

Click “File” → “Make A Copy” to create your own editable copy

100 G WORK SESSIONS AWAY

									
									
									
									
									
									
									
									
									
									
									

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

G Work Session Tracker Template

SESSION #1 - 06/06/2024; 11:00am - 12:30pm

Desired Outcome:

- Complete 3 landing pages that converts on the Ngoc Trang Page

Planned Tasks:

- Look at top players and mimic what they have
- Amplify the current copy to see what it isn't converting
- Review with TRW

Post-session Reflection

- Finished 1 section of the landing page.
-

SESSION #2 - 06/06/2024; 2:10 pm - 3:10pm

Desired Outcome:

- Add another section to Hydrafacial section and finish up

Planned Tasks:

- Desired Outcome list + testimonials
- TRW Review
- Top players research

Post-session Reflection

- Got the video attached to the landing page.
 - Put through the Hydrafacial section for review.
 - Applying comments and feedback next.
-

SESSION #3 - 06/06/2024; 7:10 pm - 8:10 pm

Desired Outcome:

- Add another section to Hydrafacial section and finish up

Planned Tasks:

- Use TRW review
- Make a footer and FAQ

Post-session Reflection

- <https://theskinboutique.com.au/products/hydrafacial> (Use this for FAQs) For the next G work section
- For the next G-section make sure to continue with the FAQ on HydraFacial and make a footer

SESSION #4 - 07/06/2024; 1:35pm - 3:05pm

Desired Outcome:

- Finish the FAQ
- Finish the footer

Planned Tasks:

- <https://theskinboutique.com.au/products/hydrafacial> (Use this for FAQs) For the next G work section
- For the next G-section make sure to continue with the FAQ on HydraFacial and make a footer

Post-session Reflection

- Notes
-

SESSION #5 - 07/06/2024 4:00pm - 4:30pm & 11:15am - 12:00pm

Desired Outcome:

- Finish the footer
- Start copy on massage therapy

Planned Tasks:

- Research Massage Therapy
- On the proper steps or if top player does something different.
<https://melbournenaturaltherapies.com.au/>
- <https://www.baysidebodytherapy.com.au/massage/>
- <https://botanicadayspa.com.au/pages/massage-body>
- Task 3

Post-session Reflection

- <https://www.beachlifephysio.com/benefits-interesting-facts-about-massage-therapy>
-

SESSION #6 - 08/06/2024 3:15 pm - 4:00 pm & 4:40pm - 5:25 pm

Desired Outcome:

- Have further insight into marketing and review peoples content in the business channels.

Planned Tasks:

- Finish off the copy for the massage therapy and the page

Post-session Reflection

- Done. Next one.
-

SESSION #7 - 09/06/2024 6:45 pm & 7:15pm +

Desired Outcome:

- Finish off the FAQ

Planned Tasks:

- Research and mimic top player FAQs

Post-session Reflection

- Done onto the next

SESSION #8 - 4:30 am - 6:00 am

Desired Outcome:

- Create a full body waxing landing page

Planned Tasks:

- Complete the copy with the steps/process of full body waxing

Post-session Reflection

- Done
-

SESSION #9 - 6:50 am - 8:02 am

Desired Outcome:

- Create a full Collagen Induction Therapy Page

Planned Tasks:

- Complete the copy with the steps/process of Collagen Induction Therapy

Post-session Reflection

- Only need to finish the FAQ then submit for review

SESSION #10 - 3:10pm - 4:15pm

Desired Outcome:

- HydraFacial Ad

Planned Tasks:

- Complete the copy with the steps/process of full body waxing

Post-session Reflection

- Done

SESSION #11 - 5:55am - 7:30am

Desired Outcome:

- Review the Collagen Induction Therapy Copy
- Write the Cryolipolysis Copy

Planned Tasks:

- Research on top player copies
- Cryolipolysis second landing page copy
- FAQ

Post-session Reflection

- Done

SESSION #12 - 6:55pm - 8:30pm (12/06/2024)

Desired Outcome:

- Finish the Laser Therapy Second Copy
- Receive feedback from TRW students for previous copy

Planned Tasks:

- Research on top player copies
- FAQ
- Do the copy

Post-session Reflection

- Done

SESSION #13 - 7:20 am - 8:20 am (13/06/2024)

Desired Outcome:

- Finish the second copy for brow tattooing

Planned Tasks:

- Research on top player copies
- FAQ
- Do the copy

Post-session Reflection

- Done

SESSION #14 - 10:00 am - 11:30 am (14/06/2024)

Desired Outcome:

- Finish the second copy for brow tattooing

Planned Tasks:

- Research on top player copies
- FAQ
- Do the copy

Post-session Reflection

- We have finished the research and copy. Only thing needed done would be the FAQ on the landing page. 4 more to go!

SESSION #15 - 1:20 pm - 2:50 pm (15/06/2024)**Desired Outcome:**

- Finish the lip blushing copy

Planned Tasks:

- Research on top player copies
- FAQ
- Do the copy

Post-session Reflection

- We have finished the research and copy. Only thing needed done would be the FAQ on the landing page. 4 more to go!
- Copy done need to add pictures and finalise

SESSION #16 - 3:25 pm - 4:25 pm (15/06/2024)**Desired Outcome:**

- Finish the lip blushing copy

Planned Tasks:

- Add pictures to landing page copy
- FAQ
- Review
- Market Research on the next page

Post-session Reflection**SESSION #17 - 5:10 pm - 6:10 pm (15/06/2024)****Desired Outcome:**

- Research Make Up

Planned Tasks:

- Add pictures to landing page copy
- FAQ
- Review
- Market Research on the next page

Post-session Reflection

SESSION #18 - 6:00 pm - 7:00 pm (16/06/2024)

Desired Outcome:

- Prospecting and Client Acquisition

Planned Tasks:

- Start on Dream 100
- Make a list of 40 businesses.
- Send Emails to them

Post-session Reflection

SESSION #19 - 11:00am - 12:00 pm (17/06/2024)

Desired Outcome:

- Prospecting and Client Acquisition

Planned Tasks:

- Start on Dream 100
- Make a list of 40 businesses.
- Send Emails to them

Post-session Reflection

SESSION #20 - 7:25 am - 8:25 am (18/06/2024)

Desired Outcome:

- Prospecting and Client Acquisition

Planned Tasks:

- Start on Dream 100
- Make a list of 40 businesses.
- Send Emails to them

Post-session Reflection

SESSION #21 - 7:15 am - 8:15 am (19/06/2024)

Desired Outcome:

- Finish the landing page

Planned Tasks:

- Look at market research
- Finish the second copy

Post-session Reflection

- Second copy finished
- Now onto the FAQ

SESSION #22 - 8:05 pm - 9:05 pm (19/06/2024)

Desired Outcome:

- Make the business card

Planned Tasks:

- Top Player
- Use canva

Post-session Reflection

- Done
- Now time for the pamphlet and menu

SESSION #23 - 7:30pm - 9:00pm (20/06/2024)

Desired Outcome:

- Help client make their business card

Planned Tasks:

- Research
- Use templates on canva to design
- Black is the optimal color

Post-session Reflection:

- Need to submit to the nearest business card making shop

SESSION #24 - 1:00pm - 2:30pm (24/06/2024)

Desired Outcome:

- Help client design a pricing pamphlet

Planned Tasks:

- Research
- Canva designing.
- Confirm with client the pricing

- Look for a store to print out the pamphlets

Post-session Reflection:

- Research + Designing done.
- Need to confirm with client
- Put together the pamphlet

SESSION #25, 26, 27 - (25/06/2024)

1:00pm - 5:00pm

Desired Outcome:

- Selecting the type of card from the printing store that would suit my client's brand
- Putting together the pamphlet and the copy
- Create a QR code for the website to put on the pamphlet and website

Planned Tasks:

- Design the card
- Go to the store
- Research on how to make a QR code

Post-session Reflection:

- Done. WITH SPEED. You can do anything

SESSION #28 - (27/06/2024) 3:00pm - 4:30pm

Desired Outcome:

- Create a loyalty card for the beauty salon client.

