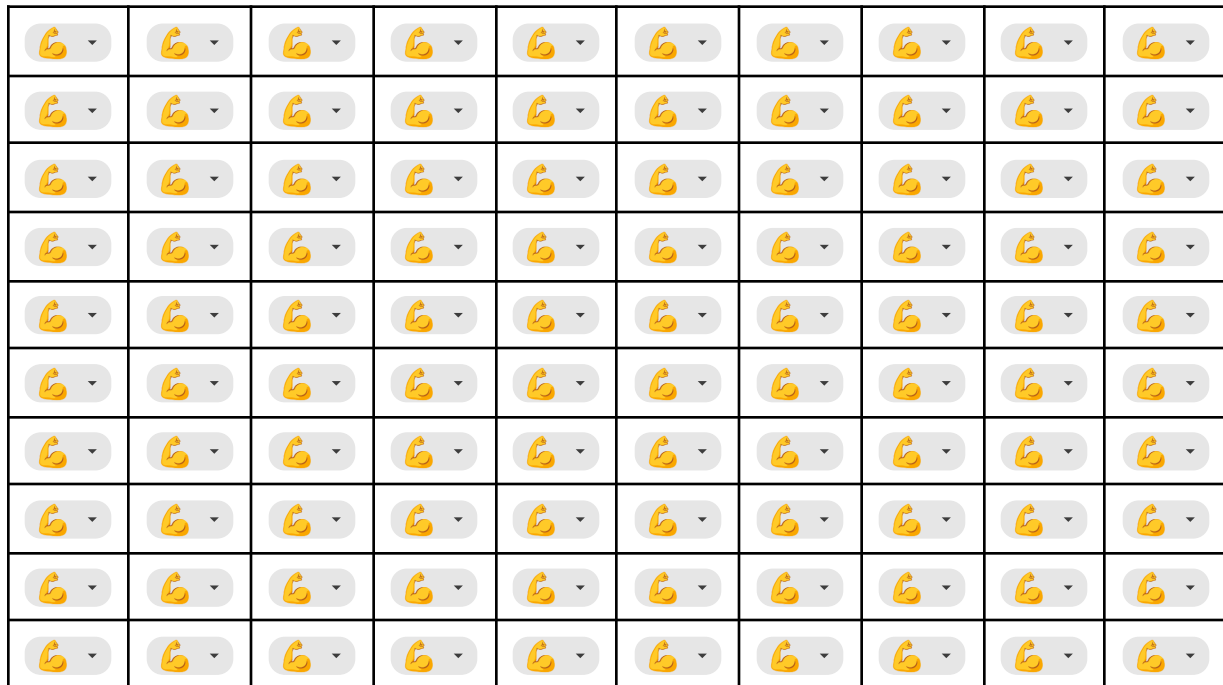


Click “File” → “Make A Copy” to create your own editable copy

100 G WORK SESSIONS AWAY



G Work Checklist

- ☐ Set a desired outcome and plan actions
- ☐ Pick an attitude
- ☐ Hydrate, Caffeinate, Get the blood flowing
- ☐ Remove distractions
- ☐ Set a timer for 60-90 mins
- ☐ Get started
- ☐ Evaluate afterwards

Accountability partners:

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G Work Session Tracker Template

SESSION #1 - June 6th 9am-9:25am

Desired Outcome:

- **Finish All Breakpt Optimization for Maximize Site**

Planned Tasks:

- Finish Optimization for Agency Page
- Look over optimization for other pages on desktop main breakpoint

Post-session Reflection

- Worked well, ate a bunch of noodles while performing a work session. Was very focused, didn't finish everything needed though. Have two more breakpts to do.
-

SESSION #2 - June 6th 2:15-3:45pm

Desired Outcome:

- Finish Footer and Breakpoint Optimizations

Planned Tasks:

- Finish Footer
- Finish Agency 1440 Breakpoint

Post-session Reflection

- This work session went well, but I wasn't completely focused. I had Marsheh next to me and people walking all around me so I didn't finish as much as I wanted. Still, I got a lot done though. A lot of times this website stuff I can just mindlessly do, and having some things going on helps break through that resistance easier.

SESSION #3 - Date + Time

Desired Outcome:

- Finish website buttons and section backgrounds

Planned Tasks:

- Finish each page buttons
- Optimize section backgrounds

Post-session Reflection

- Was very good. Only was an hour, but got a bunch done. IM GOING TO FUCKING MAKE IT

SESSION #4 - June 7th 1:10pm - 3:10pm

Desired Outcome:

- Finish Website!

Planned Tasks:

- Finish Website Interactions
- Finish Styles for gradient Sections
- Add Youtube Video
- Basic SEO
- Make sure all buttons and forms work
- Get all preparations made for DNS

Post-session Reflection

- AMAZING G WORK SESH. Ate while working which took a bit away from the session, but overall was a very good session. Got all the tasks I wanted done, and was completely focused.
-

SESSION #5 - June 8th 8:45am - 9:45am

Desired Outcome:

- Finish Agoge Plan and Put Tasks and Milestones on Calendar

Planned Tasks:

- Finish outlining all mini objectives and tasks to get to those objectives
- Put all the tasks on my calendar and milestones (deadlines)

Post-session Reflection

- This work session went very well! I worked focused the entire time and didn't once get distracted for more than a couple seconds. I got a lot of the tasks done that I wanted, but still need some more time to finish everything. I'm going to do another work session in about 10 minutes to get these tasks finished, as well as the identity document.
-

SESSION #6 - June 8th 10am - 11am

Desired Outcome:

- Finish Plan & Identity Document

Planned Tasks:

- Finish outlining all mini objectives and tasks to get to those objectives
- Put all the tasks on my calendar and milestones (deadlines)
- Agoge Identity Document

Post-session Reflection

- Very good work session, got a lot done with SPEED!
-

SESSION #7 - June 9th 4:10pm - 5:10pm

Desired Outcome:

- Finish OODA Loop and Week of planning/tasks

Planned Tasks:

- Finish OODA Loop
- Finish planning for the week

Post-session Reflection

- Very good work session, got a lot done with SPEED!
-

SESSION #8 - June 9th, 11:07pm - 12:07am

Desired Outcome:

- Finish Website Optimization

Planned Tasks:

- Finish top breakpoint optimization
- Finish slider fixes

Post-session Reflection

- This session went ok. I really really didn't want to do this work and almost went to bed outright. But, I grabbed my fucking balls and did the work anyway. It wasn't perfect but I moved ahead, and that has to count for something.
-

SESSION #9 - June 10th, 9am-10am

Desired Outcome:

- Finish Week 3 Emails GFC & Landing pages

Planned Tasks:

- Finish Week 3 Emails
- Finish Landing Pages
- Send Emails and Landing Pages to Ben to review

Post-session Reflection

- This was a great work session, got the first draft of the GFC emails done! The first one is doing well, the other two are pretty rough. But, I know that with this next work session I'll get them perfected, along with a new typeform that I can use to capture the leads. GOOD SHIT.
-

SESSION #10 - June 10th, 10:30am-11:15am

Desired Outcome:

- Finish Week 3 Emails GFC & Landing pages
- Finish Week 3 Emails
- Finish Landing Pages
- Send Emails and Landing Pages to Ben to review

Post-session Reflection

- This went fairly well. It wasn't long enough and I didn't completely get everything finished, but I moved forward and that's all I can ask sometimes.
-

SESSION #11 - June 11th, 5:45pm - 6:45pm

Desired Outcome:

- Finish prospecting for CTMedia

Planned Tasks:

- Prospect in Ann Arbor, Birmingham, and Las Vegas
- Develop cold discovery call pitch

Post-session Reflection

- Decent work session, just not as focused as it should have been. Thought about just going to sleep, but DEFEATED this thought completely.

SESSION #12 - June 11th, 10:20-11:20pm

Desired Outcome:

- Finish Pitch Deck for Rush Link
- Come up with cold pitch from voice memos of Ryan's tips

Planned Tasks:

- Finish Pitch Deck for Rush Link
- Come up with cold pitch from voice memos of Ryan's tips

Post-session Reflection

- . This went very well! Came very close to finishing the deck for Rush link. Now just have to do the same thing for Ben tomorrow!! MAKING MOVES!

SESSION #13 - June 12th, 9:40 am- 10:40 am

Desired Outcome:

- Finish Pitch Deck for Rush Link
- Come up with Chiro script
- Ben deck as well

Planned Tasks:

- Finish offer for Rush Link deck
- Come up with Chiro script from Ryan recording
- Create new deck for Gillis Family Chiropractic

Post-session Reflection

- This work session went well. I got very close to finishing the scope document for Rush link. Going to get Ryans feedback next and iterate for Ben's deck as well.

SESSION #14 - June 12th, 1:20pm - 2:45pm

Desired Outcome:

- Finalize Maximize Website on Webflow ALL BREAKPOINTS

Planned Tasks:

- Fix code on pages other than homepage
- Go through all styling on smaller breakpoints & make sure they work

Post-session Reflection

- This session went well! I got a lot of the site fixed and figured out. I could have been more focused though.

SESSION #15 - June 12th, 3:15pm - 4:15pm

Desired Outcome:

- Social Media for the Day

Planned Tasks:

- Watch the MPUC (1.5x speed)
- Do copy analysis on the identity play Ad
- Create a LinkedIn Post (with copywriting techniques)
- Unfollow everyone that doesn't follow me **DONE**

Post-session Reflection

- This work session didn't go just how I wanted it to. I got interrupted by some people during my work session, and didn't get everything done. Need to be more focused next time.

SESSION #16 - June 12th, 3:15pm - 4:15pm

Desired Outcome:

- Final Work Session of the day - get things planned out and have more clarity

Planned Tasks:

- Watch MPUC
- Do Copy Analysis of 6 Weeks Ad
- Work on Plan with rest of time
- Plan tomorrow and OODA Loop (w/ RC)

Post-session Reflection

- This session went great! I was completely focused and got mostly everything I wanted done. KEEP UP THIS FUCKING MOMENTUM AND FOCUS COLE AND YOU WILL WIN!

SESSION #17 - June 14th, 2:35 pm - 3:35 pm

Desired Outcome:

- Finish plan for CONQUEST
- Jumpstart on Daily Checklist

Planned Tasks:

- Watch MPUC
- Do Copy Analysis of Stay Young Until 60 Ad
- Finish Conquest Plan

Post-session Reflection

- This session went well! I feel like I got a lot of things figured out about how to move forward and get my momentum back. I need to reflect a lot about how I'm going to live a balanced life, when I just want to be successful so FUCKING BAD.

SESSION #18 - June 16th, 4pm-5pm

Desired Outcome:

- OODA loop and plan week

Planned Tasks:

- OODA Loop and plan the week!

Post-session Reflection

- This session went very well. Even though I was on the plane, I got a lot done and got a lot of clarity in what I need to do to topple this week.

SESSION #19 - June 16, 4:15 pm - 5:15 pm

Desired Outcome:

- Finish OODA loop and plan for the week

Planned Tasks:

- finish the OODA loop and plan for the week

Post-session Reflection

- This went well!!! Even though I was on the plane I still was able to focus enough and develop systems that will work this week. Good shit.

SESSION #20 - June 17, 1pm - 2:30pm

Desired Outcome:

- Finish week 4 emails for Gillis Family Chiropractic

Planned Tasks:

- Go over current emails, decide whether or not to create an email based on the workshop tonight (probably don't have enough time)
- Go through email notes and DIC/PAS/HSO notes when crafting these 3 new emails

Post-session Reflection

- This work session went very well! I was completely focused for the most part, and finished the emails for GFC week 4. I believe they are much better written as well, as I went over the bootcamp notes when writing them and used ChatGPT to help as well. I also came up with a short plan on how I can monetize the workshop that Ben has to get more people into the Wellness and CC programs.

