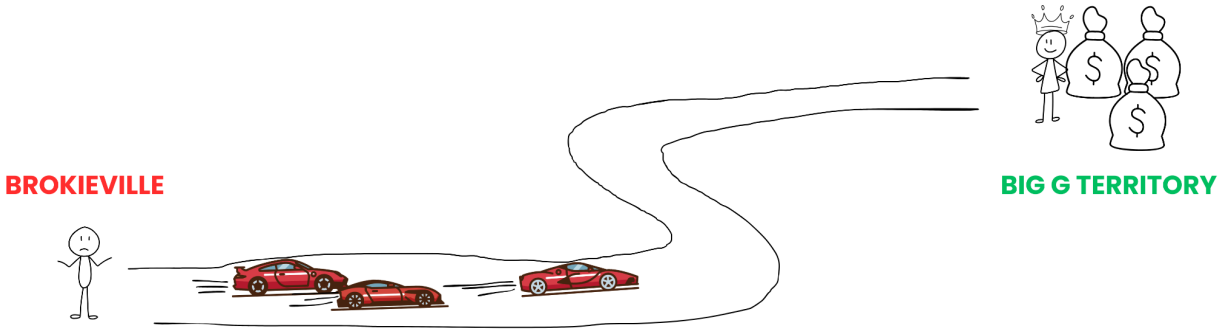
LEARN THE BASICS OF MARKETING:

The only way to get value in the (actual) real world is...

... by providing even more value.

WHAT IS MARKETING?

LAND CLIENTS - OUTREACH:



You can't leave Brokieville to **BIG G TERRITORY** without a vehicle (client).
So let's get you a Ferrari.

GET YOUR FIRST CLIENT IN 24 - 72 HR:

Link: **GET YOUR FIRST CLIENT TODAY.**
Description:

Now for all the new G's in the copy campus, let's skip the Ferrari on day one, and start with a Porsche.

Should give you the **training**, **experience** and **credibility** to drive the faster cars, i.e. work with the bigger clients.

SOLVE WARM OUTREACH OBSTACLES:

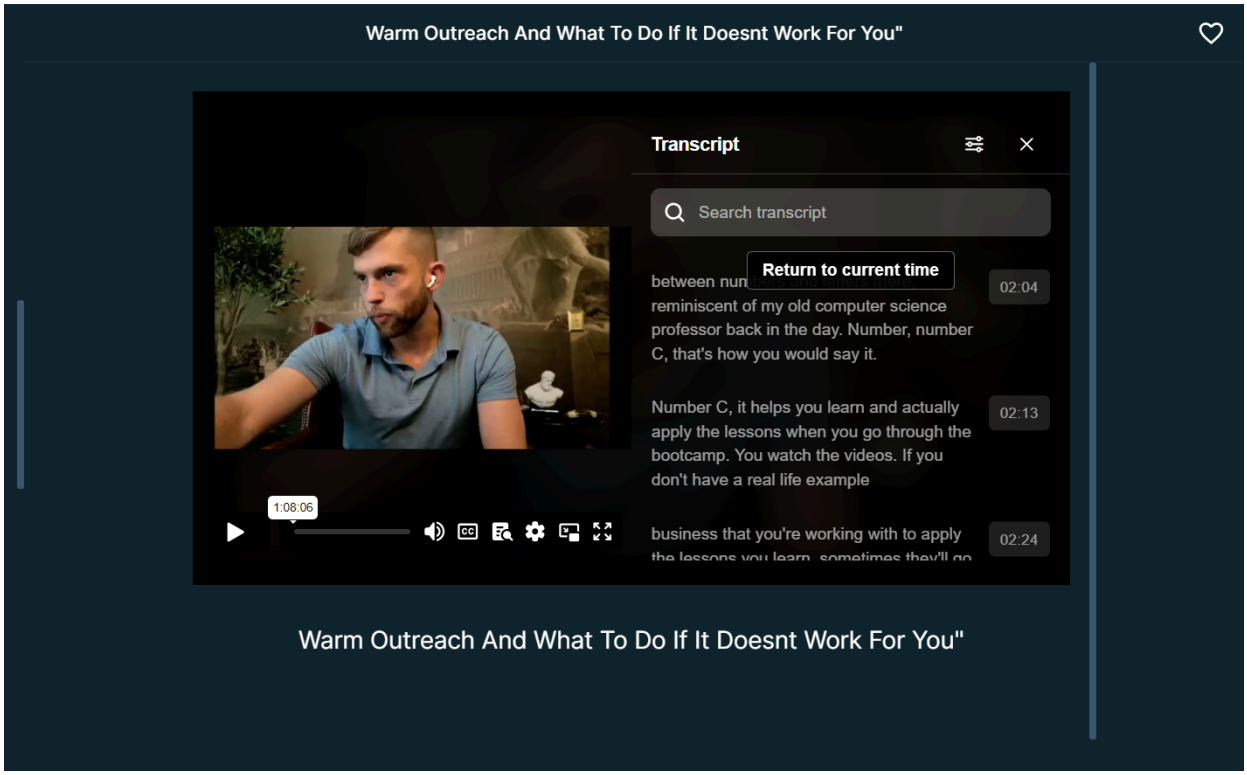
Link: **What to do if you don't know anybody with a business.**
Description:

Here's what to do if you "don't know anyone with a business" when doing your warm outreach.

Link: **What to do if warm outreach doesn't work for you.**
Description:
ALL warm outreach obstacles demolished by Prof. Andrew.

If you have reached a roadblock... ANY.
Professor Andrew has addressed it in this video.