Planned Tasks:

- Format the card
- What's on the card.
- What does the prospect get from the loyalty card
- Mimic top players

Post-session Reflection:

- Done
- Client asked to create a billboard sample as it is outdated research on that
- See what models or whether the nearest card making company can make the double layered card for loyalty

SESSION #29 - (28/06/2024) 1:50pm - 2:54pm

Desired Outcome:

- Send 10 outreach

Planned Tasks:

- List 10 places using google maps and use the template arno provided

- Send outreach testing in a different format.

Post-session Reflection:

- Listed 10 places
- Now just need to start sending and testing
- Will send outreach tomorrow morning

SESSION #30 (28/06/2024) 3:50pm - 4:50pm

Desired Outcome:

Heat map and Hotjar installation on clients website

Planned Tasks:

- Search up YouTube tutorial
- Install and link both the heat map and prospect interaction to see which pages

Post-session Reflection:

- Installation and research done. Easier than I thought it would be. Now we just need to wait data from future prospects

SESSION #31 (30/06/2024) 10:20am - 11:20 am

Desired Outcome:

Get the orders for the loyalty card and business card done

Planned Tasks:

- Go to the local card creation workshop
- See which card material is most applicable
- Pricing
- Timing?
- Whether or not the card would come back on time

Post-session Reflection:

SESSION #32 (01/06/2024) 1:00pm - 2:30 pm

Desired Outcome:

Make the website phone user friendly.

Planned Tasks:

- Changes to fonts
- Sizes
- Frame
- Picture etc...

Post-session Reflection:

- Half way through

SESSION #33 (02/06/2024) 3:00pm - 4:30pm

Desired Outcome:

Complete the other half of the website

Planned Tasks:

- Make changes to the website
- Font changes
- Pictures
- Bookings

Post-session Reflection:

Done

SESSION #34 (04/07/2024) 4:00pm - 5:30pm

Desired Outcome:

Make the design of the card most suitable to the printing company. Then print.

Planned Tasks:

- Make sure that the card has adjusted fonts and sizes.
- Sent to the company
- Correct the dimensions

Post-session Reflection:

Done

SESSION #35 (05/07/2024) 2:30pm - 4:00pm

Desired Outcome: Complete the FAQ section of the Cosmetic Brow Section, Lip Blush + make up section

Planned Tasks:

- Use AI + FAQ from top players to complete commonly asked questions
- Answer the questions with the help of reviews and further research. Part AI as well

Post-session Reflection:

Complete hairstyling and nail section then ask for a review

SESSION #36, 37, 38, 39 (1:00pm - 7:00pm) (06/07/2024)

Desired Outcome: Start and try to finish of my clients beauty salon menu

Planned Tasks:

- Look at the sample menu that my client has provided for me
- Mimic the colour contrast
- Put in my clients logo details etc..
- Write an intro and conclusion copy in the menu

- Translate into English

Post-session Reflection:

- The vietnamese version is done
- We just need to complete the English version. Creating 4 copies (2 eng + 2 viet)
- We still need to write the copy for both languages for the intro and end
- Hopefully by monday we can send it to the place to get it printed

SESSION # 40 (3:00pm - 4:30pm) (07/07/2024)

Desired Outcome: Finalise the menu and send for a review

Planned Tasks:

- Complete the last sections
- Even out the design
-

Post-session Reflection:

SESSION # 41 (10:00am - 11:30am) (08/07/2024)

Desired Outcome: Finish the menu.

