100 G WORK SESSIONS AWAY

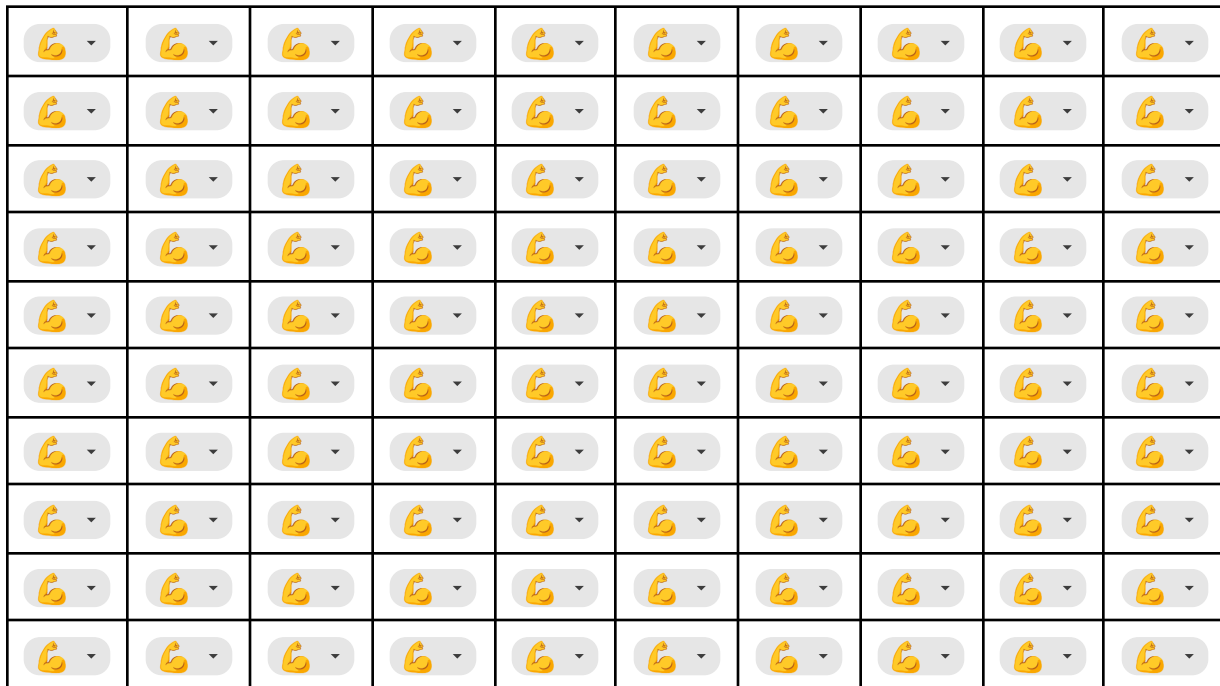| 💪 ▾	💪 ▾	💪 ▾	💪 ▾	💪 ▾	💪 ▾	💪 ▾	💪 ▾	💪 ▾	💪 ▾
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G Work Checklist

- ☐ Set a desired outcome and plan actions
- ☐ Pick an attitude
- ☐ Hydrate, Caffeinate, Get the blood flowing
- ☐ Remove distractions
- ☐ Set a timer for 60-90 mins
- ☐ Get started
- ☐ Evaluate afterwards

Reward: *Triumph of the Will*

SESSION #1 - 06/06/2024 + 3:00-4:00 pm EDT

Desired Outcome:

- Finish my Top Player Analysis of Bass University.

Planned Tasks:

- Complete No. 4 of Winners Writing Process.
- Find what I can apply to my client (OODA Loop).
- 5 CC+AI videos to improve my skill of video editing (for my client).

Post-session Reflection:

- I need to have several things lined up and set up so I don't break my focus.

SESSION #2 - 06/06/2024 + 5:00-6:00 pm EDT

Desired Outcome:

- Complete another part of my client's value ladder.

Planned Tasks:

- Complete Stage 3 of the plan for the value ladder.
- Figure out how to connect my copy to my client's vision.

Post-session Reflection:

- My phone must be placed in another room so I do not hear any surprise phone calls.

