# 📌 Day 17/20 - Have a Testimonial 📌

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<@01HARHT580XSBA6EQ5DAKK5SZN> <@01GHV9QZNRZ6HZ29TF8H5XNXXQ> <@01HPR22M99T7E1NJ3JHQ61TDMR>

https://docs.google.com/document/d/1BfpTNPqfgTOLYSRef0TQ28DF0qYGLh\_IFBa5hApt6tc/ed it?usp=drivesdk

#### ? Who You Are Now vs Who You Want to Be ?

- Now:
  - Either too confident, or too insecure
  - Takes excuses from himself..."cope"
  - o Is uuncomfortable im the unknown. He enjoys dojmg whats familiar
- Who You Want to Be:
  - A perfect mix of humble confidence
    - Extremely dissatisfied and mocing forward at full speed
    - But extremely confident in his capabilities: He knows he'll reach his goals
  - Someone who always finds a way to achieve his objective
    - He will force it into the universe with his bare hands if he has to
  - o somsome who liles the unknown, and thrives in it. Its his comfort zone

## 🔥 Your Reason Why 🔥

- For My Mom
  - Before she died, I watched her bust her ass day-in and day-out to give me an honestly spoiled life
  - Now, it's up to me to honor her legacy, and make people go, "Who raised him?"
  - One day, I'll reunite with her in heaven. She'll wear a big smile on her face, wrap her arms around me, and tell me how proud she is of the empire I built
  - If I never get copywriting to work, then I'll never be able to create a charity in her name
- For my girlfriend
  - Because no girlfriend of mine should have to slave away at a job
  - No girlfriend of mine should have to work in a gas station with meth heads, perverts, and transgender weirdos

 Any girlfriend of mine should be able to have any pet, clothes, or vacation she wants

#### Proving Everyone Wrong

- Because my family laughed and mocked when I said I wanted to be a copywriter....I need to prove them wrong
- I need to make enough money to buy 4 sports cars, take a picture of me in each of them, then send each picture (1 sports car per family member) with a text saying, "Not too bad for someone 'not cut out for sales'."

#### Legacy

- Because I want my kids, their kids, their kids, and so on to say, "Yep, he was a certified badass." And aim to be more successful than me
- I don't know much about my grandpas, or their dads. I refuse for that to be said about me. Everyone with the last name Kristiniak will know who Josh Kristiniak is

#### Fuck the matrix

- Because I REFUSE to destroy my body for a bunch of matrix-minded idiots sitting in a corporate office
- If I can go from jerking off daily, playing hours of videogames & watching YouTube everyday, to being a mega successful copywriter. Then, I will be an inspiration to young, aspirational men all over the world. I will do my part to break the matrix

#### Security

- With the world getting more and more dangerous, I need to keep my woman/women, kids, and other family members away from the slum that the general propulace will become
- I will not live in a pod and eat fucking bugs

## **G Work Checklist**

☐ Set a binary, tangible goal
☐ Pick an attitude
☐ Hydrate, Caffeinate, Get the blood flowing
☐ Remove distractions
☐ Set a challenging timer and try to beat it
☐ Get started

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# Day X - DATE

7:15-Wake up and do morning routine

7:45-First GWS

8:45-End GWS. Check notis + patrol chats + eat breakfasf

9:15-2nd GWS

10:45-End GWS. Patrol chats

11-PUC

11:30-3rd GWS

#### 12:30-Recharge

- Train + run outside
- Eat lunch
- 2-Continue GWSs

6:30-Family time + get a hairxut

9-Reflect on day + plan next + night time routine

9:30-Be in bed

Be in bed

# GWS #1-Schedule New Discovery Calls-60

- Collect Thursday OR feedback
- Make a list of topics that I can use to build rapport
- Map out list Of current leads
- Use simulation bot to plan how I will follow-up with them in a way that results in me getting new clients
- IF TIME LEFT OVER-Attempt to warm up josh@kristiniak

#### **GWS Reflection:**

What tasks/objectives did I demolish?

- Collected the outreach data from Thursday
- Used my simulation bot to come up with a list of topics I can use to build rapport with prospects I cold call, if I hve nothing else to fall back on
- · Mapped out my current lead, and figured out the best moves forward

Problems/mistakes encountered?

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Solutions to each mistake/problem?

