

AGOGE NEW IDENTITY TEMPLATE

Ideal Version of Yourself 3-6 Months From Now

Power Phrases

- If one man can, anybody can- if others have achieved- then i can to
- You are just a man - this is not derogatory but on the contrary, if one were to live up to their potential, they are just a man, but a great one at that. Similar to nature we are nothing with the potential of everything- the acorn has the potential to be a beautiful oak tree given the correct environment to grow, this power is within us too.
- ... you have a duty to yourself, your creator, your ancestors, your loved ones.
- Just bite the bullet
- My unmatched perspicacity, coupled with sheer indefatigability makes me a feared opponent in any realm of human endeavour

Core Values (2-3)

- Persistence (indefatigability) - the key to success according to Napoleon Hill in the book Think and grow rich
 - Keys to being persistent:
 - DEFINITENESS OF PURPOSE: To reach my potential
 - DESIRE/OBSESSION: I'd love to retire my parents, to provide for my family and loved ones, to protect those who cannot protect themselves, and conquer the world with my brother.
 - SELF-RELIANCE: If one man can, anybody can
 - DEFINITENESS OF PLANS: Apply myself to copywriting - follow the checkpoints that've been laid out.
 - ACCURATE KNOWLEDGE: TRW supplies me with all the information i need to achieve
 - CO-OPERATION: Your network is your net worth
 - WILL-POWER: The habit of concentrating one's thoughts upon the building of oneself will surely result in self confidence and independence to fulfil plans.
 - HABIT: persistence is the direct result of a habit
 - Break down bad habits
 - Replace bad habits with good habits that lay down the path to success

- Perspicacity (wisdom) having the know how on where to apply persistence so that i can output optimally
- student - have humility and accept that i am still learning so i will make mistakes but it's in my best interest to learn from them to develop myself.

Daily Non-Negotiables (2-3)

- Morning routine
- Copywriting checklist
- Train
- Evening routine

Goals Achieved

- 2-3 clients
- Reached intermediate
- Reached rainmaker

Rewards Earned

- I will have made my first thousand- setting foundation for upward spiral
- Made my client 10 grand

Appearance And How Others Perceive Him

- High value to society- this consists of being respected, being kind (giving value to those around me), I am tall so naturally commands respect, i am strong and athletic, dress modestly and respectfully prioritising elegance and class over logos and perceived monetary value.

Day In The Life

Make it as vivid as possible. What does he FEEL like as he goes through each part of his day? Add images vision board style. Use the first person and present tense, i.e. "I walk through the streets..."

- Wakes up early, 7:30
- Make bed (first win)
- supplement + hydrate
- Shower + hygiene
- Be presentable (dress well, wear nice cologne)
- Morning power up call
- In the morning my focus is on producing and having maximal output 3 GWS following the process map
- Lunch
- training
- Consume information- bridge knowledge gaps mostly copy orientated sometimes philosophy
- In the evening i focus on clearing my mind
- I have a warm shower to clean up
- I read 1 page of the bible a day
- Then i journal - a mini OODA loop and then read my daily words over
- Each day I eat minimally processed foods, intermittent fast
- Try to stay off phone as much as possible

AGOGUE DAY 3 ASSIGNMENT

- 2-3 clients in 3-6 months

I have a client so focus is producing results for them - i get payed on commission basis

Unknowns:

- I should keep revising from my notes that i made when i did all the lessons in the campus so that i can provide the best service possible when the time comes.

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

To provide sig value to my client

b. How will I know I've achieved it?

I will get paid £1000 via commission based sales

c. When is my deadline?

October the 1st

2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

a. Checkpoint #1 - I am on the right track. I do everything that I need to do each day and I have adapted the right mental model that will keep me on track.

i. Cause and effect #1

I hold myself accountable to my non-negotiables- if I have achieved everything I need to do every day of the week then I can go out on the weekend. Of course within reason.

ii. Cause and effect #2

Reduced screen time - my phone is a distraction, i may need my phone to work but i will reduce the time that i waste on my phone- realistically i only need 1 hour on instagram/ social media a day to get outreach done, i will aim for this.

iii. Cause and effect #3

Raw hard work. What I give, I will get back in abundance. Give to get. If I give quality work, I will get a trusting client. I give value, I will get its monetary equivalent. Just keep working.

b. Checkpoint #2 - I got my first client- I feel successful and busy.

- Cause and effect #1

Considering I am now more productive, I can get more work done with my time. I now have to do work for my first paying client and i'm still outreaching to get my second

- Cause and effect #2

I now have a lot more work to do, therefore I must work harder than ever. It may be difficult but I will be getting more money than ever therefore my dreams are getting closer to reality.

c. Checkpoint #3 - i land my 2nd and 3rd client-

- Cause and effect #1

I have to spend a lot more time working, I may have to spend less time with my friends to subsidise this time. They may not like the change, but it is what must be done to achieve my dreams.

