

100 G WORK SESSIONS

									
									
									
									
									
									
									
									
									
									

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

Day 1-SESSION #1 - 09/06/24: 5:15pm

1hr 20mins

Desired Outcome:

- Root cause analysis for lost client

Planned Tasks:

- ☒ Watch the Agoge video for refresher material
- ☒ Find out why and where i made a mistake
- ☒ Have 5 creative solutions for how to fix the mistakes

Post-session Reflection

Identified mistakes

Bad Outcome- No paying client even after successful outreach

Walk the factory line

- ☐ Individual elements - Is my outreach message trash? Followed word for word template on level 2
- ☐ Sequence of events - Sent a project as agreed from the face to face meet up. No feedback for the project.
 - Sent another message enquiring for feedback then resorted to a phone call to schedule a face to face which was received well but was a no show.
- ☐ Any missing steps - Did not take any more steps towards the prospect.
- ☐ Checking quality of each element - Is my outreach creative enough and am I answering the 4 questions (Winners writing process) in my free value?

Solution - Sent 5 Outreach messages today while working on 2 new business analysis.

SESSION #2 - 09/06/24: 9:15-10:15pm

1 hr

Desired Outcome:

- Objective - Top player analysis for a concrete works company prospect

Planned Tasks:

- ☒ ~~Analyse the website design - Fascinations used on the Headline, Mobile friendly,~~
- ☒ ~~Analyze SEO and find out why they are at the top - reviews, 5 star ratings , Testimonials,~~
- ☒ ~~Find the avatar - Businesses/individuals~~
- ☒ ~~Level of awareness - 3~~
- ☒ ~~Market sophistication - Stage 4~~
- ☒ ~~Find customer language - Positive reviews on google, Social media engagement as well,~~
- ☐ Current state -
- ☐ Dream state -

Post-session Reflection

- Steal top player ideas and apply it to my prospects project
 - Always apply Winners writing process
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Day 2- SESSION #3 - 10/06/24 + 1-2pm

1hr

Desired Outcome:

- Objective - Find a First client

Planned Tasks:

- ☒ ~~Write down 50 names in my contact list~~
- ☒ ~~Isolate the names with businesses~~
- ☒ ~~Use the template given to reach out to them~~

Post-session Reflection

- Could have sent out more than 10 outreach messages instead of 7.
 - 4 no replies and 3 pending.
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SESSION #4 - 10/06/24 + 9:45-10:45pm

1hr

Desired Outcome:

- Objective - Find a First client

Planned Tasks:

- ☒ ~~Write down 50 names in my contact list~~
- ☒ ~~Isolate the names with businesses~~
- ☒ ~~Use the template given to reach out to them using warm outreach~~
- ☒ ~~Send 10-15 messages~~
- ☒ ~~Use Tao of marketing to improve on analysis of a potential client~~
- ☐ Use the local business guide to find a client

Post-session Reflection

- Managed to send 10 outreached messages
 - Gained a new insight into copywriting - Why would a client reply to my DMs?
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Day 3-SESSION #5 - 11/06/24 + 9:30 -11:30am

2hrs

Desired Outcome:

- Learn/Master how to use the Winners writing process using **Tao of marketing** live examples -Marketing book

Planned Tasks: Winners writing process

- ☐ Who am I talking to?
 1. Find the avatar
- ☐ Where are they now?
 1. Scrolling on their phone
- ☐ What do I want them to do?
 1. Stop scrolling
- ☐ What do they need to experience/think/feel to do that?
 1. Use a top player analysis to gain knowledge of the customers desires, pains and language to have the maximum effect

Post-session Reflection

- Apply the WWP to my concrete works client
- Refer to Canva Diagram has all the step by step in details

SESSION #6 - 11/06/24 + 1pm-4pm(with a 15min break)

3hrs

Desired Outcome:

- Analyze Prospect - Concrete Works Company

Planned Tasks: Winners writing process

- ☐ Who am I talking to?
Men/women who are building a home, office or renovating their homes
Sub-contractors
- ☐ Where are they now?
Scrolling on social media
- ☐ What do I want them to do?
 1. Stop scrolling
 2. Click on the image/video/link that leads to the sales funnel
- ☐ What do they need to experience/think/feel to do that?

Post-session Reflection

- Too much back and forth watching Tao of marketing breakdown as some steps were hard to grasp.
- Reduce the back and forth by 80%

Day 4-SESSION #7 - 12/06/24 + 1-2pm

Desired Outcome:

- Find 3 ways of how to help my client

Planned Tasks:

- Do Market research
- Top player analysis
- What do they need to experience/think/feel to do that?

