

GOAL: Earn 100000\$ monthly from copywriting

Cause and effect training:

- Will need to provide \$100,000 worth of value to a client(s) monthly
 - 1) Need to have the skills to provide \$100000 worth of value
 - I. Need to have the skills to provide \$10000 worth of value
 - a) Need to review the bootcamp (again) and practice copy every day
 - b) Need to produce quality (70%+ conversion rate) copy for first client
 - Produce copy, review, and use
 - Analyze results
 - Fix deficiencies
 - Produce again
 - repeat
 - c) Need to generate them \$10000 of sales from my copy
 - II. Need to practice/review/and analyze Copy Every day
 - III. Need to ask for peer reviews on all made copy
 - IV. Need to be able to utilize AI for copywriting effectively
 - V. Need to be able to identify problems and address them for clients within minutes
 - a) Need to be exposed to new types of client problems
 - b) Need to be SUPER adaptable
 - c) Need to know how to see if they lack in gaining or monetizing attention or both and know what solution to plug in
 - d) Need to know how to implement desired solutions
 - VI. Need to be able to draft, review, peer review, and produce quality copy with 80%+ conversion rates in a day or two
 - 2) Need to have clients to provide value for
 - I. Need to produce amazing results for my existing testimonial based client
 - a) Need to produce quality (70%+ conversion rate) copy for first client
 - II. Need to expand outreach by sending more messages and leveraging off of past successes
 - III. Need to be able to analyze what clients and niches are the best for me to work with to make maximum impact in the market
 - IV. Need to be able to provide free value to gain new clients
 - V. Need to have the skills to provide \$10000 worth of value to clients
 - VI. Need to dress and groom myself in a more professional manner
 - a) Need to update wardrobe (black shirt club)
 - b) Professional suit

- c) Professional haircut (not excessive)
 - d) Basic hygiene
- 3) Need to have more time (time managements and sacrifice) to provide that value
 - I. Need to be making \$5000 per month to quit my day job and work full time on copywriting
 - a) Similar to 1) → I. → a)
 - II. Need to block out 10-16 hours a day for work, study, and review sessions
 - III. Need to be able to spend 10 hours with of quality time in 1 hour for relationships and family
 - a) No distractions or technology (mostly)
 - b) Engaging
 - c) Activities
 - IV. Need to work out hard and fast and generate results
 - a) Less rest in between sets
 - b) More stretching in the morning for recovery
 - c) More cardio to not lose breath
 - V. Need to cut out the smallest fraction of wasted time (games, TV, SM)
 - a) Delete apps
 - b) Give away game consoles
 - c) Utilize timers
- 4) Need to have a healthy body to maintain that hard work schedule for a prolonged period of time
 - I. Need to lose weight and stay strong
 - a) Weight train with adequate protein in a caloric deficit
 - II. Need to get 6-9 hours of sleep a night
 - a) Utilize 3) to make more time for sleep
 - III. Need to take my supplements daily
 - IV. Need to train every day (cardio, weights, and MMA)
 - V. Need to get some sun every day
 - VI. Keep my hygiene routine
 - VII. Eat my carnivore diet (stay away from junk)
 - VIII. Keep away from chemical filled hygiene products
 - IX. Touch grass every day
 - X. Meditate in prayer every day
 - XI. Drink 1-2 gallons of water w/ electrolytes a day

Assumptions/ unknowns:

- 1) How long do I need to practice copy everyday to be able to provide \$100000 worth of value to clients?
 - a) As long as I need?

- b) As long as I can allot for?
- 2) How do I analyze what clients and niches are the best for me to work with to make maximum impact in the market?
- a) Internet sales based?
 - b) I have knowledge on?
 - c) Based on the owner/ client?
 - d) Should I test the product before selling to make sure I am selling a Good product?
- 3) How else can I increase the quality of my time spent with family and my relationships? (10 hours → 1)
- 4) What is a good amount of clients to have if the goal is to be making 10k a month? (1-3)?
- 5) Is a 70% conversion rate good to start off?
- 6) How can I decrease my workout time while still getting steady results? (I like to power lift)
- a) Decreased rest time?
 - b) Decreased daily volume for intense training?
 - c) Increased pre workout?
 - d) Cut powerlifting?
 - e) Cut bodybuilding?
 - f) Cut MMA?