Planned Tasks:

- Price check with client
- Double check the format
- Pictures
- Send for a review

Post-session Reflection:

SESSION #42 (9:30am - 11:00am) (14/07/2024)

Desired Outcome: Revamp the intro landing page and post it on trw for a review

Planned Tasks:

- ☐ Read aloud to see whether the content tackles all areas of copy
- ☐ Chat GPT for grammar mistakes
- ☐ Minimize the amount of words used
- ☐ More pictures to be included

Post-session Reflection:

Done

SESSION #43 9:00pm - 10:00pm (17/07/2024)

Desired Outcome: Fix the Phone Page

Planned Tasks:

- ☐ Add more treatment panels
 - Make up
 - Hairstyling
 - Nail Studio

Post-session Reflection:

Done

SESSION #44 2:15 - 3:30 pm(18/07/2024)

Desired Outcome: Write a blog post on my business page

Planned Tasks:

- ☐ How to implement blog on page
- ☐ Write the post
- ☐ Fix the phone format

Post-session Reflection:

Continue writing the blog next session then write an ad piece

SESSION #45 7:30 - 8:30 pm (18/07/2024)

Desired Outcome: Complete the post

Planned Tasks:

- ☐ Heroes writing process
- ☐ Edit the copy
- ☐ Review on TRW

Post-session Reflection:

Put on TRW for a review.

SESSION #46 9:10 - 10:10pm (18/07/2024)

Desired Outcome:

Planned Tasks:

- ☐ TRW Review
- ☐ Heroes Writing Process
- ☐ Write an ad piece for social media marketing

Post-session Reflection:

SESSION #47 10:30pm - 11:00pm

Desired Outcome: Complete heroes writing process on and start on ad

Planned Tasks:

- ☐ Start writing the ad piece
- ☐ Using the writing process as well.

Post-session Reflection:

Done. Now refine the ad piece

SESSION #48 12:20pm - 1:20pm (19/07/2024)

Desired Outcome: Use the comments suggested by TRW students. + Post the blog piece

Planned Tasks:

- ☐ TRW Review
- ☐ Look over copy then post on web page

Post-session Reflection:

Done Posted on Anspire Marketing

SESSION #49 5:10 - 6:10pm (19/07/2024)

Desired Outcome: Upload + Edit the Ad on Facebook + Edit the Blog Post

Planned Tasks:

- ☐ Edit the copy.
- ☐ Edit the blog
- ☐ TRW reviewed
- ☐ Figure out pixels conversions etc...

Post-session Reflection:

Figure out pixels.

Reason why banking details are not going through

SESSION #50 + 51 12:30pm - 2:30pm (20/07/2024)

Desired Outcome: Upload the ad

Planned Tasks:

- ☐ Figure out the pixels
- ☐ Upload the ad
- ☐ Banking details

Post-session Reflection:

Done. Now we wait for conversions and test the ads that are given to us and still send outreach to local businesses

SESSION #52 8:10 - 9:10 pm (21/07/2024)

Desired Outcome: Land a fucking client anthony

Planned Tasks:

- ☐ Google Maps List the number of local businesses
- ☐ Prepare calls for tomorrow morning
- ☐ Understand: Upwork + LinkedIn

Post-session Reflection:

SESSION #53 1:00pm - 2:30pm (22/07/2024)

Desired Outcome: Make Ad

Planned Tasks:

- ☐ Meta Ad. For client acquisition and client sign up
- ☐ Research client acquisition

Post-session Reflection:

Done

SESSION #54, 55, 56 6:30pm - 10:00pm (25/07/2024)

Desired Outcome: Upload the ad piece

Planned Tasks:

- ☐ Review TRW students comments
- ☐ Reedit the comments
- ☐ Upload the ad piece

Post-session Reflection:

Done

SESSION #57: 8:00pm - 10:00 (27/07/2024)

Desired Outcome: Email Marketing Collecting Clients

Planned Tasks:

- ☐ Collect emails + details

Post-session Reflection:

Collected 1 lead

SESSION #58 5:15pm - 6:45pm (28/07/2024)

Desired Outcome: Start + Plan out the landing page copy

Planned Tasks:

- ☐ Research
- ☐ Top Player Analysis
- ☐ Have a list of top players

Post-session Reflection:

Done

SESSION #59 8:10pm - 9:10pm

Desired Outcome: Start on the copy

Planned Tasks:

- ☐ Market Top Player Sophistication and More Research
- ☐ Draft the piece

Post-session Reflection:

Done

SESSION #60 11:10 - 12:10pm (01/08/24)

Desired Outcome: Put the copy through for a review

Planned Tasks:

- ☐ Re-Draft out the copy and refine according to audience
- ☐ Write the copy
- ☐ Then put it through a review

Post-session Reflection:

SESSION #61 8:30 - 9:40 pm (02/08/24)

Desired Outcome: Use the reviews from TRW students and complete the two copies

Planned Tasks:

- ☐ Top Player Analysis
- ☐ TRW Review Used
- ☐ Complete the two copies

Post-session Reflection:

Done

SESSION #62 2:25 - 3:30pm (03/08/24)

Desired Outcome: Change the Front Cover

Planned Tasks:

- ☐ Header
- ☐ Picture
- ☐ Rearrangements to the page for a more aesthetic look

Post-session Reflection:

Done

SESSION #63 4:05pm - 5:25pm (03/08/24)

Desired Outcome: Post the copy on the page

Planned Tasks:

- ☐ Look through the reviews
- ☐ Re-Read and refine the copy

- ☐ Edit the layout and select the appropriate pictures for the landing page
- ☐ Before and Afters
- ☐ CTA...

Post-session Reflection:

Done.

Put it through for a review with the business owner

SESSION #64 2:30pm - 3:30pm (04/08/24)

Desired Outcome: Before and After Pictures + Start Copy of ad Laser Therapy

Planned Tasks:

- ☒ ~~Before and After Pictures sent by the client~~
- ☒ ~~Button for Plasma Plamere~~
- ☒ ~~Market Research + Top Player Analysis + Planning~~
- ☒ ~~Write ad copy~~

Post-session Reflection:

SESSION #65 3:45pm - 5:00pm (05/08/24)

Desired Outcome: Prepare for Laser Therapy Launch

Planned Tasks:

- ☒ ~~Review Laser Therapy Landing Page Site~~
- ☐ Video Laser Therapy
- ☒ ~~Photos for Laser Therapy~~

- ☒ ~~Phone distribution~~

Post-session Reflection:

Ask client for Laser Therapy videos to put on website

SESSION #66 1:15pm - 2:15 pm (06/08/24)

Desired Outcome: Post the Meta Ad + Fix the landing Page

Planned Tasks:



Post-session Reflection:

SESSION #67 5:15pm - 6:15pm (07/08/24)

Desired Outcome: Testing Different CBA ads + Order the Creams/Ointments for client

Planned Tasks:

- ☒ ~~Review the TRW suggestions~~
- ☒ ~~Write different testing ad pieces~~
- ☒ ~~Review how well the ad was ran~~
- ☒ ~~Make Orders~~

Post-session Reflection:

Make sure to check on how well the ads went for the second tested version
Compare. Then test for 3rd all is in the doc

SESSION #68: 6:00 - 9:00pm (08/08/24)

Desired Outcome: Put together Organic Post for NT + Research Top Players + Plan

Planned Tasks:

- ☒ ~~Create a plan for client~~
- ☒ ~~Figure out top players and how they post~~
- ☒ ~~Create the draft~~

Post-session Reflection:

SESSION #69 10:40 - 11:40pm (09/08/24)

Desired Outcome: Send Draft to client

Planned Tasks:

- ☒ ~~Make the creative~~
- ☒ ~~Make the post in vietnamese and english~~

- ☒ Instagram Account + Bio + Story + Username etc..'
- ☒ If there's time left look at the SMMA campus

Post-session Reflection:

SESSION #70 7:30am - 8:30am (10/08/24)

Desired Outcome: Start on the new landing page

Planned Tasks:

- ☐ Draft the landing page for Microneedling Therapy
- ☐ Market Research
- ☐ Have a look into ways clients could leverage

Post-session Reflection:

SESSION #71 2:00pm - 3:00pm (11/08/24)

Desired Outcome:

Planned Tasks:



Post-session Reflection:

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Desired Outcome:

Planned Tasks:



Post-session Reflection:

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