

Goal 3k a month (3x my current wage)

Start here:

- With new knowledge and better understanding of market research thanks to Andrews new note taking method. Apply this while scouting out a market for a business that I've been referred to.
- Start breaking down tactics used from other competitors in the market, what are they talking about? What roadblock are they attacking ect.
- While gathering information, start creating an avatar. While doing this, pay attention to where the avatars stand in terms of sophistication and awareness using competitor research to aid this.
- With a detailed image of the avatar, devise a course of action to start getting more attention and monetizing it. **Assumption:** Through ads starting getting attention, then begin to monetize it through email sequences. May propose to launch a new product using a launch funnel to get customers excited. Could also offer and homepage redesign with an additional sales page rewrite or new one for a new product.
- Going back through the mini empathy course for a quick refresher, get into the mind of the avatar and write what's needed for the business. **Unknown**
- Deliver them exceptional results, massively increase their sales, get some money and a strong testimonial as a result.
- With testimonials in hand, go back through level 4 of the bootcamp with a new note taking method. Starting to practice by scouting out a new market. **Unknowns:** which market.
- Once a market is selected, start scoping out prospects while also breaking down the top 3 players in the market. Once again referring back to the market research notes. Using the information gathered to start building an avatar.
- Once I've found a business that could be a prospect, I do some spec work to have some "ammunition" ready for the future and also to keep my copywriting practice up.
- Referring back to the outreach lessons I start to put together an outreach method to send to the potential client. **Assumption:** outreach won't be perfect right away, using the additional recourse in the Client Acquisition campus and Business mastery campus. Seek feedback after doing my best to analyze it and make it as personal as possible.
- Send outreach, ensuring the subject line is as intriguing as possible in order to get this busy business person's attention. A well crafted message that's been tailored to them specifically.
- I get a reply back and book a sales call.
- In order to nail the sales call, I make sure to refine all my research to create the best hypothesis possible. Write down the appropriate spin questions as I refer back to my level 4 notes as I brush up on the necessary level 4 videos.
- I spruce up to look as professional as possible and to confirm to myself that I have turned into the guy I said I was going to. Before the sales call I read back over "A day in the life" and visualized it vividly in my head.

- I take the sales call and nail it on the head. **Unknown:Assumption:** The business is good at getting attention but fails to monetize it. We decided to go ahead with a discovery project, a rewrite of their long form sales page.
- I do my empathy exercise to get into the mind of the avatar and rewrite the sales page. We run it for **Unknown** to see if it has any results.
- It generates results, I've delivered massive value and the client is happy as a result. We have another sales call and decided to do another **(Unknown)** project as the business offers to partner with me for the time being.
- We continue to work together as I provide massive value for the business while also seeking another one to partner with.
- Once I've found another business I'm able to land them with ease due to the credibility I now have.
- I have my first sales call with them, do a discovery project and scale up their business alongside the one I'm currently partnered with.
- Increasing my monthly Income by 3x