# **100 G WORK SESSIONS AWAY**

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## **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

### SESSION #1 - 2024.06.06. - 9:00-11:00

#### **Desired Outcome:**

- Align with client on the layout (etc.) of her website - some strategic discussions

#### **Planned Tasks:**

- Show possible variations
- Show what she will be able to modify after I am done and what not
- Explain the website builder system (not in detail)

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

 Everything achieved - still need another session to fine tune minor things when I am done

### SESSION #2 - 2024.06.06. - 12:00-13:30

#### **Desired Outcome:**

- Move forward with website - Block order & some details

#### **Planned Tasks:**

- Rearrange builder blocks
- Increase size of social media icons
- Fine tune some stuff (remove counters from carousels, change arrows to dots then remove then numbers from inside the dots, etc.)
  - All needed coding

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

Everything achieved

SESSION #3 - 2024.06.06. - 14:30-16:00

Move forward with website - Newsletter & reviews

#### **Planned Tasks:**

- Remove the newsletter from the bottom right corner where it was hidden
- Bring newsletter up to the body of the page
- Find a way to embed previous reviews to body
  - Everything needed coding

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

 Everything achieved - last review is 2 years old (I don't understand why), so we need more recent reviews - client notified she is on it

### SESSION #4 - 2024.06.06. - 17:00-18:30

#### **Desired Outcome:**

- Move forward with website - subpages & gaps

#### **Planned Tasks:**

- Create pages (About us, color variations, form page etc.)
- Fine tune the gaps (margin bottoms)

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

- Achieved - there is more than 170 files with code pieces, took a lot until I found the right one for the MB based on trial and error, but gaps are fine now

### SESSION #5 - 2024.06.06. - 19:30-21:00

#### **Desired Outcome:**

Move forward with the website - Pictures

- Selecting high quality pictures to be used for the website

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

- Achieved - lot of pictures - some are very similar (same picture if you ask me) - had to chew through them.

### SESSION #6 - 2024.06.07. - 13:00-14:30

#### **Desired Outcome:**

Retouched pictures

#### **Planned Tasks:**

Edit selected pictures in Photoshop

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

- 2 pictures done (main banners) took longer than expected
- Green messy lake is a nice blue ocean now Had to fix PS AI

### SESSION #7 - 2024.06.07. - 15:00-16:30

#### **Desired Outcome:**

- Convert & resize & upload main banners

#### **Planned Tasks:**

- Convert retouched pictures to webp
- Resize pictures to 8 different resolution
- Upload the 8-8 pictures

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

- Achieved - Had to do it multiple times - ratios were not optimal for the website

### SESSION #8 - 2024.06.07. - 17:30-19:00

#### **Desired Outcome:**

 Figure out the best way for grouping and uploading products (most are unique with different variations)

#### **Planned Tasks:**

- A/B test product grouping
- Find the easiest and clearest way for customers

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

- Grouping it is, much better for customer

### SESSION #9 - 2024.06.07. - 19:30-21:00

#### **Desired Outcome:**

- Image banner

#### **Planned Tasks:**

- Create a banner with 30+ products that will be linked to previous works

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

Mostly done - still want to add a few products

### SESSION #10 - 2024.06.08. - 9:00-10:00

#### **Desired Outcome:**

- Optimize mobile menu

- Locate menu codes
- Rewrite code

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

- Achieved, now it doesn't take me to a near blank page

### SESSION 11 - 2024.06.08. - 10:10-11:10

#### **Desired Outcome:**

- Reorganize the previous product pictures a bit
- create & crop picture for NL block

#### **Planned Tasks:**

- Remove some stuff less is more
- Create some kind of order

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

- Achieved - Previous products banner looks better

## SESSION 12 - 2024.06.08. - 11:20-12:30

#### **Desired Outcome:**

- Insert picture to newsletter box

#### **Planned Tasks:**

- Align the spacing

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

- Something always get messed up - WIP

## SESSION #13 - 2024.06.08. - 13:00-14:00

#### **Desired Outcome:**

- Align picture in newsletter

#### **Planned Tasks:**

Align picture and element sizes, gaps

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

- Keeps getting messed up WIP
- Need coffee

### SESSION #14 - 2024.06.08. - 14:10:-15:10

#### **Desired Outcome:**

Finish newsletter box

#### **Planned Tasks:**

- Align the picture
- Optimize it for mobile
- Handle gaps between forms

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

- Partly achieved - minor mobile optimization still needed

### SESSION #15 - 2024.06.08. - 15:20-16:20

#### **Desired Outcome:**

- Finish mobile optimization
- Make progress with subpages

#### **Planned Tasks:**

Newsletter block gaps, position optimization

- Rewrite "Unique order" page text from the draft
- Create categories & subcategories

- Achieved

### SESSION #16 - 2024.06.08. - 16:30-17:30

#### **Desired Outcome:**

- Product variations planned out

#### **Planned Tasks:**

- Figure out a way to upload products too many variations
- Test way

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

- Achieved

### SESSION #17 - 2024.06.08. - 17:40-18:50

#### **Desired Outcome:**

Newsletter

#### **Planned Tasks:**

- Write welcome NL
- Write main product related NL

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

- Achieved - Minor touches still needed, have to consult with client on it

## SESSION #18 - 2024.06.08. - 19:00-20:00

- Select main pictures for products
- Favicon & apple touch icon

#### **Planned Tasks:**

- Chew through images, select best ones
- Test 2 variations of favicon & apple touch icon

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

- Achieved - have to consult with client on the icons

### SESSION #19 - 2024.06.09. - 10:00-11:00

#### **Desired Outcome:**

Figure out meta ads

#### **Planned Tasks:**

- Go fuck around and find out

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

- Mostly comfortable with it now - still need a real account to figure out some features

### SESSION #20 - 2024.06.09. - 11:15-12:15

#### **Desired Outcome:**

- Organize Google drive

#### **Planned Tasks:**

- Delete pictures that won't be used for sure
- Folder them properly
- Delete duplicates

- Done - much better organized will be easier to work with

## SESSION #21 - 2024.06.09. - 13:00-14:30

#### **Desired Outcome:**

Main banner finished

#### **Planned Tasks:**

- Work on lights
- Work on edges

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

Messed up the first time - will take longer to fix

### SESSION #22 - 2024.06.09. - 15:00-16:00

#### **Desired Outcome:**

Finish main banner

#### **Planned Tasks:**

- Work on edges

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

- Achieved

## SESSION #23 - 2024.06.09. - 17:00-18:00

#### **Desired Outcome:**

- Newsletter bank increased

- Informational - could be reused as blog article and content as well

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

- Achieved - minor touches - last review still needed 95% done

### SESSION #24 - 2024.06.09. - 18:15-19:15

#### **Desired Outcome:**

- Newsletter bank increased

#### **Planned Tasks:**

- Informational could be reused as blog article and content as well
- One template

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

- Achieved - minor touches - last review still needed 95% done

### SESSION #25 - 2024.06.10. - 11:00-12:30

#### **Desired Outcome:**

- Category pictures

#### **Planned Tasks:**

- Remove background
- Test with colors test on website

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

- Achieved - Should have picked an easier picture - final variant decision still needed

### SESSION #26 - 2024.06.10. - 13:30-14:30

#### **Desired Outcome:**

- Category picture design

#### **Planned Tasks:**

- A/B/C test different variations
- Check on mobile
- Pick one

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

- Diamond gradient it is best one overall considering both mobile and desktop
- Have familiarize myself more with PS can't find things sometimes

### SESSION #27 -2024.06.10. - 15:00-16:00

#### **Desired Outcome:**

More categories pictures ready for the final

#### **Planned Tasks:**

- Crop pictures

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

- This is very time consuming with dogs, no furry animals

### SESSION #28 - 2024.06.10. - 17:30-18-30

#### **Desired Outcome:**

- Header logo

#### **Planned Tasks:**

- Remove BG
- Replace parts
- Resize & convert

- Achieved
- I have to check the layers before I start to work on sg

### SESSION #29 - 2024.06.10. - 19:00-20:30

#### **Desired Outcome:**

- Increase newsletter bank

#### **Planned Tasks:**

- Dratt
- Polish
- Pump some emojis in there

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

- Achieved - final touches still needed

### SESSION #30 - 2024.06.11. - 11:00-12:30

#### **Desired Outcome:**

- Find a way to collect unique data

#### **Planned Tasks:**

- Check providers features
- Examine codes look for possible places to create feature

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

- No provider features found (contact support, maybe there is a way)
- Possible code part to place into (need to test)

SESSION #31 - 2024.06.11. - 13:30-15:00

- Find a way to collect unique data

#### **Planned Tasks:**

- Contact support
- Create and test self developed alternative

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

- Not working - There is a half solution in a different way

### SESSION #32 - 2024.06.11. - 17:00-18:00

#### **Desired Outcome:**

- 90% finished about us draft

#### **Planned Tasks:**

- Remove unnecessary parts
- Add a few touches here and there

#### Post-session Reflection

- Achieved - have to get client feedback on it

## SESSION #33 - 2024.06.12. - 11:00-12:00

#### **Desired Outcome:**

90% finished FAQ

#### **Planned Tasks:**

- Rephrase
- Add parts and remove them

#### Post-session Reflection

- Achieved - client feedback needed

### SESSION #34 - 2024.06.12. - 14:00-15:00

#### **Desired Outcome:**

- Fixed banner based on client request

#### **Planned Tasks:**

- Rotate
- Expand
- Fix details

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

Achieved

## SESSION #35 - 2024.06.12. - 17:00-18:30

#### **Desired Outcome:**

Some ideas

#### **Planned Tasks:**

- Subscribe to a bunch of newsletters of competitors
- Check competitors top players website and socials

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

- Achieved - done this already, but wanted a second refresher round now that I build the website. NL subscription should have been done earlier

## SESSION #36 - 2024.06.13. - 14:00-15:30

#### **Desired Outcome:**

- Finished pictures

- Lights, vibrance, etc..

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

- Some done others still have to be done

### SESSION #37 - 2024.06.14. - 17:00-18:30

#### **Desired Outcome:**

- Finished pictures

#### **Planned Tasks:**

- Lights, vibrance, etc...

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

- Achieved

### SESSION #38 - 2024.06.15. - 15:00-17:00

#### **Desired Outcome:**

Prospect list grown

#### **Planned Tasks:**

- Find mid size players
- Quick check how can I help them
- Collect contact details

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

- Achieved - one is high probability

### SESSION #39 - Date + Time

- Objective

#### **Planned Tasks:**

- Task 1
- Task 2
- Task 3

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

- Notes

## SESSION #40 - Date + Time

#### **Desired Outcome:**

- Objective

#### **Planned Tasks:**

- Task 1
- Task 2
- Task 3

### **Post-session Reflection**

- Notes

## SESSION #41 - Date + Time

### **Desired Outcome:**

- Objective

#### **Planned Tasks:**

- Task 1
- Task 2
- Task 3

- Notes

# SESSION #42 - Date + Time

### **Desired Outcome:**

- Objective

### **Planned Tasks:**

- Task 1
- Task 2
- Task 3

### **Post-session Reflection**

- Notes

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