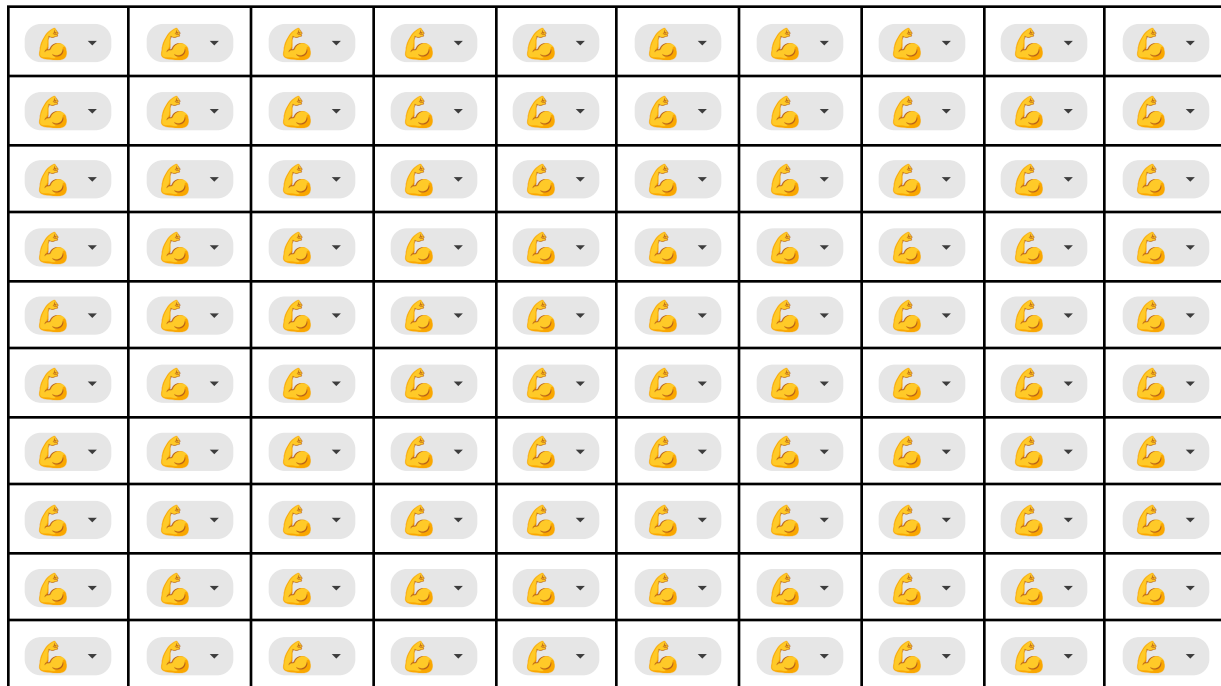


100 G WORK SESSIONS AWAY



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

(Sessions 1 & 2 were done before this template was released)

SESSION #3 - 6/5/24 + 3pm-4pm

Desired Outcome:

- Find social proof for going into the mechanism

Planned Tasks:

- Think Social media
- Think reviews
- Try and find one to swipe

Post-session Reflection

- Notes
-

SESSION #4 - 6/6/24 + 4:30am-5:30am

Desired Outcome:

- Wrap up landing page

Planned Tasks:

- Headline + subhead
- Package bullets
- Refine CTA

Post-session Reflection

- Notes
-

SESSION #5 - 6/6/24 + 12:40pm-2:10pm

Desired Outcome:

- Improve Headline and subhead

Planned Tasks:

- Draft headlines
- Draft subheads
- Take into consideration Thomas' comments.

Post-session Reflection

- Revising back and forth with two different AI, I feel confident that the heading has been significantly improved upon.
-

SESSION #6 - 6/6/24 + 2:30pm-4pm**Desired Outcome:**

- Top player analysis, winners writing process to start the next project for my client.

Planned Tasks:

- Find a winning strategy

Post-session Reflection

- Not all strategies are the same.
 - Focus on Instagram for getting attention
 - Try and get a news feature
-

SESSION #7 - 6/7/24 + 4:20am-5:50am**Desired Outcome:**

- Top player analysis, winners writing process to start the next project for my client.

Planned Tasks:

- Find a winning strategy

Post-session Reflection

- I have a slightly better understanding of how different ceramic coating businesses are getting attention.

- Watch Top player breakdown videos to get a better understanding of how to do this.
 - Ask the chat about GW sessions like this one. Didn't feel productive trying to find a successful business to model.
-

Session #8 6/7/24 1:30pm - 3pm

Desired outcome:

- find adjacent industries to swipe from to dominate my market.

Post-session reflection:

- done with MUCH more clarity and purpose than the previous gws. Left off hungry for more. A lot to chew on from here.
-

Session #9 6/8/24 4:30-6am

Desired Outcome:

Keep building the adjacent niche list to 50 different top players to model.

Planned Tasks:

- Get creative, use AI to get more ideas for niche adjacency
- Think about my audience.

Post-session Reflection:

This was a pretty focused sesh. Very specific outcome. Did not achieve. Keep going.

Session #10 6/8/24 9:15-10:45am

Desired Outcome:

Find 27 more adjacent niches

Planned Tasks:

Continue the process from previous GWS

Post Session Reflection:

I have more than enough to extract a winning strategy from these top brands. Next step is to watch as many top-player analysis videos (non-g work) to fully understand the process so I can replicate for my client.

Session #11 6/9/24 4:28-6am Day 4**Desired Outcome:**

Create a new and more detailed market research document.

Planned Task:

Review other resources like the old HU document and "Copy That" document

Dive into the two tesla IG group pages.

Find other places to get customer language other than google reviews

Post-Session Reflection:

Coffee is a must for 4am G work. Started to get real details about the target market towards the end of the session.

Session #12 6/9/24 12:25-1:55 pm Day 4**Desired Outcome:**

Continue deep market research

Planned Task:

Fill out as much of the market research template as possible

Post-Session Reflection:

Collected a good amount of demographic data. Found the same ol' dream state language. NEED to find solid "current state language" Have to get creative.

Session #13 6/10/24 4:40am Day 5

Desired Outcome:

Find current state language

Planned Tasks:

Get creative, really think about where this language exists.

Post-Session Reflection:

You need to focus more! Managed to pull some current state language. Barely moved the needle. You didn't stretch your mind and think!

