

MY SCHEDULE

-----Religion

3:00 wake up
3:20-4:20 Tahajjud
4:20-5:00 Fajr + sunnah + reading dhikr;
5:20-6:20 studying religion (reading the quran/sharh mukhtasar)
6:20-6:40 rest
6:40-7:00 studying religion / Arabic
7:00-8:00 training / studying religion (reading the quran/sharh mukhtasar/sheikh ilyas)
8:00-8:40 take a shower
8:40-9:00 breakfast
9:00-10:00 studying Arabic (repeating words)
10:00-10:30 rest

-----Sales/work

10:30-11:20 Working based on the tasks at hand
11:20-11:30 rest
11:30-13:00 Working based on the tasks at hand
13:00-13:30 rest
13:30-15:00 Working based on the tasks at hand

-----Mosque

15:00-17:30 go to the mosque, pray 'Asr 🔥

-----Sales/work

17:40-18:40 Working based on the tasks at hand
18:40-19:00 rest;
19:00-19:40 Working based on the tasks at hand
19:40-21:20 Isha (OODA session in between)

-----The night routine

23:00-3:00 Sleep.

NEW IDENTITY

Ideal Version of Myself 3-6 Months From Now

Power Phrases (2-3)

- I asked God for challenges to make me stronger and closer to him, he gave me those challenges, now I have to overcome them.

Core Values (2-3)

- Religion
- Competence
- Discipline

Insight:

Right now you are far behind the person you used to be: you became lazy and irresponsible. To fix that you can't just jump in the routine u used to follow, you need to build up everything from the beginning and start small.

Start completing the non-negotiable list and then build more tasks from there. Make sure you are consistent and perform well.

Our main goal now is to build up the religious habits those are the most important ones.

Daily Non-Negotiables

I am not going to sleep until I finish it

- **Doing all 5 mandatory prayers and additional 5 prays as debt;**
- **Istigfar and dhikr;**
 - Astaghfirullah Al Azeem (0/1000)
 - So that it went from your heart;
 - Dhikr;
 - Subhanallah wabihamdih (0/200);
 - La ilaha illallah (0/100);
- **30 minutes a day of getting religious knowledge;**
- **Reading the Quran in the morning;**
- **Keeping track of what I eat.**
- **Tahajjud; 4 raka'ats at least.**

Goals Achieved

- My ideal self in 3-6 months makes \$2000/month (deadline is 18/12/2024).
- 100 Arabic words learned (40/100) by 01/10/2024;
 - 5 words a day;
- 20 chapters of the Quran learned (7/20) by 01/10/2024;
 - 3 chapters a week;
 - Chapters 111-90;
- Sharh mukhtasar learned fully by 01/10/2024;
 - 1 chapter a week;
- I have a 6 pack by 18/12/2024.
 - (Be in deficit for 250 calories every day and you should lose around 6 kilos in 4 months)

Day In The Life (I am still working on it)

- When I wake up (at 5 am) I feel powered up after reviewing my achievements and the bank account where I see more than \$1000 sitting in. I am ready to keep crashing so the first thing I do is sit down to review my day and imagine my new best ideal self. I am sure I can accomplish the new goals because I have proven to myself that I can earn money. My mom does not need to worry about uni anymore because I pay for it.

When I interact with my old friends I feel dominant and empowered. And I understand that my competence levels are way higher as I see clients getting immense results doubling and tripling the amount of leads and sales.

When I go through my day I work hard and feel proud of my achievements. I expect challenges to come on my way and when they do, I meet them with bravery and solve them. I don't look for reasons to lose, I look for ways to win and then execute them.

People around me know about my success, so when they have a problem they ask me for a solution. And oftentimes I give them such advice that can change their lives for the better.

It feels amazing to make \$2k/month. I don't need to ask anyone to buy anything for me. I can buy an iPhone, books, **and training for** as much as I want. I got money for the next 2 years in uni, so my mom does not need to worry about paying for it.

