

1 - Pick one of the goals that your ideal self is going to achieve in the next 3-6 months

First \$10k p/ month copywriting payment

2 - Work backwards from your goal and identify as many of the cause and effect chains that will lead to the desired result.

1. I overdeliver to my current client. His posts attract thousands of likes. People directly ask him who is writing for him. He's proud to share my name and profile with others. He hires me on a permanent contract.

This helps me attract 4 new clients who are sold before they talk to me.

My image, and profile photo is professional. Clean. Black background. Clear skin. Shaven. Strong image. Taken by a professional photographer with excellent lighting. I'm dressed professionally and portray confidence, strength, moral authority, and supreme confidence. People look at me and see I am a man with an indefatigable will and perspicacity.

I provide bonuses to my clients daily:

- alternative headlines
- additional content
- additional posts based on what he's sent me
- repurposed posts in new forms ie scripts for videos, infographics, carousels, attention-grabbing beliefs or statements highlighted in an attention-grabbing image
- strategies for commenting, pinned comments
- bio rewrite
- about me rewrite

He provides me a shining review based on the story framework that I have provided him. Where he was before he started working with me and where he is now, the results, screenshots and achievements.

I incentivize him to recommend me with 10% of ongoing payments received from clients he introduces me to. - ongoing as long as the client is with me

When prospects reach out. We hold a quick call. I sell them on the call. We agree terms. They send 50% upfront. I send them the questionnaire I've prepared and a professional folder containing:

- content strategy
- questionnaire
- template posts to help them get started
- idea generation ideas and formats
- a guide on how to provide me with feedback - ie loom videos
- clear guidance on how to work with me, my availability
- bonus extra upsells like management (upsell or down-sell to a P.A. to handle the management for them).

I've collected the data of all my clients into individual case studies showing day-by-day growth in following and engagement.

Each post is extremely professional.

Formatted better than anybody else out there.

I go through a rigorous writing process on each piece of copy. Incorporating the writing process and some of my own additions including CHAT GPT prompts

- putting the text through Authored to check how it looks on a phone, adding unique formatting.
- Creating a style of formatting for my clients that stands out in the market and looks head and shoulders better than anything else out there.

The posts attract mass attention. Inquiries. My client is incentivized to share my details and assured that he can sign and keep me at his current rate or requirements and still receive amazing and increasing results.

I need to make systems that allow me to carry out this work efficiently, swiftly while increasing my brain power.

When my client is onboarded they also access a video course that helps them generate ideas, and write ideas. Because most of them struggle with what to

write, and its difficult for me to write entirely for them unless they get super clear on the questionnaire / research document.

I continue outreaching to new clients related to the work I have been hired to do so far. So that includes landing pages, emails, consulting, ghostwriting, SaaS, investment niche, ad copy etc. I write proposals that are detailed, leverage my social proof and stand out with a unique voice.

I execute cold outreach strategies daily, writing to anyone who likes my content, follows me etc.

All my social channels look perfect. Even if I post 1ce per week I make sure each post looks absolutely like a masterpiece.

Once I Hit \$4k I move flat to reduce my commute time. This gives me more time to work. If need be I rent double space briefly until my current tenancy runs out. Anything that aids my time in getting amazing work done is the priority. It is a brief step in my process as I transition into 100% self-employed / business earnings.

I ensure I receive a great review at the end of this month's work and full payment by

- delivering amazing value
- going above and beyond
- confidently communicating and being a positive force that uplifts my clients
- politely yet assertively asking for my review

I write more frequently on my social media channels using Dylan's method.

I carefully craft my time to allow for this.

I ensure a more efficient process of writing for my clients day by day. What currently takes me a day needs to take an hour and a half max. And where I can I need to reduce that even more while ensuring supreme quality.

I need to get familiar with perplexity.ai. I also need to make friends with Luke Matthews and get as many of his resources as I can - and outdo those resources. Do better. Create better systems.

I must continue to improve my copywriting. Through analysis. Through lessons. And review of my notes.

Each piece of copy must serve a careful purpose. I research and I set the goals for each piece of copy. I may be tempted to cut corners, but I mustn't. Even 5-10 minutes of research will aid my efforts.

3 - Identify any potential "unknowns" or assumptions in your understanding of the cause effect chains

I don't know who else fits the profile of working with me but I have a pretty good idea

I don't know how my client will respond to my offer of referral bonuses

It may be better to search for new clients in various places - it certainly gives me a greater chance of success to stay open as a copywriter and not box myself into ghostwriting social media posts

It could be worth offering ghostwriting to my chiropractor once I have a review or ads - write out the funnel or ads and give him a few examples to test out initially. Same for my orthodontist and dentist. Deliver them completely, printed professional, also with testimonials and my case studies.

I don't know how much my chances are affected by my current client work, my social media presence, my proposals, my outreaches, my Twitter presence etc. I don't know which is the most important. I think the testimonial is the best asset - far more than the money itself, and of course the results are a priority too.

I could look at Alex Hormozi's co-writer who he shouted out recently. Analyze what Hormozi said about him. Analyze his profile, etc.

While I am pouring more and more effort into copywriting, I am putting less attention into my job. While my workload is currently light, I don't know when it may pick up. I also am not guaranteed a place here so must be mindful to do a good job on what I can, and be a professional. It does help me achieve my goals

as it is a significant income source, and I do have some quite high costs that need to be met for optimum health.

4 - Share your cause and effect chain, assumptions and unknowns in
#📖|agoge-ch at