

REDONE SUNDAY OODA LOOP

WEEK 28

****SUNDAY OODA LOOP 29.07.24 - 04.08.24****

****1- What is your goal?****

GOAL #1

1a - Specific Target: Get 0 / 10 new clients for auto detailer client (~20000 BGN)

1b - Why it's important:

- I'll earn another 500 BGN on the backend
- I'll finally prove to my parents I can make money without a job
- I'll earn the Rainmaker title
- I'll have the foundation to take over the Bulgarian detailing market
- I'll be able to duplicate the success across the professional detailing European market

1c - Deadline: 27.09.2024 (stretch: 14.09.2024)

GOAL #2

1a- Specific Target: Make 0 / 20000 BGN revenue for my scuba diving instructor client

1b- Why it's important: Backup client in case goal #1 falls through. Also getting very good experience with content creation.

1b- Deadline: 27.09.2024

****2- What did you get done last week to progress toward your goal?****

GOAL #1

- Did all the live beginner missions for my client. Helped me figure out the most 1-word disruptive headline I've ever written. Plus identified what trust factors and beliefs I need to inspire. Also helped a lot with demolishing objectives. Thanks Andrew.
- Wrote 2nd draft landing page and had it scrutinized by Agoge 01s
- Setup and designed "Coming soon" Wordpress page. Client absolutely loved it. Trust = 10/10.
- Figured out how to relabel auto detailing, so I can sell the result, experience and full package. Time to take over the market for myself.
- Redid the WWP and outline for the landing page
- 2/3 done with 3rd draft landing page

GOAL #2

- Had a call with my client. Gave him a lot of content ideas. Also showed him what content to shoot and inspired him to take action.
- Wrote an Instagram reel script with a strategy to get local leads

****3- What are the biggest obstacles you need to overcome to achieve your goal?****

GOAL #1

- I need to finish the 3rd draft and get it reviewed by Andrew on a copy domination call.
- Since figuring out this relabeling, I have some concerns we may need to switch from SEO/GMB for attention to Google news ads / YouTube content / YouTube ads. This is where I need most feedback after finishing the sales page.

GOAL #2

- Testing my local leads Instagram strategy
- Finding top player Instagram content to model (may have to just brainstorm it)
- Creating the content fast enough

****4- What is your specific plan of action for this week to move closer to your goal?****

GOAL #1

☐ 05.08.24:

- ☒ ~~-5.2 and 5.3: Finish 3rd draft landing page~~
- ☒ ~~-5.4: Get the landing page reviewed by my mom~~
- ☒ ~~-5.4: Get landing page reviewed by Agoges~~
- ☐ 5.5: Improve landing page with mom's and Agoge's feedback

☐ 06.08.24

- ☒ ~~-5.2: Quickly figure out a presentation for my detailer client~~
- ☒ ~~-5.4: Talk through the relabeling idea with my client~~
- ☐ - 5.2: Help detailer verify his GMB profile
- ☐ - 5.2: Ask Detailer for photos
- ☐ - 5.4: Submit landing page for review in advanced copy review aikido
- ☐ - 5.5: Revise and refine based on all the feedback into draft #4

☐ 07.08.24

- ☐ (EARLY MORNING) - 5.4: Hop on a copy domination call and get the landing page & strategy reviewed by Andrew
- ☐ - 5.5: Revise and refine based on all the feedback into draft #5
- ☐ 5.2: setup staging wordpress with 3rd party tool
- ☐ 5.2: Design the landing page

☐ 08.08.24

- ☐ [TODO] REVISIT THIS PLAN and optimize
- ☐ 5.2: Setup and SEO-optimize GMB
- ☐ 5.2: SEO optimize the landing page

- ☐ 5.2: Install HotJar
- ☐ 5.5: Refine landing page into draft #5 with feedback + strict revision process
- ☐ 09.08.24
 - ☐ 4.3: Go back to the drawing board and plan next steps to get attention (ads, videos, content marketing, full website?)
- ☐ 10.08.24
- ☐ 11.08.24