Session #14 6/10/24 4:10pm- 5:34 Day 5

Desired Outcome:

Set up landing page on Go high level.

Planned Tasks:

Learn how the builder works

Post-Session Reflection:

You can do this. Need to call Mike.

Session #15 6/11/24 Day 6 4:10-5:40 am

Desired Outcome:

Get more understanding of page builder in go high level

Planned Tasks:

Quickly watch some basic tutorials
Decide to build from scratch or use a template
Get a structure laid out

Post-Session Reflection:

Not bad, making headway. Keep the design simple. You are going to make a stellar page! Call Mike today.

Session #16 6/11/24 Day 6 4:25-5:55 pm**Desired Outcome:**

Get deeper, fresh customer language.

Planned Tasks:

Search new areas online for current state language.

Post-Session Reflection:

Successful session. Found new method for answering specific research template questions. Just tailor the question to your product and google search it.

Session #17 6/12/2024 Day 7 4:10-5:40am**Desired Outcome:**

Get closer to completing the landing page design

Planned Task:

Keep playing around with the builder.

Post-Session Reflection:

Made progress. Have a better understanding of how to make the page look the way I want it to.

Session #18 6/12/2024 Day 7 8:36am-10:16am**Desired Outcome:**

Take @Johntheguide's comments on the copy of the landing page and apply to improve.

Planned Tasks:

Add more specificity to the headline

Clarify the benefits in the subhead
Agitate pain points more vividly in the body copy
Emphasize the ease and longevity earlier in the text
CTA should be more compelling and urgent
Remove fluff and keep the language simple and direct

Post-Session Reflection:

Workshopped John's suggestions AI. Offered insight into implementation.
Need to do this without AI. I need to be able to see the answer for myself. Next session will be brain stretching to fix the copy on my own.

Session #19 6/12/24 Day 7 3:38-5:08pm

Desired Outcome:

Solve each suggestion from John one by one.

Planned Tasks:

Use AI's revisions for jumping off points. Use my brain and think hard to improve my copywriting abilities

Post-Session Reflection:

At the beginning of the season I had a feeling of being lost. Having to revise what I thought worked and replacing it with something I'm still not sure of was frustrating. But I stayed calm and kept at it. Going back to my boot camp notes helped the suggestions from the experienced Gs make more sense.

Session #20 6/12/24 Day 7 7:10-8:10

Desired Outcome:

Exceed the pain threshold in my CTA

Planned Tasks:

Come up with 5 different versions

Post-Session Reflection:

Did not come up with 5, but I definitely made the CTA more compelling and urgent. Completely original, No AI. The Packages section is easier on the eyes as well. Drastically improved the landing page today. It's more concise and compelling. Still need to dial in the Sub head.

Session #21 6/13/24 Day 8 4:17-5:47am**Desired Outcome:**

Finish revising the landing page in today's G work sessions

Planned Tasks:

Sub head workshop
Fix anything else that I don't like.

Post-Session Reflection:

Tightened up a few things. Not a super efficient session. Realized I need to fill a knowledge gap on headlines and sub heads.

Session #22 6/13/24 Day 8 4:00-5:30pm**Desired Outcome:**

Have a better headline and subhead

Planned Tasks:

Quickly learn some headline tricks
Pump out 5 headlines and subheads

Post-Session Reflection:

Came up with 5 new headlines and one subhead. Finish 4 more subheads and get feedback from the chats. Worked with urgency this GWS.

Session #23 6/14/24 Day 9 4:05-4:35am

Desired Outcome:

Finish writing the 4 subheads

Planned Tasks:

Once complete, make a post in the chat and ask for feedback on headlines and subs

Post-Session Reflection:

Started off distracted. Hit flow state towards the end. Made some progress. Don't waste time. If you were more stern with your focus at the beginning, you would have got more done.

Session #24 6/14/24 Day 9 4:00-5:30pm

Desired Outcome:

Have a solid HL and SH to test. Comb through to finalize.

Planned Tasks:

Keep working on SH
Continue to improve HL
Make all pain points more vivid

Post-Session Reflection:

I feel like there is a winning combo in my heading variations. feedback from the chat was helpful. I feel good about the statistic I pulled from GPT. Getting very close.

Session #25 6/15/24 Day 10 7:30-9:00am

Desired Outcome:

Have a worthy HL and SH to show @jiho

Planned Tasks:

Simplify headlines. Think about the person reading it.

Post-Session Reflection:

I feel good about the revision to my heading. It may not tick all of the four Us but I feel like it is pretty solid.

Session #26 Day 11 6/15/24 6:21-7:21**Desired Outcome:**

Page will be polished for the final aikido review

Planned Tasks:

Improve the social proof
Tighten up week areas

Post-Session Reflection:

The only thing I'm unsure of is the grand view research statement. I think it's too technical and may lose some readers. Solve tomorrow morning with a perspicacity walk.

Session #27 Day 12 6/16/24 4:00-5:30am**Desired Outcome:**

Have a better understanding of what makes a good headline

Planned Tasks:

Study 101 best of all time

Post-Session Reflection:

I feel a slight shift in my understanding. I grew a little bit from the exercise.

Session #28 Day 12 6/16/24**Desired Outcome:**

Have written 5 new headlines with my new insight

Planned Tasks:

Stretch your brain and write

Post-Session Reflection:

I feel like I improved my ability to write a good headline

Session #29 Day 13 6/17/24 4:15-5:45am**Desired Outcome:**

Improve the hl's I produced yesterday

Planned Tasks:

Look at more examples. Maybe some modern examples.
Work through it.

Post-Session Reflection:

Learning. Filling the knowledge gap. By the end of this, I will know what makes a great headline and be able to produce them confidently.

Session #30 Day 13 6/17/24 3:48-5:18pm**Desired Outcome:**

Continue filling the knowledge gap and produce my best HL's yet.

Planned Tasks:

~~Finish the copyblogger article and implement the lesson~~
Ended up just really thinking about the comments from Thomas and John.

Post-Session Reflection:

Had a breakthrough. Moving forward. Getting there.

Session #31 Day 14 6/18/24 4:20-5:50am

Desired Outcome:

Official headling will be written and ready to send for final aikido

Planned Tasks:

Brain stretched writing

Post-Session Reflection:

Getting there. Not the most efficient GWS I've had. Sill made progress though.

