

ODYSSEY OF ONSLAUGHT



Today's Missions & Strategic Steps To Success 
(Tackle each mission, step by step, and track your progress.)



Wake up and sleep 

1. 

 **MISSION:** Wake up 6:25 AM



Strategic Steps:

2. 

 **MISSION:** Sleep 22:30 AM



Strategic Steps:



Health and training 

3. 

 **MISSION:** Eat daily 3280 cals



Strategic Steps: Do 2 big meals, one lunch and one dinner

4. 

 **MISSION:** Drink 3L of water



Strategic Steps:

5. 

 **MISSION:** Boxing



Strategic Steps:





























6. 




















 **MISSION:** Do 175 push ups



Strategic Steps: Do 2 sets of 40, 2 sets of 30, 1 set of 20 and one set of 15

<div> <div>✓</div> <div>✗</div> </div>	<div> <div> <div>🚀</div> <div>Today's Missions & Strategic Steps To Success</div> <div>🚀</div> </div> <div>(Tackle each mission, step by step, and track your progress.)</div> </div>
<div>7. ✗</div>	<div> <div>🎯 MISSION:</div> <div>Do 300 burpees</div> </div> <div> <div>🕒 Strategic Steps:</div> <div>Do them in the least amount of time</div> </div>
<div>8. ✗</div>	<div> <div>🎯 MISSION:</div> <div>Stretch for 5 minutes</div> </div> <div> <div>🕒 Strategic Steps:</div> <div>Do them in the least amount of time</div> </div>
<div> <div>💰</div> <div>The path to financial conquest</div> <div>🔪</div> </div>	
<div>9. ✓</div>	<div> <div>🎯 MISSION:</div> <div>Write 1 piece of copy</div> </div> <div> <div>🕒 Strategic Steps:</div> </div>
<div>10. ✗</div>	<div> <div>🎯 MISSION:</div> <div>Send 7 outreaches</div> </div> <div> <div>🕒 Strategic Steps:</div> </div>
<div>11. ✓</div>	<div> <div>🎯 MISSION:</div> <div>Search prospects</div> </div> <div> <div>🕒 Strategic Steps:</div> </div>
<div>12. ✗</div>	<div> <div>🎯 MISSION:</div> <div>Review FV (15 min) ✗ and outreach ✓ and find ways to improve them</div> </div> <div> <div>🕒 Strategic Steps:</div> </div>
<div>13. ✓</div>	<div> <div>🎯 MISSION:</div> <div>Watch PUC</div> </div> <div> <div>🕒 Strategic Steps:</div> </div>
<div>14. ✓</div>	<div> <div>🎯 MISSION:</div> <div>Review successful copy for 15 minutes</div> </div>

	<div>  Today's Missions & Strategic Steps To Success  </div> <div> (Tackle each mission, step by step, and track your progress.) </div>
	<div>  Strategic Steps: </div>
15. 	<div>  MISSION: Help students for 10 minutes </div> <div>  Strategic Steps: </div>
16. 	<div>  MISSION: Review and take new notes on level 3 and the empathy course Share the notes and at the end of the work sessions and of the day review them. </div> <div>  Strategic Steps: </div>
17. 	<div>  MISSION: Complete the daily checklist </div> <div>  Strategic Steps: </div>
18. 	<div>  MISSION: Apply new insights from perspicacity walk mission </div> <div>  Strategic Steps: </div>
19. 	<div>  MISSION: Watch social media fame lessons </div> <div>  Strategic Steps: </div>
20. 	<div>  MISSION: Do get client challenges #4, #5 and #6 </div> <div>  Strategic Steps: </div>
21. 	<div>  MISSION: </div> <div>  Strategic Steps: </div>