GOAL #2

- ☐ 05.08.24:
 - ☐ [BLOCKER] Receive content from client
 - ☐ [WORK ON GOAL #1]
- ☐ 06.08.24
 - ☐ 4.3: Watch copy domination call #10
 - ☐ 5.1: Do all the live beginner missions for my scuba diving client.
 - ☐ Market awareness
 - ☐ Market sophistication
 - ☒ Avatar
 - ☒ Curiosity mission
 - ☒ Desire mission
 - ☒ Identify beliefs
 - ☒ Identify trust factors
 - ☐ Identify objections
 - ☐ Demolish objections
 - ☐ Write CTAs
- ☐ 07.08.24
 - ☒ ~~4.3: Watch copy domination call #10~~
 - ☐ 5.1: Do all the live beginner missions for my scuba diving client.
 - ☒ ~~Market awareness~~
 - ☒ ~~Market sophistication~~
 - ☒ ~~Identify objections~~
 - ☐ Demolish objections
 - ☐ Write CTAs
 - ☒ ~~See the available content~~
 - ☒ ~~4.3: read NAUI book & prepare with topics~~
 - ☒ ~~4.3: Figure out how to adapt my local leads strategy based on content client shot & copy domination call~~
 - ☒ ~~4.4: phone call Kris and discuss topics at length~~
 - ☒ ~~4.4: Ask Agoges for feedback on strategy~~
 - ☐ 4.5: WWP for piece of content with new strategy
 - ☐ 5.2 and 5.3: Write reel script with new strategy - draft #1
 - ☐ 5.2: Refine reel script with new strategy - draft #2

- ☐ 5.4: Ask mom for feedback
- ☐ 5.4: Ask Agoges (Omran & squad d) for feedback
- ☐ 5.5: Refine reel script into draft #3 with feedback
- ☒ 08.08.24
 - ☒ Reel #2:
 - ☒ 4.5: WWP for piece of content with new strategy
 - ☒ 5.2 and 5.3: Write reel script with new strategy - draft #1
 - ☒ 5.2: Refine reel script with new strategy - draft #2
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 - ☐ Reel #3:
 - ☐ 4.5: WWP for piece of content with new strategy
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 - ☐ 5.5: Refine reel script into draft #3 with feedback
- ☐ 09.08.24
 - ☐ Reel #2:
 - ☐ 4.5: WWP for piece of content with new strategy
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 - ☐ 5.4: Ask mom for feedback
 - ☐ 5.4: Ask Agoges (Omran & squad d) for feedback
 - ☐ 5.5: Refine reel script into draft #3 with feedback
 - ☐ Reel #5:
 - ☐ 4.5: WWP for piece of content with new strategy
 - ☐ 5.2 and 5.3: Write reel script with new strategy - draft #1

- ☐ 5.2: Refine reel script with new strategy - draft #2
- ☐ 5.4: Ask mom for feedback
- ☐ 5.4: Ask Agoges (Omran & squad d) for feedback
- ☐ 5.5: Refine reel script into draft #3 with feedback
- ☐ 10.08.24
 - ☐ Reel 6:
 - ☐ 4.5: WWP for piece of content with new strategy
 - ☐ 5.2 and 5.3: Write reel script with new strategy - draft #1
 - ☐ 5.2: Refine reel script with new strategy - draft #2
 - ☐ 5.4: Ask mom for feedback
 - ☐ 5.4: Ask Agoges (Omran & squad d) for feedback
 - ☐ 5.5: Refine reel script into draft #3 with feedback
 - ☐ Reel #7:
 - ☐ 4.5: WWP for piece of content with new strategy
 - ☐ 5.2 and 5.3: Write reel script with new strategy - draft #1
 - ☐ 5.2: Refine reel script with new strategy - draft #2
 - ☐ 5.4: Ask mom for feedback
 - ☐ 5.4: Ask Agoges (Omran & squad d) for feedback
 - ☐ 5.5: Refine reel script into draft #3 with feedback
- ☐ 11.08.24
 - ☐ SUNDAY OODA LOOP
 - ☐ RESERVE TIME - assuming things don't go as plan, I have 1 day to catch up and finish all the week's tasks

BONUS

****5- Where are you in the Process Map?****

***GOAL #1* - 5.5**

***GOAL #2* - 4.3**

****6- How many days did you complete your Daily Checklist last week?****

7/7

****7- What lessons did you learn last week?****

- USE IMAGE BOARDS in addition to market research! Helped me unlock new insights + easily show what i want from my scuba diving client.
- Building trust and rapport with people = always worth it
- Stare at the mirror and repeat "I am the Man." Had one of my hardest boxing sparring and training sessions to date. Everybody looked at me with awe.