Session #32 Day 14 6/18/24 8:58-10:00am

Desired Outcome:

Write the perfect pairing subhead

Planned Tasks:

Stretch-think and write 5 different versions

Post-Session Reflection:

Felt like I was writing at a new level. Still need to perfect it, but it's almost there.

Session #33 Day 15 6/19/24 4:10-5:40am

Desired Outcome:

Fix the mismatch

Planned Tasks:

Possibly use different combinations

Post-Session Reflection:

Fixed. Ready to move onto aikido review and page design.

Session #34 Day 15 6/19/24 5:10-6:40pm

Desired Outcome:

Get the design ironed out

Planned Tasks:

Look at other page design for inspiration
Format text with placeholder images
Learn more tricks about gohighlevel designer

Post-Session Reflection:

Got my ass kicked. I have a lot to learn in order to make this page look professional. Youtube

Session #35 Day 16 6/20/24 4:10-4:40am

Desired Outcome:

Gain better understanding of the page designer

Planned Tasks:

Learn from reverse engineering templates
Learn from youtube

Post-Session Reflection:

Feel better about being able to do this. Each page designer GWS, I get a little better.

Session #36 Day 16 6/20/24 10:08-11:20am

Desired Outcome:

Clarity on Micha's aikido Review

Planned Tasks:

Stretch think to understand his comments
Ask AI

Post-Session Reflection:

Still cutting my teeth on this project. Micha totally destroyed my copy. I'll get it right.

Session #37 Day 17 6/21/24 4:15- 5:45am**Desired Outcome:**

Deck copy written with the correct angle.

Planned Task:

Use Micha's framework
Words down, edit later

Post-Session Reflection:

Got ideas down for the headline, not the deck copy. Started to get somewhere. Continue where you left off next GWS.

Session #38 Day 17 6/21/24 6:00-7:00am**Desired Outcome:**

More ideas down for the headline. Ideas down for sub head.

Planned Tasks:

Think and write

Post-Session Reflection:

Going in circles at this point. Need to ask better questions and get help.

Session #39 Day 18 6/22/24 4:30-6:00am

Desired Outcome:

Have an action plan for moving forward and have a well thought out question that will help you move forward.

Planned Tasks:

Think of different ways to approach the improvement of the landing page.
Get to the root of the issue and be able to articulate in a question

Post-Session Reflection:

What I ended up focusing on was laying out the timeline of headline revisions. The captains lay it out for me. I need to take their suggestions and use them to improve as a copywriter.

Session #40 Day 18 6/22/24 2:46-4:06pm

Desired Outcome:

Have an action plan for moving forward and have a well thought out question that will help you move forward.

Planned Tasks:

Get to the root of the issue and be able to articulate in a question

Post-Session Reflection:

Reached out to an experienced g for help.

Session #41 Day 18 6/23/24 8:03-9:33am

Desired Outcome:

With all of the input received, flesh out an improved version

Planned tasks:

Use all current resources and stretch your brain

Post-Session Reflection:

Got the ball rolling on a new angle for the landing page. I was able to envision this project being a success once again!

Session #42 Day 18 6/23/24 4:30-5:45pm**Desired Outcome:**

Have a new and improved plan of attack to start the week off.

Planned Tasks:

OODA Loop

Post-Session Reflection:

Ready to fire off with intensity this week!

Session #43 Day 19 6/24/24 5:00-6:00am**Desired Outcome:**

Have compelling deck copy written for the alternate version

Planned Tasks:

Go through market research for language to hit pain points

Post-Session Reflection:

Still doing the same thing. Didn't get anywhere. Need to try something different. Reach out to Matt (avatar) for an interview.

Session #44 Day 20 6/25/24 4:15-5:50am**Desired Outcome:**

Feel like you moved forward with this project

Planned Tasks:

Speed watch some of the beginner live calls, scanning for relevant parts.

Make sure I have the fundamentals understood

Post-Session Reflection:

This is good. My feeling of being stuck is accurately due to my lack of a solid grasp on the fundamentals. I can see some mistakes I've made.

Session #45 Day 20 6/25/24 6:00- 7:30am

Desired Outcome:

Have more clarity on what needs to happen

Planned Tasks:

Keep speed watching and interacting with the beginner live content.

Towards the end of this GWS, Reach out to Matt on IG, get the conversation started to get an interview.

Post-Session Reflection:

Good work. Again, feel like I have a better understanding of some concepts. IG message sent, Fill out the NEW market research template with his answers.

Session #46 Day 21 6/26/24 4:10-5:18am

Desired Outcome:

Move the needle with the landing page. Have a significant amount of new draft material for the alternate version

Planned Tasks:

Extract more customer language

Find pages to model that are more inline with the new angle

Stretch-think and write. Words down.

Use market research template 2.0

Post-Session Reflection:

Majorly stuck man. I don't know what to do. My brain feels fried. The only win from this gws was that I sent Matt a dm using How to Win Friends and Influence People frame.

Session #47 Day 22 6/26/24 5:22-6:52pm

Desired Outcome:

Interview Matt (perfect avatar)

Planned Tasks:

Fill out market research doc while interviewing.

Post-Session Reflection:

There is new wind in my sails. That interview exceeded expectations. Definitely changed course for the project for the better.

Session #48 Day 23 6/27/24 8:50-9:51am

Desired Outcome:

Top player analysis

<https://ceramicgaragemodesto.com/>

Planned Tasks:

Complete the outline

Post-Session Reflection:

Solid top player analysis in progress. Skipped this crucial step for my client project. Moving the needle again!

Session #49 Day 23 6/27/24 2:32-4:26pm

Desired Outcome:

Post top player analysis to the TPA channel

Planned Tasks:

Finish the analysis

Post-Session Reflection:

This is the path. I'm doing it right. Feel good about the work completed.

Session #50 Day 24 6/28/24 5:34-7:06am

Desired Outcome:

~~Post Top Player Analysis of their Instagram Page to business 101~~
Get more clarity on IG break down

Planned Tasks:

~~Break down all elements of their Instagram page.~~
Watch the chiropractor Tao of Marketing example
Watch the muay tai Tao of Marketing example

Post-Session Reflection:

Filled a knowledge gap around funnels. Learned that my client needs more attention and credibility. Working on his IG page is how I will do this. That's the purpose of modeling IG pages. I now have a more intricate strategy. Moving past just a landing page for my client. Solid work done.

