Who am I?

I am a student of the copywriting campus who went through the Agoge 01 and is now working with 1 client to produce results. No up-front payment, but hoping to upsell after getting results and testimonials.

I am also working with outreach, both warm and local business, in order to get another client I can get paid by. I am going to obtain enough experience to be able to undergo the Level 4 Partnership process and start making it big by growing a local business in the hair transplant niche.

My goal is to get to close a 1000€ client by the 15th September.

Since I also work a 9-5 job, I will do 2 G-Work Session from Monday-Friday and 3 on the weekends, when I have more free time.

By the time I'm done, I want to improve my client's lead generation by 10% and lower the costs by another 10%. I believe these results will be enough for them to be convinced that I am worth being paid to keep working with them.

100 G WORK SESSIONS AWAY

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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

Abbreviations

- GWS: G-Work Session
- MPUC: Morning Power-Up Call
- RCA: Root Cause Analysis
- TPA: Top Player Analysis
- WWP: Winner's Writing Process

SESSION #1 - 08/06/2024 ; 90 minutes

Desired Outcome:

- Perform a WWP on my client's business.

Planned Tasks:

- Read reviews on Google Maps and similar sites
- Watch a Tao of Marketing Live Example as a reference
- Go through the Tao of Marketing resources and apply it to my client.

Post-session Reflection

- Every individual task involved a lot more work than I thought. I expected to have finished by now, but I am afraid I have not.

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[1] Dates will be expressed in European style (DD/MM/YYYY). The most logical way, might I add.

SESSION #2 - 09/06/2024 ; 60 minutes

Desired Outcome:

- Finish the analysis of my client's situation using the steps of the WWP.

Planned Tasks:

- Note down all the important aspects of the WWP in the Tao of Marketing course and Live Examples.
- Get through all those points using my client's information.
- Take a look at top players and see whether these points are reflected in their copy as well.
- Prepare tomorrow's top player analysis.

Post-session Reflection

- I have completed the analysis of the winner's writing process, but I still have insufficient information until I perform the TPA.

SESSION #3 - 09/06/2024 ; 90 minutes

Desired Outcome:

- Get all the visuals of the lead magnet finished.

Planned Tasks:

- Collect a series of images that can look good on the digital product.
- Fit the images into the Canva pre-built design (pre-built by me using a template, I'm not just straight-up copying).
- Edit the colour pallet and the designs to make the images and text fit well and not be hard for the clients to read.

Post-session Reflection

- This lead magnet is taking me a lot of work. I wish I could advance faster but everything requires so much time. It is in times like these where one truly appreciates the value of hard work.

SESSION #4 - 09/06/2024 ; 60 minutes

Desired Outcome:

- Perform the Sunday OODA loop with as much detail as possible.

Planned Tasks:

- Analyse the past reports in the Agoge 01 chat.
- Reflect on the pinned message in the OODA Loop chat.
- Analyse all the aspects of my week and reflect upon the next.

Post-session Reflection

- Ever since I started this challenge and relied on my Agoge fellows for accountability I have seen my productivity rise through the roof.
- I am encountering problems I had never faced before because I am taking more action now than ever before.

SESSION #5 - 10/06/2024 ; 60 minutes

Desired Outcome:

- Establish how to create a website using AI from the CC+AI campus.

Planned Tasks:

- Identify the tools needed.
- Understand how to use them.
- Understand how to lay it out based on the WWP and the effect I am trying to have on the reader.
- Create a CTA that will take the readers to the part of the funnel I want: either the landing page or the calendar.

Post-session Reflection

- I severely underestimated the power of the CC+AI campus. Even if that is not the main focus of my business activity, I have learnt that I can evolve so much by consuming the parts of the content that I need for my work.

SESSION #6 - 11/06/2024 ; 75 minutes

Desired Outcome:

- Finish the copy on my lead magnet and lay it out on the different pages of the digital product.

