

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

G Work Session Tracker Template

SESSION #1 – 07/06/2024

Desired Outcome:

- Complete Ad on Invisalign Benefits

Planned Tasks:

- Create the Copy
- Create Post on Canva
- Schedule the Post

Post-session Reflection

- I found myself getting distracted, wasn't fully in the zone. Will review the copy and make it better.
-

SESSION #2 – 07/06/2024

Desired Outcome:

- Create 1st Draft Reel for Invisalign Ad

Planned Tasks:

- Research Stock Footage
- Clip B-Roll I filmed
- Put it all Together

Post-session Reflection

- Need to improve my video editing skills for sure. Will spend some more time in the CC+AI campus and dedicate more time to video editing.
-

SESSION #3 – 08/06/2024

Desired Outcome:

- Improve Ads

Planned Tasks:

- Research Winning Ads on Facebook
- Create a list of improvements or ideas to take on board
- Implement changes and improve ad copy and post

Post-session Reflection

- Gained some new insights on how I can approach my ads and made some improvements. Need to make sure I keep my concentration.

SESSION #4 – 08/06/2024

Desired Outcome:

- Better Video Editing Skills leading to Better Reel Draft

Planned Tasks:

- Watch CC+AI Vids
- Test my ability on 2nd draft of invis reel
- Test AI Voiceover for script

Post-session Reflection

- Need to get some more B-Roll footage next time I am in the practice. Video editing skills have greatly improved after going through CC+AI campus, need to dedicate more time to mastering my editing skills.
-

SESSION #5 – 10/06/2024 12.30 am

Desired Outcome:

- Create 2 posts for Review Raffle and Structure SMS reminder I will send to get more reviews

Planned Tasks:

- Create Copy for both posts and the SMS

- Create Posts on Canva
- Schedule Posts and send SMS message to Practice Email

Post-session Reflection

- Good Session, Strong concentration rattled through objectives. Will send the SMS and Increase our reviews
-

SESSION #6 – 10/06/2024 1.40am

Desired Outcome:

- Provide a Structured Budget Plan for Ads

Planned Tasks:

- Rewatch Run Ads Maked Money
- Structure an effective budget plan
- Create and send message to client including the budget plan

Post-session Reflection

- My Plan for Ads was completely wrong, ended up spending G session coming up with more angles to test for each stage of the ad. Will begin testing soon. Got budget approved.
-

SESSION #7 – 10/06/2024 19:00

Desired Outcome:

- Stage 2 of Run Ads Make Money done

Planned Tasks:

- Create finished list of 10 pain or desire
- Create copy for each
-

Post-session Reflection

- Overshot how much I could get done in the Session. Got 5/10 copy done, will spend next session smashing the copy and getting stage 2 testing ready
-

SESSION #8 – 11/06/2024 00:00

Desired Outcome:

- Stage 2 Testing Ready

Planned Tasks:

- Complete Copy for other 5 Angles
- Create Post for each angle
- Use AI to Go over Copy and make sure grammatically sound and make improvements

Post-session Reflection

- Smashed it, Stage 2 Ready for Testing Now need to improve social proof then we are a go! Fuck yeah
-

SESSION #9 – 11/06/2024 01:30

Desired Outcome:

- Ready to hunt testimonials from previous Invisalign Patients

Planned Tasks:

- Create Email Template asking for Testimonial
- Create SMS Template asking for Testimonial
- Create Consent Form for using Testimonial and Before and After Pics for Marketing

Post-session Reflection

- Lightwork, Happy with the templates I created and the consent form is very professional, now ready to hunt testimonials and create before and after showcase to gain social proof while review raffle ongoing.
-

SESSION #10 – 11/06/2024 19:00

Desired Outcome:

- Before and After Showcase Template Complete

Planned Tasks:

- Template Updated and Complete
- Research Winning Showcase
- Send Template to Client to Gain Feedback

Post-session Reflection

- Very happy with the outcome, sent to the client and they were also happy with the design, now will start pairing up mixed folder of before and after pictures to then have a comprehensive contact list for gaining consent for marketing.
-

SESSION #11 – 11/06/2024 20:00

Desired Outcome:

- Before and After Mixed Folder sorted and contact list created.

Planned Tasks:

- Pair Up each before and after
- Send to client to verify names of patients
- Create Contact List for consent

Post-session Reflection

- Very tedious boring work but had to be done. Didn't take the full session so I spent the rest of the session doing research for winning websites and Invisalign Ads and took notes. Will need more photos, will speak to client when back from holiday to get access to all pictures and for the names of patients so I can contact them.
-

SESSION #12 – 11/06/2024 22:00

Desired Outcome:

- Improve Website

Planned Tasks:

- Analyze new top player found
- Note what they do better
- Use new insights to improve current website

Post-session Reflection

- Website much slicker and now that we have a good number of reviews, now implemented widget to show them off to gain a higher social proof.
-

SESSION #13 – 11/06/2024 23:30

Desired Outcome:

- Have payment plan providers listed for client

Planned Tasks:

- Research and contact payment plan providers
- Contact my connections to gain further knowledge on providers
- Have list of providers ready for client

Post-session Reflection

- Reached out to 13 payment plan providers, reached out to a few dental practice owners who can tell me which providers they use, will wait for their suggestion. Once they get back to me with their offers I will inform the client.
-

SESSION #14 – 12/06/2024 20:00

Desired Outcome:

- Improve Copywriting Skills and Create Invisalign Post

Planned Tasks:

- Create copy for Invisalign Organic Post
- Create copy for TikTok Account Scraper I am almost finished coding
- Create copy for Invisalign Before and After Post

Post-session Reflection

- Smashed it in this session. Getting better and better during my GWS's as I build consistency. Concentration at full and hit the flow state. New songs in playlist really helped to make me feel powerful!
-

SESSION #15 – 12/06/2024 22:30

Desired Outcome:

- Create Reel for Invisalign Post

Planned Tasks:

- Find Stock footage
- Use AI Voiceover for Script Written
- Put it all together and schedule post

Post-session Reflection

- Took me longer than expected to work on this reel. Will continue it tomorrow.
-

SESSION #16 – 13/06/2024 00:00

Desired Outcome:

- Have new angles to attack from

Planned Tasks:

- Study Winning Practices Websites
- Study Winning Practices Facebook Accounts
- Find out why we stand out and take notes

Post-session Reflection

- They don't seem to display prices, which is funny as that must mean it's not a good selling point. We will crush these dweebs. I also noticed how having a video of a patient walking into the practice and interacting with the receptionist and dentist did make the website nice. But not sure we could pull that off, frankly our practice isn't the most pleasing as there are stairs and these lazy cunts would be put off. Could still work around it and provide some good there, I will come up with some ideas and maybe see if I could get a friend involved in the video for some free treatment.
-

SESSION #17 – 13/06/2024 16:00

Desired Outcome:

- Full Understanding of Competition

Planned Tasks:

- Call practices in UK and find out about their Invisalign Offer
- Find where we stand out and take note of it
- Plan copy strategy to attack where we are better

Post-session Reflection

- Wow. We are much cheaper and better than our competition. A real opportunity to stand out from the rest. Normal waiting time for consultation is 1 to 2 weeks. We can offer faster. Prices are around £3500 to £4500; we are £2800 to at most £3400 and that includes whitening and retainers that they don't offer with the price. A lot of ways to attack these bums, and we will win and conquer. Will get my friend to call up asking similar questions to our practice to test our reception team.
-

SESSION #18 – 13/06/2024 20:00

Desired Outcome:

- Complete Script for Reel and Post Copy which smashes the competition

Planned Tasks:

- Redo Script for reel
- Create powerful Copy for caption
- Rewatch Bootcamp clips to remind self of skills

Post-session Reflection

- Script is Fire! Can't wait to put it to the test. Copy for caption is effective and solid. I have real strong faith behind this post.
-

SESSION #19 – 14/06/2024 00:00

Desired Outcome:

- Reel Edit complete

Planned Tasks:

- Use Script AI voiced for reel
- Use Stock footage I gained with subtitles
- Put it all together and schedule the post then see the wins fly in

Post-session Reflection

- AI Voice wasn't too good. Will need to find some relatable accent samples to feed into the voice generator to make it better. Stock footage is class, everything is good just need to sort the AI Voice to perfect it. Will need more time to fix it.
-

SESSION #20 – 14/06/2024 22:00

Desired Outcome:

- AI Voiceover Sorted

Planned Tasks:

- Research Audio Clips
- Test with Software
- Record lines for reel

Post-session Reflection

- Got the AI voiceover complete and I am happy with the results. Now need to complete the reel with the audio and then review the reel.
-

SESSION #21 – 15/06/2024 00:00

Desired Outcome:

- Reel ready for client review

Planned Tasks:

- Align footage with AI Recording
- Implement Subtitles
- Look into some chill background music to go along with the reel

Post-session Reflection

- Sent reel to a friend who has runs his own marketing company and has a lot of experience with TikTok and reels. We decided to schedule a meeting where he will help show me some ways, he's found success and can bring some ideas to help. He brings 10k in revenue to his agency so would be a great opportunity to learn from him.
-

SESSION #22 – 15/06/2024 22:00

Desired Outcome:

- Upgrade current position

Planned Tasks:

- Take on board the tips my friend gave me and update the reel
- Take on board the website tips my friend gave me and update the website
- Review the copy for the caption and improve it

Post-session Reflection

- Reel and website is much better. Used AI to maybe see how I could improve my grammar and the effectiveness of my copy to ensure I am making the best copy I can make. Happy with the outcome. This process has taken a lot longer than I anticipated and perhaps need to just post and back myself, but I can't help but try to perfect client work. Maybe I need to dedicate more time each day and put more pressure on myself as I am working for my family so get more leeway than an unknown client.

