

Day 3: MY GOAL: Make at least \$2500 in 6 months

If I want to make money I need to land clients

If I want to land clients I have to improve my outreach, learn how to do sales calls and most importantly, get testimonials

If I want to improve my outreach, I have to test outreach to see what works and go through course material and other resources to learn better outreach

if I want to learn how to do sales calls I have to go through course material and other resources on how to do sales calls

if I want to get testimonials I need to land at least 2 warm outreach clients(I know 2 that I can land)

If I want them to give me testimonials I have to do a good job for them

If I want to do a good job for them I have to use resources in TRW and my own brain to figure out what the best approach to help them is.

If I want to figure out the best approach I need to attend specific client question zoom calls and ask questions, I also need to look through TRW for any help I can find, and do market research

If I want to do market research I have to follow the lessons and templates on market research

If I want to write good copy I have to use the approach plan to know what they need and then leverage the winning writing process to create the best I can do

If I want to create my best copy, I have to review it myself, have it reviewed by others and have it review in TRW in the advanced review chat

If I want to get a testimonial I have to ask for it in the end

If I want to get more testimonials I have to repeat this process

In order to land payed clients online I have to repeat the process above and show my social proof

If I want to do a good job I also have to use the process above, find approach using my brain and TRW, do market research and find out any thing that I don't know about in the approach/plan, Write the copy using winner's writing process, review by myself, other and the advanced review section, revise, test, etc etc

If I want to get to 2500\$ I must repeat this process, for X many clients depending on how much I ask for price.

potential unknowns or assumptions

I don't know the strategies to build identities around business and I don't know how to build brands

I don't know how to create video sales letters or many other strategies to help organic growth on social media

I don't know how many clients I will need,

I'm assuming that I can find all course material, resources and help that I need to understand how I can plan my approach for business, do better outreach, do sales calls and write the best copy

I'm assuming that I can land the 2 warm outreach clients that I have in mind, and that their testimonials will give me good social proof in outreach