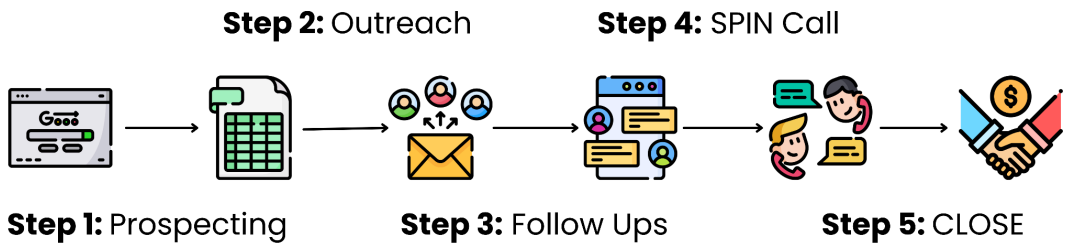
Just search for the clip you need by searching in the TRANSCRIPT section:



ADVANCED CLIENT ACQUISITION:

TIME TO HAMMER THE PHONE.

This is the whole process for outreach:



OUTDATED...

THIS DOC WILL SELF DESTRUCT WITHIN 48 HOURS.

And here are resources from ALL of TRW to help you with each step.

STEP 1: Prospecting.

What prospecting is 🔽
Prospecting is *finding the details of a business* you want to work with:

- Contact information,
- Business name,
- Owner's details,
- Their socials + website.

So for prospecting, all you really need is:

- A spreadsheet.
- Google maps + social media.

The businesses are not hiding themselves because they want to be...
... **seen**.

So here's ALL the videos from TRW about prospecting methods.

If you have never done this before, you should have a spreadsheet in 30 minutes + have 25 - 50 prospects in 1 hour.

Niche Selection:

Description:
First step, because we'll be analysing the business before sending them an outreach, we need to find a niche.

This helps us:

1. Keep organised,
2. Research one industry at a time — which saves us time.
3. Become more of **an expert** in the marketing for that niche.

Better understanding of who the local top player is + how the industry functions = More effective outreach.

BIAB Niche Selection:

IF THE LESSONS ARE LOCKED — UNLOCK HERE

LINK: Who Are We Selling To?
Description:

Arno teaches you the basics of niche selection.

- What it means to *niche* down.
- Why even do it?
- Basic mistakes to avoid when choosing a niche.

LINK: Niche Selection 2
Description:

Arno teaches you the basics of niche selection.

- Arno's real estate story - how he found a goldmine.
- What makes a good niche - Pt 1.

LINK: **Niche Selection 3**
Description:

Arno teaches you the basics of niche selection.

- What makes a good niche - Pt 2.
- List of questions to ask to find if a niche is good.

SMCA Niche Selection:

LINK: **How To Research A Niche**
Description:

3 Videos.
Dylan talks about how to select the right niche for your services.

LINK: **How to use AI to find the right niche**
Description:

4 Videos.
Dylan talks about how to use AI to find the right niche for you.

LINK: **How to use AI to find sub niches after you have delivered results in ONE niche already.**
Description:

1 Video.
Dylan talks about how to use AI to find sub niches to your current niche.

LINK: **NICHE SELECTION HACK.**
Description:

AMA Gold.
Niche selection hack from Moneybag Madden.

LINK: **Use AI to research a niche.**
Description:

The real way to DOMINATE a niche is by knowing the niche inside out.

Usually it would take hours of immersion in that niche and the market.

However, you can SUPER LIGHTNING SPEED halfway there by using a AI.

You need to be able to talk the LINGO of the business people you'll be outreaching to.

Plumbers have certain struggles and desires in common.
If you find that out — you will become MAGNETIC to plumbers.

Why?
Because they will think "Ahh, this guy UNDERSTANDS me..."

And this is what sets you apart from the rest of the people outreaching to them.

MBM goes over EVERYTHING you need to know about speaking their lingo in this series of videos.

LINK: Niche List
Description:
A whole niche list to select from made by Money Bag Madden himself.
Handpicked so that you do not have too.

CC+AI Niche Selection:

LINK: What is a niche?
Description:

The Pope gets clear on what a niche ACTUALLY is.
If you have confusions on this term — niche — this should get you up to speed.

LINK: How to pick a niche?
Description:

The Pope talks about how to pick a niche.

Includes questions to ask yourself to qualify the best niches for you.

LINK: **What does a BAD niche look like?**
Description:

Everyone talks about how a **GOOD** niche looks like...
But what does a **BAD** niche look like?

Find out in the video above.

Prospecting:

First, let's get you a spreadsheet to track all the outreaches you will be doing.

Just take one that you find suits you best from below.
Should not dwell on this for more than 30 minutes:

NAJAM'S RESOURCES:

Link: **How to Efficiently Create Leads for Calls**
Spreadsheet Template Link: Sales Blitz Leads Template
Description:

Najam shows you how to create + fill up your spreadsheet as efficiently as possible.
Remember, Rule No 1 of HU is...

SPEED.