<div> <div>✓/✗</div> </div>	<div> <div>  Today's Missions & Strategic Steps To Success  </div> <div> (Tackle each mission, step by step, and track your progress.) </div> </div>
<div> <div>22. ✗</div> </div>	<div> <div>  MISSION: Do final day mission </div> <div>  Strategic Steps: </div> </div>
<div> <div>23. ✓/✗</div> </div>	<div> <div>  MISSION: </div> <div>  Strategic Steps: </div> </div>
<div> <div>24. ✓/✗</div> </div>	<div> <div>  MISSION: </div> <div>  Strategic Steps: </div> </div>
<div> <div>  Review of the day's conquest and new battle plans  </div> </div>	
<div> <div>25. ✓</div> </div>	<div> <div>  MISSION: Plan the next day </div> <div>  Strategic Steps: </div> </div>
<div> <div>26. ✓</div> </div>	<div> <div>  MISSION: Review the work did in a day and come up with new ideas </div> <div>  Strategic Steps: </div> </div>
<div> <div>27. ✓</div> </div>	<div> <div>  MISSION: Carefully measure how you you spend your time </div> <div>  Strategic Steps: </div> <div> 1-Measure how you spend every second of your life. 2-Measure how much time you spend on garbage and remove it. 3-At the end of the day review the time you spent and how you spent it 4-Hold yourself accountable and maximize the time you spend on tasks that move you forward with your goals. </div> </div>
<div> <div>28. ✓/✗</div> </div>	<div> <div>  MISSION: </div> <div>  Strategic Steps: </div> </div>
<div> <div>29. ✓</div> </div>	<div> <div>  MISSION: Read yesterday's improvements in yesterday's daily planner and act on them. </div> </div>


<div> <div>✓</div> <div>✗</div> </div>	<div> <div> <div>🚀</div> <div>Today's Missions & Strategic Steps To Success</div> <div>🚀</div> </div> <div>(Tackle each mission, step by step, and track your progress.)</div> </div>
	<div> <div>🕒</div> <div>Strategic Steps:</div> </div>
<div>Knowledge 🧠</div>	
<div> <div>30.</div> <div>✓</div> </div>	<div> <div>🎯</div> <div>MISSION: Practice German for 15 minutes</div> </div> <div> <div>🕒</div> <div>Strategic Steps:</div> </div>



<div> <div>✓</div> <div>✗</div> </div>	<div> <div> <div>Extra tasks - rewards for conquering the day</div> <div>🔪🔪</div> </div> <div>(do only after a G work sessions or if you have spare time)</div> </div>
<div> <div>1.</div> <div>✗</div> </div>	<div>Playing 3 chess games</div>
<div> <div>2.</div> <div>✗</div> </div>	<div>Reading 10 pages</div>
<div> <div>3.</div> <div> <div>✓</div> <div>✗</div> </div> </div>	
<div> <div>4.</div> <div> <div>✓</div> <div>✗</div> </div> </div>	
<div> <div>5.</div> <div> <div>✓</div> <div>✗</div> </div> </div>	
<div> <div>6.</div> <div> <div>✓</div> <div>✗</div> </div> </div>	




7. ✓/✗	
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 Weekly goals- conquests for the week		
1. ✓/✗	<u>State of completion:</u> 3/50 <u>Deadline:</u> 10/03/2024	Write 50 outreaches
2. ✓/✗	<u>State of completion:</u> 0/7 <u>Deadline:</u> 10/03/2024	Sleep at least 7 hours everyday except for Tuesday and Wednesday where the goal is 6 hours
3. ✓/✗	<u>State of completion:</u> 1/7 <u>Deadline:</u> 10/03/2024	Write 7 pieces of copy
4. ✓/✗	<u>State of completion:</u> start level 3 <u>Deadline:</u> 03/03/2024	Review the level 3 lessons from the bootcamp and the empathy course
5. ✓/✗	<u>State of completion:</u> 1/7 <u>Deadline:</u> 10/03/2024	Complete daily checklist everyday

	Rewards for conquering the work of the week 
1	

	<div> <div> <div>July</div> <div>17</div> </div> <div> <div>July</div> <div>17</div> </div> </div> Date of Determination
Date:	04/03

	Igniting Your Flame - Outshine Yesterday's Blaze 
Yesterday's Overall Benchmark Score to Surpass Today = 11/14	

	<div>  3 Blessings I Cherish This Morning  </div>
1.	I'm healthy
2.	I'm strong
3.	My loved ones are healthy

	<div> <div>  Magic Trio: 3 Priority Missions  </div> <div> (These are non-negotiable tasks and must be conquered today!) </div> </div>
1.	Outreach
2.	Research for prospect
3.	Training



Hourly Commitments & Reflections



(Design each hour with intention and reflect upon its journey)

Mission 🏆	Mission: What will I do?
Strategy 🔍	Strategy: How will I do it, step-by-step action?
Reflection 🖋️	Reflection: Was the mission accomplished? If not, what stopped me?
Score 🏆	Hourly Score: How did this hour measure up to my standards? Good

