

Day 17/20 - Have a Testimonial

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https://docs.google.com/document/d/1BfpTNPqfgTOLYSRef0TQ28DF0qYGLh_IFBa5hApt6tc/edit?usp=drivesdk

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

- **Now:**
 - Either too confident, or too insecure
 - Takes excuses from himself..."cope"
 - Is uncomfortable in the unknown. He enjoys doing what's familiar
- **Who You Want to Be:**
 - A perfect mix of humble confidence
 - Extremely dissatisfied and moving 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
 - Someone who likes the unknown, and thrives in it. It's 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 populace will become
 - I will not live in a pod and eat fucking bugs
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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

☐ Evaluate afterwards

Day X - DATE

7:15-Wake up and do morning routine

7:45-First GWS

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

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 haircut

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?

-

Solutions to each mistake/problem?

-

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 through 1 round of practicing
 - Also improved the template slide so it covers more important points

Problems/mistakes encountered?

-

Solutions to each mistake/problem?

-

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 selector 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/leads
- Began using the mission planning doc to plan next week's outreach

Problems/mistakes encountered?

-

Solutions to each mistake/problem?

-

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)
 - 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?

-

Solutions to each mistake/problem?

-

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

- Go through market research using new AI tools
- Go through the WWP using the new AI tools
- Use the new AI 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?

-

Solutions to each mistake/problem?

-

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?

-

Solutions to each mistake/problem?

-
-

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
 - Did MR + WWP too in about 30 seconds, with the new AI tool
- Used the new AI tools to create an outline + the copy for the landing page
 - IK it's risky doing this client work without him fully committing
 - 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 AI 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
 - 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
 - No 30-minute walk
 - Will only do squats and maybe shadow boxing before my GWSs