Planned Tasks:

- Create the copy.
- Optimise it with ChatGPT.
- Paste it on the Canva.
- Adjust so all pages look the same.

Post-session Reflection

- I'm advancing little by little. I am now feeling the dopamine coming from me starting to reach the end of my goal. It feels so much better than the cheap dopamine from social media, plus the anticipation lasts longer and the final results provide better rewards.

SESSION #7 - 12/06/2024 ; 60 minutes

Desired Outcome:

- Finish my lead magnet and have it ready to send it to the client.

Planned Tasks:

- Create the descriptions for each of the pages.
- Screenshot reviews to add on to the lead magnet.
- Recover some data for some minor details.
- Put it all together.

Post-session Reflection

- I am almost done. I now begin to understand what people mean by putting in the work allows you to produce the results you want. With a real guide, everything I do gets me excited and wants me to obtain more results.

SESSION #8 - 12/06/2024 ; 60 minutes

Desired Outcome:

- Finish my lead magnet and get the website software set up. Start with TPAs.

Planned Tasks:

- Get the information about reviews on to the digital product.
- Make sure everything is set up the same in every page.
- Get a second opinion from a close family member (tip from Tate).
- Set up 10web and get my client's old website on there.
- Explore the Top Player's websites.

Post-session Reflection

- It is very gratifying to finish an actual product that is going to be useful towards my goal. I am going to have a follow-up call with my client to update him on details like this one. Excited to see how much work I can do with the AI website software.

SESSION #9 - 13/06/2024 ; 60 minutes

Desired Outcome:

- Obtain enough insights from finishing the TPAs to have an idea ready for my client.

Planned Tasks:

- Revise the Step 4 of my client's WWP and identify possible persuasion and influence techniques and characteristics.
- Try to identify them in the Top Player's websites.
- Obtain the common thread to all of them and ideate how to apply to my client's website.

Post-session Reflection

- I have figured out a certain trend and I think I get the gist of what I am going to do. Of course, I know I will be changing things around once I get going with the website. I have realised that most of them have pretty lame persuasion characteristics to their copy, or maybe it's that I don't fit the avatar and I cannot yet empathise with it. I have some work to do.

SESSION #10 - 14/06/2024 ; 60 minutes

Desired Outcome:

- Get my finances in order and subscribe to the AI website builder. Once that is done, keep doing TPA until I get through all the possible topics I previously designed and use it to create the website.

Planned Tasks:

- Check my finances to see if I can afford the AI website (I can).
- Subscribe to the software.
- Observe the Top Player's websites and add what I think is good and will convert (serving a purpose for the "Will They Buy" Thresholds).
- Organise the general outline based on the insights obtained by the TPAs.

Post-session Reflection

- I have realised that obtaining the insights took up more time than I expected, and I did not invest as much of the GWS in creating the website as I would have wanted.

SESSION #11 - 14/06/2024 ; 60 minutes

Desired Outcome:

- Start working on my website using all the insights I have collected and using the Top Players as a base. Complete the basics of what to include in the design. Address any problems that rise during the production process.

Planned Tasks:

- Play with the title.
- Identify and create the basics of the elements that are common to all top players.

Post-session Reflection

- I have realised that obtaining the insights took up more time than I expected, and I did not invest as much of the GWS in creating the website as I would have wanted.

SESSION #12 - 16/06/2024 ; 60 minutes

Desired Outcome:

- Investigate more about how to use the AI website creating software.

Planned Tasks:

- Watch 5 tutorials.
- Play around the site to see if I can get to do what I want it to.

Post-session Reflection

- I watched one tutorial and it sucked, so I decided to play around the software myself. Turns out it was not that difficult to manage. I feel confident that I will be able to generate a good website for my client.

SESSION #13 - 16/06/2024 ; 60 minutes

Desired Outcome:

- Study a strategy of improving the lead generation process for my client.

Planned Tasks:

- Improve my own social media profiles.
- Study social media strategies.
- Study affiliate links to know how they work.
- Study how to set up a landing page.