4 AM: Mission 🏆	
Strategy 🔍	
Reflection 🖋️	
Score 🏆	

5 AM: Mission 🏆	
Strategy 🔍	
Reflection 🖋️	
Score 🏆	

6 AM: Mission 🏆	Wake up, shower and study
Strategy 🔍	
Reflection ✍️	no, I slept in
Score 🏆	0/10

7 AM: Mission 🏆	Finish studying and go to school
Strategy 🔍	While going to school read new identity doc and help students
Reflection ✍️	no, I woke up, showered and went to school while visualizing my future self
Score 🏆	6/10

8 AM: Mission 🏆	School
Strategy 🔍	
Reflection ✍️	accomplished
Score 🏆	9/10

9 AM: Mission 🏆	School
Strategy 🔍	
Reflection ✍️	accomplished
Score 🏆	9/10

10 AM: Mission 🏆	School
Strategy 🔍	
Reflection ✍️	accomplished
Score 🏆	9/10

11 AM: Mission 🏆	School
Strategy 🔍	
Reflection ✍️	accomplished
Score 🏆	9/10

12 PM: Mission 🏆	School
Strategy 🔍	
Reflection ✍️	accomplished
Score 🏆	9/10

1 PM: Mission 🏆	Get home and eat
Strategy 🔍	While getting home review successful copy, while cooking practice German and while eating review level 3 lessons
Reflection ✍️	no, I didn't eat as I had to wait a bit to start cooking. While I waited I planned the next day + reviewed copy in class so while getting home I started writing Saturday's and yesterday's accountability



Score 🏆	9/10
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2 PM: Mission 🏆	Finish eating and write copy
Strategy 🔍	While finishing to eat continue reviewing level 3 lessons
Reflection ✍️	no, I didn't write copy as I started reviewing a lesson and I didn't finish eating as it took longer because I ate while reviewing the lesson
Score 🏆	9/10

3 PM: Mission 🏆	Write copy
Strategy 🔍	
Reflection ✍️	no, I finished reviewing a lesson
Score 🏆	9/10






4 PM: Mission 🏆	Write copy and write outreach
Strategy 🔍	Write copy till 4:30 PM, take a 10 minute mental reset like explained in the PUC and at 4:40 PM start writing outreach
Reflection ✍️	no, I didn't write outreach as I started writing copy later
Score 🏆	9/10




5 PM: Mission 🏆	Write outreach
Strategy 🔍	

Reflection 	no, I didn't write outreach as I wrote copy
Score 	9/10

6 PM: Mission  	Boxing
Strategy 	
Reflection 	accomplished
Score 	9/10

7 PM: Mission  	Boxing
Strategy 	
Reflection 	accomplished
Score 	9/10

8 PM: Mission  	Get home and do 300 burpees
Strategy 	
Reflection 	no, I didn't do 300 burpees but only 150 as I had some long tasks to do
Score 	9/10

9 PM: Mission  	Shower, Cook and eat
Strategy 	While cooking listen to a call/lesson/EM/... and while eating listen and take notes on the PUC

Reflection ✍️	no, I showered
Score 🏆	7/10

10 PM: Mission 🏆	Finish last tasks, review work did in a day, pray, get ready to go to sleep and go to sleep
Strategy 🔍	
Reflection ✍️	no, I cooked while listening to Arno's live call on marketing and ate while listening to the PUC
Score 🏆	9/10



Twilight's Review





Today's Learnings: Wisdom or lessons learned from the day

- MARKET RESEARCH

WHERE ARE THEY NOW?

1 - WHAT IS THE CONCEPT? → YOU NEED TO UNDERSTAND HOW YOUR CLIENT'S TESTIMONIALS

INTERVIEWING CLIENTS OF YOUR CLIENT BY ASKING THEM THE QUESTIONS IN THE DOC
BEST SOURCE
EVERYTIME BEFORE YOU WRITE COPY

2 - WHERE
COMPETITORS' TESTIMONIALS, CASE STUDIES, YOUTUBE REVIEWS,...