Post-session Reflection

- First 30 minutes went smoothly
 - Made progress with my outcome but got 1 way to help my client
 - To be continued for the next 2
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SESSION #8 - 13/06/24 + 11-1pm

Desired Outcome:

- Have a sales call with client

Planned Tasks:

- Find out questions to ask

Post-session Reflection

- Did not accomplish the outcome
 - Did not prepare questions to ask on the sales call
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Day 5-SESSION #8 - 14/06/24 + 10:30am-12:30pm(with a 15 minute break)

Desired Outcome:

- Have questions for a sales call with client

Planned Tasks:

- Prepare questions to ask
- Use SPIN technique

Post-session Reflection

- Managed to have 10 questions
 - Flow state took about 3 minutes FOCUSED all through
 - Contacted prospect with some questions, waiting on a reply
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SESSION #9 - 14/06/24 + 7:30pm-9:30pm

2hrs

Desired Outcome:

- Analyze Top Player in the Concrete Works industry

Planned Tasks: Winners writing process

- ☒ ~~Business objective~~
- ☒ ~~Who am I talking to?~~
- ☒ ~~Where are they now?~~
- ☒ ~~What do I want them to do?~~
- ☒ ~~What do they need to experience/think/feel to do that?~~

Post-session Reflection

- Did not get it all done in 2 hours. Had a few interruptions
 - For the next session, complete the draft and share it on the top player channel for review.
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Day 6-SESSION #10 - 15/06/24 + 5-6:30pm

1hr 30 mins

Desired Outcome:

- Draft a search funnel for a concrete works client

Planned Tasks: Winners writing process

- ☒ ~~Business objective~~
- ☒ ~~Who am I talking to?~~
- ☐ Where are they now?
- ☒ ~~What do I want them to do?~~
- ☐ What do they need to experience/think/feel to do that?

Post-session Reflection

- Focused for the whole 2 hours

- To be continued.
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SESSION #11 - 15/06/24 + 8-9:30pm

1hr 30mins

Desired Outcome:

- Draft a search funnel for a concrete works client

Planned Tasks: Winners writing process

- ☒ ~~Business objective~~
- ☒ ~~Who am I talking to?~~
- ☒ ~~Where are they now?~~
- ☒ ~~What do I want them to do?~~
- ☒ ~~What do they need to experience/think/feel to do that?~~

Post-session Reflection

- Completed the 2 sections from the session before
 - Draft copy for client not complete
 - I am finally tuning into my own flow for these sessions
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SESSION #12 - 15/06/24 + 10:30-11:30pm

1hr

Desired Outcome:

- Complete Draft copy for a search funnel for a concrete works client

Planned Tasks: Winners writing process

- ☒ ~~Business objective~~
- ☒ ~~Who am I talking to?~~
- ☒ ~~Where are they now?~~
- ☒ ~~What do I want them to do?~~

- ☒ ~~What do they need to experience/think/feel to do that?~~

Post-session Reflection

- Completed the outcome
 - My flow state was summoned easily
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Day 7- SESSION #13 - 16/06/24 + 9:45-11am

1hr 15mins

Desired Outcome:

- Fine tune Drafty copy

Planned Tasks:

- ☒ ~~What do they need to experience/think/feel to do that?~~
 - Create a sample ad to present to client
 - Have input from TRW
 - Schedule a sales call

Post-session Reflection

- Had a few distractions and my creative flow was interrupted
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SESSION #14 - 16/06/24 + 3-5pm

2hrs

Desired Outcome:

- Fine tune Drafty copy

Planned Tasks:

- ☐ What do they need to experience/think/feel to do that?
 - Create a sample ad to present to client
 - Have input from TRW
 - Schedule a sales call

Post-session Reflection

- Sales call was not scheduled
 - Sample ad needs fine tuning
 - No input yet from TRW
-

SESSION #15 - july 6th + 9am-11am

2hrs

Desired Outcome:

- Analyze student copy

Planned Tasks:

- ☒ ~~Pick any student copy~~

Post-session Reflection

- Took a few pointers to apply to my starter client
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Day 9- SESSION #16 - 19/06/24 + 9-11pm

2hr

Desired Outcome:

- Top Player analysis - Pure Supplement store

Planned Tasks: Winners writing process

- ☒ ~~Who am I talking to?~~
- ☒ ~~Where are they now?~~
- ☐ What do I want them to do?
- ☐ What do they need to feel, think, and experience to take action?

Post-session Reflection

-Accomplished 2 processes.

SESSION #17 - July 6th +

1hr

Desired Outcome:

- Top Player analysis - Pure Supplement store

Planned Tasks: Winners writing process

- ☒ Who am I talking to?
- ☒ Where are they now?
- ☐ What do I want them to do?
- ☐ What do they need to feel, think, and experience to take action?

Post-session Reflection

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