SESSION #3 - 06/07/2024 + 12:00-1:00 pm EDT

Desired Outcome:

- Revise the previous scripts.

Planned Tasks:

- Revise the previous one.
- 5 CC+AI videos.
- Brainstorm future GWS tasks.

Post-session Reflection:

- My brain just found more work to do under these limitations that I wouldn't have if I didn't make myself do 2 GWS each day.
- From today, I can make my client a thumbnail that will get more clicks, resulting in more likes and follows. I wouldn't have thought of that before.

SESSION #4 - 06/07/2024 + 10:30-11:40 pm EDT

Desired Outcome:

- Create a thumbnail for MoodyFishing.

Planned Tasks:

- Start using ChatGPT and DALL-E.
- Top Player Analysis - Greg Doucette (Coaching Business).

Post-session Reflection:

- Whenever I feel motivated to continue my GWS past its time limit, I can ride that wave and incrementally increase the total time I work for the next day (new baseline).
- Example:
    - Before: Minimum time: 120 minutes (2 GWSs * 60 minutes each).
    - After: Minimum time: 130 minutes (1 GWS at 60 minutes + 1 GWS at 70 minutes).

SESSION #5 - 06/08/2024 + 10:30-11:30 am EDT

Desired Outcome:

- Learn more about using Chat GPT & DALL-E for content creation.
- Learn more about the coaching business.

Planned Tasks:

- 5 CC+AI Videos
- Top Player Analysis - Greg Doucette (Coaching Business)

Post-session Reflection:

- I should pick one thing at a time. The CC+AI work can be done during one GWS and the TPA can be done in the other. Switching half-way through will hurt my focus.

SESSION #6 - 06/08/2024 + 12:30-1:40 pm EDT

Desired Outcome:

- Complete the Top Player Analysis of the coaching business.

Planned Tasks:

- Finish "Where are they at now?"
- Complete "Where do I want them to go?"
- Complete "What steps must they…?"

Post-session Reflection:

- The more often I perform TPA, the more I get out of each one, and the quicker I analyze each business/funnel.
- I should analyze more funnels from the same business so I can apply it to my client.

SESSION #7 - 06/09/2024 + 12:45-1:45 pm EDT

Desired Outcome:

- Edit the next video for my client.

Planned Tasks:

- Download it.
- Edit it using Premiere Pro.
- Send it to my client and have it uploaded.

Post-session Reflection:

- Notes

SESSION #8 - 06/09/2024 + 10:20-11:20 pm EDT

Desired Outcome:

- Finish Editing

Planned Tasks:

- Finish the editing.
- Export and email.
- Continue TPA.

Post-session Reflection:

- When there is no box around my captions, I should pick a darker color for my text to contrast with my lighter background.
- MUST vs. SHOULD

SESSION #9 - 06/10/2024 + 10:00-11:00 am EDT

Desired Outcome:

- Does my client need a private community?

Planned Tasks:

- 5 CC+AI videos
- Brainstorm better value ladders
- Analyze Greg Doucette's other funnels (coaching, supplements, training plans, etc)

Post-session Reflection:

- Question for tomorrow: Why would anyone want to join a private community?

SESSION #10 - 06/10/2024 + 10:30-11:30 pm EDT

Desired Outcome:

- Review information about value ladders to see what I can apply to my client.

Planned Tasks:

- Review pieces of the "Secrets" Trilogy.

Post-session Reflection:

- I procrastinated earlier in the day. That's why I did this one so late.

SESSION #11 - 06/11/2024 + 9:15-10:15 am EDT

Desired Outcome:

- Top Player Analysis on Coach Greg's other funnels.

Planned Tasks:

- Start with the supplements.
- 5 CC+AI videos.

Post-session Reflection:

- When my client starts selling merchandise, I should copy exactly what I wrote down.

SESSION #12 - 06/11/2024 + 10:45-11:55 am EDT

Desired Outcome:

- Start writing out my plan to send to my client.

Planned Tasks:

- Tell him to start reading the *Secrets* Trilogy.
- Email him the worksheet he can start working on before I leave for vacation.
- Start writing the plan for the value ladder. **(PRIMARY TASK)**

Post-session Reflection:

- It is up to me to make sure my client stays on the same page as me.