PLACES ONLINE WHERE YOUR TARGET MARKET IS PRESENT
AMAZON REVIEWS, BOOKS, PRODUCTS, ... WHO SOLVE THE SAME PROBLEM AS YOUR CLIENT'S PRODUCT
5-STAR REVIEWS
1-STAR REVIEWS

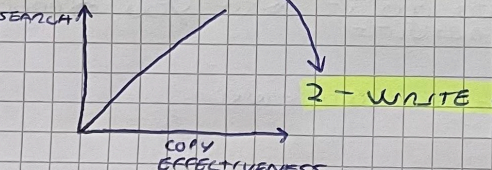
3 - TO DO THIS YOU DO RESEARCH
WHERE HE IS MENTALLY, PHYSICALLY, EMOTIONALLY, ...
WHAT HIS DESIRES, FEARS, PROBLEMS AND
HOW HE TALKS ABOUT HIS CURRENT STATE, DREAM STATE, PROBLEMS, ...
SO YOU ADDRESS HIS SPECIFIC NEEDS AND EMOTIONS

IT'S ESSENTIAL TO WRITE A COPY THAT CONNECTS WELL WITH THE READER
YOU HAVE TO ENTERTAIN HIS MIND
HE WHO IMPACTS THE READER THE MOST WINS
SO YOUR RESEARCH MUST BE THOROUGH AND WELL DONE

2 - WHY IS IT IMPORTANT? → TO WRITE A COPY THAT DEEPLY IMPACTS THE READER BY ADDRESSING HIS SPECIFIC PROBLEMS, DESIRES, FEARS, ...
SO IT PRODUCES RESULTS AND YOU AND YOUR CLIENT MAKE MONEY

3 - EXAMPLE → BEFORE COOKING A PARTICULAR DISH YOU DO SOME RESEARCH ON HOW TO MAKE IT SO IT TURNS OUT GOOD

4 - STEPS → 1 - DO RESEARCH

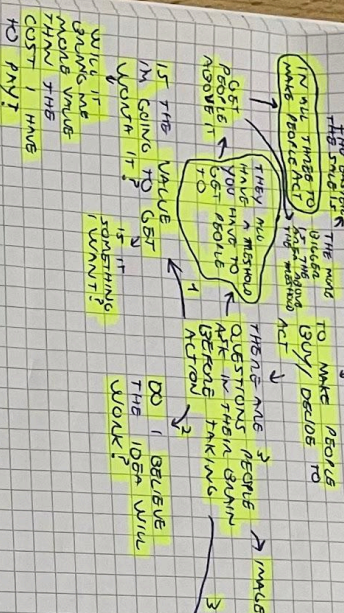


2 - WRITE COPY

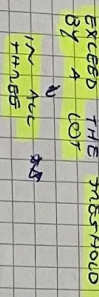
1 - CLIENT'S TESTIMONIALS AND CLIENT INTERVIEWS
2 - PLACES TARGET MARKET OVERSHARES HIS DESIRES, PROBLEMS, FEARS, ...
3 - PLACES ONLINE WHERE YOUR TARGET MARKET IS PRESENT

TWO OF MARKETING - WILL THEY BUY?

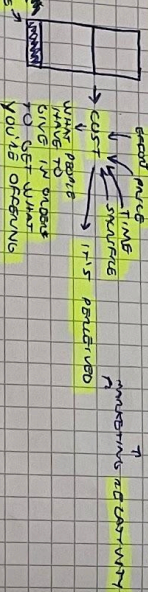
1 - WHAT IS THE CONCEPT?



2 - YOU HAVE TO MAKE THE AREA ABOVE THE THRESHOLD AS BIG AS YOU CAN

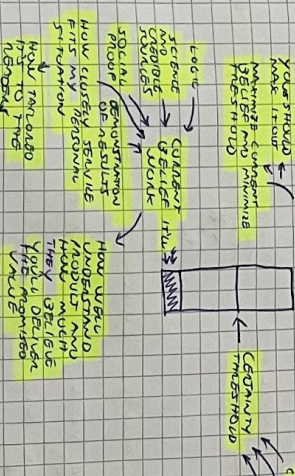


3 - IS THE VALUE I'M GOING TO GET WORTH IT?