SESSION #23 – 15/06/2024 23:30

Desired Outcome:

- Review Raffle Work Complete

Planned Tasks:

- Create Database for patient contact info and their amount of entries
- Fill database
- If have time, watch more CC+AI content to improve editing skills

Post-session Reflection

- Finished with plenty of time, so finished the session smashing through the CC+AI campus and testing newly learned editing techniques on the reel I am working on.
-

SESSION #24 – 16/06/2024 20:00

Desired Outcome:

- Updates and Changes for client

Planned Tasks:

- Client wanted a few changes to free guide so will change them
- Fix broken pop up for free guide on website
- Help client make new ad for a new practice manager as current manager is leaving

Post-session Reflection

- Finished all work with time to spare, worked on new sales post on Invisalign
-

SESSION #25 – 16/06/2024 22:00

Desired Outcome:

- New Sale post for Invisalign created and Scheduled

Planned Tasks:

- Create Copy for new Post
- Create Post on Canva
- Schedule the Post and have ready for review

Post-session Reflection

- Continued from last session, got the post done and scheduled will review it tomorrow to make sure I am happy with it
-

SESSION #26 – 17/06/2024 00:00

Desired Outcome:

- New Reel script and 1st draft created

Planned Tasks:

- Create Script for New Reel
- Create Copy for Caption
- Create 1st Draft of Reel

Post-session Reflection

- Good work done in this session. Reel still needs a lot of work but powering through faster than my first attempt. Concentration was strong in this session.
-

SESSION #27 – 17/06/2024 20:00

Desired Outcome:

- 2nd draft reel complete

Planned Tasks:

- Continue work on reel
- Review the script and the copy and make amendments
-

Post-session Reflection

- Content Creation Skills have greatly improved, and now can complete these reels at a faster speed. I will do some more research to get more ideas for more reels and hooks to stop the scroll.
-

SESSION #28 – 17/06/2024 22:30

Desired Outcome:

- Post attacking competitors complete

Planned Tasks:

- Attack our short waiting time for consultations compared to the rest

- Create the copy
- Create the post on Canva

Post-session Reflection

- Happy with this post, I have it scheduled and will see how it performs. Good session again with strong concentration. The consistent run I am on has led to me being more productive in sessions.
-

SESSION #29 – 18/06/2024 20:00

Desired Outcome:

- 10 Hooks Completed

Planned Tasks:

- Create Copy for 10 Hooks
- Create 10 Hook clips for Reels
- Pick One for Reel I am working on

Post-session Reflection

- The hooks were good. Research proved to be worth the time spent. Improved my reels, will focus more on the hook as it is probably the most important part of the reel.
-

SESSION #30 – 18/06/2024 22:30

Desired Outcome:

- Finish Reel with new hook

Planned Tasks:

- Add new hook to reel
- Use AI voice to record the hook
- Put it all together and if have time then start planning next reel

Post-session Reflection

- Reel completed. Had spare time so started planning the next reel I will create next session.
-

SESSION #31 – 19/06/2024 19:00

Desired Outcome:

- Breakdown of best payment plan provider ready for client

Planned Tasks:

- Look on notes taken from call with provider
- Watch Video he sent and create a document with all the fees and details for client
- Extra Time work on next reel project

Post-session Reflection

- Document complete and sent to client for their overview. Will let me know if they decide to go ahead with the provider.
-

SESSION #32 – 19/06/2024 22:00

Desired Outcome:

- Reel on Bad Smile Pain Complete

Planned Tasks:

- Complete Script for Reel
- Complete Copy for Caption
- Complete Reel Edit

Post-session Reflection

- Script and copy complete. Reel edit needs some tweaks. Will smash it next session.
-

SESSION #33 – 20/06/2024 14:00

Desired Outcome:

- Reel Complete

Planned Tasks:

- Complete Reel from Last Session
- Go over finished reel and find areas of improvement
- Publish reel

Post-session Reflection

- Happy with this post. Will see how this performs. Solid session.
-

SESSION #34 – 20/06/2024 17:00

Desired Outcome:

- Create Post on Confidence

Planned Tasks:

- Create Copy for Caption
- Create Post on Canva
- Schedule Post and ready for review

Post-session Reflection

- Solid Session Yet again. Strong concentration today. Spending the night with family so glad I got work done before.
-

SESSION #35 – 21/06/2024 13:30

Desired Outcome:

- Reel on Package Details compared to others

Planned Tasks:

- Create Script
- Create Caption
- Create Reel

Post-session Reflection

- Need more time on this one. Started to hit a bit of a creative mind block and spent a lot of the session doing research and trying to get some inspiration.
-

SESSION #36 – 21/06/2024 16:00

Desired Outcome:

- Reel Complete

Planned Tasks:

- Finish Reel
- Review the Reel

- Schedule the Post

Post-session Reflection

- Got there in the end. This session was solid and ended with a finished product I am happy with. Post is scheduled. Starting to feel like I can put in more work than I currently am. Spent the past few days with my dad before he goes back to Iraq so not been able to sit in front of a computer for as long as I could. He leaves in 2 days then I need to get the head down and earn some money so I can reach my goal to offer him a role in this and stop him going to Iraq to earn money.
-