SESSION #13 - 06/11/2024 + 2:00-3:00 pm EDT

Desired Outcome:

- Write the next stage of the plan.

Planned Tasks:

- Write Stage I of the client plan.
- Revise the next script (if I finish the former early).

Post-session Reflection:

- I didn't finish writing Stage 1 because I was so worried about different aspects of it. Because of that, I spent more time skimming parts of the *Secrets* trilogy than I did on the intended tasks.
- Next one, I must complete the exercise of writing all the things I'm anxious about and address them first.

SESSION #14 - 06/11/2024 + 3:45-4:45 pm EDT

Desired Outcome:

- Find all the objections I may have about my plan with my client, and figure out ways to address them.

Planned Tasks:

- Write out all my objections/fears.
- How to address them.
- Revise the next script.

Post-session Reflection:

- My client must start building relationships with all his Dream 100 members over 60 days.
- Then he should cash in on his "relationship bank accounts" when it's his turn to promote his new product, that's when he should start spending money on ads.
- Most of my fears come from overthinking.

SESSION #15 - 06/11/2024 + 5:00-6:00 pm EDT

Desired Outcome:

- I will use these refreshed memories to finish Stage I of the plan. Other key takeaways will go into the Post-session Reflection.

Planned Tasks:

- Finish Stage I of the plan.

Post-session Reflection:

- Creating detailed plans can be done right before a sales call of an interested prospect. I can even copy this plan and use it for a similar future client.
- Now that I finished Stage I of the plan, the path looks more clear and I know my client will feel the same way when I'm finished completely.

SESSION #16 - 06/12/2024 + 4:15-5:15 pm EDT

Desired Outcome:

- Brainstorm marketing solutions to solve their growth needs.

Planned Tasks:

- Begin Stage III of my client's plan.

Post-session Reflection:

- These later stages don't need to be too in-depth because they're just repetitions of Stage I.

SESSION #17 - 06/12/2024 + 6:00-7:00 pm EDT

Desired Outcome:

- Finish the draft of my plan (#16 for the Process Map).

Planned Tasks:

- 5 CC+AI videos.
- Finish the draft.
- Start editing the draft.

Post-session Reflection:

- I started editing the document. Next GWS, I'm going to finish editing my first draft (using Chat GPT as my assistant), then I'll be done with Step 16 on the Process Map.
- During the next GWS, I will also start Step 17 and ask for feedback across TRW. I'm thinking of using 100-gws-chat, agoge-chat - 01, writing-and-influence, and ask-an-expert (probably Ognjen).

SESSION #18 - 06/17/2024 + 1:15-2:15 pm EDT

Desired Outcome:

- Edit the plan (Step 16).

Planned Tasks:

- Start editing the plan.
- 5 CC+AI videos.

Post-session Reflection:

- The videos weren't playing back in the CC+AI Campus. I only got four videos in, meaning I'll have to watch one in the next GWS.
- I submitted the plan into ChatGPT and found five objectives that I'll have to address and completely change the plan for (in a good way). However, I'll have to hold off on asking TRW chats until I fix it.

SESSION #19 - 06/17/2024 + 8:15-9:15 pm EDT

Desired Outcome:

- Write the next script.

Planned Tasks:

- Write the next script.
- Address the problems in the plan.

Post-session Reflection:

- This will require me to create a short-term conquest plan around solving this issue.

SESSION #20 - 06/21/2024 + 10:15-11:15 pm EDT

Desired Outcome:

- Write a script that'll appeal to the audience.

Planned Tasks:

- Edit the script.
- Edit the plan.
- Start editing the video.

Post-session Reflection:

- I need to change my plan around scalable coaching programs.

SESSION #21 - 06/23/2024 + 8:00-9:00 am EDT

Desired Outcome:

- Edit the video for my client and get it uploaded.

Planned Tasks:

- Send the clips.
- Download them.
- Edit the video.

Post-session Reflection:

- I can take this disaster of a video, and aikido it to make better, shorter clips and upload them.

SESSION #22 - 06/24/2024 + 7:15-8:15 am EDT

Desired Outcome:

- Finish the plan.

Planned Tasks:

- Take the feedback from ChatGPT.
- Fix the document.