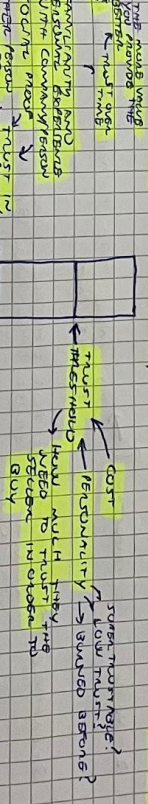


THEY LOOK AT THIS THRESHOLD IN ORDER TO MAKE A DECISION
COST
HOW DESIRABLE PAIN/DESIRE
GO TO AND PAY TO HAVE THE PRODUCT NOT HAVE IT
ANALYZE THE DESIRABLE/PAIN THE READER HAS IN HIS MIND WITH YOUR ABILITY AND KNOWLEDGE TO WORTH IT GOES ABOVE THE COST

4 - DO I BELIEVE THAT I CAN WILL WORK?

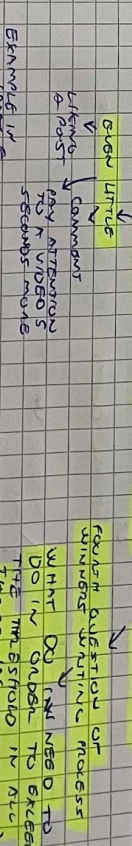


5 - DO I TRUST THE COMPANY/PERSON SELLING AS THIS PRODUCT?



DO I TRUST THE COMPANY/PERSON SELLING AS THIS PRODUCT?
DO I TRUST THE COMPANY/PERSON SELLING AS THIS PRODUCT?
DO I TRUST THE COMPANY/PERSON SELLING AS THIS PRODUCT?

6 - THEY APPLY TO EVERY ACTION YOU WANT THE READER TO TAKE



HOW TO USE
IDENTIFY WHERE YOUR READER'S THRESHOLD IS
TAKE THE READER'S THRESHOLD AND WORTH IT
IDENTIFY STARTING LEVELS OF DESIRE, CREDIBILITY AND TRUST

START COPY TO INCREASE THE LEVEL OF DESIRE, CREDIBILITY AND TRUST WHILE LOWERING THE THRESHOLD AND INCREASING THE DESIRABLE ACTION

- TOP MISTAKES

IGNORING 1 OR MORE FACTORS

NOT RAISING THE LEVELS ABOVE THE THRESHOLDS

ACCIDENTALLY LOWERING THE LEVELS VIA MISTAKES IN MARKETING AND COPY

EX
GRAMMAR MISTAKES IN OUTREACH

THE LEVELS ARE ALWAYS LOWER THAN YOU THINK THEY ARE

MAKE SURE YOUR THRESHOLDS ARE ALWAYS HIGHER THAN YOU THINK THEY ARE

THEY APPLY TO EVERYTHING

OUTREACH
MARKETING
...

2 - WHY IS IT IMPORTANT? → TO MAKE THE LEADER DECIDE TO BUY / ACT

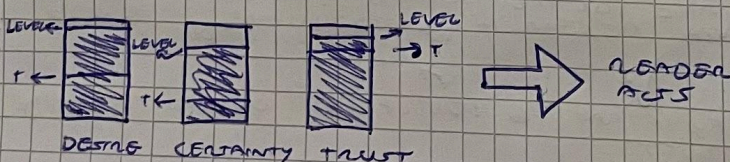
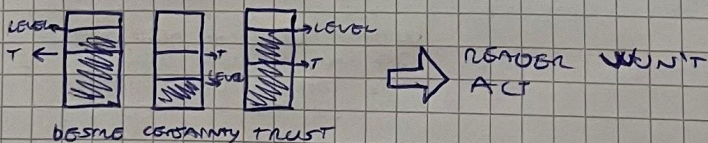
3 - EXAMPLE → IN OUTREACH FOR EXAMPLE YOU HAVE TO LOWER THE TRUST THRESHOLD BY REDUCING THE COST