SESSION #21 - June 17, 8:20 pm - 9:20 pm

Desired Outcome:

- Systems building/Mini OODA Loop/PM

Planned Tasks:

- Fix Cole Thomas Media and Maximize Webflow
- Work on Building Copywriting Systems
 - Winner's Writing Process, organizing files in google drive, etc.
- Mini OODA Loop
- PM challenge

Post-session Reflection

- This was an amazing work session, I didn't get to finish the systems building but I got a shit ton done. I didn't want to do it, but I fucking did it anyway. This is one to be proud of man.

SESSION #22 - June 19, 1pm - 2 pm

Desired Outcome:

- Finish PM tasks
- Create LinkedIn post (Copy analysis)
- Work on Email Copy Aikido

Planned Tasks:

- Finish PM tasks
 - Day 1 & 2 Tasks (Values)
 - Day 3 Tasks (Goals)
 - Listen to Day 4
- Create LinkedIn post (Copy analysis)
 - Go with AI ad from Vegas billboard
- Work on Email Copy Aikido
 - Finish segments of WHERE THEY ARcT

Post-session Reflection

- This work session went very well. I finished the tasks for the PM challenge, and did some work on the Email Copy Aikido.
- Could have done a little better at times, but overall was a very good session.

SESSION #22 - June 20, 12:25 pm - 1:25 pm

Desired Outcome:

- Email Marketing Copy Aikido

Planned Tasks:

- Finish 4 Questions for Each segment
- Finish full context of situation
- Start giving personal analysis of situation and proposed solution

Post-session Reflection

- This work session went very well. I got what I needed done, and got a lot of clarity into what I need to do moving forward. Going to work on making that crystal clear now, so that the logic side of that is FIRE.

SESSION #23 - June 22, 4:30am-6:00am

Desired Outcome:

- Plan for Ben - Website Maintenance and plan to get page finished and for event

Planned Tasks:

- Use ChatGPT to outline scoping documents for both the website maintenance and the page for the website
- Edit scoping documents myself to make sure they are all encompassing
- In the scoping document, add in a timeline & plan for the event, email marketing, page creation, everything.

Post-session Reflection

- This work session went very well. I was completely focused, and got even more done than I had planned. All three of the documents were finished, as well as the winner's writing process for the welcome sequence that I'm going to be writing. Good shit Cole. This is just the beginning.

SESSION #24 - June 22, 12:18 pm-1:18 pm

Desired Outcome:

- Welcome sequence & Week 5 Emails

Planned Tasks:

- Write Email Sequence
 - Finish Winner's Writing process beforehand
- Outline steps needed for each segment before writing week 5 emails
- Winner's writing process for each!! (Almost done)

Post-session Reflection

- This went relatively well. I got some clarity into what I need to do for the email marketing campaign, especially how I'm going to need to set up the automation, as well as where the people are that are going to be seeing the emails. I fixed parts of the campaign too, so that next time I send out emails they are perfect and do what I need them to do.

SESSION #25 - June 22, 12:18 pm-1:18 pm

Desired Outcome:

- Welcome sequence & Week 5 Emails

Planned Tasks:

- Write Email Sequence
 - Finish Winner's Writing process beforehand
- Outline steps needed for each segment before writing week 5 emails
- Winner's writing process for each!! (Almost done)

Post-session Reflection

- This went relatively well. I got some clarity into what I need to do for the email marketing campaign, especially how I'm going to need to set up the automation, as well as where the people are that are going to be seeing the emails. I fixed parts of the campaign too, so that next time I send out emails they are perfect and do what I need them to do.

SESSION #26 - June 23, 9:20am-10:50am

Desired Outcome:

- OODA Loop
- Agoge Plan & Identity

Planned Tasks:

- Finish OODA Loop for the week
- Update Planning Document, with UNI, UI, NINU, NIU tags
- Go through and update identity doc scenarios

Post-session Reflection

- This was a great work session! I finished the entire OODA Loop and got clarity on what I need to accomplish this week. I have a long day ahead of me, 4 more work sessions. But this one sets up the rest of the day nicely. I'm ready to conquer.

SESSION #27 - June 23, 1:15pm-2:45pm

Desired Outcome:

- Have emails ready for 5th week and event sequence outlined/written

Planned Tasks:

- Finish Winners Writing process (get clarity)
- Write first draft
- Get away from it for 5-10 minutes (watch powerup call)
- Revise first draft and make it GOOD

Post-session Reflection

- This was a great work session. I did a lot of strategic planning for the email sequences and watched the powerup call.

SESSION #28 - June 23, 3:25 - 4:55pm

Desired Outcome:

- Have emails ready for 5th week and event sequence outlined/written

Planned Tasks:

- Write first draft of the emails
- Step away for 5 minutes & breathe, then come back.
- Revise revise revise in the mind of the reader
- Have welcome sequence done
- Have event sequence done (Emails for this week)

Post-session Reflection

- This work session went pretty well, it was just interrupted by one of the baristas that wanted to sit and talk with me. Got a good amount of work done though. Got the first draft done, as well as set up the welcome sequence for the new subscribers. MAKING IT BABY.

SESSION #29 - June 23, 8:25pm - 9:25pm

Desired Outcome:

- Get ready for fucking world conquest this week. CONQUER

Planned Tasks:

- Finalize OODA loop
- Write on Whiteboard tasks for tomorrow
- Finalize schedule for tomorrow
- OODA loop the day
- Plan out a “**Andrew Tate Focus**” system that allows you to absolute **MURDER** this week.

Post-session Reflection

- This was a good work session. Was interrupted a couple times, but got a lot done even though I really didn't want to. So good shit Cole

SESSION #30 - June 24, 5:15am-6:45am

Desired Outcome:

- Emails READY

Planned Tasks:

- Get emails ready for the week
- Create Registration page for workshop

Post-session Reflection

- This was a good work session, got mostly a first draft done for the emails, and started the registration page. Definitely is taking longer than expected to finish. Going to see how close we can get the emails after one more work session, but may need to send the emails a bit later today (between 1 and 2pm)

SESSION #31 - June 24, 9:30am - 11am

Desired Outcome:

- Philosophy Exam, Finish Emails and Registration Page

Planned Tasks:

- Finish Philosophy Exam, (and other work for the class) DO THIS WITH SPEED
- Then jump right into the emails (after getting clarity again) revise them and finish the registration page to use in the emails for today.