Link: **How To Actually USE The Spreadsheet**
Description:

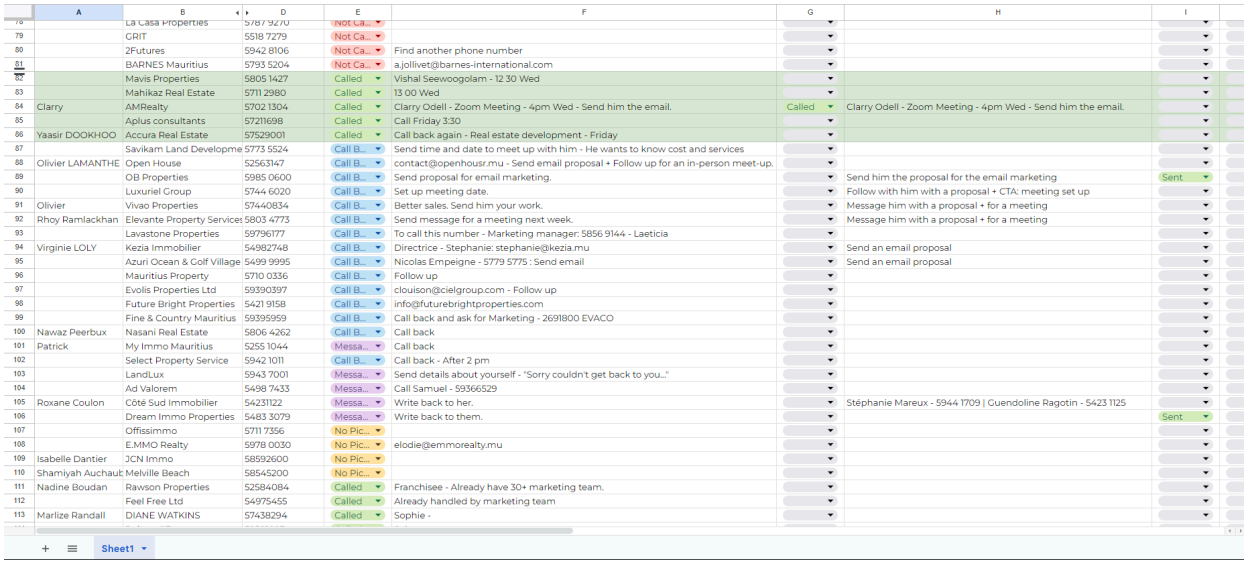
The spreadsheet is basically a bare bones CRM.
This video shows you how to track the **OUTCOMES** of a call easily with only a spreadsheet.

Many times you might find yourself forgetting what even happened on the call or not.
With Najam's system, you won't have to deal with that.

Now it's time to fill up that spreadsheet — your HITLIST.

XIAOPING'S RESOURCES:

Spreadsheet Template Link: CRM Spreadsheet



	A	B	D	E	F	G	H	I
78		La Casa Properties	5787 9270	Not Ca...				
79		GRIT	5518 7279	Not Ca...				
80		2Futures	5942 8106	Not Ca...	Find another phone number			
81		BARNES Mauritius	5793 5204	Not Ca...	a.jolliviet@barnes-international.com			
82		Mavis Properties	5805 1427	Called	Vishal Seewoogolam - 12 30 Wed			
83		Mahikaz Real Estate	5711 2980	Called	13 00 Wed			
84	Clarry	AMRealty	5702 1304	Called	Clarry Odell - Zoom Meeting - 4pm Wed - Send him the email.	Called	Clarry Odell - Zoom Meeting - 4pm Wed - Send him the email.	
85		Aplus consultants	57211698	Called	Call Friday 3:30			
86	Yaasir DOOKHOO	Accura Real Estate	57529001	Called	Call back again - Real estate development - Friday			
87		Savikam Land Developme	5773 5524	Call B...	Send time and date to meet up with him - He wants to know cost and services			
88	Olivier LAMANTHE	Open House	52563147	Call B...	contact@openhousr.mu - Send email proposal + Follow up for an in-person meet-up.			
89		OB Properties	5985 0600	Call B...	Send proposal for email marketing.		Send him the proposal for the email marketing	Sent
90		Luxuriel Group	5744 6020	Call B...	Set up meeting date.		Follow with him with a proposal + CTA: meeting set up	
91	Olivier	Vivao Properties	57440834	Call B...	Better sales. Send him your work.		Message him with a proposal + for a meeting	
92	Rhoy Ramlackhan	Elevante Property Services	5803 4773	Call B...	Send message for a meeting next week.		Message him with a proposal + for a meeting	
93		Lavastone Properties	59796177	Call B...	To call this number - Marketing manager: 5856 9144 - Laeticia			
94	Virginie LOLY	Kezia Immobilier	54982748	Call B...	Directrice - Stephanie: stephanie@kezia.mu		Send an email proposal	
95		Azuri Ocean & Golf Village	5499 9995	Call B...	Nicolas Empeigne - 5779 5775 : Send email		Send an email proposal	
96		Mauritius Property	5710 0336	Call B...	Follow up			
97		Evolis Properties Ltd	59390397	Call B...	clouison@cielgroup.com - Follow up			
98		Future Bright Properties	5421 9158	Call B...	info@futurebrightproperties.com			
99		Fine & Country Mauritius	59395959	Call B...	Call back and ask for Marketing - 2691800 EVACO			
100	Nawaz Peerbux	Nasani Real Estate	5806 4262	Call B...	Call back			
101	Patrick	My Immo Mauritius	5255 1044	Messa...	Call back			
102		Select Property Service	5942 1011	Call B...	Call back - After 2 pm			
103		LandLux	5943 7001	Messa...	Send details about yourself - "Sorry couldn't get back to you..."			
104		Ad Valorem	5498 7433	Messa...	Call Samuel - 59366529			
105	Roxane Coulon	Côté Sud Immobilier	54231122	Messa...	Write back to her.		Stéphanie Mareux - 5944 1709 | Cuendoline Ragotin - 5423 1125	
106		Dream Immo Properties	5483 3079	Messa...	Write back to them.			Sent
107		Offissimmo	5711 7356	No Pic...				
108		E.MMO Realty	5978 0030	No Pic...	elodie@emmorealty.mu			
109	Isabelle Dantier	JCN Immo	58592600	No Pic...				
110	Shamiyah Auchaub	Melville Beach	58545200	No Pic...				
111	Nadine Boudan	Rawson Properties	52584084	Called	Franchisee - Already have 30+ marketing team.			
112		Feel Free Ltd	54975455	Called	Already handled by marketing team			
113	Marlize Randall	DIANE WATKINS	57438294	Called	Sophie -			

Sheet1

🚧UNDER CONSTRUCTION🚧

AI- KIDO:

Description:
AI is really good at doing boring, time-consuming tasks FASTER than you can manually.