Post-session Reflection

- I have been able to learn a little bit of what I want to do. However, there are still a lot of things I need to clear in my mind before being able to control the process. I will use what I have to start working for my client.

SESSION #14 - 16/06/2024 ; 60 minutes

Desired Outcome:

- Perform the Sunday OODA loop.

Planned Tasks:

- Analyse the past reports in the Agoge 01 chat.
- Reflect on the pinned message in the OODA Loop chat.
- Analyse all the aspects of my week and reflect upon the next.

Post-session Reflection

- After the reflection, I can see how much I still have to do. I am viewing the path to success and it does not seem easy. That is the whole point. Yet intimidating, it is something I must face.

SESSION #15 - 17/06/2024 ; 60 minutes

Desired Outcome:

- Adapt all the insight from the Google maps reviews into useful guides for my copy.

Planned Tasks:

- Read all the reviews.
- Note down all insights on my WWP document.
- Reflect upon the avatar and try to empathise with him.

Post-session Reflection

- I can see why Professor Andrew calls this the boring part of the work. However, I can also see why nailing this part is 90% of the work and what differentiates successful copywriters from ordinary ones. I still have a tough time blending my own mind with that of the avatar. I will work on this.

SESSION #16 - 17/06/2024 ; 60 minutes

Desired Outcome:

- Create DMs for my client's recent bookings and people who stop using the product.

Planned Tasks:

- Take a look at last week's reports.
- Perform the weekly OODA loop taking into account all the insights.

Post-session Reflection

- I have some issues that are still making me struggle the same. My productivity has begun to decrease and I need to correct it as soon as possible. I can see how the work that I am putting in is making me progress.

SESSION #17 - 17/06/2024 ; 60 minutes

Desired Outcome:

- Finish my landing page and publish it.

Planned Tasks:

- Fill in the final details.
- Make everything fit in.
- Rephrase whatever makes the landing page feel out of place.
- Publish it with a proper domain link.

Post-session Reflection

- The lead magnet was a lot of work and ConvertKit is giving me a hard time because I am still not used to it. However, I have managed to progress a lot, even if today's work was left unfinished.

SESSION #18 - 18/06/2024 ; 60 minutes

Desired Outcome:

- Refine the landing page and link it to the lead magnet.

Planned Tasks:

- Edit the colours and format of the landing page.
- Finish the final details that I did not complete yesterday.
- Add the lead magnet to the redirection of the landing page.
- Include a double opt-in in order to create the draft for a welcome sequence.

Post-session Reflection

- FINALLY. My landing page is ready. I can finally bring something to my client. I want to finish the welcome sequence before that though, so I can blow him away.

SESSION #19 - 18/06/2024 ; 60 minutes

Desired Outcome:

- Start writing the email sequence and the double opt-in emails.

Planned Tasks:

- Decide how I am going to structure my email sequence.
- Decide which models of short form copy they are going to follow.
- Re-read the WWP to get into the mind of the reader.
- Create the first draft of the first email in the sequence (welcome email).

Post-session Reflection

- ConvertKit gave me a lot of trouble. I planned to do what I originally set in this document, but I found myself battling against the default settings, which I had to change completely, plus some other things regarding a change in language (my email sequence is in Spanish). I wasn't able to finish what I started. Shame.

SESSION #20 - 19/06/2024 ; 60 minutes

Desired Outcome:

- Understand further how ConvertKit works.

Planned Tasks:

- Watch ConvertKit tutorials.
- Apply what they show in those tutorials to my own project.

Post-session Reflection

- It is interesting to know just how much you can do in ConvertKit. For now, I can only use the free trial of the pro version, which is quite useless since I can't automate anything without any subscribers. I have to get going ASAP.

SESSION #21 - 19/06/2024 ; 60 minutes

Desired Outcome:

- Have a networking session with another renounced professional to understand more about how to work properly and create maximum output.