With making such money I have also started to boost some of my IG posts, trying to grow my audience and gain followers. Because of that my follower count jumped from 1k to 2k in a few weeks,

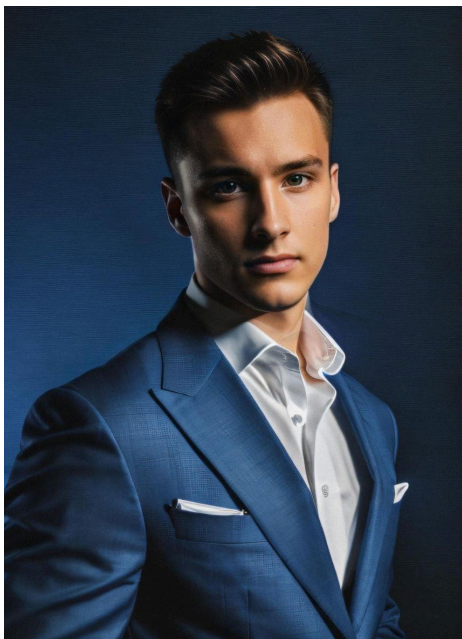
I do also spend at least \$100 a month to help children who are in need like in Gaza or just have health problems. I am glad to see their smiles and understand that I could give them an amount of money that would drastically change their lives,

(6pm) In the evening I spend time training and train as hard as possible, breaking record after record every day. I feel confident in my physicality and go through life with a head looking only forward.

MY IDEAL SELF - THE VILLAIN

Compare yourself to him.

Name: Dawud



His characteristics (35 minimum):

- **Regardless how he feels** he always gets the stuff done. He always goes to the gym, he always finishes his outreach.

- **He doesn't eat junk food AT ALL.** No candies, no cookies. He understands it's for kids and he is too obsessed with his physics to eat stuff like that.

- **He doesn't waste his time** on video games and TV shows in the evening. **Instead** he either studies Islam or watches sales training from Alex Hormozi.

- **He works and gets better on Sundays.** Before Sunday starts he builds a clear plan and to-do-list he will execute the next day.

- **He does not break his no-fap strike** because he is ashamed of breaking God's commandment..

- **He prays 6 times a day** and follows the law of God perfectly. He prays with ideal technique.

- **He always finds time to study Islam** and increase his knowledge in the religion no matter how he feels and how tired he is.

- **He is very generous to people.** When he sees someone in need he always helps them unless it's a drunk man.

- **He does not flirt with women as he knows to what consequences it leads.** He does not engage in any



“flirty” discussions with other women. But he still can make them smile.

- **When a difficult, scary task comes to him** he faces it with bravery and solves the problem.



- **He always does what he promises to do** and NEVER forgets his promises.

- **He does not allow people to disrespect him.** Yes, he is kind and nice to others, but he has a line no one can cross when talking with him and he makes it clear when somebody tries to disrespect him.

- **He does not look for reasons or excuses to not do something scary,** instead he looks for ways to do it. And once he finds the way he can achieve that goal, he dives into it.

- **He breaks his personal records EVERY DAY.** Every day he finds ways to do better than he did the previous day.

- **He conducts an in-depth OODA session every evening** where he ALWAYS finds better and better and faster ways to achieve the same goals and perform better the next day.

- **He is not afraid of sales.** On his sales calls he makes the prospect comfortable with jokes and intensive listening. People love being with him because he makes them laugh and feel understood.

- **He is very attentive to details and utilizes his perspicacity to the fullest** by trying to spot opportunities to get better spiritually, mentally, financially at every interaction with other people OR things.

- **He is confident when speaking** with people and always presents ideas that are incredibly valuable, making people want to work with him.

- **He does not give up if he can't do or achieve something he wants to achieve.** Instead he analyzes his actions' reason and cause between each outcome and then comes up with solutions that help him to achieve the desirable goal.





- **When he works he has his full attention on a specific task without dispersing it into other areas of his life.** His focus achieved that level that when somebody calls him he does not hear them.

- **He is a fighter and very good at boxing.** He regularly gets into sparings and increases his toughest and martial art skills.

- **He does not consume information to simply consume.** He analyzes important topics and instead of reading a bunch of books, he takes one and studies it in-depth to understand every concept on a deep level. Only when he can create "a presentation" on that book, he goes to another one.

- When needed he can also gaze through books to find knowledge he needs without wasting hours on reading water.

- **He makes sure that every piece of content he consumes** positively impacts his perception of reality and makes him stronger.

- **He does not allow others to disrespect his family members** and when somebody does he threatens them by breaking the bridges with those people.



- **He does not swear.** He controls his temper and makes sure to guard people from his bad actions and mouth.