Post-session Reflection

- This work session went well, got closer to finishing the emails and got the philosophy exam DONE. Watched the powerup call as well. Fuck yea baby.

SESSION #32 - June 24, 12pm - 1:30pm

Desired Outcome:

- Learn a new thing about copywriting & advertising!
- CLARITY and emails done for the week
- Along with registration page

Planned Tasks:

- Copy Analysis for 10 minutes, LinkedIn post and Instagram story post
 - And Instagram feed post?
- Finish the emails the way that they are
- Finish registration page for workshop
- Ask Gs in the chats what they think about the new strategy, as well as Ognjen
- Send Ben the emails, and decide on whether once, twice, or three times a week is best.
 - When asking, give full context, as well as pros and cons of all three options.

Post-session Reflection

- This was a good work session, got a good amount done. Finished the LinkedIn post, got a lot done on the emails, and ended it on a good note. Could have been better though.

SESSION #33 - June 24, 8pm-9pm

Desired Outcome:

- Finish the day on the best god damn note.

Planned Tasks:

- Finish Emails for tomorrow
- Finish Registration Page
- Right down your WHY (Charlies challenge)
- OODA loop the day

- Plan Next Day
- **REWARD: Jump in the lake and watch an episode of show!**

Post-session Reflection

- This G Work session went very well! I got a bunch done, including the next draft for the emails, the registration page (almost), etc. It took a bit longer than I expected though.

SESSION #34 - June 25th - 12:45 pm - 2:15 pm

Desired Outcome:

- Finish the GFC tasks

Planned Tasks:

- Finalize Emails
- Finalize Registration Page
- Create Flier
- Set up Welcome Sequence
 - Ask TRW what they think of the lead magnet idea, if that's a bit shallow or it's good (to set up short-term lead magnet as well)
- Send out emails and welcome broadcast welcome sequence
- Right down your WHY (Charlies challenge)

Post-session Reflection

- This went pretty well, things just took longer than expected. Also didn't get the results that I wanted, so we're going to have to Aikido this into a win. Somehow man, somehow.

SESSION #35 - June 25th - 8:30-9:30pm

Desired Outcome:

- Finish the tasks for the day

Planned Tasks:

- Listen to Lucs Talks
- Copy Analysis
- OODA Loop
- Plan Next Day
- Write on WB

- Pushups
- GWS accountability
- GN to everyone

Post-session Reflection

- This was a good work session, got a bunch of stuff done. WENT TO BED FUCKING EARLY TOO. GOING TO CONQUER TOMORROW!!!

SESSION #36 - June 26th - 9:45am - 11am

Desired Outcome:

- Start the day off right. Get emails ready and other pieces in the right places.
- Find your WHY and destroy the roadblocks you have in your mind.
- Get a new client baby.

Planned Tasks:

- WRITE YOUR WHY AND DESTROY ROADBLOCKS
- Finish emails for Thursday
- Finish flier for Workshop
- Market research for skincare/lacey
- Outreach to Lacey!
- Prospecting for Chiro

Post-session Reflection

- This work session went very well, didn't get everything done that I wanted though, just will take longer than I expected. Part of me knew this at the beginning, but WHY NOT EXPECT MYSELF TO OVERDELIVER?!?!?

SESSION #37 - June 27th - 1:15 pm - 2:45 pm

Desired Outcome:

- Get unbelievable amounts of clarity in GFC projects and Chiropractic future projects with Mat

Planned Tasks:

- Send out emails (for workshop)

- Write down next steps & send them to mat
 - Along with recording of call in email
- Create Conquest Plan Doc & Share with Mat
- Create Prospecting Doc & Share with Mat
- Finish Copy Aikido for ENTIRE project (GFC)
- Create Conquest Plan for GFC

Post-session Reflection

- This went pretty well, could have been more focused though. Need to have a better break in between work sessions, and try and defeat that fear of doing the work a little faster. You know you're going to have to do it, and you're going to do it. SO WHY NOT JUST FUCKING DO IT?!?!?

SESSION #38 - June 27th - 3:15 - 4:30 pm

Desired Outcome:

- Get even better clarity into next steps and get more organized

Planned Tasks:

- Finish Copy Aikido for ENTIRE project (GFC)
- Create Conquest Plan for GFC
- Organize everything in Google Drive
 - Into owner@colethomasmedia.com AT LEAST.
 - Then get all the breakdowns and swipe shit onto colebcopy@gmail.com
- Look into what is needed for the Rush Link project
 - Create the Rush Link scoping document

Post-session Reflection

- This work session went ok, not the best though. Definitely need to be more focused for the next work session. Brain feels fried at the moment so going to take a quick 15 min break before the next work session.

SESSION #38 - June 28th 5:30am-7am

Desired Outcome:

- Get even better clarity into next steps and get more organized

Planned Tasks:

- Finish Rush Link Scoping Document
- Finish Copy Aikido for ENTIRE project (GFC)
- Create Conquest Plan for GFC
- Organize everything in Google Drive
 - Into owner@colethomasmedia.com AT LEAST.
 - Then get all the breakdowns and swipe shit onto colebcopy@gmail.com

Post-session Reflection

- This went ok, got prepared for the Rush Link pitch, didn't do much more of anything else. Getting back on the fucking horse.

SESSION #39 - June 29th 12:30pm-2pm

Desired Outcome:

- Get up to date and start new habit with copy analysis (rewriting ads every day)

Planned Tasks:

- Update Maximize Website with Logos and fix custom code for button
- Rewrite survival ad (HANDWRITE)

Post-session Reflection

- This work session went great. I got the website updated, and went back to stray hen to eat.

SESSION #40 - June 29th 4-5:30pm

Desired Outcome:

- Copy Analysis! Copy down ad

Planned Tasks:

- Copy down survival guide aquaponics ad

Post-session Reflection

- This work session was amazing! I got so many amazing insights and was fully focused almost the entire time.