Post-session Reflection:

- Reviewing something over and over again helps me edit that document better than if I only review it once or twice.

SESSION #23 - 06/24/2024 + 9:40-10:40 am EDT

Desired Outcome:

- Catch up on PUCs and 100 GWS videos.

Planned Tasks:

- Catch up on PUCs.
- Catch up on 100 GWS videos.
- Start writing another script.

Post-session Reflection:

- I must write down all the tasks I can do in future GWSs. There's always work to be done.
- Write scripts about each of the three lines. Edit the clip about the snell knot. TPA Gale Force Twins. TPA another business.

SESSION #24 - 06/25/2024 + 7:30-8:30 am EDT

Desired Outcome:

- Edit the next video.

Planned Tasks:

- Attempt to edit the video.
- Edit the script.
- Begin TPA Gale Force Twins.

Post-session Reflection:

- I must avoid distracting titles and thumbnails at all costs while using YouTube for Top Player Analysis.

SESSION #25 - 06/25/2024 + 9:40-11:00 pm EDT

Desired Outcome:

- Complete Top Player Analysis of Gale Force Twins.

Planned Tasks:

- Winners Writing Process.
- Reattempt to edit the clip.

Post-session Reflection:

- I got to edit the newer clip within this time. I did it so quickly that it can be uploaded tomorrow morning.
- The TPA will happen tomorrow morning.

SESSION #26 - 06/26/2024 + 8:00-9:00 am EDT

Desired Outcome:

- Finish TPA of the Gale Force Twins.

Planned Tasks:

- Complete the TPA.
- Make any last minute changes to the video (just in case I made a mistake last night).

Post-session Reflection:

- A few more steps of the Top Player Analysis must be done, but this will be finished in the next GWS before doing the other scheduled tasks.

SESSION #27 - 06/26/2024 + 9:45-10:55 am EDT

Desired Outcome:

-   Write the next script.

Planned Tasks:

-   Finish TPA of the Gale Force Twins.
-   Write the next script for my client.

Post-session Reflection:

-   I should ask my client what to type about an hour before I start typing the script in the next GWSs.

SESSION #28 - 06/27/2024 + 9:00-10:00 pm EDT

Desired Outcome:

-   Type more scripts.

Planned Tasks:

-   Type more scripts.
-   Edit the scripts.
-   Ask about the product.

Post-session Reflection:

-   I need to actively choose to keep following my rituals before, during, and after GWSs.

- How can I take paid traffic and keep it?
- What do people give away for free to collect email subscribers?

SESSION #29 - 06/27/2024 + 10:55-11:55 pm EDT

Desired Outcome:

- Learn more about email copywriting.

Planned Tasks:

- 10 minutes of TPA on James Clear from Atomic Habits (top priority).
- 3 videos of Dylan Madden's Email Copywriting course.
- 3 CC+AI videos.

Post-session Reflection:

- I can analyze James Clear's articles, books, app, speaking events, and other funnels within his value ladder.
    - How does he get email subscribers without them reading his book first?

SESSION #30 - 06/28/2024 + 8:30-9:30 am EDT

Desired Outcome:

- Learn more about running an email list by learning for the best.

Planned Tasks:

- Finish the TPA.
- Help my client develop a product.
- 3 CC+AI videos.

Post-session Reflection:

- I subscribed to the "30 Days to Better Habits" email sequence so I can get a better idea of how James Clear retains email subscribers.

SESSION #31 - 06/30/2024 + 8:20-9:20 am EDT

Desired Outcome:

- Find different content ideas for my client's email list.

Planned Tasks:

- Create another script (the next one in the series).
- 3 Email Copywriting videos from Dylan Madden.
- Find which subjects can be used in his future email list.

Post-session Reflection:

- Throughout the session, I've noticed that I've been making thousands of micro-decisions that'll determine my trajectory throughout the rest of today.

SESSION #32 - 07/02/2024 + 2:15-3:15 pm EDT

Desired Outcome:

- Find future email subjects by analyzing what others within the fishing niche and expanding and adding my (client's) own take to it.

