

## Week 6 inside campus

1. Lessons Learned
  - a. Tao of marketing: Winners writing process
  - b. Offer theory from Hormozi
  - c. How to setup Mailchimp automations and connect to landing page funnel
  - d. Meta ads manager foundations
2. Victories Achieved
  - a. ¾ goals from previous week
  - b. Significantly closer to being able to deliver a full stack marketing funnel from a technical perspective
  - c. Ran a pilot test in google ads \$2/Conv good data to show to clients
3. How many days daily-checklist completed
  - a. 7/7
4. Goals for Next week
  - a. Write all client onboarding SOPs
  - b. Create process delivery SOPs for meta ads
  - c. Finalize offer and pricing
  - d. Keep sharpening the mind with daily skills training in marketing principles and processes.
    - i. Keep learning consumer psychology.
    - ii. Keep learning the tools of the game.
5. Top question/challenge
  - a. Overcome fear of rejection and get to outreach in a ready state.
  - b. Secure the first client.
  - c. Top question: Where is the best place to channel my focus for becoming a top player in the marketing game?