

****Today's Assignment****

- 1 - Pick one of the goals that your ideal self is going to achieve in the next 3-6 months.**
 - 2 - Work backward from your goal and identify as many of the cause-and-effect chains that will lead to the desired result.**
 - 3 - Identify any potential "unknowns" or assumptions in your understanding of the cause-effect chains.**
 - 4 - Share your cause-and-effect chain, assumptions, and unknowns**
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Making \$3,000 monthly in 6 months

Cause-and-Effect Chain

- **If** I complete my daily checklist every day, **then** I will massively improve my copywriting skills.
- **If** I massively improve my copywriting skills, **then** I can offer value.
- **If** I offer value, **then** I can also showcase that value online by posting examples of my work.
- **If** I showcase examples of my work, **then** potential clients will see the value I can offer.
- **If** I reach out to 5-10 prospects daily, then I can figure out how to design DMs to get my messages read.
- **If** I figure out how to get my messages read, **then** I can figure out how to get consistent replies.
- **If** I get consistent replies, **then** I can offer a call to a prospect and sell my services.
- **If** I sell my services to 1 client, **then** that's proof I can do it again.
- **If** I provide value, **then** I will have created a solid business partner.
- **If** I create solid business partners, **then** I can collect testimonials and payment

- **If** I get 5 testimonials, **then** I immensely increase my social proof and credibility
- **If** I increase my social proof, **then** I can pull in more clients.
- **If** I can get more clients, **then** I will need to provide even greater value than before.
- **If** I can provide even greater value, **then** I can charge more for my services.
- **If** I can charge more for my services, **then** I will need fewer clients to meet my \$3,000 dollar mark
- **If** I charge \$750 per month for my services, **then** I will only need 4 clients per month to make \$3,000.
- **If** I charge \$750, **then** I can break this down into 2 payments of \$325 (upfront & at the end of the project).

Unknowns

- How much to charge initially
- What my niche is going to be
- Who exactly my target market is going to be
- How long will each step take (doesn't matter; I'll work until I get the result)

Assumptions

- I will work efficiently each and everyday
- I will not take days off
- I will eliminate losing habits
- I won't ever quit until I get the result
- I will be able to do this in 6 months
- I will deliver incredible value every single time
- Clients would love to pay me for my work
- Clients will be glad that we are working together
- Clients will leave raving reviews and testimonials of my work
- Other potential clients will find my testimonials compelling
- Clients will view my work examples as my ability to provide value
- Clients will find \$750 per month an excellent exchange for the value I provide
- Clients would rather have the value I can provide than keep their \$750