Session #51 Day 24 6/28/24 5:15-6:55pm

Desired Outcome:

Extract a better strategy from an adjacent industry. Top player analysis of the best fit from my list of 50

Planned Tasks;

Identify the best industry/business to model that will set my client miles ahead in the ceramic coating industry
Preform Top player analysis

Post-Session Reflection:

Ran into confusion about the business objective of an adjacent top player and my clients. Working on forming my confusion into a coherent question to ask the business 101 chat. Taking a break to do pullups and perspicacity walk the question through.

Session #52 Day 25 6/29/24 5:30

Desired Outcome:

Fully understand relationship of top player analysis to the business objective

Planned Tasks:

Go through beginner live call content until all knowledge gaps are filled.
If questions arise, write them down and ask the chats

Post-Session Reflection:

Realized I wasn't thinking about the "Will They Buy?" levels when analyzing Ceramic Garage's home page 🤖

Also need to identify ALL funnels they are using. Solidifying the fundamentals is my area of focus right now.

Session #53 Day 25 6/29/24 4:45-6:30pm**Desired Outcome:**

Mission Map Out a Funnel complete

Planned Tasks:

Map out all funnels for Ceramic Garage
If I finish early, move on to next beginner live training

Post-Session Reflection:

Realized that I didn't fully understand the "identify online presence/funnel" step of the winners writing process.

Sign from the Universe: Set out to map their IG funnel, remembered that I've seen their ad on IG before, decided to look for it and it was the first sponsored ad that came up! Got a screen recording of me going through the entire funnel. Gold.

Session #54 Day 26 6/30/24 7:11-8:47am**Desired Outcome:**

Finish funnel mapping
Continue with the beginner live calls

Planned Tasks:

Finish mapping out all possible funnels for ceramic garage with as much detail as possible
Continue to the next beginner live call

Post-Session Reflection:

Doing a very detailed analysis of all funnels. This is the work that moves the needle. Almost done. Next session I will finish up funnel mapping and be able to move to the next beginner live call training.

Session #55 Day 26 6/30/24 12:46-2:19**Desired Outcome:**

Funnel mapping complete. Start next training.

Planned Tasks:

Map IG and FB pages as the starting points of the social media funnel
Start beginner call #6

Post-Session Reflection:

I have a much better understanding of how to answer the questions on the market research template. Next 2 GWS will be completing the market research mission. I already have two docs with research done but more will only help, especially with a full understanding of the process.

Session #56 Day 26 6/30/24 3:45-4:45pm**Desired Outcome:**

OODA Loop posted

Planned Tasks:

Write in my weekly OODA Loop doc

Post-Session Reflection:

Glad to be committed to the OODA Loop. Every sunday.

Session #57 Day 27 7/1/24 5:37-7:07**Desired Outcome:**

Spend 90 mins doing deep market research with more intention.

Planned Tasks:

Create new research document and follow the process like it was laid out in the training

Post-Session Reflection:

Took a while to get going but started to really get in there. Focus more next time. Repeat two more times.

Session #58 Day 27 7/1/24 8:04-9:44am**Desired Outcome:**

Spend 90 mins doing deep market research with more intention and focus

Planned Tasks:

Keep digging around in forums
Get deep into youtube
Facebook groups

Post-Session Reflection:

More accurately answered some questions on the doc. Collectively, I feel confident in the amount of research to create an avatar. This time I won't half-ass it.

Session #59 Day 27 7/1/24 3:52-4:55pm**Desired Outcome:**

Create a new and improved avatar

Planned tasks:

Watch the live training where Andrew goes more in depth on the avatar
Boil all market research into one person

Post-Session Reflection:

Filled out the blank answers with my hypothesis. Got a name, face and some background info. With the collection of customer language all on the market research 3.0 doc, this avatar will be a living person inside my head, unlike my last avatar attempt.

Session #60 Day 28 7/2/24 5:30-6:30

Desired Outcome:

Avatar fully fledged and market research doc posted

Planned Tasks:

Create more background detail

Write the “day in the life”

If I finish early, move on to beginner live call #7

Post-Session Reflection:

Got really into the day in the life. Creative writing is fun. I feel like I know Greg.

Session #61 Day 28 7/2/24 4:57-6:17pm

Desired Outcome:

Avatar complete, research doc posted

Planned Tasks:

Finish “day in the life”

Post to business 101

Start Next training

Post-Session Reflection:

I now fully understand why we create an avatar and write a “day in the life.” It puts you in this guy's head. You feel like you know his struggles and that you can help him. You have a special message just for them, which is your copy.

Session #62 Day 29 7/3/24 5:30-6:30

Desired Outcome:

Complete live call #7

Planned Tasks:

Take notes, complete quick mission

Post-Session Reflection:

Solidified the Current State/Dream State, Roadblock/Solution, Product concept. I've got this aspect for my client project locked in.

Session #63 Day 30 7/4/24 7:54-9:04pm**Desired Outcome:**

Complete live call #8

Planned Tasks:

Focused attention
Take notes
Complete mission

Post-Session Reflection:

Solidified market awareness and sophistication concepts. I did not have this fully dialed in for my client project. Will refine in the mission for my next GWS.

Session #64 Day 31 7/5/24 8:31-10:09**Desired Outcome:**

Post market awareness and sophistication to business 101

Planned Tasks:

Use market research to determine levels and stage.
Hit mission objectives

Post-Session Reflection:

Using SEMrush to identify market awareness validated where competitors are starting out with their marketing. Still need to accurately identify the sophistication stage. More effort has gone into this process but unsure if I'm doing it correctly.

Session #65 Day 31 7/5/24 12:45-2:42pm**Desired Outcome:**

Post market awareness and sophistication to business 101

Planned Tasks:

Finish identifying the sophistication and listing the best moves.

Post-Session Reflection:

Did not do this process for my first attempt at my client project. This stuff is brick by brick. Feel confident in my re-attempt at the process. Doc posted.

Session #66 Day 31 7/5/24 3:15-4:45pm**Desired Outcome:**

Complete live call #9

Planned Tasks:

Focused attention
Take notes
Complete mission
Start live call #10

Post-Session Reflection:

Completed mission #9 and started live call #10. Again, this is what was needed. I am directly applying the lessons to my client project in real time. I WILL be successful with this project.