- Basic research,
- Writing first drafts,
- Creative brainstorming,

- Generating ideas,
- SWOT analysis,
+ Much much more...

Basically Google search on STEROIDS.

And like an assistant who you ask to run errands, you need to give them proper instructions for them to do a good job.

Same for AI.
It's all about shoving context down AI's throat till it gives you what you want.

Believe it or not, the **HOW TO ASK QUESTIONS** video applies to giving AI context too.

It is truly the foundation of success.
The better your question (prompt), the better the answer you get.

So let's get to to it:

WHAT TO DO IF THE COURSES ARE LOCKED FOR YOU:

There's 2 things you can do:

1. I'll be sending the INTRO to all the courses. This should unlock the rest of the courses.

2. If they still do not unlock... Then it's grinding mode.
   Go to the introduction, and SPAM next on all the courses till you get to the lesson you want.

   It's that easy.

Here's the link to the start of the courses:

- UNLOCK AI COURSES IN **CC+AI** CAMPUS HERE.
- UNLOCK ADVANCED AI TACTICS FROM **COPY CAMPUS** HERE.
- MONEYBAG MADDEN'S **CHATGPT MASTERCLASS**.

Let’s get to it:

› How to write good prompts:

FAQ: Why can’t I get AI to give me the answers I want?
Answer: Because your prompts suck sweaty donkey balls.

Here’s how to “unsuck” your prompts:

Link: CC + AI: Open AI **PROMPT ENGINEERING** Introduction
Description:

If you have used AI before, and it didn’t give you the answer you’re looking for, then...

This is a must watch AI course.
Shows you how to write prompts that the model UNDERSTANDS — this way it gives you exactly what you want.

This course includes:

- Basic plug'n'play prompts to get the AI responses you want instantly.

- Prompt engineering MASTERCLASS.
    - Shot prompting.
    - Personality prompting
    - Contextual prompting.
    - Output templates.
    + Other autistic stuff...

- Custom instructions.
- PROMPT HACKING - Get AI to do the things it’s not allowed to do 😈

Link: CC + AI: **Basic Prompts**
Description:

These are a couple of basic prompts that the Pope teaches in the course. Good to test out.

› How to use AI to do any type of research:

Link: Use AI to **speed up your research**.
Description:

Whether you need to:
- Do prospecting,
- Find top players,
- Find Google keywords,
- Or anything that involves RESEARCH...

... this video is for you.

No need to struggle to find stuff on the internet because AI will scan the whole 🌎 of content posted.

Even your grandma's FB pics of her cats.

Link: Use AI to **pick a skill**.
Description:

This is for baby TRW users especially.

If you are feeling overwhelmed by the amount of skill paths to making money...
Use AI to find the best skill that matches YOUR unfair advantages.

Hint: Use **Prompt 3** to give AI more context on what are YOUR strong suits + what the best option for you is.

Link: Use AI to **research a niche**.
Description:

How deep you do your target market research is directly proportional to how effectively you can make them take action.

AI helps you speed up the research process.
SPEED IS KEY.

Link: Use AI to **prospect**.
Description:

AI can scan the internet faster than you can.
That's why it can find prospects for you FASTER than you can manually.

So use it to gain SPEED over the competition.

Link: Use AI to **find sub niches**.
Description:

Have you burnt all the prospects in a certain niche, and now you want to find other similar niches to outreach too? (Happened to me way more than I would like...)

Or maybe you have gotten results for a client in a certain niche, and now you want to expand to similar niches?

Use AI to find those hidden sub niches you never thought of.

Link: Use AI to **find search terms** for prospecting.
Description:

Effective prospecting is like hunting deer.

You need to learn the every move of the deer in order to find and hunt it down.
Same for your business owners.

You need to understand HOW and WHERE they appear on the internet in order to find them.

You need to know WHERE and WHAT to search.
AI does a great job at finding that out fast.

› How to use AI to write first draft of copy:

Link: Use AI to write effective copy walkthrough - **LDC#2** **- 1:06:05**
Description:

This is a MUST WATCH from the Live Domination Calls.

Watch Prof Andrew go through the entire process of coming up with a first draft of copy using AI.

All you need to do is to shadow his exact moves, and you'll generate similar results with your copy as him.

Basically like a cheat code in a video game.
Up → Down → Left → Left → Spin ⇒ BOOM... 10K USD.

USE AI FOR LANDING PAGE:

Link: Prof Moneybag shows how to use AI to **generate ideas** for website copy.
Description:

Self explanatory.

Learn how to use AI to create a quick first draft so that you do not start with a blank page.

USE AI FOR ADS:

Link: Using Chat GPT to go through WWP and create a 1st draft - **LDC#4 - 1:42:36**
Description:

This video shows you how to write a first draft in 5 minutes using AI.
This way you don't start on a blank page and get writer's block.

Link: Using Chat GPT to write video ad scripts and meta ads - **LDC#6 - 2:43:15**
Description:

Same as above, this is another example of the entire process of using AI to generate the first draft of copy for meta ads.

› How to make AI sound less like... AI:

Link: How to make AI **write** more **like a human**.
Description:

› Pre-written, copy + paste prompt templates:

These are prompts extracted from live calls + my own:
Go nuts.