Planned Tasks:

- Set up the zoom call with a professional I met on LinkedIn to get insights about the world of business.
- Ask her the questions that I had prepared beforehand.
- Pay attention to my body language and fluidity when speaking.

Post-session Reflection

- It was a very fun way of learning more about business and getting to meet another person, who gave me a referral to another professional I can speak with to broaden my network. Very happy I decided to invest a G-work session into this.

SESSION #22 - 20/06/2024 ; 60 minutes

Desired Outcome:

- OODA loop and create an action plan after meeting with my client.

Planned Tasks:

- Have the meeting with my client.
- Note down the aspects I have to work on.
- Create an action plan of the following GWSs to make sure I get the work done.

Post-session Reflection

- I feel like the project is finally starting to become something. Very soon everything will be published and ready to produce results. I am very excited about it, but I can't let that affect my work.

SESSION #23 - 20/06/2024 ; 60 minutes

Desired Outcome:

- Refine the copy that I showed my client to his liking.

Planned Tasks:

- Refine the welcome sequence.
- Refine the automatic DMs.
- Connect all the copy to the lead magnet and the landing page.

Post-session Reflection

- I feel like I am making real progress towards producing results. I still have a long way to go, though. I have great plans for what I am going to do and I think my client is getting excited about it, too, which is encouraging.

SESSION #24 - 20/06/2024 ; 60 minutes

Desired Outcome:

- Create the thank you page for my client and link it to his calendar to direct the readers further into the funnel.

Planned Tasks:

- Create the thank you page using ConvertKit.
- Edit the details in a similar fashion to the landing page.
- Create a brief presentation of the service focusing on the reader and the pains/desires I found through the WWP.

Post-session Reflection

- As expected, it is still a little difficult to get all the details correct in the first try. However, the general draft is done and I only need to come up with a good introduction of my client's business to fill in missing gaps in the thank you page. Once that is done, I will only need to take care of some format issues and link it to my client's calendar and platform.

SESSION #25 - 21/06/2024 ; 60 minutes

Desired Outcome:

- Understand what I have to know about domains and DNS to link my client's website to Convertkit and 10web.

Planned Tasks:

- Watch videos about DNS.
- Understand how to edit the DNS to link to Convertkit.
- Understand how to edit the DNS to link to 10web.
- Prepare the meeting with my client to get this done.

Post-session Reflection

- I feel like I have an idea of what to do. I will only know when I have the meeting with my client. I am confident that this issue can be solved by then.

SESSION #26 - 21/06/2024 ; 60 minutes

Desired Outcome:

- Re-write the "Thank you" page after losing it.

Planned Tasks:

- Re-write titles.
- Re-write initial copy.
- Re-write pain-alluding questions.
- Re-write list of benefits.
- SAVE EVERYTHING.

Post-session Reflection

- After re-doing the entire thing I now see the value in paying attention to small details. Even though I tried to make it exactly as it was before, it was always the small details that I was unsure of. However, I believe I prefer the result I have now to the other one.

SESSION #27 - 21/06/2024 ; 60 minutes

Desired Outcome:

-    Obtain a warm email list from my client and plan the first email of the sequence.

Planned Tasks:

- Work alongside my client to explore their platform to see whether or not it keeps a register of the emails people sign up with.
- Obtain the list and clean it.
- Classify it in an order that is easy to follow.

Post-session Reflection

- It was not easy to find the emails of the people who registered, but in the end we found an Excel file which includes a lot of people I can start pushing an email campaign to. I just need a good corporate email that my client can provide for me.

SESSION #28 - 22/06/2024 ; 60 minutes

Desired Outcome:

- Translate the landing page and the "Thank you" page to English for my client's international customers.

Planned Tasks:

- Copy both pages.
- Translate them to English.

Post-session Reflection

- It was a pretty straightforward task. However, making everything look good format-wise was a little tricky, since I had to rearrange a lot of things and rephrase some others. However, I think the end result is good. Now I need to translate the lead magnet, which seems to be a lot more challenging, for it is longer and more difficult to fit changes into the appropriate format.