Session #67 Day 32 7/6/24 5:13-6:44am**Desired Outcome:**

Complete live call #10

Planned Tasks:

Focused attention
Take notes
Complete mission

Post-Session Reflection:

Had to look at student examples to get a feel for how to start the mission.
Attitude to go into it with: "Hell yeah, this will be fun and a way to use my creativity. I definitely can write better than those examples I looked at"

Session #68 Day 32 7/6/24 1:06-2:36pm

Desired Outcome:

Submit all requirements for the Agege Call to War Challenge

Planned Tasks:

Compete the New Identity Template
Fill out the Conquest Planner
Submit Master doc to the Google form

Post-Session Reflection:

I feel like my writing has improved since the Agoge challenge. Got into the flow state while working on the identity template. Keep going, MUST submit today.

Session #69 Day 32 7/6/24 4:06-5:46pm

Desired Outcome:

Submit all requirements for the Agege Call to War Challenge

Planned Tasks:

Finish the identity template
Fill out the Conquest Planner
Submit Master doc to the Google form

Post-Session Reflection:

Not half-assing the master doc despite my deadline 10pm today. I am being a true G. Keep going.

Session #70 Day 32 7/6/24 7:09-8:24pm

Desired Outcome:

Submit all requirements for the Agoge Call to War Challenge

Planned Tasks:

Finish the Conquest Planner
Submit Master doc to the Google form

Post-Session Reflection:

Still not done. Won't finish by 10 pm. Will complete first thing tomorrow morning.

Session #71 Day 33 7/7/24 11:18am-12:44pm**Desired Outcome:**

Submit all requirements for the Agege Call to War Challenge

Planned Tasks:

Finish planning task list

Plan out each task on calendar

Post-Session Reflection:

It's in! Took over 6 hours to complete. How do I get faster at these things? Ask the chat to see how long it took other students.

Session #72 Day 33 7/7/24 2:51-4:01pm**Desired Outcome:**

Sunday OODA Loop posted

Planned Tasks:

Analyze your week

Spot weaknesses and have a plan to improve

Post-Session Reflection:

That was my best OODA Loop yet.

Session #73 Day 34 7/8/24 5:52-7:27am**Desired Outcome:**

Complete live call 12

Planned Tasks:

Focused attention
Take notes
Mission

Post-Session Reflection:

Cranking out hooks for my client project. Somehow I haven't done this yet. Again, more reason for reinforcing the fundamentals. Keep adding to the list throughout the day.

Session #74 Day 34 7/8/24 12:20-1:20pm**Desired Outcome:**

Complete live call 13

Planned Tasks:

Focused attention
Take notes
Mission

Post-Session Reflection:

Major lack of trust and authority in my client project. I now have a better understanding of the markers of trust and authority. This mission will be very useful, planning to swipe as much T&A boosting tactics from top players as possible. Crucial for my client.

Session #75 Day 34 7/8/24 5:50-7:21pm**Desired Outcome:**

Mission complete in 20 minutes and live call 14 complete

Planned tasks:

Identify trust and authority markers for ceramic garage
Watch live call 14 with focused attention taking notes.

Post-Session Reflection:

That mission needed more than 20 minutes. Helped me envision the master plan, incorporating IG and a full website for my client. Get started on the plan tomorrow.

Session #76 Day 35 7/9/24 5:30-6:36am

Desired Outcome:

Have a funnel strategy for bringing in new leads

Planned Tasks:

Use funnels mission and top player analysis
Map out on a new doc

Post-Session Reflection:

Doing it, keep going. Be close to complete by end of lunch GWS.

Session #77 Day 35 7/9/24 12:00- 1:00pm

Desired Outcome:

Post funnel strategy to ask an expert and to experience G in the DM

Planned Tasks:

Finish mapping out my funnels

Post-Session Reflection:

Sent! I feel like the question was the best expression of my current situation.

Session #78 Day 35 7/9/24 5:44-7:16pm

Desired Outcome:

Have the website skeleton created

Planned Tasks:

Mess around with Relume
Workshop with AI on website structure and overall strategy

Post-Session Reflection:

Relume is not for me. I will use a template in Go High Level to save time. Need to get on a call with Mike, discuss services offered, and go over the entire plan. Lost feeling again. Address your hang-ups at the beginning of the next work session.

Session #79 Day 36 7/10/24 5:20-6:40am

Desired Outcome:

Pages laid out on website template

Planned Tasks:

Pick template

Structure site

Look at top players for inspiration

Post-Session Reflection:

Decent enough start. Keep playing with web builder.

Session #80 Day 36 7/10/24 12:06-12:55

Desired Outcome:

Pages set up

Planned Tasks:

Ceramic coating page

PPF page

* Don't worry about copy right now

Post-Session Reflection:

Only a 45 minute session but made major progress. The answer to my unproductive sessions is to not over think and just get stuff down. Keep this up!

Session #81 Day 36 7/10/24 5:27-6:43pm

Desired Outcome:

Site map complete

Planned Tasks:

Finish website structure

Post-Session Reflection:

Good work. Keep going

Session #82 Day 37 7/11/24 5:25-6:15am // 1:37-3:11pm**Desired Outcome:**

Site map complete

Planned Tasks:

Make sure all the pages are linked together
Structure on each page
Put in place holder images

Post-Session Reflection:

This is a lot of work. Made progress. Site structure is there. Might be time to start writing copy and worry about the design later.

Session #83 Day 38 7/12/24 5:17-6:48am**Desired Outcome:**

Get clarity on how to go about the copy. Main question is do I model how the top players are doing it because it does not appear to utilize tactics taught in the CW campus.

NEW desired outcome: Home page copy written

Planned Tasks:

~~Ask experienced G in DM~~

~~Ask an expert channel~~

Write the fucking copy, page by page, MISSION 1: HOME PAGE

Post-Session Reflection:

Might have to do more market research for the different services offered. All my previous research is targeted towards ceramic coating but now I am offering PPF and detailing. Ask the chat about this. Discovered a possible option. Potentially have all of the services on one page.

Session #84 Day 38 7/12/24 3:00-4:30pm

Desired Outcome:

Market research for detailing complete - SPEED!!

Planned Tasks:

Create market research doc for detailing
Read reviews for automotive detailing
Fill out the template

Post-Session Reflection:

I've gotten much faster at market research. That's the most I've filled out on the template in a 1.5 hr GWS so far. Got some good stuff too. I'd say it's sufficient to write the detailing page.

