

Cause and Effect Chain

GOAL: Sign 2 clients and 5x my income (3k/month)

(UNKNOWN | ASSUMPTIONS)

- Get paid
 - Payment method?
 - When?
- Get on a retainer contract (1.5K/mo)
 - What will my role be? (x ghostwriter, designer, email copywriter, consultant, ALL of them)
- Have a call with them
 - Prepare the offer. What have I achieved and what can I still achieve for them?
- Deliver results
 - More followers and engagement
 - Better SEO positioning
 - Effective ads
 - Captivating CC scripts
 - More revenue

Sign 2nd client

- Discovery Project
- Sales call
- Prepare the sales call
 - SPIN questions
 - Discovery project approach
 - Initial superficial suggestions
 - Clear points you want to clear out
 - Clean background, hairstyle and outfit (smart-casual)
- We schedule a call
- We go back and forth
- They answer the message
 - They might not answer → need to reframe outreach
- Outreach + Testimonial + Free Value
- Research
 - Understand who their avatar and target audience is, how they think and what emotions are more triggering for them.
 - Learn about your prospect's ideas, goals and approach to see how can you help.
- Adjust the outreach formula to leverage the testimonial
- Get a testimonial
- Deliver more results

- More followers and engagement
- Better SEO positioning
- Effective ads
- Captivating CC scripts
- More revenue

Sign 1st Client

- Get paid
 - Payment method?
 - When?
- Get on a retainer contract (*1.5K/mo*)
 - *What will my role be?* (x ghostwriter, designer, email copywriter, consultant, ALL of them)
- Have a call with them
 - Prepare the offer. What have I achieved and what can I still achieve for them?
- Deliver *results*
 - More followers and engagement
 - Better SEO positioning
 - Effective ads
 - Captivating CC scripts
 - More revenue
- *Discovery Project*
- Sales Call
- Prepare the sales call
 - SPIN questions
 - *Discovery project approach*
 - Initial superficial suggestions
 - *Clear points you want to clear out*
 - Clean background, hairstyle and outfit (smart-casual)
- We schedule a call
- *We go back and forth*
- *They answer the message*
 - They might not answer → need to reframe outreach
- Outreach + Testimonial + Free Value
- Research
 - Understand who their avatar and target audience is, how they think and what emotions are more triggering for them.
 - Learn about your prospect's ideas, goals and approach to see how can you help.
- *Pick prospect*
 - A following superior to 10K
 - A product to sell
 - Do you like them?
- *Pick niche*

- Strong desire
 - Red ocean market
- Learn the ropes
 - Keep applying the new learning method and learn by sheer practice
- Turn into a G

Hone the Agoge New Identity document, and read it every morning and night to remind yourself of what you can accomplish.