SESSION #37 – 22/06/2024 09:00

Desired Outcome:

- Copy for Reel on Expensive Pain Completed

Planned Tasks:

- Create Copy for Caption
- Create Copy for Reel Script
- Record Script with AI Voiceover

Post-session Reflection

- Very Productive Session. Happy with the outcome now onto the Reel Editing and putting it all together.
-

SESSION #38 – 22/06/2024 11:00

Desired Outcome:

- Reel on Expensive Pain Completed

Planned Tasks:

- Find Stock Footage
- Find Background Music
- Edit Reel and Complete First Draft

Post-session Reflection

- Reel is complete and I am happy with the result and feel myself getting more and more comfortable with adobe pro. Had to get work done in morning as with family to see my dad off to Iraq today.
-

SESSION #39 – 23/06/2024 19:00

Desired Outcome:

- Better Website

Planned Tasks:

- Edit the homepage
- Edit the contact us page
- Edit NHS and Private Page

Post-session Reflection

- Some good work done. Website is looking better, will research more websites for inspiration

SESSION #40 – 23/06/2024 21:00

Desired Outcome:

- Reel Planned out and Started

Planned Tasks:

- Create Copy for Reel on Invest in Self
- Collect Stock Footage
- Record AI Voiceover

Post-session Reflection

- Good work, hit all my objective. Will finish reel in next session.
-

SESSION #41 – 23/06/2024 23:00

Desired Outcome:

- Reel Completed

Planned Tasks:

- Complete Reel Edit
- Review Reel
- Schedule Post

Post-session Reflection

- Reel is complete, I am happy with the outcome, will post and see the results.
-

SESSION #42 – 24/06/2024 16:00

Desired Outcome:

- Inspiration Found

Planned Tasks:

- Research New Winning Websites
- Research New Winning Reels
- Research New Winning Emails

Post-session Reflection

- Got some new ideas and angles I can create. Was a solid session, worked for 3 hours
-

SESSION #43 – 24/06/2024 20:00

Desired Outcome:

- Plan Set for New Reels and Website Updates

Planned Tasks:

- Assess notes taken from research
- Plan website updates
- Plan 10 reels I can create

Post-session Reflection

- Was starting to feel lost before today and now feel a lot more powerful as I have a plan in motion.
-

SESSION #44 – 25/06/2024 17:00

Desired Outcome:

- Upgraded Website

Planned Tasks:

- Add edits to Landing page
- Add edits to Home Page
- Add edits to Contact Us Page

Post-session Reflection

- Website is looking nice. Need to record some more b-roll and take more photos I can add to website.

SESSION #45 – 25/06/2024 21:00

Desired Outcome:

- Post on Good Review Posted

Planned Tasks:

- Pick Review to use
- Create Post on Canva
- Create copy for caption

Post-session Reflection

- Post Completed. Not the best session I've had did lose my concentration at times. Starting to feel some burnout I think need to dig deep now and make sure I stay on task

SESSION #46 – 26/04/2024 13:00

Desired Outcome:

- Reel Copy Complete

Planned Tasks:

- Create Reel Script
- Create Reel Copy
- If have time start looking for stock footage to go with script

Post-session Reflection

- Got the copy completed, tested script with AI voiceover to review the script. AI voiceover complete and ready for reel
-

SESSION #47 – 26/06/2024 18:00

Desired Outcome:

- Reel Complete

Planned Tasks:

- Get Stock Footage
- Get Good Background music
- Complete Reel Edit

Post-session Reflection

- Reel completed and sent to client for review. They liked the post will go ahead with it.
-

SESSION #48 – 27/06/2024 14:00

Desired Outcome:

- Stage 3 Testing Plan Complete

Planned Tasks:

- Check lists of hooks created
- Pick top 10
- Create the posts

Post-session Reflection

- Good Session, strong concentration ached through this. Will get to stage 4 in next session. New playlist made me feel powerful
-

SESSION #49 - 27/06/2024 17:00

Desired Outcome:

- Stage 4 Testing Plan Complete

Planned Tasks:

- Get 10 Images for testing

- Create the posts

-

Post-session Reflection

- Stage 4 Testing ready to go. Good day today.
-

SESSION #50 – 28/06/2024 18:00

Desired Outcome:

- Review Raffle ready for completion

Planned Tasks:

- Have all emails and post ready
- Have prizes ordered
- Setup Wheel

Post-session Reflection

- Easy Session, just making sure all is ready for end of review raffle in 2 days.
-

SESSION #51 - 28/06/2024 22:00

Desired Outcome:

- Post on Good Review Done

Planned Tasks:

- Create Copy for post
- Create post on Canva
- Schedule the post

Post-session Reflection

- As I hit this milestone, I spent more time reflecting. I feel that as the days have gone on recently that my progress is starting to stagnate, and I have been off my diet. I have been waiting until today to receive the money to start testing Facebook ads. Now I have the money I feel that I have got that fire I had all through the first milestone back. I need to take on a large workload going forwards as I need to take over as practice manager while we look for a new one. This means that I will need to make sure I stay mentally strong and keep training my body and eating right no matter how shit I may feel being back working full time. I feel like this month coming up will start to show results and after all stages of testing are done and we have a winning Facebook ad and I know that success will come and the next stage of my plan (outreaching through my network to get big clients).

SESSION #52 – 29/06/2024 12:00

Desired Outcome:

- Ads for New Practice manager published

Planned Tasks:

- Create LinkedIn Profile for Practice and Start Hiring
- Create Indeed Profile for Practice and Start Hiring

- Create Ad on BDA

Post-session Reflection

- Got through all those tasks well. Started focus on Closing Review Raffle and Checking emails for practice as I am now the acting manager.

SESSION #53 – 29/06/2024 16:00

Desired Outcome:

- Review Raffle Closed and Practice Manager Tasks Done

Planned Tasks:

- Post End of Raffle Announcement
- Check Emails
- Start work on Next Post on Invisalign

Post-session Reflection

- Notes
-

SESSION #54 – 30/06/2024 13:00

Desired Outcome:

- Copy for Reel Complete

Planned Tasks:

- Create Copy for Caption

- Create Copy for Reel Script
- Start looking for stock footage

Post-session Reflection

- Reel is looking good. Happy with the copy will change as I make the reel if adjustments are required
-

SESSION #55 – 30/06/2024 17:00

Desired Outcome:

- Finished Reel

Planned Tasks:

- Get AI Voiceover
- Get Stock Footage
- Put it all together and master edit it

Post-session Reflection

- Reel complete and scheduled. Decent day, need to start working full time as a practice manager starting tomorrow so will need to make sure I still get my GWS in
-

SESSION #56 – 01/07/2024 19:00

Desired Outcome:

- Testimonial Post Completed

Planned Tasks:

- Create Copy for Caption
- Pick a Review
- Create post on Canva

Post-session Reflection

- Good post there, need to start using all these new reviews we have for these posts.
-

SESSION #57 – 01/07/2024 21:00

Desired Outcome:

- Create Before and After Post

Planned Tasks:

- Get Before and After Pics from Client
- Create Copy for Caption
- Create Post on Canva using Template

Post-session Reflection

- Good work in this session. Got distracted a few times and felt myself losing some drive in this session but still got the work done. Will review the post tomorrow and see if I can make it any better
-

SESSION #58 – 02/07/2024 21:00

Desired Outcome:

- Plan for Waiting Room Video Complete

Planned Tasks:

- Pick Facts to show
- Pick Invisalign angles to show
- Sort into order

Post-session Reflection

- Plan is completed. Now will spend the next few sessions working on this video that will play in the waiting room
-

SESSION #59 - 02/07/2024 23:00

Desired Outcome:

- 1st Draft of Video Completed

Planned Tasks:

- Get Stock Footage
- Use AI to gather some facts I can show
- Create Invisalign Angles

Post-session Reflection

- Didn't get a finished first draft done, made some adjustments to original plan and will speak to client about any specific things they want shown in the waiting room
-

SESSION #60 – 03/07/2024 21:00

Desired Outcome:

- Improve 1st Draft Video

Planned Tasks:

- Work on making smooth transitions between clips
- Create more fact slides
- Create more Invisalign Angles

Post-session Reflection

- Happy with my work in this session, started to lose my concentration around the 1hr 10min mark so ended the session and took a break
-

SESSION #61 – 03/07/2024 23:00

Desired Outcome:

- Waiting Room Video Complete and Ready to show Client

Planned Tasks:

- Finish up editing the additional clips
- Ensure all transitions are smooth and text is readable
- Send to client and await review

Post-session Reflection

- I'm happy to send this draft to the client. Will await feedback and make the necessary changes
-

SESSION #62 – 04/07/2024 21:00

Desired Outcome:

- Clients feedback implemented

Planned Tasks:

- Make text slightly larger
- Add smoking facts
- Add a slide on teeth whitening and private fillings

Post-session Reflection

- Made all the changes the client wanted will send and await confirmation that the video is acceptable
-

SESSION #63 – 04/07/2024 23:00

Desired Outcome:

- Find an Interior Decorator and Floor Renovator for Practice

Planned Tasks:

- Search for interior decorators and reach out
- Search for painters to paint the walls and reach out
- Search for Floor renovators and reach out

Post-session Reflection

- Client asked if I could work on making their practice have a new look as they took my advice on board to invest in making the practice look new like our competitors as our practice looks like it from the 90s. Client is happy to invest as business is going well and is happy to spend the money rather than give to the taxman. Its not copywriting however it is work to help the business grow and that's what I am here to do.
-

SESSION #64 – 05/07/2024 14:00

Desired Outcome:

- New PCs bought for Client

Planned Tasks:

- Call Dell and HP and receive estimates
- Give client all information for both options
- Once client decides buy the PCs. Once this is done Start to plan new idea for website