- **He controls his anger and other emotions.** When he feels a negative emotion he converts it into energy to work harder and work more.

- **He does not look for comfort,** instead he always goes into the unknown to get better and get closer to the successful man he strives to be.

- **When it becomes hard to perform a task,** he keeps pushing because he understands that it's where heroes are made.

- **He strives to make more money because he understands that bad times are coming** and he has to be financially successful to guard his family.

- **He starts every day from 0.** No matter how much money or things he achieved the day before, he starts

from zero and uses previous records as a benchmark of what he has to achieve and break today.

The \$2000 month goal reversed engineered (cause and effect break down)

A new plan: AND IT'S SO EASIER!

So what can I do once I get a great testimonial for making a FB ad (before david my cost per lead was... after david it's 5 times less!.....):

- 1) Refine your cold outreach:
- 2) Make an irresistible offer where you sell a bundle that consists from an opt-in page and Facebook ad;
- 3) Find clients to fulfill and ask money for edits (\$10 per reel) and \$200 for content creation services.
- 4) Once they get the results ask them for a specific form of a testimonial (video is perfect);
- 5) Refine your outreach message and look for another client asking him for them same amount of money;
- 6) Provide results to him as well and get a testimonial;
- 7) Once you have 2 great testimonials and you are providing great results, ask for \$500/month for your services in total, raise the prices for the clients if they can't afford to work with them until you find people who can pay you more..

Repeat and raise the prices until it's \$1000/month for your content creation services.

This is perfect because building great ads and opt-in pages takes way less than building an email sequence, hence, you will get way more clients and testimonials faster. PLUS you will improve your skill faster.

With more testimonials you can get way more clients faster and create for them ads and opt-in pages AND then if you want a retainer simply upsell them an email sequence (or those clients you've already worked with).

Eventually you can up the price of the bundle to \$750 and all you will need to make \$2k/month is 3 clients a month. And it will take you literally 14 days to fulfill those clients. To make \$10k/month you will need 13 clients per month <— You can ask for referrals no problems at all to get to that level.

BRO, You are a genius!

AND ONCE YOU GET TESTIMONIALS AND PROOF THAT YOU PROVIDE RESULTS, YOU NOW CAN GO AND CONTACT PEOPLE WHO DON'T HAVE ADS AND OFFER THEM THOSE.

- To earn \$2000/month I need to have 2 clients that pay me \$1000/month for content creation;
- To make people keep paying me \$1000/month I need to make them at least \$1500/month with an already built email sequence that will constantly make them money AND weekly emails that will build more trust with prospects and will sell to those who didn't buy from the email sequence.

- To make my clients at least \$1500 in profit after taxes my emails should sell at least \$2400 worth of their product (accounting for ad spent and commission);
- To sell at least \$2400 worth of their product, I need to sell 12 units if the cost of the product is \$200 (*often times the service costs way more, but let's review the worst case scenario*);
- To sell 12 units every month, I will need to get at least 100 new engaged leads every month to sell to. Assuming that at the end of my email sequence 25% will eventually book a call. It's 25 calls per month from the emails.
 - And if the closing rate is 30-35%, 8 will be closed from the email sequence.
 - And if the rest 70 leads will be nurtured further with another 3 emails per week during the rest of the month, with a conversion rate of at least 20%, we will generate another 14 calls.
 - If the closing rate is the same we would close another 4 deals.
 - Which will result in 12 deals closed overall.
- To get those leads I need to have an optimized opt-in page that gets at least 500 visitors every month;
 - And If the conversion rate on the opt-in page is at least 20%, I will get 100 leads a month;
- For the opt-in page to work I need to have an FB ad that drives traffic right to the opt-in page.
 - And if the ad gets 3500 impressions with a CTR of 15% and CPC less than \$0.8 We will get 500 visits for around \$400, then CPL will be around \$4 and the CPA around \$45 which puts us to 5:1 ratio with a CLV around \$200. (Not sure if the math done correctly)