- Cause and effect #2

Now that im getting more experience my work is of higher quality, i am providing more value to my clients. I am ready for the stage 4 copywriting course.

- Cause and effect #3

I am making 2-3 thousand a month. I will be so happy when I can pay for my parents to go on holiday or treat them to days out. I feel that in my life they have done alot for me that I haven't been able to pay back but now I can. So that when they go to Greece to live there they dont have to worry about money.

- Cause and effect #4

My younger brother will start to look up to me and follow in my footsteps, we can grow up and live successful lives. I can financially support him while he takes his boxing career seriously. I will truly become a provider for my family.

3. What Assumptions or Unknowns do I face?

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4. What are the biggest challenges/problems I have to overcome?

- Laziness, break through my bad habits

5. What resources do I have?

- Laptop
- Phone
- Internet
- Smart clothes
- Pen
- Paper
- Intelligence
- Time, free lessons in school, time at home im not utilising

Calendar Work

- List out checkpoints and set time to reach them

Checkpoint #1 - is right away- i can apply this now

Checkpoint #2 - 1-2 months time

Checkpoint #3 - 3-6 months time

- List out tasks needed to reach each checkpoint
Daily non negotiables- this sets me up to get all my work done that i need to do in order to achieve my goals.
- Identify metrics/kpis for each task.
Number of clients
Monthly income
Value to clients; how much i make for them
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints. Its all on the daily tasks

AGOGGE DAY 8

Identify a problem you are facing (bad outcome/symptom) : low return rate on instagram DMs

Walk the factory line;

I look at prospects instagram homepage +I have a look at their links

Then i Follow my current outreach template (currently trying different templates to test success rates)

Ask why until you find the root causes. Use outside resources if needed.

- Why don't they answer
 - They receive my DM then
 - They don't open it
 - They open it and dont care
 - They look at message
 - Is it enticing
 - Is it worth reading
 - They look at the profile
 - Is there any evidence that i can do what I say I can?
 - No = lack of trust = ghost
 - Do they want what i'm offering
 - no= roadblock/ solution is wrong

Create or update your strategy and tasks to solve the problem and get your outcomes

- Create a niche that i know about
 - PT/ health and fitness
- Do some market research
 - What to PTs want
 - roadblocks/ solutions
 - Message a PT that i have connections too to find out what they would want from a digital marketer
 - Make instagram 'tip' posts positioning myself as an expert in the skill
- Outreach to fitness niche using keywords gathered from ChatGPT

Spontaneous Gratitude challenge:

I am actually very grateful for the Agoge challenge thus far. This week my productivity has been incredible, and given me the power to push through challenges (biting the bullet) with more grit and power to do so. I have really appreciated the challenges posed to me and being held accountable by a community, who've helped enhance the learning process. This week so far (last 4 days) I have completed the 4am challenge and the 200 burpees. I'd like to admit that today was the hardest as i was so fatigued from burpees the night before, i tried to mentally gymnastic way way out of getting up and working, i tried to readjust my day so that i didn't have to do what needed to be done, as i was afraid of being fatigued for my rugby game, but i pulled myself out of it and just did it. So for that I am thankful. The burpees also have sucked, i hated every last one but i got them done- now i feel proud of my accomplishments. So I am grateful for that feeling.

Perspicacity walk

Why do I work?

I'm 17, 6'4 and 95kg , I do rugby, boxing and lift- I feel as though I can take on physical pain but it's not the type of pain that drives me. I've only ever had a want for money and not a need, because i come from a relatively well off household everything has been provided for me and i havent had to do much hard work in return. But recently it was my mum's 50th, and i wasn't able to get her much- not a situation i want to be in any longer. This has given me a need in my mind to work alongside other personal goals.

Hello [Business/Prospect Name],

I'm a local marketer that helps businesses like yours succeed. After researching your company, I've identified a few opportunities that could significantly get you more attention and attract more customers.

I'd love to share these ideas with you and discuss how we can implement them. Would you be open to a quick call in the next few days to explore this further?

Looking forward to your response!

Best regards,

I want to pay for jay to make his move

I want to buy the nicest suits

Imagine the day: a school reunion, imagine your friends who laughed at you once before for hustlers university, imagine they did better than you. The same lads who worked in mcdonalds, they did better than you. Do not let that happen.

Goals:

Physical:

- Bench 120
- Squat 155
- Improve rugby

To do this I will refine my training programme, and fulfil it

Mental:

- Go from Cs and Ds to Bs by the end of the year

To achieve this I will start taking school seriously, make a revision plan from the get go

Social:

- I want to network myself to have higher status friends who align to my goals

To achieve this I will stop wasting time with retards and start to post on linked in

- I want to repay my parents love

To achieve this I will start by washing up 3 times a week

Financial:

- Make £1000 by 1/10/24

To achieve this I will follow dream 100 process, to start networking with higher paying clients, and land one who will pay me £1000