SESSION #41 - June 29th 6:45pm-8:15pm

Desired Outcome:

- GET THE CLARITY

Planned Tasks:

- Finish Copy Aikido Plan for GFC Growth
- Finish GFC New Conquest Plan
- Get main checkpoints outlined for 10 Chiro Clients Conquest Plan

Post-session Reflection

- Got a little distracted in the middle, but finished very strong. Still have a bit more work to do to finish up these tasks, but going to get them done next work session.

SESSION #42 - June 29th 8:45 - 9:15pm

Desired Outcome:

- PLANS AND SYSTEMS

Planned Tasks:

- Get logo sent off to Dulan
- Finish CQ Plan for 10 Chiro Clients
- Finish GFC New Conquest Planner
- Outline checkpoints in Main Conquest Planner
- Systems for the rest of the time

Post-session Reflection

- This went very well, had a great conversation with Mat and got concrete on next steps. Many more work sessions tomorrow to make this even better.

SESSION #43 - June 30th 1:45 pm-2:45 pm

Desired Outcome:

- PLANS AND SYSTEMS

Planned Tasks:

- Finish CQ Plan for 10 Chiro Clients
- Finish GFC New Conquest Planner
- Outline checkpoints in Main Conquest Planner

Post-session Reflection

- This went ok, just worked on copy analysis and luc talks to get this finished. Didn't have too much time to finish this since I had to go get Danish.

SESSION #44 - June 30th 4:30 pm-5:30 pm

Desired Outcome:

- Copy Analysis and rewriting

Planned Tasks:

- Copy Analysis
- Rewriting

Post-session Reflection

- This went ok, wasn't completely focused but got a lot done.

SESSION #45 - July 1st 4:30 pm-5:30 pm

Desired Outcome:

- Copy Analysis and rewriting and Luc Talks

Planned Tasks:

- Copy Analysis
- Rewriting
- Luc Talks

Post-session Reflection

- This went ok, wasn't perfect because Marshah interrupted me but got a lot done.

SESSION #46 - July 2nd 4:45am-6:15am

Desired Outcome:

- Optimize GFC assets

Planned Tasks:

- Add Form to Website (Convertkit form)
- Add Google Tag to Website
- Try and get into GMB to optimize
- Add hotjar to website
- Figure out Favicon

Post-session Reflection

- This work session went amazing. I learned so much about Google Tag Manager and added a couple tags to the GFC site. I also created the Insurance form that will be on the page. Still have a couple things to do with the site, so I'll get that handled in another work session today.

Session #47 - July 2nd 2:20 pm-4 pm

Desired Outcome:

- Optimize GFC assets

Planned Tasks:

- Plan out funnel on paper, determine the solution you can provide
- Add Form to Website (Convertkit form)
- Add Google Tag to Website
- Try and get into GMB to optimize

- Add hotjar to website
- Figure out Favicon

Post-session Reflection

- This work session went great, got a bunch done on the website and got a lot of clarity on what I need to do next. Going to update the GFC Conquest planner with my thoughts.

Session #48 - July 2nd 8pm-9pm

Desired Outcome:

- Get the knowledge for meta ads and know exactly what I need to do next

Planned Tasks:

- Update GFC Conquest Planner
- Finish Ads Course

Post-session Reflection

- This was a great work session! Got a lot of clarity into what to do next for GFC, and watched 4-5 videos of the ads course. Just need to get to the point where I can implement it, which is all on me and how fast I work. I can get there realistically by the end of the week.

Session #49 - July 3rd 9:30am-11am

Desired Outcome:

- Finish Feedback Email(s) and start implementing systems

Planned Tasks:

- Finish emails
- Start implementing tasks on System building for GFC

Post-session Reflection

- This went very well, made some major leaps in the implementation of the new funnel that I'm building for GFC. GOING TO BE FUCKING AMAZING MAN.

Session #50 - July 3rd 12:15 pm-1:45 pm

Desired Outcome:

- Key tasks for the day and move the god damn needle

Planned Tasks:

- MPUC
- Copy Analysis (10 mins survival copy)
- Luc Talks - NOTECARDS
- System implementing!!

Post-session Reflection

- . This work session went very well. I got everything done that I wanted to, except not as much system implementation as I wanted.

Session #51 - July 3rd 2 pm - 3:40 pm

Desired Outcome:

- Rishi Proposal

Planned Tasks:

- Finish initial mockup for the proposal and pitch deck

Post-session Reflection

- This work session went amazingly well! Was very focused and never veered off track.

Session #52 - July 3rd 4 pm - 6:15 pm

Desired Outcome:

- Rishi Proposal

Planned Tasks:

- Finish pitch deck and email and SEND IT OFF!

Post-session Reflection

- Got the proposal done. Amazing work sessions today, Cole. Do even better tomorrow.

Session #53 - July 4th 9:30 am-11 am

Desired Outcome:

- Implement Systems

Planned Tasks:

- IMPLEMENT THE SYSTEMS FOR GFC!

Post-session Reflection

- This was a decent session, still a lot to do though.

Session #54 - July 5th 1-2:30 pm

Desired Outcome:

- Belief Mapping and OODA loop

Planned Tasks:

- Belief mapping on paper
- OODA loop on paper

Post-session Reflection

- This was a good work session, just got a little distracted on my phone for a bit. Overall though, amazing work session. Good shit Cole, the final journey begins soon.

Session #55 - July 5th 4:45 pm - 5:45 pm

Desired Outcome:

- System Implementation for GFC

Planned Tasks:

- Implement systems for GFC → Wix and Convertkit (Thank you pages, forms, automated emails, etc.)
- Emails sent out to list (feedback)

Post-session Reflection

- This was a good work session, implemented email marketing systems the entire time. Good shit man, get after it tomorrow morning and get this finished up.

Session #56 - July 6th 3:15am-4:15am

Desired Outcome:

- System Implementation for GFC

Planned Tasks:

- Implement systems for GFC → Wix and Convertkit (Thank you pages, forms, automated emails, etc.)
- Find reactivation model

Post-session Reflection

- This work session went well! We're getting closer and closer to having this system built out to get SO MANY MORE LEADS for GFC.