SESSION #29 - 23/06/2024 ; 60 minutes

Desired Outcome:

- Perform the OODA loop and reflect on my future actions.

Planned Tasks:

- Analyse the past reports in the Agoge 01 chat.
- Reflect on the pinned message in the OODA Loop chat.
- Analyse all the aspects of my week and reflect upon the next.

Post-session Reflection

- I feel like this week has been a shame due to a lack of work. Still, I feel like I am getting closer and closer to helping my client reach his goal. The fact that I am producing something that without me wouldn't have happened fuels me so much. I never had the initiative to do those sorts of things when I was younger and I am fueled up for next week.

SESSION #30 - 24/06/2024 ; 60 minutes

Desired Outcome:

- Go over the time management course to establish a clear path regarding how I should plan my time and what to avoid to produce the most amount of GWS possible.

Planned Tasks:

- Go through the Time Management course.
- Use the knowledge to plot my plan, organise my schedule and watch out for time-consuming red flags.

Post-session Reflection

- I have obtained various insights, especially with Professor Andrew's step-by-step plan to maximise productivity. I'll use that on every GWS from now on. The rest of my week is complicated to reorganise, but I shall plan my next week to fit in all these steps.

SESSION #31 - 25/06/2024 ; 60 minutes

Desired Outcome:

- Revise all the Agoge knowledge to reinvent myself after failing to complete a challenge.

Planned Tasks:

- Read all the resources.
- Start taking action on the New Identity step.
- Brainstorm and use the information to rewrite the New Identity document.
- Post it to the Agoge Accountability Channel.

Post-session Reflection

- I feel very ashamed, yet very motivated to get things done. I want to reinvent myself like I did with the Agoge Program, but this time taking action for real to make myself the man that I want to be and make a lot of money.

SESSION #32 - 25/06/2024 ; 60 minutes

Desired Outcome:

- Create my new identity.

Planned Tasks:

- Read the New Identity presentation in the Agoge 01 resources.
- Follow it step by step to brainstorm on how I want my ideal self to be.

Post-session Reflection

- I can see a lot of the qualities that I desire start to come to life. Seeing them written down makes me believe them more. I still have to finish the this of tasks to think about, but once I am done I am going to turn it into a Google Doc which I can read again and again and again to remind myself of who I want to be.

SESSION #33 - 26/06/2024 ; 60 minutes

Desired Outcome:

- Obtained a detailed Day-in-the-Life of my future self and merge it with my current routine.

Planned Tasks:

- Use my current daily routine plus everything that I want to achieve to create a more detailed and precise daily routine.
- Imagine my future ideal self performing this routine and which parts of it are unbecoming to him.
- Create a plan to change them little by little until they are worthy of the man I shall become.

Post-session Reflection

- I have redesigned my daily routine. I feel like all my time management problems are going to be solved with this. Then again, I also believed that with my previous routine, since it proved to be unsustainable. However, I won't let this get in my way, since reaching the ideal way of doing things is just a matter of trial and error.

SESSION #34 - 27/06/2024 ; 60 minutes

Desired Outcome:

- Perform a Cause & Effect Analysis for my short-term, Warband objective and my long-term, Rainmaker objective.

Planned Tasks:

- Define a BIG objective (Rainmaker title in 6 months).
- Dismantle it in essential parts or in the key components necessary for it to happen (eg: 4 clients paying 500€ for 5 months).
- Trace it back to what needs to be done prior to that, and what prior to that, etc.
- Reach my backwards planning to my current state of progress.

Post-session Reflection

- I have my long-term objective in sight and have traced it back to my current position in my millionaire journey. This makes everything look so attainable. I think it is going to be very useful to have these milestones in sight.

SESSION #35 - 29/06/2024 ; 60 minutes

Desired Outcome:

- Work side by side with my client to solve the current problems that he is having.