TRW AI PROMPT LIBRARY - From Captains:

Here's a Google Doc filled with all the prompts that you could ever need for all situations you'll come across in the Copywriting Campus: **Click Here to Gain Access**

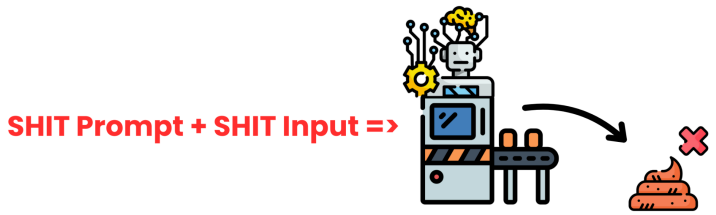
Made and constantly updated and improved by our captains.

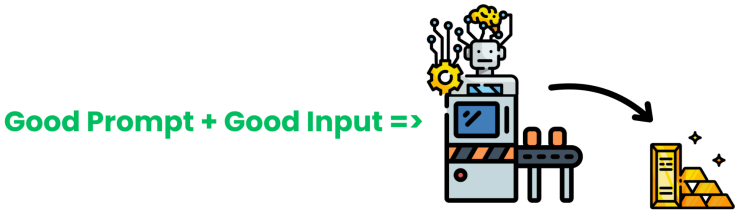
Get the prompts that they use to speed up:
→ The Winner's Writing Process.
→ Market Research.
→ Writing your first drafts of copy.
→ How to use AI to use AI.
→ and a LOT more...

Prompt 1: How to make sure YOU are giving what AI needs.

> ***"*** *What information and context do you need from me to <write what you want AI to do here>?* ***"***

Video: Prof. Andrew talking about this prompt.





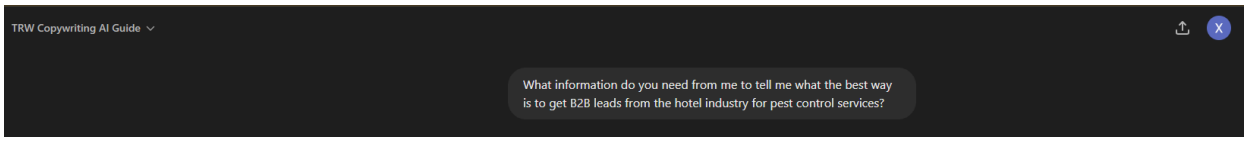
Reason why you get shit output from AI is because your input is shit.
That's why we ask AI what input it needs from us.
This way it's impossible we get shit input.

ADD-ON to Prompt 1 to make it MORE EFFECTIVE.

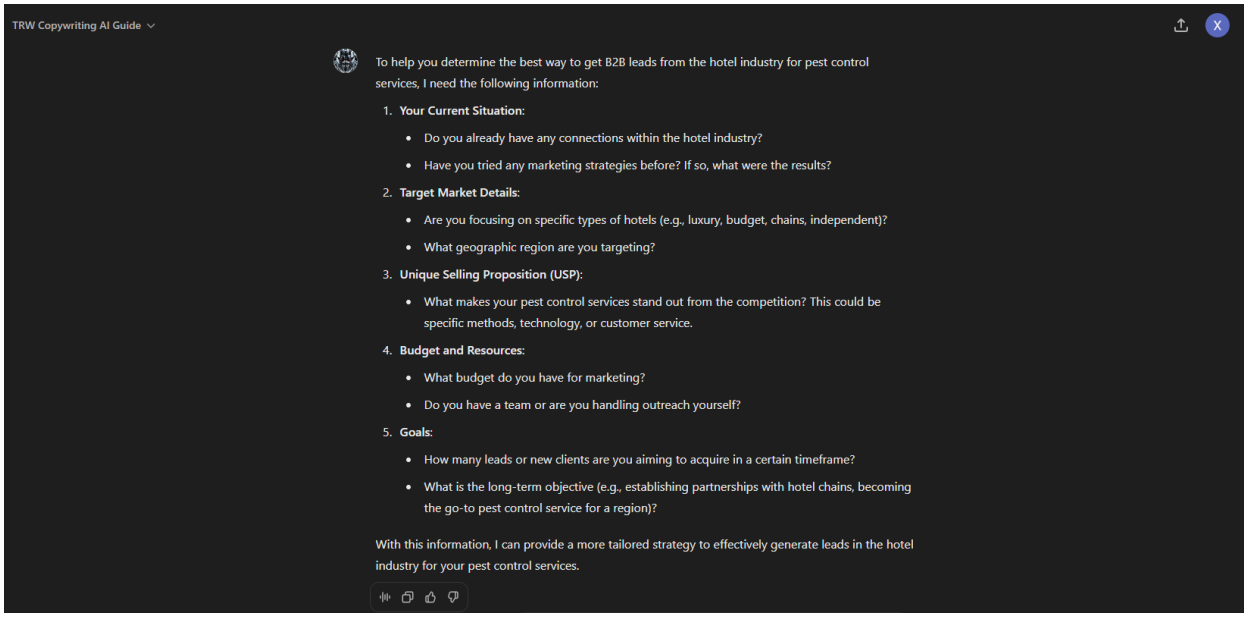
> "If you need more clarity, let me know in which question and what information exactly that you need.

Follow the format of:
Section: <section that you need more information about>
Question: <specific question to help me understand what information you need from me>
Example: <an example of the information you need from me in that section>”

Here’s an example of me using this prompt add-on:
So I asked it this question using Prompt 1...