Session #57 - July 6th 4:30am-5:30am

Desired Outcome:

- CONQUEST PLANNER AND BELIEF MAPPING

Planned Tasks:

- Conquest Planner from Thomas
- Belief Mapping pt 2 with the rest of the time

Post-session Reflection

- This work session went amazing. Many times I really didn't want to do the work, but I got it done anyway. I MADE IT HAPPEN. I redid the entire Agoge Identity Document, with new pictures and new dream states that I have in my mind. FUCK YEA BABY. ANOTHER DAY OF CONQUEST.

Session #58 - July 8th 12 - 1:30pm

Desired Outcome:

- CONQUEST PLANNER AND BELIEF MAPPING
- And Daily Domination, and OODA Loop

Planned Tasks:

- Conquest Planner from Thomas
- Belief Mapping pt 2 with the rest of the time

- And OODA Loop
- ASK OUT THE GIRL AFTERWARDS (ELLE)

Post-session Reflection

- This went well, I was a bit interrupted by Lily though, so missed about 10 minutes of the work session. Overall, got a lot done though.

Session #59 - July 8th 3:30pm - 5pm

Desired Outcome:

- Systems Implementing

Planned Tasks:

- Finish Thank you pages, and create automation that goes out for contact us, special offer, and insurance form(s)?

Post-session Reflection

- This went very well! I got a lot done on the automations and the forms. Need one more session to finish this

Session #60 - July 8th 6:15 pm - 7:45 pm

Desired Outcome:

- Systems Implementing

Planned Tasks:

- Finish THE SYSTEMS

Post-session Reflection

- This went pretty well, got a lot done regarding the system implementation. I still need 1-2 work sessions to get it done completely, however.

Session #61 - July 9th 12 pm - 1:15 pm

Desired Outcome:

- Systems Implementing

Planned Tasks:

- Finish THE SYSTEMS
- Fix Zapier connection to wix forms
- Write Automation emails that go out
- Set up welcome sequence integration

Post-session Reflection

- This was an amazing work session. I finished the Zapier connections, and just need to finish the automation emails and connect the welcome sequence, insurance sequence, and special offer sequence. Then, I just need to write the reactivation sequence for people that get lost, and the emails for today. THEN IM GOLDEN BABY.

Session #62 - July 9th 3:30pm - 5pm**Desired Outcome:**

- FINISH THE SYSTEMS

Planned Tasks:

- Write Automation emails that go out
- Set up welcome sequence integration
- Write emails for today and send them out
- Eat!
- Luc Talks

Post-session Reflection

- This work session was great! I finished all of the automations I needed to, and got the emails sent out. I just didn't have time to write the emails for today and send them out, so I need to fix my strategy a bit for getting the emails written and when to send them out so it can be more consistent. Good shit Cole.

Session #63 - July 10th 4:45 pm-5:45 pm**Desired Outcome:**

- Email Writing for GFC

Planned Tasks:

- Get Clarity with 4 Questions
- Look at Market Research and Step 3 notes while writing reactivation emails and weekly emails

Post-session Reflection

- This went ok, but wasn't as focused as I wanted it to be. Definitely could have been better. Do better tomorrow, Cole. Keep the work sessions sacred, put your phone in another room and don't let distractions in. Keep in the game and on the horse.

Session #63 - July 11th, 8:28 - 9:30am

Desired Outcome:

- Prep for meeting GFC and make pitch deck for Catalyst

Planned Tasks:

- Morning tasks
- Look at accelerator templates
- Make the pitch deck
- Prep for GFC meeting - Main points, questions for her, system feedback, etc.

Post-session Reflection

- This went well, I got most of the pitch deck done and got it ready for the pitch. Was kind of a waste of time but it allows me to get clear on what I can provide to future clients.

Session #64 - July 11th, 2pm - 3:30pm

Desired Outcome:

- GFC Emails

Planned Tasks:

- Finalize and send out Workshop reminder emails
- Write and finalize Reactivation emails to people that DON'T go to the first consultation

- Fix automations so people automatically go through them.

Post-session Reflection

- This session went well! I could have been more focused, but got a lot done that I wanted to. Sent the emails out to ben to review, and I wrote rough drafts for the reactivation emails.
- I also think I made Ben \$15k? Holy shit.

Session #65 - July 11th, 4-5:30pm

Desired Outcome:

- Wireframing and Structuring MTW Website

Planned Tasks:

- Use Relume AI to get the site wireframes and put into Figma
- Study CMS on Webflow on Youtube

Post-session Reflection

- Went very well

Session #66 - July 12th, 10-11am

Desired Outcome:

- GFC Reactivation Emails

Planned Tasks:

- GFC Reactivation Emails

Post-session Reflection

- Went well!

Session #67 - July 15th, 9am-10:15am

Desired Outcome:

- Watch Experienced Tribal call, and finish philosophy exam

Planned Tasks:

- Tribal Call
- Philosophy exam

Post-session Reflection

- This went well, I was going to do an hour and a half but I ended a bit early so I could go to the burpees by the lake.

Session #68 - July 15th, 1pm-2:30pm

Desired Outcome:

- GFC Magic Work Session - Systems and Emails

Planned Tasks:

- Finish Short-term reactivation emails
 - Add new opportunities to convertkit
- Write value email for the week, HEADACHES
- Send out short-term reactivation emails
- Analyze convertkit results and iterate

Post-session Reflection

- This work session went pretty well, got a bit distracted in the middle by Marsheh, but got a lot done.

Session #68 - July 15th, 8:45 pm - 9:45 pm

Desired Outcome:

- Figma Work Session

Planned Tasks:

- Get assets from MTW google drive folder
- Work on Figma low fidelity mockup

Post-session Reflection

- This work session went great. Made a lot of headway on the figma design for the website. Going to be moving even faster than before this next work session.

Session #69 - July 15th, 10 pm - 11 pm

Desired Outcome:

- Figma Work Session

Planned Tasks:

- Continue Figma Mockups (With brand guidelines)

Post-session Reflection

- This work session went well, got a lot done on the figma mockup and learned a lot about how to use Relume to get the right designs onto the wireframe. Happy with the session.