Planned Tasks:

- Identify the current problems.
- Create the solutions.
- Elaborate an action plan.
- Blend the action plan with what I was currently doing towards my goal.

Post-session Reflection

- This was an interesting meeting with the client where I was able to speak with him about all of the things that he doesn't know. We managed to get some things started, but there is still a lot of work to do.

SESSION #36 - 30/06/2024 ; 60 minutes

Desired Outcome:

- Finish the Cause & Effect analysis and identify unknowns that might happen.

Planned Tasks:

- Trace back from my final objective all the small details that remained from the previous Cause and Effect GWS.
- Establish my unknowns and how to handle them.
- Establish my assumptions and what to expect if they don't come true.

Post-session Reflection

- I am continuing my reflection after failing the challenge I imposed upon myself. It feels good to be doing everything the Agoge taught me step by step, but I feel like everything will be clearer once I finish the whole thing.

SESSION #37 - 01/07/2024 ; 60 minutes

Desired Outcome:

- Finish my Agoge Rebirth review.

Planned Tasks:

- Write down my challenges.
- Write down my resources.
- Plan the next month based on what I have and go as far as I can into the future from there.
- Perform a Root Cause Analysis of the main problems I am having.

Post-session Reflection

- I am realising how useful this process is. I really helps put things back into perspective, especially when coming from a bad situation and a chaotic work process.

SESSION #38 - 01/07/2024 ; 60 minutes

Desired Outcome:

- Perform a brainstorming session about my Warband objective and what is preventing me from getting it.

Planned Tasks:

- Choose the brainstorming style.
- Put everything into paper.
- Put everything in order and make sense of my senseless thoughts.

Post-session Reflection

- Putting things into perspective is making clear and visible the goals I have to achieve and obstacles that are in my way. I shall use this a a map to guide me through my way to copywriting mastery.

SESSION #39 - 02/07/2024 ; 60 minutes

Desired Outcome:

- Fuse all my insights into the documents provided by the Agoge Program.

Planned Tasks:

- Collect all the information from the past days.
- Group it all together in my Agoge 01 templates.

Post-session Reflection

- There is still some information missing, but for a methodical person like myself, I believ this will help a lot.

SESSION #40 - 02/07/2024 ; 60 minutes

Desired Outcome:

- Finish the previous task, going into as much detail as possible.

Planned Tasks:

- Collect all the information from the past days.
- Group it all together in my Agoge 01 templates.

Post-session Reflection

- I have finished the task. Now, what I will do is print my New Identity and revise my plan every day to act upon it and do what I have to do.

SESSION #41 - 03/07/2024 ; 60 minutes

Desired Outcome:

- Get back into the Warband.

Planned Tasks:

- Finish the RCA and the calendar with my goals.
- Design a post for the fellow Gs in the Warband and interact with them to make up for the lost time I imposed upon myself.
- Improve my status in TRW by interacting with as many messages as possible.

Post-session Reflection

- I got back in, but the big players who have achieved a lot more than I have were not happy. They say my effort is insufficient, which is a hit on my ego and my perception of myself. I have to be better and give a lot more.

SESSION #42 - 04/07/2024 ; 60 minutes

Desired Outcome:

- Plan ahead of my future Warband challenge. In the next 30 days I have to become Experienced (300€ from copywriting).

Planned Tasks:

- Create a GWS timeline with all the tasks that I should complete to reach my goal.
- Note them down in the calendar section of my Conquest Planner.

Post-session Reflection

- I feel like my plan is achievable and putting it on paper made it something tangible. If I follow this plan I think I will be able to obtain my objective in time.

SESSION #43 - 04/07/2024 ; 60 minutes

Desired Outcome:

- Create a draft of my website that I can use to later create it following my client's preferences.

Planned Tasks:

- Use Powerpoint to roughly design the layout of the website.
- Include plug-ins, pop-ups and any other details to include.
- Make it clear to that my client understands it when I show him.