Session #85 Day 39 7/13/24 5:38-6:58am

Desired Outcome:

Market research for PPF complete - SPEED!!

Planned Tasks:

Create research doc for PPF
Read reviews and reddit for PPF
Fill out the template

Post-Session Reflection:

Good session. Pull from product research to help write the PPF copy

Session #86 Day 39 7/13/24 9:00-10:30am

Desired Outcome:

Write Compelling Ad Copy for home page

Planned Tasks:

- Craft compelling ad copy that is relevant to your target audience and includes your keywords.
- Highlight your unique selling points, promotions, or special offers.
- Include a strong call-to-action (CTA) to encourage users to click on your ad
- (More detail in the "Get their attention" section).

Post-Session Reflection:

VERY PRODUCTIVE. Again, I threw out the “over-thinking” and just put stuff down. This is the KEY! Ready to move on to the next page.

Session #87 Day 40 7/14/24 3:40-4:53pm**Desired Outcome:**

Sunday OODA Loop posted

Planned Tasks:

Analyze your week
Spot weaknesses and have a plan to improve

Post-Session Reflection:

Effective ooda loop. Formulated a solid plan and I feel fire in me ready to attack the week.

Session #88 Day 41 7/15/24 5:35-6:54am**Desired Outcome:**

Rough draft of landing page complete

Planned Tasks:

Pull useful ideas from original doc
Put words down

Post-Session Reflection:

Didn't get too much down, but this feels more like I know what I am doing. I will crush it today.

Session #89 Day 41 7/15/24 5:28-6:33pm**Desired Outcome:**

Rough draft of landing page complete

Planned Tasks:

Utilize local business doc

Briefly scan outline training for relevant parts
Put words down

Post-Session Reflection:

I did the right things this session. Absorbed the relevant information. Got to the heart of what I am trying to do. Solid headline and subhead achieved in 5 mins

Session #90 Day 41 7/15/24 6:40-7:53pm

Desired Outcome:

Rough draft of landing page complete

Planned Tasks:

Work on the body
Look at top players and improve on their structure
Use the end of the long form copy timeline for guidance
Get words down, don't overthink it

Post-Session Reflection:

BOOM! What took 3 weeks to produce got done in 1 hour! Granted it's the first idea and draft but could potentially be much stronger of a marketing asset than my original go 🔥
I know I am improving!

Session #91 Day 42 7/16/24 5:13-6:16am

Desired Outcome:

Revise and post to campus review

Planned Tasks:

~~Read with my lizard brain~~
~~Make improvements~~
Write a second version as quickly as the first

Post-Session Reflection:

Good start, but did not complete.

Session #92 Day 42 7/16/24 7:05-8:00pm

Desired Outcome:

Revise first draft and post to campus review

Planned Tasks:

Read with my lizard brain

Make improvements

Attach aikido requirements

Post-Session Reflection:

Made a major improvement. Not ready to send. It will be ready by the end of tomorrow's morning GWS.

Session #93 Day 43 7/17/24 5:30-6:16 am

Desired Outcome:

Post page to campus review

Planned Tasks:

Finish revising

Post-Session Reflection:

Not very productive.

Session #94 Day 44 7/18/24 7:11-8:16pm

Desired Outcome:

Have a complete draft using AI tactics from copy domination call

Planned Tasks:

Speed watch time stamp on AI

Iterate to success

Post-Session Reflection:

Need to tweak some of the prompts. Showing how simple the copy can be. Keep workshopping.

Session #95 Day 45 7/18/24 8:40-9:46pm

Desired Outcome:

Have a complete draft using AI tactics from copy domination call

Planned Tasks:

Iterate using the tactics from the copy domination call

Post-Session Reflection:

GPT 4o put out what looked like garbage to me. Used the exact prompt from the call. I feel like with what I know about the market, my copy is better. Started thinking about the customer journey. Did pull out a refined funnel strategy from GPT and it had the details from my top players funnel that I left out, like automated follow up. Deepening my understanding.

Session #96 Day 45 7/18/24 10:04-11:17pm

Desired Outcome:

Eliminate unanswered questions

Planned Tasks:

Use the copy domination calls to make sure I know everything I need to know about my clients business

List all questions out for my call with Mike tomorrow morning

Post-Session Reflection:

Solid base of information ready to collect that should catapult this project to the moon. Nailed the testimonial revision to present to him. I love working. Maybe I work better in the late hours?

Session #97 Day 46 7/19/24 5:26-6:36pm

Desired Outcome:

Landing page draft complete

Planned Tasks:

Use information from your call to help you finish a draft
Simplicity. Don't over think

Post-Session Reflection:

My copywriting has definitely improved. Needs to be completed and revised before sending this new version to copy aikido. I can see the end result of my efforts. My client's business will never be the same!

Session #98 Day 47 7/20/24 4:41-5:45am**Desired Outcome:**

Landing Page draft complete

Planned Tasks:

Just write to the end

Post-Session Reflection:

Getting there. Made serious progress. Should be ready for review by the end of the day.

Session #99 Day 47 7/20/24 5:04-6:04pm**Desired Outcome:**

Landing page draft complete

Planned Tasks:

Finish. Just focus on finishing like your life depends on it

Post-Session Reflection:

Almost done! Need to mull the offer for a bit in a perspicacity pace.

Session #100 Day 48 7/21/24 5:32-6:34am**Desired Outcome:**

Landing page complete

Planned Tasks:

Work out the offer

Get numbers for social proof banner

Post-Session Reflection:

Offer is there, needs to be refined. Make it more compelling. Think about it the rest of your day to nail it on the next GWS

Session #101 Day 48 7/21/24 7:00-7:45pm**Desired Outcome:**

Sunday OODA Loop posted

Planned Tasks:

Analyze your week
Spot weaknesses and have a plan to improve

Post-Session Reflection:

Realized how far I've come and what led to the jump in skill. I get it. Now I will do more of it.

Session 0 Day 49 7/22/24

Extremely busy day. I missed my 4am wake up. That was my window to get it done and I blew it.

Session 102 Day 50 7/23/24 1hr 25m

Note: time duration expressed in hrs and mins denote at-work GWS for the company.

Desired Outcome:

Analyze the business situations and needs

Planned Tasks:

Watch SPIN call videos
Talk with the boss

Post-Session Reflection:

Having a doc dedicated to the process map for my fathers company will keep my efforts focused. I know exactly what to do. It is refreshing to take on another project for a different business. Especially because it's B2B.