Post-session Reflection

- Ended up being on the phone for a long time with salesman. The PCs were necessary as my clients receptionists complained that the old PCs doesn't allow them to work as fast as needed so we can answer as many calls as possible as we only have the one line. Still felt that I could work more so this session ran for about 2hr 20min, spent 1hr 20 sorting new plan for questionnaire landing page. Need to make sure being the temporary practice manager doesn't interfere with my work.
-

SESSION #65 – 05/07/2024 17:00

Desired Outcome:

- Waiting Room Video Complete

Planned Tasks:

- Use data I collected from testing on the TV
- Make the Adjustments
- Send to USB Drive ready to be used

Post-session Reflection

- Happy with the finished product. Practice Manager work is ramping up since I have taken on the responsibility to redo the practice look and to upgrade as much of the practice as possible to help my client as she tries to find a new manager. I took on this workload to show the client that I bring a lot of value to her not just as

a copywriter. I promised to make her business grow and I will do whatever it takes to be rainmaker and get results for my client. She is more than happy to invest money into this as she is backing me, now its my turn to show up.

SESSION #66 – 06/07/2024 15:00

Desired Outcome:

- Practice Manager and Receptionist Ad Created

Planned Tasks:

- Create Practice Manager job Ad
- Create Receptionist Ad
- Show client and amend if necessary

Post-session Reflection

- Have started to notice that my work isn't being directed towards achieving my goal of rainmaker by promoting our Invisalign. I need to maintain focus on my goal alongside all this bullshit that I have to do. My client really has a lot of work that needs to be done and I am placing myself in the position to do this work and hopefully my efforts will be recognized when it comes to negotiating revenue share after I reach my goal of attaining 5 new Invisalign clients for my client.
-

SESSION #67 – 06/07/2024 20:00

Desired Outcome:

- Fix Issues with Website

Planned Tasks:

- Fix error with pop up free guide
- Update NHS Page with new Info

- Update Prices for Private treatment page

Post-session Reflection

- Website seems to be back to working again. Will look into doing the questionnaire next.
-

SESSION #68 – 07/07/2024 14:00

Desired Outcome:

- Post on Meet the Team Complete

Planned Tasks:

- Create Copy for post
- Use images sent from client
- Create post on Canva and Post it

Post-session Reflection

- Solid work in this session. These posts do well on our page as people like to see the dental team as it builds trust.
-

SESSION #69 – 07/07/2024 17:00

Desired Outcome:

- Review Raffle Winner Post Created

Planned Tasks:

- Use B-Roll and Photo taken at practice
- Create Copy for post
- Create Post on Canva and post it

Post-session Reflection

- Post created. Session was ok, felt a lack of fire in this session but still got the work done. Need to remind myself in times like this why I chose this path.
-

SESSION #70 – 08/07/2024 19:00

Desired Outcome:

- Good Review Post Created

Planned Tasks:

- Pick review to use
- Create copy for post
- Create post on Canva

Post-session Reflection

- Good post. Its smart to take advantage of the review raffle results not just for building up the profile but for content to post and flex our good reviews.
-

SESSION #71 – 08/07/2024 22:00

Desired Outcome:

- Create Before and After Post

Planned Tasks:

- Use approved before and after pics
- Create copy for post
- Create post on canva and then post

Post-session Reflection

- Need to do more of these, has been a struggle to work with client on these before and after pictures. Client is overwhelmed at the moment with manager leaving and in need for a receptionist and in need to do a lot of work around the practice. I am working to remove the pressure on my client so we can both start performing better. This must be addressed now so that moving forward we can put all of our focus on the Invisalign and getting rainmaker.

SESSION #72 – 09/07/2024 20:00

Desired Outcome:

- Waiting Room Video updated

Planned Tasks:

- Use Clients feedback to improve video
- Spend time making any improvements I can

- Research some other videos to get some inspiration

Post-session Reflection

- Waiting room video looks much better. I added the additional clips and info my client wanted.
-

SESSION #73 – 09/07/2024 23:00

Desired Outcome:

- Create Post on NHS Update

Planned Tasks:

- Create Post on NHS Update on Canva
- Create Copy for Post
- Send post to client for review

Post-session Reflection

- Post complete. Will send to client for review. Client asked for this post to inform patients of NHS updates
-

SESSION #74 – 10/07/2024 20:00

Desired Outcome:

- Finalise Plan on Questionnaire for website

Planned Tasks:

- Assess original plan
- Ensure all questions are effective and point to the right place
- Look at questionnaire for homepage rather than just Invisalign or Private Treatment

Post-session Reflection

- The questionnaire has a lot of potential. People are dumb dumbs and they need to be handheld through navigating the website. This questionnaire if done correctly will be immensely better for our website
-

SESSION #75 - 10/07/2024 22:00

Desired Outcome:

- FB Ad Testing begun

Planned Tasks:

- Rewatch Run Ads Make Money
- Amend Stage 2 posts I currently have
-

Post-session Reflection

- Took a while to get here. A lot of bullshit and obstacles that prevented me from getting this started. The practice at the moment needs a lot of work which we are in the process of doing. I have been doing this alongside working as the temporary practice manager and receptionist. I want to put in a

lot of work for this client as they can help get me connections later on after I get them results. They have a contact who owns 6 private dental clinics around Scotland and I have been promised his contact information if I reach the goal for my client. That I believe is my ticket to greatness. I must keep pushing through the mud and working hard to reach that meeting with this guy.

SESSION #76 – 11/07/2024 21:00

Desired Outcome:

- Begin Implementation of Questionnaire

Planned Tasks:

- Add questionnaire to homepage using plan
- Make any necessary adjustments to plan
-

Post-session Reflection

- Solid session. Decided not to implement on homepage and will make it another page that will be for ads for now. As I pass this milestone I spent extra time reflecting on this chapter of this journey. This is where I clearly see that my efficiency was off this month and I let situations distract me from my main target. I will now put in 100% focus on getting 2 more Invisalign clients and becoming rainmaker.

SESSION #77 – 11/07/2024 23:00

Desired Outcome:

- Add New Widget and Finish Questionnaire

Planned Tasks:

- Research new google review widget

- Complete questionnaire
- Let client go through questionnaire and get feedback

Post-session Reflection

- Website is much better now, sending people to the questionnaire from a FB ad could be incredibly powerful. Will test my questionnaire, free guide and straight to landing page. Rainmaker here we come. Will assess FB ad results tomorrow
-

SESSION #78 – 12/07/2024 16:00

Desired Outcome:

- Reel Script created

Planned Tasks:

- Copy for Reel Script Created
- Copy for Reel Caption
- Record AI Voiceover

Post-session Reflection

- This reel aims to encourage more NHS patients as client has a new trainee dentist starting so we can accept more patients.
-

SESSION #79 – 12/07/2024 19:00

Desired Outcome:

- Complete Reel

Planned Tasks:

- Get Stock Footage
- Master Edit
- Show post to client and await feedback

Post-session Reflection

- Just a quick reel to encourage registrations. Targeted the pain of long waiting times by including that we offer appointments within the month. Will wait for client's feedback and make further changes
-

SESSION #80 – 13/07/2024 11:00

Desired Outcome:

- Meet the Team Post

Planned Tasks:

- Plan post for new receptionist
- Create copy for post
- Have ready for photo to be implemented

Post-session Reflection

- Dental team had a night out and client sent photos if I wanted to use for social media post. Post has been sent to client and will make adjustments if required.
-

SESSION #81 – 13/07/2024 15:00

Desired Outcome:

- New PM post

Planned Tasks:

- Create copy for post
- Create post for new practice manager
- Have post ready for photo implementation

Post-session Reflection

- Post to prepare for new practice manager starting in the middle of August
-

SESSION #82 – 14/07/2024 12:00

Desired Outcome:

- Good review post done

Planned Tasks:

- Pick a review
- Create copy for post

- Create post on Canva

Post-session Reflection

- Taking advantage of the review raffle to continue to cover our social media with good reviews to increase our social proof
-

SESSION #83 – 14/07/2024 16:00

Desired Outcome:

- Invisalign Reel Script Created

Planned Tasks:

- Create Reel Script
- Create Reel Caption
- Create AI Voiceover

Post-session Reflection

- Invisalign reel targeting treatment being expensive and showing our package as the solution.
-

SESSION #84 – 15/07/2024 13:00

Desired Outcome:

- Invisalign Reel Complete

Planned Tasks:

- Get Stock Footage
- Master Edit the Reel
- Put it all together and post it

Post-session Reflection

- Reel has been sent to client. Sessions have been very strong these past few days, the consistency I have built up is giving me supreme confidence in my ability.
-

SESSION #85 – 15/07/2024 19:00**Desired Outcome:**

- Client Meeting Prepared

Planned Tasks:

- Create Documented Plan for client on Invisalign strategy
- Be prepared to deal with questions
- Prepare document with progress so far

Post-session Reflection

- Looking forward to this meeting with my client, will be pushing for an investment in an ad campaign with £1500 available to spend. With this budget we need 1 Invisalign client to break even and I am quite confident that I can bring in many.
-

SESSION #86 – 16/07/2024 18:30

Desired Outcome:

- Improve website homepage

Planned Tasks:

- Implement B-Roll video on homepage
- Change review widget to sleeker example
-

Post-session Reflection

- Was a very good day today. I made my goal of this challenge by my client having a 66k increase in revenue when compared to last year. I feel like I've hit some momentum here and need to carry this on to bringing more Invisalign Clients
-

SESSION #87 – 16/07/2024 22:00

Desired Outcome:

- Before and After Post Created

Planned Tasks:

- Use before and after pics provided
- Create copy for caption
- Create post on Canva

Post-session Reflection

- Solid session. Was a good day today. Hit my target as rainmaker and made my client a lot of money. Onto Invisalign objectives now, this is just the start. Need to smash through testing, create a winning ad and hit 10 Invisalign clients.
-