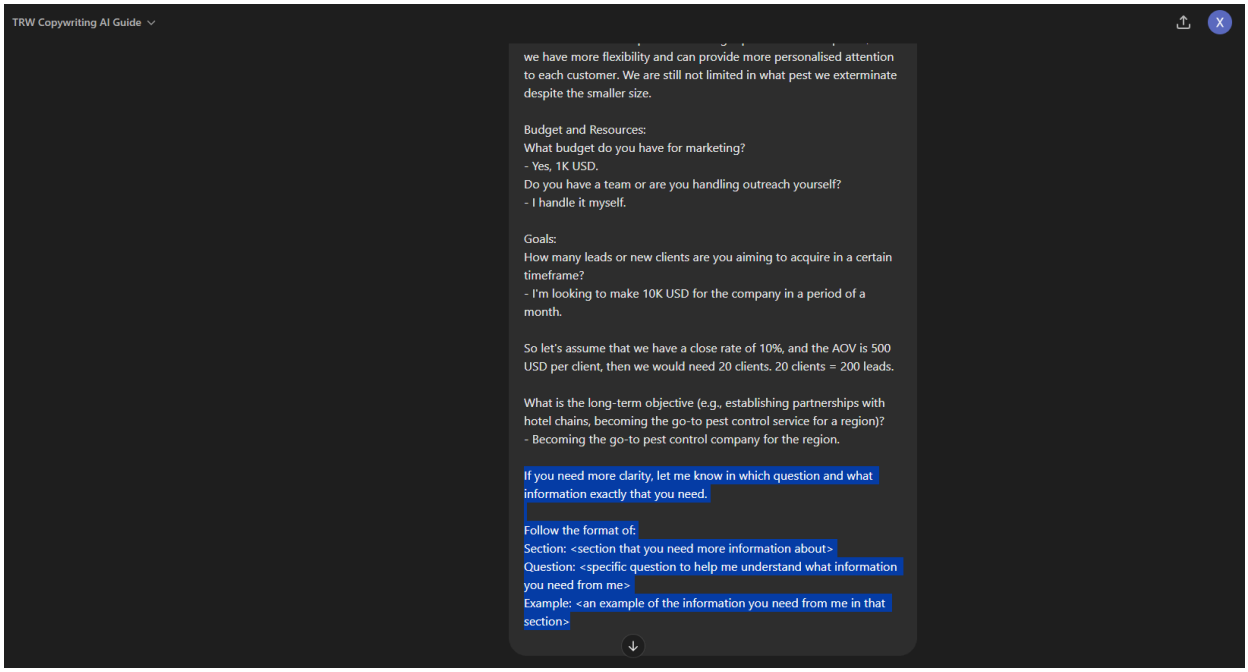


And, it gave me this reply...



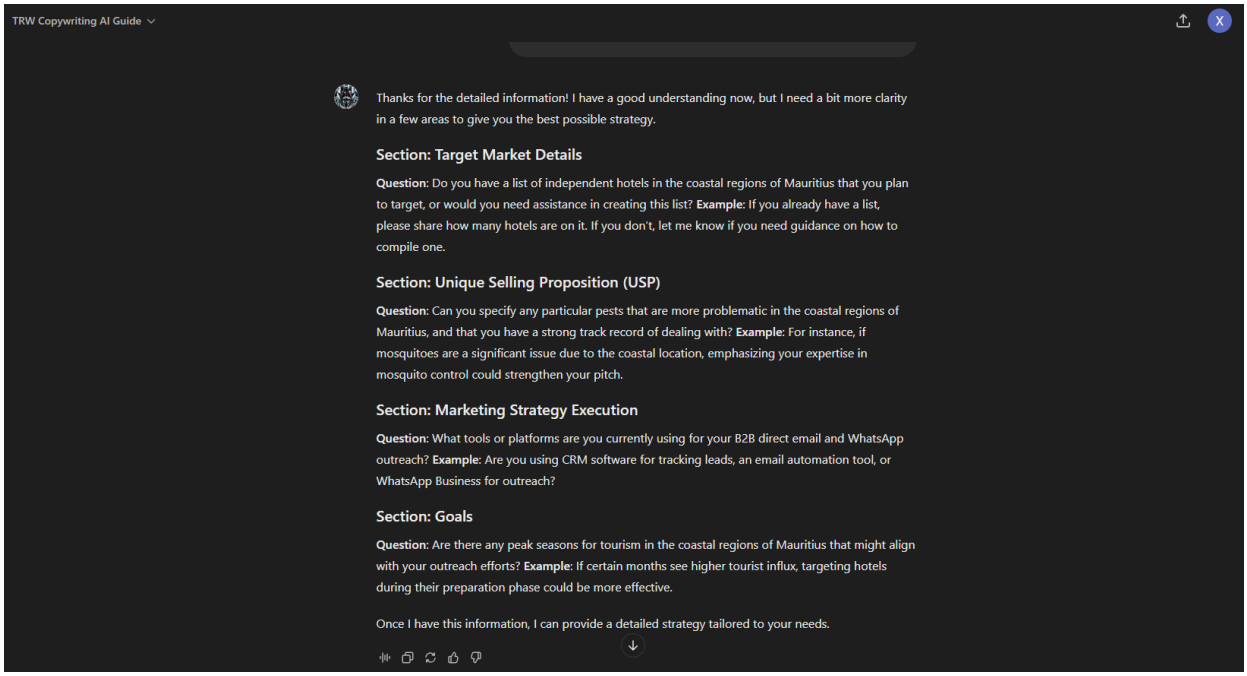
That’s good.
Now I answered it.

But I added-on this prompt extension to it.



Why?
To make sure it has all the information it needs.

The more detail and context you provide, the better the response.
So let it help you, help it.



Here's the reply...
BINGO.

It DID need more information.
Now I know exactly what it needs.

Prompt 2: How to get reviews from AI before sending it in EXPERT channels.

