

Root Cause Analysis

Bad Outcome/Symptom

I can't land a client with the Dream 100 method

Factory Line/Factors that Contribute to Production Rates


1. I find a prospect who has some problems I can solve
2. I start following him on social media, interacting with his posts, liking and commenting
3. I receive likes and answers to my comments
4. I try to start a conversation leading to my offer or directly making it. I also ask them if they want to see free value I have made
5. I receive a no most of the time*. They always say that they are already working on that project with another expert, but I feel it is a gentle way to say "No you don't seem competent enough"

* One prospect said yes to me but he wanted to wait 1 month or 2 to start working because he recently spent a lot of money for an SMMA


Root Cause


I am not perceived as someone competent capable of getting them results


Finding the Pure Root Cause


I am not perceived as someone competent, capable of getting them results. **Why?** 

Because when they see my profile and/or my free value it doesn't appear good.


Why? 

Because I do not have many posts on social media, I don't have a portfolio where I can show my work and I didn't put any effort into the free value. **Why?** 


Because I tend to use all my time to complete tasks, like the checklist, that can be completed in a much shorter time, so I “don’t have the time” to do those **Why?** 

Because I am not using 100% of my power. **Why?** 

Because I invent excuses like “School makes me tired” to justify my slowness.

Why? 

Because I think that what I’m currently doing is enough to achieve my dreams.

Why? 

Because I’m being lazy.

Solution of Root Cause

1. Follow the plan for the day as strictly as possible
2. Put mobile in another room when working
3. Plan a reward to not make my brain lazy
4. Keep a bottle of water on the desk to continuously hydrate and never get tired and lazy
5. Crank more pushups during the day
6. Focus on my future self more
7. Create energy using visual sensory language (By running scenarios in my head)

Solution explained By Andrew Bass himself:

“Building your presence so you communicate greater authority is one of those "Important but Not Urgent" tasks from the Eisenhower matrix

So the answer is to Schedule out that time on your calendar.

You'll never NEED to do it today.

It's not urgent

But it is critical to your evolution

So make sure you get your other urgent and important tasks done sure

But make time for the Important but Not Urgent

Those are almost always the key to your next level”

Bad Outcome/Symptom

On the 23rd and the 24th of April I was in a state of Low energy that resulted in me doing only the bare minimum for those days (Checklist and Agoge assignments)

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23rd of April

- Got back from school earlier
- Procastinated the tasks I needed to do before lunch
- Had lunch and rested way longer than planned
- Analysed 10 minutes of copy, then rested again
- Didn't do anything for a full hour
- Watched the PUC and did the 500 Hindu Pushups
- Rested one full hour after the training
- Attended agoge call
- Did the Dream 100 approach but in a superficial way (only the bare minimum like I said)
- Reviewed the day and planned the next one

24th of April

- Waked up, got ready and lost one hour in traffic
- Arrived to the stadium (We had to choose between this and School)
- Snuck out of the stadium because I was alone and it was boring
- Went to my grandmother's place
- Slept because I lacked sleep
- Had lunch
- Spent time with Grandma until 5 PM
- Got back home
- Did agoge assignment on creativity

- Got lost and wasted one hour
- Attended agoge call, Watched the PUC, and did Hindu Pushups
- Analysed 10 minutes of copy
- Lost focus and wasted one hour
- Interacted with Dream 100 people in a superficial way again
- Reviewed the day and planned the next one

Root Causes

Lack of sleep?

Not an enough powerful why?

Didn't imagine myself in that position while reading the Agoge new identity?

Mobile phone?

Hindu pushups fatigue?

Finding the Pure Root Cause

I was in a state of low energy, lost focus multiple times, did only the bare minimum in a superficial way. **Why?** ↻

My phone was always next to me, prepared to get me off track. **Why?** ↻

Because I acted like a little bitch

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I slept very badly both days. **Why?** ↻

Blue light from working until late last night + Phone very near to me while sleeping.

Why? ↻

Because I was slow completing everything before the dawn (referred to first why)

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Actual fatigue after the Hindu Pushups. **Why?** ↻

Because it is actually difficult and tiring. **Why?** ↻

Because I only eat 3 times a day, while instead I should get some energy to train in the afternoon. **Why?** ↻

Because I remember when I was obese and now I am scared of eating sugars and carbs outside of the three major meals of the day


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Not a enough powerful why and future identity. **Why?** ↻

Because the previous day I had an argument with my mom. I later resolved everything but my why lost power (Because retiring my parents is one of my objectives). **Why?** ↻

Because I continue letting small little things from the past upset me like a fucking little child

Solution of Root Cause

- 1) put the phone in a closet both while sleeping and working
- 2) Schedule tasks better and complete them in time, with SPEED
- 3) Ignore the bad things in the past. It already happened, nothing can change it. Focus on the future.
- 4) Try to eat before and after doing the Hindu Pushups. Also, drink more
- 5) Do not allow myself to mark  in the Checklist if I only did the bare minimum in a superficial way (Except if I for some unforeseen event I am forced to do so)