4 - STEPS 1 → IDENTIFY YOUR TARGET MARKET'S ~~LEVELS~~ ~~THRESHOLDS~~ LEVELS → RESEARCH POSITION IN THE FUNNEL

2 → IDENTIFY STARTING LEVELS OF DESIRE, CERTAINTY AND TRUST

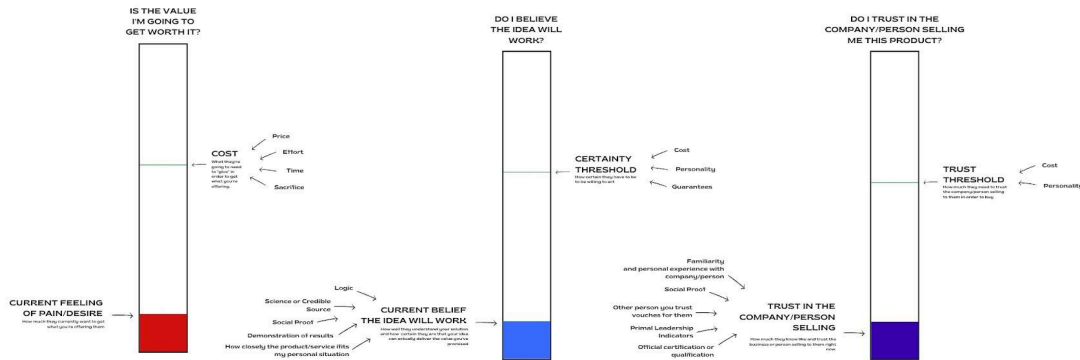
3 → CRAFT YOUR COPY WITH THE GOAL OF MAXIMIZING THE DESIRE, CERTAINTY AND TRUST AND LOWERING THE THRESHOLDS TO MAKE HIM WANT TO ACT

4 → AVOID AT ALL COSTS THE TOP MISTAKES

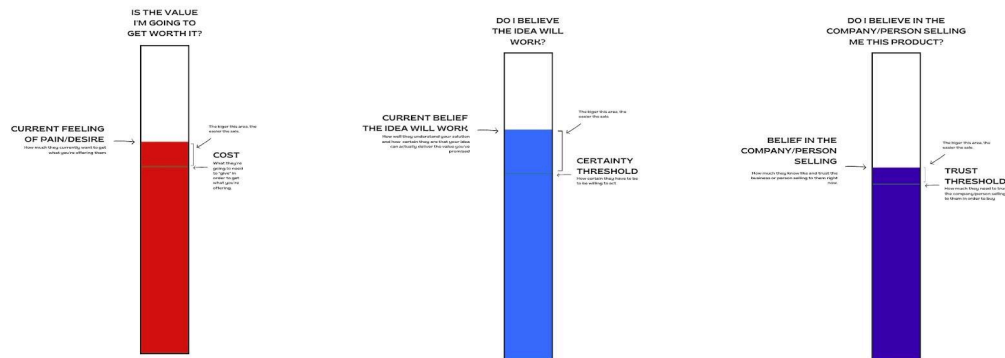


WILL THEY BUY/ACT?

STARTING POINT



READY TO BUY



HOW TO USE

Step 1 - Identify roughly where your reader's thresholds likely are for the action you want them to take via research

Step 2 - Identify their starting levels of desire, certainty, and trust

Step 3 - Craft the copy to elevate the levels of desire, certainty and trust as well as lower their thresholds and trigger the desired action

Example: Your client is selling a high ticket coaching program to their most loyal audience members.

You determine their desire threshold will need to be at a 9.5 and is currently only at a 3, their certainty threshold for the idea of coaching will need to be at a 8 but is only at a 4 and their trust in you needs to be at a 9 but is currently at a 7.

You then craft the emails and sales page for the launch to grab their attention, amplify desire, prove that the coaching program will deliver the results and increase trust in you by providing value and social proof

MISTAKES

Ignoring one or more of the 3 factors

Not raising levels above thresholds

Accidentally lowering the levels via mistakes in the marketing and copy.

Good rule of thumb: The levels are usually lower and the thresholds are usually higher than you think they are



Victories Celebrated: Accomplishments and successes of the day

Sent 3 outreaches and wrote 1 piece of copy



Stumbles Along the Way: Points of difficulty or mistakes made.



Tomorrow's Illuminations: Plan how to improve and progress the next day.

- When you unexpectedly have to do something that goes off your plan, first take some distance and OODA loop which is the best course of action to get the best possible outcome you want at that moment.
 - Try to merge the second and third paragraph in your outreach to make it shorter and get straight to the point faster.
 - Set a 15 minutes timer for when you write the copy for an IG post and try to beat the timer.
-



Consistencies to Keep: Recognize what worked well and should be repeated.

Copy work and training



Communications: Identifying individuals to connect with.



Pending Missions: Tasks that remain uncompleted

Waking up and going to sleep on time, doing 300 burpees, sending 7 outreaches, reviewing personal copy, watching social media lessons, doing final day mission, doing get clients challenge #5, stretching, reading and playing chess games



Day's Overall Score: A final assessment of the day's productivity

13/16