Post-session Reflection

- I feel like I am making progress, since everything is crystal clear. I know I still have the most difficult part to go, so I am not getting comfortable.

SESSION #44 - 06/07/2024 ; 70 minutes

Desired Outcome:

- Understand how to create the website for my client properly using Professor Dylan Madden's methods.

Planned Tasks:

- Check the SM+CA campus for insights on website and landing page creation.
- Note down the key aspects.
- Think about how to implement the most useful elements of lessons.

Post-session Reflection

- I have discovered a strategy that I did not even know existed. I am going to shift the focus of my client work into another direction which I think will bring better results.

SESSION #45 - 07/07/2024 ; 60 minutes

Desired Outcome:

- OODA Loop and plan ahead.

Planned Tasks:

- Perform the OODA Loop.
- Identify the next steps to take.
- Create objectives for the things that must be done.
- Analyse how that is going to allow me to reach my next goal.

Post-session Reflection

- I have realised that I am slacking off. I have developed a plan to target it ASAP. I believe that it is an issue that I should address first.

SESSION #46 - 08/07/2024 ; 60 minutes

Desired Outcome:

- Play around the Carrd software to get an idea of what I can do to turn my draft into a reality.

Planned Tasks:

- Explore the Carrd platform.
- Work on how to operate the platform in regards to the elements that might be useful for my website.

Post-session Reflection

- It was very hard at first, since I had to figure out the hard way how different elements are linked to each other. Now I know a lot more and this information can save me a lot of trouble.

SESSION #47 - 09/07/2024 ; 60 minutes

Desired Outcome:

- Use the different tools from Carrd to start turning the initial draft into a real website.

Planned Tasks:

- Use the guide of my client's list of demands and create all the different parts of the website.

Post-session Reflection

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SESSION #48 - 10/07/2024 ; 60 minutes

Desired Outcome:

- Start the first Content-In-A-Box process to boost my social media.

Planned Tasks:

- Read Professor Arno's guideline to content articles.
- Perform the first day's actions:
    - Come up the topics and look for information.

Post-session Reflection

- I feel like this will be a good way to amp up my reputation online. What I did today was nothing big, but I feel like the process will lead to very positive outcomes.

SESSION #49 - 11/07/2024 ; 60 minutes

Desired Outcome:

- Working hand-in-hand with my client to connect our email accounts and give him access to the softwares I use to control our marketing.

Planned Tasks:

- Share the business email account with me.
- Give him access to Carrd.
- Give him access to ConvertKit.
- Teach him how the platforms work so that he can see the progress.

Post-session Reflection

- Now that we are both on the same page, the process will be a lot smoother. He seemed to like that I was so supportive of him participating, which I feel strengthened our business relationship.

SESSION #50 - 12/07/2024 ; 60 minutes

Desired Outcome:

- Prepare a sales call for the second possible client, whose lead I got through referral.

Planned Tasks:

- Create a quick draft of the WWP, writing down what I expect him to be.
- Use the information to create a list of points I want to get across in our conversation.
- Remind myself of the elements of a successful sales call with online videos and TRW resources.

Post-session Reflection

- ?

SESSION #51 - 13/07/2024 ; 60 minutes

Desired Outcome:

- Use all the points of the sales call and integrate them in my calendar as checkpoints and milestones.

Planned Tasks:

- Clean up the notes I took during the sales call.
- Identify which actions I need to take.
- Give them a time limit upon which they have to be completed.

Post-session Reflection

- ?

SESSION #52 - 14/07/2024 ; 60 minutes

Desired Outcome:

- Create a strategy for my client to perform during the summer months.

Planned Tasks:

- Convince my client to use the DM change that I recommended.
- Refine the warm list received.
- Discuss a possible content strategy for the summer months.

Post-session Reflection

- ?

SESSION #53 - 15/07/2024 ; 60 minutes

Desired Outcome:

- Finish the previous day's strategy for my client to perform during the summer months.