Session #103 Day 51 7/24/24 5:35-7:05am

Desired Outcome:

Finish the draft

Planned Tasks:

Look at how similar offers are structured

Post-Session Reflection:

Done! I will refine it this evening and have it ready to send to aikido review tomorrow morning,

Session #104 Day 51 7/24/24 1hr 15mins

Desired Outcome:

Analyze top player: Thermotron

Planned Tasks:

Preform top player analysis the best you can

1. Use semrush to determine how they are making sales
2. Ask the chats about B2B email/cold call top player analysis
3. Use GPT to learn more about B2B funnel approaches

Post-Session Reflection:

Need to solidify your questions about top player analysis and ask the chats and experts

Session #105 Day 51 7/24/24 4:30-5:40pm

Desired Outcome:

Revision complete and ready to send to aikido channel

Planned Tasks:

Revise landing page through the eyes of the prospect
Attach necessary requirements for submission

Post-Session Reflection:

Locked in! I feel very confident in this improved version. Ready to send to aikido review.

Session #106 Day 52 7/25/24 1hr 10m

Desired Outcome:

Fully understand how to analyze a top player for B2B

Planned Tasks:

Watch top player analysis videos skimming for information nuggets
Formulate solid questions

Post-Session Reflection:

Found the golden nugget of information. Must focus on understanding the customer's buying process. Interviews with our close customers is the way to do this. And we have a lot, so I can really dial in on the marketing strategy and sales tactics. I have the next step.

Session #107 Day 53 7/26/24 4:47-6:17am

Desired Outcome:

Have a list of items to fix on your landing page based on the aikido review and come up with ways to fix them.

Planned Tasks:

Read and understand each comment
Itemize each comment with a few ideas for solving the issue
If you finish these tasks with more time in the session, start attacking your list

Post-Session Reflection:

Started to revise. Much more organized workflow with a task list. You got this! Keep pushing. Keep reading breakthrough advertising to dial in the headline.

Session 0 7/27/24

Session 0 7/28/24

Session 0 7/29/24

Session #108 7/30/24 6:10-7:18pm

Desired Outcome:

Improve the areas commented on in aikido review

Planned Tasks:

Keep working on your list

Incorporate feedback from Endgame

Post-Session Reflection:

Getting back into it after three days absent. Return tomorrow morning with your soul on fire.

Session 0 7/31/24

Session #109 8/1/24 5:25-7:09am

Desired Outcome:

Revision complete

Planned Tasks:

Keep moving down the list

Post-Session Reflection:

Major progress. Almost done. Feel more grown up as a copywriter. After this revision, I will go live with it. I know the project best.

Session #110 8/1/24 4:58-6:10pm

Desired Outcome:

Revision complete

Planned Tasks:

Finish your list

Post-Session Reflection:

Finished! Just test it. I feel confident in my work.

Session #111 8/2/24 6:21-7:50am

Desired Outcome:

~~Design layout for LP complete~~
Improve the copy

Planned Tasks:

Try different combinations with text/image
Text Mike about image and video files

Post-Session Reflection:

Looking at the copy on the page, I was able to see areas for improvement. It's significantly better. Still need to text Mike, set a reminder.

Session #112 8/3/24 5:48-7:19am

Desired Outcome:

Design layout for LP complete

Planned Tasks:

Try different combinations of text spacing and image placement
Use placeholder images for now

Post-Session Reflection:

Page looks like some professional marketing work. Very happy with how this is turning out. Each design session, the page gets better and better! Keep going.

Session #113 8/4/24 4:00-5:37pm

Desired outcome:

Design layout for LP complete

Planned Tasks:

Try different layouts

Insert images

Post-Session Reflection:

Coming along big time. Go full in on this. 3hrs a day MINIMUM

Session #114 8/4/24 6:05-7:46pm

Desired Outcome:

Design layout for LP complete

Planned Tasks:

Keep working the page

Use inspiration from other pages

Post-Session Reflection:

All elements are there! It looks good, but can be much much better. Keep going!

Session #115 8/5/24 6:13-8:00pm

Desired Outcome:

Design layout for LP complete

Planned Tasks:

Keep working the page

Use inspiration from other pages

Post-Session Reflection:

New name and logo: Tracy Ceramic Pros

Session #116 8/5/24 8:53-9:53pm

Desired Outcome:

Offer section and bottom half of the page design tuned up

Planned Tasks:

Focus on the lower half of the page

Post-Session Reflection:

Interesting developments. A lot of different directions to go in. Need hi res for the backgrounds
Don't spend too much time perfecting, still have to deal with mobile view.

Session #117 8/6/24 3:55-5:27pm

Desired Outcome:

Entire page refined

Planned Tasks:

Get high quality backgrounds
Fill or delete empty space
Make the offer more exciting visually

Post-Session Reflection:

Getting into the fine adjustments. Above the fold is looking pretty good. Target what needs to be fixed, focus on that one area, don't stop until it's fixed.

Session #118 8/6/24 6:26-7:43pm

Desired Outcome:

Entire page refined

Planned Tasks:

Target what needs to be fixed, focus on that one area, don't stop until it's fixed

Post-Session Reflection:

STRIDES IN DESIGN

Session #119 8/7/24 1hr 30m**Desired Outcome:**

Finalize full website structure

Planned Tasks:

Products drop down/page
Custom work with tahoe and shasta pics
All necessary information on each page

Post-Session Reflection:

Major headway. $\frac{2}{3}$ tasks completed. GWS for the website is non-negotial

Session #120 8/7/24 1hr 30m**Desired Outcome:**

Provided Information applied with structure and design refined

Planned Tasks:

Apply all info from the doc to website
Tinker with design
Iron out sitemap

Post-Session Reflection:

Good first draft complete. Show the boss.
Get more pictures
Needs more copy, must get into the interview stage.

Session #121 8/7/24 5:07-5:20/ 1 hour completed 7/8/24**Desired Outcome:**

Finish page with placeholder video/image

Planned Tasks:

Try out your cool idea
Improve testimonial section
Improve package section

Post-Session Reflection:

Continue outcome & tasks next session.

