WEEK 2 - 28 Days To A Client

THE MASTER WAR MODE DAY PLAN + REPORT

✓/ ×	u+I Of Task	Task List For The Day - Fill In ALL 20!
1. 🗸/🗙	Q1 ·	200 push-ups 🔽
2. V / X	Q1 ·	Morning Power-up
3. V / X	Q1 ·	Pick two prospects for free value in same niche 🗸
4. 🔽/×	Q1 ·	Research niche + create avatar 🔽
5. V / X	Q1 ·	Layout copy for prospect #1 🔽
6. 1 / ×	Q2 ·	Write copy for prospect #1
7. 🔽/×	Q2 ·	Edit copy for prospect #1
8. V / X	Q2 ·	Layout copy for prospect #2 🔽
9. 🔽/🗙	Q2 ·	Write copy for prospect #2 🔽
10. 🔽/🗙	Q2 ·	Edit copy for prospect #2 🔽
11.	Q3 ·	Write a cold email for prospect #1 and #2 + and Paste Free value \checkmark
12. 🗸 / 💢	Q3 -	Review pieces of copy 🔽
13. 🗸 / 💢	Q3 -	Hand-copy/Analyze a Gene Schwartz Sales letterX
14. V / X	Q3 -	Gym 🔽
15. 7 / ×	Q3 -	Read a book X
16. 🔽/🗙	Q4 ·	Study some emails in my inbox 🔽
17. 🔽/🔀	Q4 ·	Pick up mom from work 🔽
18.	Q4 ·	Go to the job. Have my subconscious chew on my problems to find solutions. \checkmark
19. 7 / ×	Q4 ·	Plan for tomorrow 🗸
20. 🔽/🗙	Q4 ·	Sundown Rule (daily check-ins, send cold emails) 🔽

	TODAY NUMBER + DATE + TIME
Day Number:	8
Date:	3/21/23
Start Time:	8 am

	🙏 3 Things That I Am Grateful To Have In My Life 🙏
1.	I am grateful to have a loving family.
2.	I am grateful to have a protective home.
3.	I am grateful that I get to learn the skill of copywriting

1.	Write a cold email for prospects #1 and #2 and Paste Free value
2.	Gym
3.	Review pieces of copy



[Plan+Measure=Improve]

\$ Task:	\$ Task = Set The Task That I Intend To Complete This Hour?
A Intention:	(a) Intention = What Is My Plan Of Action To Complete This Task For This Hour?
/Reflection:	/ Reflection = Did I Complete This Task For This Hour? If Not. Then Why?



what Do I Plan To Accomplish This Morning?		
I plan to accomplish tasks 1 - 11	I plan to accomplish tasks 1 - 11	
⊚What Is The Main Goal For This Morning?⊚		
Write a cold email for prospects #1 and #2 and Paste Free value		
How Will I Start My Morning With Power?		
100 push-ups, caffeine, and the morning power-up call.		
	_	

8 am: Task \$	100 push-ups Brush teeth Caffeine Morning-power up call
Intention 🔔	Start the day with a win.
Reflection /	Finding product market fit is important.
	I got a lot of positive replies back when I was shooting BB bullet outreachs.
	But now How do I use my past success to make my AK47 outreach more effective?

9 am: Task \$	Pick two prospects for free value in the same niche.
	Research niche + create avatar
Intention 🔔	Be informed
Reflection /	I found two prospects to write for but they are both in different niches.
10 am: Task \$	Layout copy for prospect #1
	Write copy for prospect #1
<u> </u>	Edit copy for prospect #1
Intention 🔔	Have a plan that allows me to write quickly and increase my numbers of outreach with cold email + free value
Reflection /	I completed this task
_	1
11 am: Task \$	Quick research.
	Layout copy for prospect #2
	Write copy for prospect #2
	Edit copy for prospect #2
Intention 🔔	Challenge myself. I never wrote free value for two prospects before.
Reflection /	This one was a bit of a struggle. I entered the "arena."