- So I will get the clients results by creating an email sequence and then getting monthly payments for writing 12 emails/month that nurture those leads that haven't bought from the email sequence PLUS I will also optimize their opt-in page and the FB ads to maximize conversion rates if needed.
- To get paid for the services I will ask for a \$50 upfront and then for \$450 once the email sequence is done. After that I will show them the reason why only an email sequence is not enough and will propose them writing 12 emails/month for \$1000/month which will lead to a predictable monthly income;
- To prove to people that I can write a copy and provide results for them to make them work with me, I will offer them a free value like rewriting an opt-in page or an ad by showing how this will lower their CPAs and CPLs giving them more leads.
- To get people to respond on my cold outreach, I need to show them that it's risk free for them, but they get an immense value (It has to be clear what I offer for them and what they gain), so that only a stupid person would ignore it;
- If they still don't even read my message, I can ask them to look at their dms in a comment section if they don't respond after 2-3 days.
- To make people read my message, I need to grab their attention with the first line by making it look personal.
- But first I will need to message those people, so I need to do 10-20 cold outreaches a day. **(Refine after every 50).**

- To have the right people to message, I need to look for those prospects who already have facebook ads and an opt-in page plus a product over \$250. And if I can't find such people anymore, I will need to lower my requirements.

Unknown

- The amount of money my clients will spend on ads. Cost per thousand, cost per click, cost per acquisition etc;
- The conversion rate of the first version of facebook ad and an opt-in page I will write;
- The stories and concepts I will talk about in my email sequence to bring the readers closer to their dream outcomes;
- **How I will set up the email sequence for my client once it's ready (what software they use, and how I can access/use it)**
- How many leads I will be able to get per month for the new version of the email sequence;
- How many leads from 100 I can actually convert into booking a call.
- I don't know why, but people do not even "see" my messages on IG. I don't even know if it's okay.

Assumptions

- I think I will be able to create an email sequence that makes 25% of the original leads to book a call. (It's a delusion, not every lead will even read the welcome email). → I need to expect only 70% of people to actually keep reading my email sequence, and

only 50% reading till the end, from that point from those 50%, 30% will book a call (if we talk in 100 leads only 50 will read till the end and from those only 15 will book a call. If the closing rates are 30-35%, 5 will become clients, so from the 100 leads only 5 will probably become clients). ←BUT to generate at least \$2400/month, my goal is make 25% of the original leads to book a call. (If the price of the product is more than \$200, then I won't need such high conversion to make more than \$2400/month for my client)

- I assume the prospect already has an email sequence (they might have only a welcome email).
- I assume I will be able to close a client right after I give them a free value (I will probably need to make at least 2-3 free values for different people before I find somebody to work with).
- I assume my current cold outreach message is already great.

1K FOLLOWERS

ONCE YOU ARE MAKING \$1000/month, start building your instagram account with paid ads. PLUS when you actually produce results for your clients.

Use ads that attract people to your profile and make them follow you (true leads). **HERE'S STEP-BY-STEP**

<https://uneven-walrus-d9e.notion.site/Grow-a-following-on-Instagram-with-Reels-Ads-eda7b01009074cdf844bd719a7f66cd8>

Optimize your profile

- Name: {first & last name only} (ad purposes)
- BIO: (why they should follow YOU?)

- 1 line: your biggest achievement
- 2 line: your offer
- 3 line: CTA
- Link: VSL, YT video, ig.me/m/username

Example: Built 7fig agency, now: → Helping Agencies & Coaches add 30k/mo in profit ✉ DM Me “7fig” For My Monetization Guide

- Highlights: Sell your expertise
 - Testimonials
 - Your story
 - Your system
- Pinned videos: Build more trust
 - Your story
 - Your system
 - Case study

Launch your first Reels Ads (boost button)

Content:

- Hook - who should watch this video?
 - Call out your ideal audience
 - “Are you [ideal client] struggling with [problem you solve]?”
- Value - why should they follow you?
 - Frameworks & lists work best: “5 steps to”, “3 key things”, etc...
 - GIVE VALUE, it’s not an ad
 - Reveal a tip of the iceberg - solve a problem, that is just a part of a bigger problem
- CTA - what should they do next?
 - Shoot me a follow and go through my past content
 - Follow me here on Instagram, and watch this pinned video, where I explain {topic of the video}

Targeting:

- T1 countries
- Interests (optional)
- Age (optional)
- Reels Ads examples

[Example #1](#)