Session #122 8/8/24 6:27-7:32pm**Desired Outcome:**

Finish page with placeholders

Planned Tasks:

Format the idea better
Testimonial section (scrolling to fit many reviews)
Package section

Post-Session Reflection:

Fire Session. It's really starting to come together. I am talented with this shit. I have an eye for professionalism.

Session #123 8/9/24 5:52-6:30am**Desired Outcome:**

Page done today, ready to show mike

Planned Tasks:

Try out testimonial idea quickly...speed
Package section

Post-Session Reflection:

That idea is not bad, quote boxes could be simpler. Only an hour put in. Try and finish this today.

Session #124 8/9/24 4:30-5:38

Desired Outcome:

Page done tonight, ready to show mike

Planned Tasks:

Finish testimonial section

Packages section

Post-Session Reflection:

Nailed the testimonial section, cooking some fire for the packages background.
Should be ready to show mike saturday evening.

Session #125 8/10/24 1hr 20m

Desired Outcome:

Final touches complete ready to show

Planned Tasks:

Fix visual aspects (sizing and colors)

Tighten up the copy

Fix any loose ends

Post-Session Reflection:

Ready to show Mike. Try and go live by tomorrow evening. GO GO GO !

Session #126 8/10/24 2:17-3:39pm

Desired Outcome:

Mobile view locked in

Planned Tasks:

Figure out a fast and simple way to fix mobile view

Start making changes

Post-Session Reflection:

More work revealed. It's not hard, totally doable to get mobile looking good.

Session #127 8/11/24 12:08-1:38pm

Desired Outcome:

Mobile view done

Planned Tasks:

No breaks

Work until complete 

Post-Session Reflection:

Getting there.

Session # 128 8/12/24 5:24-6:26am

Desired Outcome:

Mobile view done

Planned Tasks:

Heading adjustment

Post-Session Reflection:

Progress made. Keep going.

Session #129 8/12/24 2.5 hrs

Desired Outcome:

Mobile view complete

Planned Tasks:

Work in sections down the page until complete

Post-Session Reflection:

Pretty much done. Need final videos. Put final touches on it.

Session 0 8/13/24

Session #130 8/14/24 1:00-2:37pm**Desired Outcome:**

SEO set up

Planned Tasks:

Research

Apply to page

Set landing page to standalone from site

Post-Session Reflection:

Moved page to a funnel. SEO knowledge has grown. Mike needs to send Video, wheel pics, window pics, set up google business page, ask customers to write a review on the google biz page. Purchase tracycaramicpros.com

Session 0 8/15/24

Session #131 8/16/24 6:00-7:00am**Desired Outcome:**

Have a plan of action for TCS

Planned Tasks:

Watch TPA resources to FULLY understand how to do it correctly

Finish TPA (espec)

Post-Session Reflection:

Using GPT to analyze SEMrush screen shots is a good hack.
ABSOLUTE MUST to get that market research interview with Dan to move forward.
Dive into content marketing strategy.

Session #132 8/16/24 6:52-8:11pm**Desired Outcome:**

Find a winning strategy for TCS

Planned Tasks:

Look at the process map
Finish Top Player Analysis for Espec
Get up in the chats with questions you run into
Use the Copywriting GPT to find strategy and to get clarity

Post-Session Reflection:

Fundamental stuff I've missed in the past. Breaking down top player funnels.

Session #133 8/17/24 4:16-5:49pm**Desired Outcome:**

Find a winning strategy for TCS to send to TRW chats for verification

Planned Tasks:

Break down 10 top player funnels
Use Copy GPT to get some ideas
Brainstorm possible marketing solutions to solve TCS growth needs
Consider other page builders for website other than godaddy

Post-Session Reflection:

Only identified 2 funnels. There's definitely more. Ask the chats about this problem of visible vs hidden funnels.
Have a solid, custom tailored B2B market research doc for my interview with Dan.

Session #134 8/18/24 2:22-4:30pm

Desired Outcome:

Revision of handyman flyer sent to office depot

Planned Tasks:

Revise the CopyGPT output
Design flyer

Post-Session Reflection:

Looks good. Flyer is in agoge review. Ready to print.

Session #135 8/18/24 7:09-8:39

Desired Outcome:

Find a winning strategy for chris' printing business

Planned Tasks:

Analyze top players
Use CopyGPT
Brainstorm possible marketing solutions
Get feedback from chats

Post-Session Reflection:

Found a good top player. Much to model from here. $\frac{3}{4}$ tasks complete. Next GWS for chris, Identify all funnels and do a complete top player analysis. Then you can get feedback form the chat.

Session #136 8/18/24 9:00-9:45pm

Desired Outcome:

Forge your new identity, new way of thinking, new way of doing things

Planned Tasks:

Sunday OODA loop

Post-Session Reflection:

The new ooda loop format is better, more focused on achieving a goal. I feel set straight. More clarity.

Session #137 8/19/24 5:20-6:23am**Desired Outcome:**

Market research doc started for TCS

Planned Tasks:

Find where the test chamber market congregates online
Go deep into linked in
Check forums
Use CopyGPT

Post-Session Reflection:

Actually found some customer language. Just scratched the surface. Its out there, hard to find. Dig deeper. You're on the right path.

Session #138 8/19/24 7:10-8:30pm**Desired Outcome:**

As much of the market research document filled out as possible

Planned Tasks:

Find the main place online where the test chamber market congregates

Post-Session Reflection:

Interrupted session. Gave Trenton an update on my situation. He might have a better plan of action. Worth the time to describe in detail.

Session #139 8/20/24 5:00-6:30am**Desired Outcome:**

Be overly prepared for interview with Dan

Planned Tasks:

Refine the research doc a few times
Use AI to learn quickly about data storage

Post-session Reflection:

Need to comb through the questions. Imagine what it would be like asking those questions with my dad sitting next to me. Key insight: Display that I have done research on his role and industry and that I am well prepared for the interview.

Session #140 8/20/24 45 mins**Desired Outcome:**

10 outreach messages sent.

Planned Tasks:

Dm shu (dropshipping) 
bigveins.com
Diamond
Brohemian
Russ Model (investing) 

Post-Session Reflection:

Learn how to research before reaching out!

Session #141 8/21/24 6:23**Desired Outcome:**

Have an understanding of all outreach methods

Planned Tasks:

Ask copygpt about local outreach and cold outreach methods
Ask the chats about helping Sung
Check the campus for a local business resource

Post-Session Reflection:

