

MONDAY 19

- ✓ Set up and publish the new way of testing after Luke's advice (+ rule). Implement the plan in my calendar. Install hotjar in Fb landing
- ✓ Tweak google image. Use Henri's prompt for the chat gpt for 1 google ad campaign. If it's useful, apply it, and do with the other campaign.
- ✓ Switch goal to conversions + see landing page recordings + search audit.
- ✓ Re-do market research for client 2.
- ✓ Ask feedback about D100

TUESDAY 20

- 📊 Structure testing
- ✓ Testing FB ads.
- ✓ Tweak the whole campaign using Gurnoor's comments, then send it to him.
- ✓ 3 D100 prospects
- 📊 Prepare hook testing

WEDNESDAY 21

- 📊 Hook testing

Prepare image testing

- ✓ Testing FB ads.
- ✓ Revise the sequence after Gurnoor's comments, then send it to client.
- ✓ Search audit + see landing recordings
- ✓ Create lead magnet for D100.

THURSDAY 22

 Image testing

- ✓ Testing FB ads.
- ✓ Tweak emails after client's comments, then publish them.
- ✓ 3 D100 prospects

FRIDAY 23



SATURDAY 24

- ✓ Testing FB ads.
- ✓ 3 D100 prospects

SUNDAY 25

- ✓ Testing FB ads.
- ✓ Search audit + see landing recordings
- ✓ 3 D100 prospects or more