> **“** *Rate my <copy type> out of 100 based on <what you want to improve>.*
> *Tell me the mistakes I made that make <copy type> not do <purpose of copy> and why it’s bad.*
> *Give me steps on how to improve it to make it closer to 100.*
>
> *Follow this format:*
> ***Rating:*** *{enter rating of <copy type> here}*
> ***Mistake 1:*** *{mistake that decreases score}*
> ***Reason:*** *{why is it a mistake}*
> ***Fix:*** *{how to fix the mistake}* **”**

This should get rid of all the most basic mistakes you can make in your copy.

It will not get the DEEPER human empathy stuff, but that’s where the #ask-expert channels come in.

Video: Prof. Andrew talking about this prompt.

LDC INDEX: Easy Chat GPT prompt everyone should use to remove friction from all copy - **LDC #14 - 1:27:07**

Prompt 3: How to use AI to help make decisions (SWOT Analysis).

> **“** I need to do <describe task> to achieve <objective / result> for a <client niche>.

My best guess is to <option A> or <option B> or...
Perform a SWOT analysis on each option and give me the best option to achieve <objective / result>

<Additional specifics and context>

Follow this format:
Option A:
Strengths:
<strength 1>,
<strength 2>...
Weaknesses:
<weakness 1>,
<weakness 2>...
Opportunities:
<opportunity 1>,
<opportunity 2>...
Threats:
<threat 1>,
<threat 2>...

Best Option: <what is the best option>
Reason Why: <reason why it's better to achieve my objective / result> **"**

This is especially good when you are trying to decide on what TOOLS / SOFTWARE to use for a specific goal you want to achieve.

Example: You need to create a website for a plumber, but you can't decide what website tool is the best for you.

Here's a video of me using the exact prompt: https://youtu.be/sGrczIgbwr0

› Watch Prof use AI to launch a funnel LIVE:

From MARKET RESEARCH...

To creating a LANDING PAGE...
To writing FB ADS...
To TESTING THE ADS...
To MAKING A SALE.

This is a lost gem from a year ago, where Andrew documents going through the whole nitty-gritty of launching a funnel, even showing the meta dashboards....

This way you can follow his every step and make 1K, 2K, 10K for your clients by leveraging AI.

Link: WATCH THE COMPLETE FUNNEL LAUNCH + RESULTS HERE

CANVA DIAGRAM LINKS:

TAO OF MARKETING:

Link: All-in-One Diagram

Link: WINNER'S WRITING PROCESS

Link: Will They Buy?

Link: Market Sophistication

Link: Awareness Level

Link: What is a market?

Link: How To Get Attention

Link: Problem → Solution → Product

PROCESS MAP:

Link: CLICK HERE FOR PROCESS MAP

CAPTAIN RESOURCES:

PEOPLE'S CHAMP: UNFAIR ADVANTAGE WAR MAP

Description:
This resource should help you find your client's USP.
Their unfair advantages to DOMINATE their market.

How?

If you want to help your client dominate their market, you first have to know what others have to offer.

Jason's #smart-student-lesson 👇
Learn step-by-step how to position your clients dominantly here.

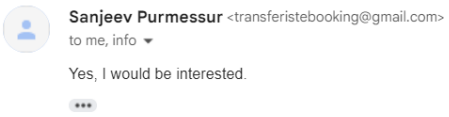
XIAOPING RESOURCES:

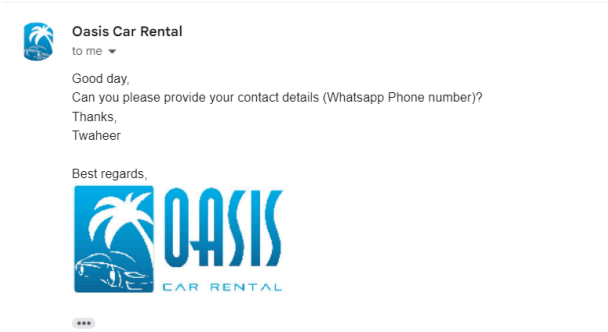
Link: ULTIMATE INFOGRAPHICS PLAYBOOK

Description:
Want to finally start seeing "Yes, please help me!" replies from your outreach?

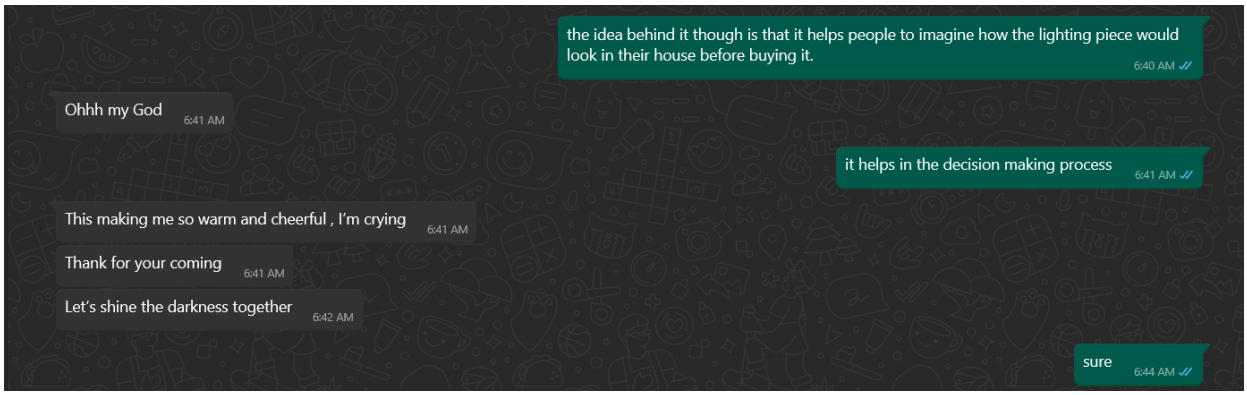
This Canva resource is what I used to create **infographics** to send to my prospects that got me a 15% reply rate + 10% positive reply rate.