Session #70 - July 15th, 11:15 pm - 12:15 am

Desired Outcome:

- GFC Email Work Session

Planned Tasks:

- Finish Headache Email
- Read react emails out loud from audience's POV and iterate
- Finalize react emails

- Add new people to react emails
- Get ready to send out react emails
- Plan tomorrow and get ready for bed

Post-session Reflection

- This work session went very well. Getting better at this work session discipline

Session #71 - July 16th - 7:35 am - 8:35 am

Desired Outcome:

- GFC Email Work Session and Ben Call

Planned Tasks:

- Finalize react emails
- Add new people to react emails
- Call with Ben
- Send react emails

Post-session Reflection

- This work session went very well. Ben really liked the resources I made for him, and things are moving along crazy crazy well. Going to make him a fuck ton of money. Just need to get the visual automations set up for short-term reactivation emails, and get them sent out. THEN THAT'S THE GAME BABY.

Session #72 - July 16th, 2024 4-5:30pm

Desired Outcome:

- MASSIVE Figma work session.

Planned Tasks:

- Finish First Draft Figma MTW Site

Post-session Reflection

- This was a decent work session, could have been better. Started getting distracted about half-way through, took a short nap, and didn't get the draft completely done. Going to need a couple work sessions later for this.

Session #73 - July 18th, 8:30 am - 10 am

Desired Outcome:

- Prepare for GFC Call
- Market Research for GFC - GET CUSTOMER LANGUAGE

Planned Tasks:

- Create new doc for next steps with GFC for call with Ashley @ 11
- Market Research for GFC → Get customer language to use!

Post-session Reflection

- This work session went well. I combined two of the work sessions I had planned, and got everything ready for the GFC meeting.

Session #74 - July 18th, 11:40 am - 1:10pm

Desired Outcome:

- Figma Work Session

Planned Tasks:

- Finalize homepage design on Figma

Post-session Reflection

- This was a good work session, got a lot done. Could have been more focused though.

Session #75 - July 19th, 10:30am - 11:30am

Desired Outcome:

- THE MORNING WORK SESSION

Planned Tasks:

- Read Docs and Plan Day
- Stop the Convertkit Automations
- Work on getting scheduling done for GFC on Calendly
- Powerup Call!

Post-session Reflection

- Great work session. Didn't get to work on the scheduling with calendly, but the MPUC was absolutely amazing. Focus on the good, Cole. And make it to your goal. FUCK YES

Session #76 - July 19th, 6:50 pm - 8:20 pm

Desired Outcome:

- Figma Work Session - Finalize Homepage and Start History Page Structure

Planned Tasks:

- Get pictures for Homepage from google drive folder
- Finalize History Page Structure

Post-session Reflection

- This session went well! Figma is almost done. Going to have it finalized and thrown into Webflow tomorrow.

Session #77 - July 20th, 10am-11am

Desired Outcome:

- EMAIL CLARITY AND WORK

Planned Tasks:

- Read docs

- Rewatch how Andrew did the email for me
- Apply the same principles to ChatGpt and rewriting the short-term reactivation emails.
 - And the other workshop emails if I have time.

Post-session Reflection

- This work session went well, used ChatGpt well and went through the call with Professor Andrew. Had some really great insights.

Session #78 - July 20th, 1:30pm - 3pm

Desired Outcome:

- FIGMA WORK SESSION

Planned Tasks:

- Use ChatGPT to finalize color scheme
- Finalize homepage on Figma
- Get History page done on Figma
- Start uploading things to Webflow.
- Watch the Relume videos on how to get the assets from Figma to Webflow

Post-session Reflection

- This went very well! We got a lot closer to finishing the figma. We threw some pictures in there, changed the buttons, overall it looks great. This is going to be an amazing site. Keep pouring in the hours and it will be **PERFECT**.

Session #79 - July 21st 2:30pm-3pm

Desired Outcome:

- OODA LOOP

Planned Tasks:

- OODA LOOP LAST WEEK
- Outline the Trial of Excalibur.

Post-session Reflection

- This work session went very well! Marshah distracted me a bit but I think I did an amazing job. Going to need 1 more work sessions to get everything crystal clear and the systems DIALED.

Session #80 - July 21st 4:30 pm - 5:30 pm

Desired Outcome:

- OODA Loop

Planned Tasks:

- EXCALIBUR TRIAL.

Post-session Reflection

- This went very well. Got so much clarity, got everything planned out and I know what I have to do for the week. Time to go get the scheduling systems done and the figma transferred to Webflow baby.

Session #81 - July 21st 7:45 pm - 9:15pm

Desired Outcome:

- Systems for GFC

Planned Tasks:

- Get Calendly Created and Integrated into Website
- Sync Calendly with Chiro Touch Calendar
- Launch changes to site
- Get Convertkit Automations Live Again and Zapier Connections Sound
- Get Maximize Website transferred to Ryan

Post-session Reflection

- This went well! Could have been slightly more focused but got a lot done. One more work session needed.

Session #82 - July 22nd 12:00 pm - 1:15pm

Desired Outcome:

- Systems for GFC

Planned Tasks:

- Get Calendly Created and Integrated into Website
- Sync Calendly with Chiro Touch Calendar
- Launch changes to site
- Get Convertkit Automations Live Again and Zapier Connections Sound
- Get Maximize Website transferred to Ryan

Post-session Reflection

- This work session went well! Got a lot done, and got some clarity in what has to happen with GFC to get the scheduling system up and running. I also got the calendly draft onto the site (Preview).

Session #83 - July 22nd 1:30pm - 2:30pm

Desired Outcome:

- Figma Finalization and Webflow Upload

Planned Tasks:

- Get everything finalized in Figma, and learn how to upload figma to webflow
- Get everything uploaded to webflow

Post-session Reflection

- This work session went well. I was very focused and got a lot done on the website. Still need another session to get everything finished and transferred into Webflow.

