

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

Desired Outcome:

- 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

Planned Tasks:

- 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

Planned Tasks:

- 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
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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

Post-session Reflection

- 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

Desired Outcome:

- 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

Post-session Reflection

- 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

Planned Tasks:

- 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
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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

Post-session Reflection

- 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

Desired Outcome:

- 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

Planned Tasks:

- 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

Desired Outcome:

- 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

Post-session Reflection

- Notes

SESSION #42 - Date + Time

Desired Outcome:

- Objective

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes
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