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# GWS #2-Close Wolf Tints LLC on a discovery project-60

- Go through checklist to set-up Google slides
- Practice going through slide
- Use simulation bot to practice

#### **GWS** Reflection:

#### What tasks/objectives did I demolish?

- Texted my client asking if he saw my email (no response yet)
- Finally got my other business email in the process of warming up
- Created a Google slideshow for my window tinting lead, and went through1 round of practicing
  - Also improved the template slide so it covers more important pointa

#### Problems/mistakes encountered?

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#### Solutions to each mistake/problem?

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# GWS #3-Use the New AI Tools to get Money in-75

- Make a loom video for the agoge chats + professor Andrew on how to use my sales simulator 9000
- Use the discovery project selectro to double check my math for WTLLC (DM funnel prospect)
- Use the client management tool to double check best move for clients + leads
- Use the mission planning doc to plan next week's outreach

### **GWS** Reflection:

#### What tasks/objectives did I demolish?

- Created a loom video for the Agoge chat that covers everything that my sales simulator does
- Used Trenton's discovery project selector to improve the math for my window tinting lead
- Used the client management tool to double check my ideas for managing my client/sleads
- Began using the mission planning doc to plan next week's outreach

Problems/mistakes encountered?

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Solutions to each mistake/problem?

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# GWS #4-Land New Discovery Calls-60

- Figure out how I can cold call a lot without being marked as spam
  - Check Najam's training
  - Ask inside of TRW (intermediate chat + Amber | Endgame)
  - o Check YouTube
- Make a list of prospects/leads to call (start with warmest, and work my way to coldest)
- Figure out how many new prospects I need for the student approach

#### **GWS Reflection:**

What tasks/objectives did I demolish?

- Got feedback from TRW how to cold-call in high numbers, as to not be marked as spam
- Made a list of who I need to call next week, in order from warmest to coldest
- Planned out my PBSM + student outreach + created a new student email to test out

Problems/mistakes encountered?

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Solutions to each mistake/problem?

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# GWS #5-Generate at least \$10K in revenue for LHI-60

- Go through market research using new Al tools
- Go through the WWP using the new AI tools
- Use the new Al tools to create headlines + descriptions (using pre-built Google Ads funnel from Professor)

#### **GWS** Reflection:

What tasks/objectives did I demolish?

- Went through the entire market research + WWP with the new AI tool
- USed Google keyword planner + ChatGPT + ANdrew's guide on Google ads to come up with 25 keywords, and then chose my favorite 9
- Made a list of over 80 keywords (again using keyword planner + ChatGPT)

Problems/mistakes encountered?

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Solutions to each mistake/problem?

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# GWS #6-Generate at least \$10K in revenue for LHI-60

- Find 15 headlines for the Google Ad campaign
- Create 4 descriptions
- Use AI to write the copy for a landing page
- Use the design AI tool to design the landing page

#### **GWS Reflection:**

What tasks/objectives did I demolish?

- Read through my client's reviews to find his USP
- Created 15 headlines for the Google ad campaign + 4 descriptions
- Used AI to write the copy + make a skeleton for the landing page, then made a rough outline

Problems/mistakes encountered?

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Solutions to each mistake/problem?

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## End day review:

Wins/Progress Made Towards Earning a Testimonial

- Made a concrete plan for next week's outreach
- Used Andrew's guide + the AI tools to get the keywords ready for my Google ads campaign + make compelling ads
  - o Did MR + WWP too in about 30 seconds, with the new AI tool
- Used the new Al tools to create an outline + the copy for the landing page
  - o IK it's risky doing this client work without him fully committing
  - o But, even if I get ghosted, I'm now more prepared for the next client
- Created the Google slideshow for my Window tinting lead
  - + used Trenton's bot to do the project math, which will make this an easy sale (once I get him to show-up)
- Got 2nd place in the Al Tool Competition
- Used my sales simulator + the client management tool to figure out the best moves for all of my leads

### Losses & How I Will Prevent Them From Happening Again

- Client didn't add me as an admin yet to his Google ad account
  - I forgot to mention yesterday the email address he should use to add me, so that's not something I will forget again
  - o I will also not ask clients to do anything on the weekend

Insights And How I Will Apply Them to Win More

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What Worked Well and Will Be Repeated

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### How I Can Improve My System to be More Productive

- When everything is going well, that's when I will create a contingency plan for what if everything starts going wrong
- Gonna make Saturday a pure leg day
  - o No 30-minute walk
  - Will only do squats and maybe shadow boxing before my GWSs