

The unknowns and assumptions

- a. **Assumption**: I don't 100 percent know how good the review and feedback is of chatgpt, reliability?
- b. **Unknowns**: If the people I know don't want to work with me or they don't have friends that I can work with is still unknown.
- c. **Unknowns**: If the warm outreach doesn't work, then I must do cold outreach. Do I need to change the checkpoints then and the date I wanted to get to the checkpoint?
- d. **Assumption**: I assuming that i will close a deal when i meet the client
- e. **Assumption**: I assume that the client has an archive with his old and current customers
- f. **Unknown**: How do I exactly know how my copies perform? And how do I send the copies to the customers? Do I only do the emails, or do I also make a better website and write copy for the social media accounts?
- g. **Assumption**: I assume that will get good results.
- h. **Assumption**: I assume that they will make a deal with me after the 'free' month ends.
- i. **Unknown**: How much money will I ask for the first customer?
- j. **Assumption**: I assume that getting the second client will undergo the same process.

solving the unknowns:

- a. To solve the chatgpt assumption, I will make a copy from the one I gave to chat gpt to implement the feedback there, then I ask in The Real World which one is the best. The chance of making a better copy is then higher.
- b. The only way to know that is to try it.
- c. If the warm outreach doesn't work, I must make a new outreach script for the outreach. Then, I must send anamount of outreach everyday to get some answers. So yes, I must change the checkpoints and some things in the daily checklist, because it may take more time than warm outreach.
- d. The assumption of meeting the prospect in person and closing him is indeed higher than on a call, but there is of course a chance for rejection. If that happens, go back to c.
- e. The chances are high that the prospect has an archive of their customers, but I will do market research anyway.
- f. To know how my copies perform, I watch how much people as an example visited the site with my copy. And to see which copy performs better I make two copies, change a little thing, like the title or the cta and send the first to example 100 people and send the other copy to another 100, and see which one performs better. For the second part of the unknown, (still an assumption) I think that Andrew made a video about that. When I come to that part, I have then seen the video pr asked about it in the chat.
- g. Try and find out. Of course I will try to max out my copy, but my first client will be for building experience.
- h. That's difficult to say, but the chances are high to close them if I get them high result. And how do I get good results? By practicing, making copies, getting feedback from chat gpt and TRW and testing things with the audience.

- i. Such things will be discussed with the customer of course, but i strive to get 500-1000 to 2000 per customer
- j. The assumption can be right, if it is a warm lead. If not, go back to c