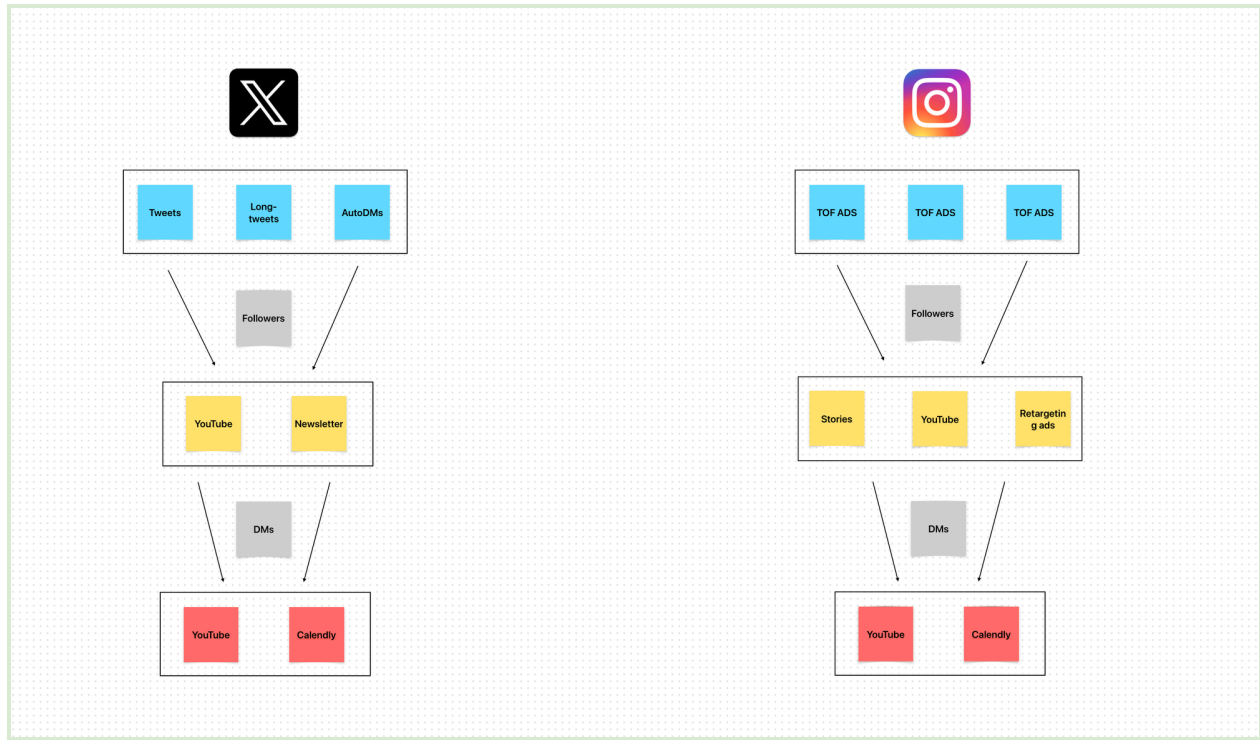
[Example #2](#)

[Example #3](#)

- Reels - 5x a week
- Reels Ads - 2x a week
- Stories - 3x a day

How to contact them:

<https://uneven-walrus-d9e.notion.site/Sniper-DM-strategy-2dada1b9e63247c19336a9e001525daf>



Sell by chat

- Opener - Why are you here?
 - Don't direct pitch
 - Start simple
 - Example: Hey [name]! Appreciate the like 🍷
 - Example: Hey [name]! Appreciate you following me :) More great content is coming!
- Qualification - Are they a good fit?
 - Do you run an agency / coaching program?
 - You an [ideal client] bro [or] dude [or] man ?
- Gap - Where they are at and where they want to be.
 - What would you say is the main issue right now? And what do you want to get to?
 - So how many clients do you have right now and how many more can you take?

- What's your dating life look like now - and what would you like it to look like?
- Need - Do they need you?
 - Cool. What do you think you need the most right now?
 - What's stopping you from getting to [their goal] bro?
- Help
 - Would you like some help with it?
 - Would love to help you with it, mate! Down for a chat this week?
- Book a call - Don't let them slip
 - Awesome. Are you free X time in Y day to talk for 15 minutes? Or I can send you my calendar if that's easier for you.
 - Sure man, here's my calendly link, pick a slot that works for you:
- Urgency
 - Cool. I'll keep my chat window open while you choose a time. Mind telling me you've found one that works?