	And could feel my brain telling me, this is so hard, but I kept consciously telling myself, this is where I grow.
12 am: Task \$	Eat something.
	Write a cold email for prospects #1 and #2 + Paste Free value, and send!
Intention 🔔	Complete my tasks that move the needle.
	Get a reply from my prospect.
Reflection /	I wrote and completed my cold email. But I will manually send them tonight.
	Because I want my prospects to wake up and have my email as the first email that reads in the morning.

©END-OF-THE-MORNING REPORT©

What Did I Learn This Morning?

If you do not have enough research, you won't be able to write with empathy.

Your writing will not be strong enough.

XWhat Problems Did I Face This Morning?X

Writing the second free value of the day was difficult, but I completed the task.

I entered the arena but pushed through.

	Phow Will I Solve These Problems For This Afternoon?
	MY AFTERNOON WAR PLAN
	What Do I Plan To Accomplish This Afternoon?
I plan to go to	the gym and exercise my body.
	en my copywriting principles by reviewing pieces of copy in TRW and a sales letter from Gene Schawrtz
	⊚What Is The Main Goal For This Afternoon?⊚
Go to the gym.	
	PHow Will I Start My Afternoon With Power?
100 push-ups.	
1 pm: Task \$	100 pushups. Review pieces of copy. Read a book.
Intention 🔔	Not only increase my copywriting principles but help others improve too.
Reflection /	Reviewed a piece of copy.

2 pm: Task \$	Gym
Intention 🔔	Strong body.
Reflection /	Leg day.
3 pm: Task \$	Hand-copy/Analyze a Gene Schwartz Sales letter
o piii. Task 🏺	
	Pick-up mom
Intention 🔔	Sharpen copywriting principles
Reflection /	Did not hand-copy
4 pm: Task \$	Get ready for work
Intention 🔔	
Reflection /	Got ready for work, and listened to Alex Hormozi podcast
5 pm: Task \$	Work. Have my subconscious chew on my problems to find solutions.
Intention 🔔	
Reflection /	I was chewing on how I can improve my free value.
6 pm: Task \$	Work
	•

Intention 🔔	
Reflection /	Work
7 pm: Task \$	Work. Break time: study some emails in my inbox
Intention 🔔	Increase copy skills.
Reflection /	Read some emails
8 pm: Task \$	Work
Intention 🔔	
Reflection /	Work
Reilection /	WOFK
9 pm: Task \$	Work
Intention 🔔	
Reflection /	Work
10 pm: Task \$	Work. And arrive home
Intention 🔔	

Reflection /	Work
11 pm: Task \$	Sundown Rule (send cold emails with free value if you haven't)
Intention 🔔	Send everything that I created today!
Reflection /	Send two of my cold email + Free value outreaches
12 Am: Task \$	Plan for tomorrow. Daily Check-in
Intention 🔔	I will stay consistent.
Reflection /	Planned for tomorrow



What Did I Learn Today?

I learned how many tasks I can do a day.

I got 18/20 done. I mean, most of them were micro-tasks like researching and laying out copy, but that made me SEE what task was at hand.

XWhat Problems Did I Face In The Day?X

AGAIN... I keep editing as I write.

€ How Will I Solve These Problems Tomorrow?
Maybe remove my delete key until the hour I start editing.
What Do I Plan To Do Differently Tomorrow? www
"No delete key" first draft writing.
🗘 What Do I Plan To Do The Same Tomorrow? 🗘
Tasks
■ Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With? 📧
No one
∬What Tasks Were Left Undone? ☑
Hand-copy a sales letter.
And read a book.

Brain Dump:

"No delete key" first draft writing will allow me to stop editing and writing at the same time.

Not only will this method increase my "creativity" and decrease my "filter."

But this method will bump my first draft speed up a level.

Let's test it. 😏