

1. What did I learn from the experience?

I am capable of hard things.

To man up and talk to people, get out of my comfort zone, and move into the hero zone.

Turn stressors into infinite energy to do the work.

Sitting under stress is retarded and will kill your testosterone and make you low energy.

Bite the bullet and do the hard work.

It's hardest at the start to sit down and throw myself at it, but once I get into it, it's easy.

Stop running away from my problems and man up for once instead of quaking in my boots.

2. What did I do right?

I DM'd him yesterday brainstorming an IG reel for his knife/rental sharpening business.

We talked today at work and came up with a solution for his business together that took 5 minutes.

Brainstormed ideas even though he didn't like them.

3. What mistake did I make and why?

I went too long without talking to my starter client about business ideas because of fear for 3-4 weeks.

Offering the wrong solutions.

He is already running ads. I asked for access to them and only if I don't mess them up.

Pissing down my leg for too long.

Too afraid to take action.

Doing mental gymnastics by convincing myself that he didn't want to work with me for some stupid made-up reason but it turns out that he is actually serious about it.

I didn't think he was as serious about it as me until I saw that fire in his eyes.

I was the one not being serious enough about working together all along.

I let stupid things that were said in the past drag me down and hurt my relationships with people which is not the case.

I want to give up but I can't. My brain wants to run away but I won't let the bitch voice win.

4. Is there a knowledge gap/something I'm missing?

He told me that he wants his business name to come up on the web when people type in his business name.

I need to double down on learning web design/landing page and SEO to attract more organic traffic to his name/business.

I don't need to do video editing.

I don't need to make ads.
Creating headlines that capture attention.

I need to make a landing/sales page for him and write copy on it that will persuade his audience.

I think knife sharpening is a dying niche, but I'm not exactly sure.

How do I know if a niche is dying?

Improving my copywriting skill now that I have someone to write for.

I need to send something over.