SESSION #88 – 17/07/2024 13:00

Desired Outcome:

- Reel Copy Complete

Planned Tasks:

- Create Reel Script
- Create Reel Caption
- Record AI Voiceover

Post-session Reflection

- Will continue creating content for social media, will also look into the prospect of doing Google Ads to boost registrations as there is a lot of money to be made there.
-

SESSION #89 – 17/07/2024 21:00

Desired Outcome:

- Invisalign Reel Complete

Planned Tasks:

- Get Stock Footage
- Master Edit
- Put it altogether and have ready to show client

Post-session Reflection

- Reel ready for client review, strong sessions today.
-

SESSION #90 – 18/07/2024 13:00

Desired Outcome:

- Improved NHS Webpage

Planned Tasks:

- Find examples of sleek webpage design
- Search templates on Squarespace
- Improve NHS Webpage

Post-session Reflection

- NHS Webpage is looking a lot better, will implement a similar style to all pages. Still waiting on the results of stage 2 testing.
-

SESSION #91 – 18/07/2024 20:00

Desired Outcome:

- Improved Private and Contact Us page

Planned Tasks:

- Use similar style to NHS Webpage
- Improve Private Webpage
- Improve Contact Us Page

Post-session Reflection

- Website is looking better, will keep researching ways to improve.
-

SESSION #92 – 19/07/2024 13:00

Desired Outcome:

- Leave a Review Post Created

Planned Tasks:

- Create Caption for post
- Create post on Canva
- Schedule post on Business Manager

Post-session Reflection

- Still waiting for stage 2 results. Sessions have been good, previous concentration issues have passed. As I near the end of this challenge, I realise that I should hold myself to 2 GWS a day minimum and keep this momentum going.
-

SESSION #93 – 19/07/2024 17:00

Desired Outcome:

- New separate forms made for website

Planned Tasks:

- Form made for NHS Registrations
- Form made for Private Registration
- NHS and Private pages updated

Post-session Reflection

- This will now allow me to track the registrations for my next pay structure which will include bonuses based on the registrations.
-

SESSION #94 – 19/07/2024 21:00

Desired Outcome:

- List of Potential new Reception desks

Planned Tasks:

- Research and find reception desks
- Contact clients sign installer
- Have comprehensive list ready for client's selection

Post-session Reflection

- Client asked if I could do this, has some money they would like to invest in improving the look if the practice based on my suggestion when comparing to competitors.
-

SESSION #95 – 20/07/2024 13:00

Desired Outcome:

- Invisalign Post created

Planned Tasks:

- Create caption for post
- Create post on Canva

- Schedule post on Business Manager

Post-session Reflection

- Post created to advertise our Invisalign by reading our free guide.
-

SESSION #96 – 20/07/2024 19:00

Desired Outcome:

- Fix Google Business

Planned Tasks:

- Add update to Google
- Fix pin for business
- Complete business profile

Post-session Reflection

- After call with a couple Gs from TRW I made massive improvements to our google presence and will put more effort making updates and being active on Google.
-

SESSION #97 – 20/07/2024 22:00

Desired Outcome:

- Updated website

Planned Tasks:

- Improve homepage with suggestions from Gs
- Change head tags for website
-

Post-session Reflection

- Made some improvements to homepage and changed the head tags after advice from Gs.
-

SESSION #98 – 21/07/2024 13:00

Desired Outcome:

- Update made on Google

Planned Tasks:

- Create update on Google
- Add services
- Report Bad Review

Post-session Reflection

- The start of me being more active on Google, glad I had the call with fellow Gs, have completely neglected our Google.
-

SESSION #99 – 21/07/2024 22:00

Desired Outcome:

- Stage 3 Hooks ready for testing

Planned Tasks:

- Update Previous list of hooks
- Read the professors list of hooks
- Have 10 hooks ready to go for after stage 2 testing complete

Post-session Reflection

- Good session today. Didn't have enough time to have another GWS. I spent most of the day with family and only had this hour and a half left in my schedule
-

SESSION #100 – 22/07/2024 13:00

Desired Outcome:

- Research and Contact Dental Decorators

Planned Tasks:

- Find 5 flooring specialists

- Find 5 painters and plasterers
- Find 5 Interior decorators

Post-session Reflection

- This session was different than others but is extremely important work that needs to be done as soon as possible and will be good to have contacts for decorators if they do a good job so I could use them for more practices in the future. Feel good to have hit the end of this challenge having completed my goals and built a consistency that I haven't done since I started this journey. This is only the start, this challenge will be something I always remember which started my success.

SESSION #101 – 22/07/2024 20:00

Desired Outcome:

- Waiting room video updated

Planned Tasks:

- Add more composite bonding slides
- Add new NHS notices to video
- Add more myth vs facts and other dental facts to video

Post-session Reflection

- Video was originally 8 mins long and is now 20 mins long. Client is very happy with finished product. Uploaded video to drive and should be used in waiting room going forward. Stage 2 testing results still not in yet. Will take more photos of the practice to put on Google so I can improve our profile.