Planned Tasks:

- Create an IG posting schedule.
- Revise the ideas for the reactivation campaign emails to make sure the client approves of it.
- Get the heads up for the website layout.

Post-session Reflection

- ?

SESSION #54 - 16/07/2024 ; 60 minutes

Desired Outcome:

- Advance with the Content-In-A-Box article guideline.

Planned Tasks:

- Read Professor Arno's guideline to content articles.
- Perform the first day's actions:
    - Create engaging titles
    - Create engaging hooks.
    - Figure out ideas to keep the audience's attention throughout the article.

Post-session Reflection

- ?

SESSION #55 - 17/07/2024 ; 60 minutes

Desired Outcome:

- Create the email to send to my client's warm list as part of the reactivation campaign.

Planned Tasks:

- Write the emails based on what I discussed with my client in previous GWS.
- Revise it for any possible mistakes or points of miscomprehension.

Post-session Reflection

- ?

SESSION #56 - 17/07/2024 ; 60 minutes

Desired Outcome:

- Getting order into my workflow.

Planned Tasks:

- Clean my environment.
- Put all distraction-inducing elements of my environment in different rooms or inside cupboards and wardrobes.
- Clean my browser, delete useless documents and apps, create hyperlinks to the WWP tables and to the Process Map.
- Re-do the calendar to make it clearer and more concise.

Post-session Reflection

- ?

SESSION #57 - 17/07/2024 ; 60 minutes

Desired Outcome:

- Discuss my client's website content changes, which he insisted on, and apply the changes.

Planned Tasks:

- ?

Post-session Reflection

- ?

SESSION #58 - 18/07/2024 ; 60 minutes

Desired Outcome:

- Perform the WWP for my second client.

Planned Tasks:

- ?

Post-session Reflection

- ?

SESSION #59 - 18/07/2024 ; 60 minutes

Desired Outcome:

- Finish the WWP for my second client.

Planned Tasks:

- ?

Post-session Reflection

- ?

SESSION #60 - 18/07/2024 ; 60 minutes

Desired Outcome:

- Analyse top player's for my second client's niche.

Planned Tasks:

- ?

Post-session Reflection

- ?

SESSION #61 - 19/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

- ?

Post-session Reflection

- ?

SESSION #62 - 18/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #63 - 21/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #64 - 21/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #65 - 21/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #66 - 22/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #67 - 22/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #68 - 22/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #69 - 23/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #70 - 23/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

- ?

Post-session Reflection

- ?

SESSION #71 - 23/07/2024 ; 90 minutes

Desired Outcome:

- Perform an OODA loop to redirect my path.

Planned Tasks:

- Revise and take notes on previous OODA-loop-centred MPUCs.
- Perform my own OODA loop.
- Read the rest of the campus' OODA loops to understand other people's contexts and how their insight can apply to my workflow.

Post-session Reflection

- ?

SESSION #72 - 24/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

- ?

Post-session Reflection

- ?

SESSION #73 - 24/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #74 - 24/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #75 - 25/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #76 - 25/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #77 - 25/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #78 - 26/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #79 - 26/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #80 - 26/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #81 - 27/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #82 - 27/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #83 - 28/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #84 - 28/07/2024 ; 60 minutes

Desired Outcome:

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Post-session Reflection

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SESSION #85 - 29/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #86 - 30/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #87 - 30/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #88 - 30/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #89 - 31/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #90 - 31/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #91 - 31/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #92 - 01/08/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #93 - 01/08/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #94 - 01/08/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #95 - 25/07/2024 ; 60 minutes

Desired Outcome:

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SESSION #96 - 26/07/2024 ; 60 minutes

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SESSION #98 - 27/07/2024 ; 60 minutes

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Post-session Reflection

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SESSION #99 - 27/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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SESSION #100 - 27/07/2024 ; 60 minutes

Desired Outcome:

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Planned Tasks:

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Post-session Reflection

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