Session #84 - July 23rd 8:45am - 10:15am

Desired Outcome:

- Ben Pitch Prep and Ashley Call Prep
- Website Preparations

Planned Tasks:

- Give Rishi Figma View Access
- Transfer site over to Ryan
- Invoice GFC & Maximize
- Prep for Ashley Call and Ben Pitch Prep

Post-session Reflection

- This went very well. Got the scope document done and prepped for the call with Ashley. Going to be fucking great man.

Session #85 - July 23rd 3:45 pm - 5:15 pm

Desired Outcome:

- Finalize Figma and Upload to Webflow

Planned Tasks:

- Finalize Homepage, About page, and other pages on figma
- Get pages uploaded into Webflow

Post-session Reflection

- This work session went great. I got even more work done after this, but this work session was great. This site is going to be AMAZING. FUCKING AMAZING. I can't wait.

Session #86 - July 24th 9:45am - 11am

Desired Outcome:

- Finalize Figma and Upload to Webflow

Planned Tasks:

- Finalize Homepage, About page, and other pages on figma
- Get pages uploaded into Webflow

Post-session Reflection

- This work session went well, not as focused as I could have been though. GET IT BACK.

Session #87 - July 24th 1 pm - 2:30 pm

Desired Outcome:

- Webflow Stylish Session

Planned Tasks:

- Finish Button Styling, Get Figma Draft uploaded into Webflow and begin styling

Post-session Reflection

- Amazing work session. Made it happen.

Session #88 - July 24th 2:45 pm - 4:15 pm

Desired Outcome:

- Continue Webflow Styling

Planned Tasks:

- Finalize Homepage, About page, and other pages on figma
- Get pages uploaded into Webflow

Post-session Reflection

- This work session went amazingly well. Got so much done, and made an amazing site for Rishi and the guys to look at.

Session #89 - July 24th 4:30pm - 5:30pm

Desired Outcome:

- Continue Webflow Styling

Planned Tasks:

- Finalize Homepage, About page, and other pages on figma
- Get pages uploaded into Webflow

Post-session Reflection

- Amazing work session. Really made something amazing.

Session #90 - July 26th 3 pm - 4:30 pm

Desired Outcome:

- Get tasks you don't want to do done baby. ITS THE DAY!!! MAKE IT RAIN.

Planned Tasks:

- Submit Rainmaker Application
 - Post in tales of conquest and apply for rainmakers.
- Finish sitemap and wireframe on relume and send it over to Alnoor
- Plan for the day
- Watch CMS Videos

Post-session Reflection

- This went very well! Honestly could have focused a little better though.

Session #91 - July 26th 4:45 pm - 6:15 pm

Desired Outcome:

- Finish the outline for your site, continue WWP to do it in the best way.

Planned Tasks:

- Use Relume Ai to help in your efforts
- Top player analysis Micah and Grofit for your site.

Post-session Reflection

- Went much better than last work session. Going to make it.

Session #92 - July 29th 9:30am - 11am

Desired Outcome:

- GFC TASKS YOU DON'T WANT TO DO

Planned Tasks:

- Send short-term reactivation emails
- SEMRUSH Local SEO Optimization
- MyBusinessProfile Optimization

Post-session Reflection

- This work session went great. Going to need 1-2 more work sessions today to get this finished though.

Session #93 - July 29th 11:50 am - 12:50 pm**Desired Outcome:**

- IDENTITY DOCUMENT - FIND THAT SINGLE EYE

Planned Tasks:

- Update Identity Document with SOUL GOALS

Post-session Reflection

- This was fucking amazing. I updated my entire identity document, and I have the clearest goals I've had in a while.

Session #94 - July 29th 1:15 pm - 2:45 pm**Desired Outcome:**

- GFC CONQUEST

Planned Tasks:

- Finish Reactivation Email Drafts
 - Get them sent into the Rainmaker Chat for review
- SEMRUSH Local SEO Optimization
- Google MBP Optimization

Post-session Reflection

- This went pretty well, need more time to get the emails done. One more work session to get the emails done and submitted to the rainmakers chat for review.

Session #95 - July 29th 3:15 pm - 4:15 pm

Desired Outcome:

- Webflow Development

Planned Tasks:

- Finishing Styling of Homepage
- Watch Modal Video and Finish Modal Popups
 - With UI Elements from Relume

Post-session Reflection

- This work session went well, got a lot done! Just need to look into more how to make the modals work, and how to properly connect the elements to CMS. Things definitely took longer than expected. Going to do a math work session and a belief mapping session when I get home.

Session #96 - July 29th 7:30 - 9 pm

Desired Outcome:

- Math Work Session

Planned Tasks:

- Go over topics that need to be covered, start with an hour and a half of content review and learning.

Post-session Reflection

- This went pretty well. I really didn't want to do the work session, but did it anyway. If anything, it deepened my knowledge of the linear algebra a bit and increased my discipline points.

Session #97 - July 30th 10am - 11am

Desired Outcome:

- Webflow Development

Planned Tasks:

- Figure out Modal Issue, continue creating backend integrations

Post-session Reflection

- This work session went very well, but could have been a bit more productive.

Session #98 - July 30th 12:20 pm - 1:30 pm

Desired Outcome:

- Webflow Development

Planned Tasks:

- Finish CMS events, work on two factor filter

Post-session Reflection

- This went pretty well, energy dropped way off at the end. Need to get a couple more work sessions in for this tonight. Make it happen.

Session #99 - July 30th 9:08 pm - 10:38 pm

Desired Outcome:

- GFC WINNING

Planned Tasks:

- Get Reactivation emails to the point of submission to rainmaker copy review
- SEMRush Local Optimization

Post-session Reflection

- This went pretty well, energy dropped way off at the end. Need to get a couple more work sessions in for this tonight. Make it happen.

Session #100 - July 30th 11:00 pm - 12:30 am

Desired Outcome:

- Finish CMS Filter on Webflow

Planned Tasks:

- Watch how to video 1.5 x speed, follow along

Post-session Reflection

- This work session went very well. SUPER didn't want to do the work, but got it done anyway. KEEP PUSHING COLE. THIS IS THE ONLY WAY UP THE MOUNTAIN.