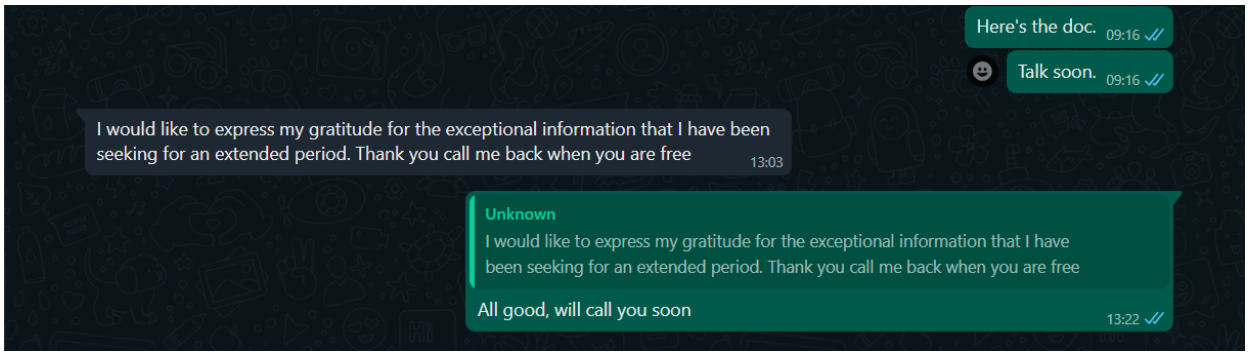
Replies like this 👇





Or this 👇





Infographics and diagrams are life hacks because it separates you from the masses. You become **one of a kind**.

Resource includes:

- Templates + examples so that you do not start from a blank page.
- Swipe file of the exact infographics that got me these replies.
- Video tutorials for Canva Aikido.

DO NOT LOOK HERE ⬇️

This is a dump for the Gold I find, before I classify them in the Ultimate doc.

https://app.jointherealworld.com/chat/01GGDHGYWCHJD6DSZWGGERE3KZ/01HZ306W31VJBQVD8GCDWDXS6C/01J72VNZ69ZQQJMJB205T7EJQ3

Lesson from YK.MOMI on case studies + List of questions to get killer case studies from clients.

Top Player Analysis Template
https://app.jointherealworld.com/chat/01GGDHGYWCHJD6DSZWGGERE3KZ/01GHJ27H43P13RWCCYF54ZKN2P/01J7HYN7KEZS4MZ9MKA3ZVAQ2J

Top Player Analysis Document from @DamonFON - Rainmaker G.
→ This allows us to do better and more thorough top player analysis.

Google ads channel recommended by G's in the chats:
How Google Ads Works in 2024

How to get out of a slump document from @ILLIA | The Soul guard
Root cause on slump

Web design WWP from Flux Academy
Learn Web Design For Beginners - Full Course (2024)
S-Tier Website Tutorial: The Easy Way to Design Top Tier Websites

Inspiration for websites:
- https://mobbin.com/pricing
- https://www.figma.com/community
- https://www.pinterest.com/

Luc lesson on the need to make people feel happy by doing business for you: You gotta make them happy too.

Aim: Get AI to give me a review of my FB page from the perspective of a bank facilities manager.

Great response gotten from AI using this prompt.
Here's the prompt:

ChatGPT you are now a facilities manager of a local Bank in Mauritius, and you are in need of a professional cleaning service for the Bank. You are exploring my Facebook

profile to see if we are the right cleaning service provider for you. You have clicked on a link to my Facebook and now are in the front page. You are going to be critical about all the little details. You are on the page with the intent of getting a impression of how professional we are and how trustworthy and good our services are. The things you want to see in a commercial cleaning service provider is: - Professionalism and attention to detail from the cleaning. - Proof of good service - "What have they done for other people?" - Good reviews from other companies. - Clean looking and well kept company. Here's a link to my FB page: https://www.facebook.com/MaidproFacilities Here's some screenshots of what it looks like (if you are not able to see the link) The intent of the page is to convince you to send us a message on WhatsApp saying that you need cleaning services from us. To either: - Get a quote. - Learn more about our services. - Ideally, try our starter offer (1-time deep clean) What are the things that turn you off and makes you not want to use our services? What would you like to see instead? Use this format to answer the questions: Turnoff: <what looks off in the page that makes you less likely to work with us> Reason: <reasons why it looks off and turns you off to working with us> Improvement: <changes I should make with the page in order to make you more likely to work with us> Example of this is: Turnoff: The front cover banner looks unprofessional. Reason: 1. What is written on the banner cover is not visible and looks unkept / unprofessional. 2. Doesn't really tell me what the page is all about. 3. It does convince me that you are the right fit to work with. Improvements: 1. Redesign the front cover banner to make it look more professional and clean. 2. Include a good headline that connects with my desires and that instantly says to me "Yes, this is a commercial cleaning service as I was looking for, and I want to learn more."

https://app.jointherealworld.com/chat/01GGDHGYWCHJD6DSZWGGERE3KZ/01HVEDV3FZS6AJ3EMDJKS7BAQB/01J809Q13Q9F0EKJZM1GVVVWGD

Henri - Core values of Copy Campus

KPI Tracker for Intermediate Challenge from @KeiGi
Grown Ass Man (MAKE A COPY)

How to help TRW students?
What do