Planned Tasks:

- Write the next script in the series.
- Find more subjects for the future email list.
- 3 Email Copywriting Videos

Post-session Reflection:

- When I truly focus on divergent thinking, I can truly find the best future content ideas.
- Emails can show the same things as free content but the topics can be expanded upon and released weeks or months earlier than their free counterparts.

SESSION #33 - 07/03/2024 + 3:05-4:15 pm EDT

Desired Outcome:

- Schedule a meeting with my client.

Planned Tasks:

- Schedule a meeting with my client.
- Write what to talk about.
- 3 CC+AI videos.

Post-session Reflection:

- Instead of writing what to talk about at the meeting, I figured that I should get feedback from TRW about my client's plan, along with asking for help about how to handle my client's time "problem".

SESSION #34 - 07/03/2024 + 5:05-6:05 pm EDT

Desired Outcome:

- Find a product to give away for free or at a discount for my client.

Planned Tasks:

- Patrol the chat for 10 minutes.
- Brainstorm ideas for 10 minutes for a free product.
- 3+ Email Copywriting videos for the rest of this session.

Post-session Reflection:

- Any free deliverable can be part of something else that I can then upsell right after they enter their email address.
- Lead magnet: 5 free recipes. —> Upsell: Full Cookbook for ~~$79~~ ->$49.

SESSION #35 - 07/04/2024 + 8:00-9:30 am EDT

Desired Outcome:

- Find a solution to my client's time issue.

Planned Tasks:

- Message my client about his problem.
- Analyze his current business needs.
- Find and test the solution.

Post-session Reflection:

- The solution would be to type out the entire product, as well as run the email list.

SESSION #36 - 07/04/2024 + 11:35 am-12:35 pm EDT

Desired Outcome:

- Learn more about an email sequence.

Planned Tasks:

- 3+ videos on Email Copywriting.
- Ask about the product that we'll be making.

Post-session Reflection:

- [Type here]

SESSION #37 - 07/04/2024 + 2:20-3:35 pm EDT

Desired Outcome:

- Find a solution to my client's problem via TRW chats.

Planned Tasks:

- Patrol the chats.
- Help my fellow students on an earlier step of the journey as me.
- Ask my question the way we're supposed to in the campus.

Post-session Reflection:

- I should create a website first.
- While it's not recommended to pitch in money, especially for a starter client, I can pitch in small amounts of money at first and double down on what works. (MAXFW)
- I should focus on uploading 3x a day or creating a library of him fishing. (Tony Velkov)

SESSION #38 - 07/05/2024 + 2:40-3:40 pm EDT

Desired Outcome:

- Learn more about Email Copywriting.

Planned Tasks:

- 3+ Email Copywriting videos.
- Ask my client when he's ready to get back to work.

Post-session Reflection:

- I found that I can get content ideas by looking at the comments within previous videos and other people's comments (within the Dream 100).

SESSION #39 - 07/05/2024 + 11:00 pm-12:00 am EDT

Desired Outcome:

- Write a script based on previous videos' comments OR from a comment section from someone else in the Dream 100.

Planned Tasks:

- Patrol TikTok for comments.
- Read previous videos' comments.
- Write the script.

Post-session Reflection:

- From watching a few videos and looking in their comment section, I found many video and email ideas. I also even found a few product ideas.

SESSION #40 - 07/06/2024 + 10:00-11:00 am EDT

Desired Outcome:

- Learn more about the coaching business.

Planned Tasks:

- Analyze Sarah Dawn Moore (dating coach) (one of TRW swipe businesses).

Post-session Reflection:

- I can leverage identity play with my client. His audience should do whatever it takes to succeed as a bass fisherman.

SESSION #41 - 07/06/2024 + 2:40-3:40 pm EDT

Desired Outcome:

- Learn more about Email Copywriting.

Planned Tasks:

- 20 minutes of helping TRW students.
- 3+ Email Copywriting videos.

Post-session Reflection:

- I helped give a student feedback on the webpage he designed, which gave me more motivation to move forward.
- My client just asked to take a break for an indefinite time. So I'll need to figure out how to aikido this into a new arrangement before possibly losing him.

SESSION #42 - 07/06/2024 + 11:00 pm-12:15 am EDT

Desired Outcome:

- Learn more about Email Copywriting.
- Start writing a question for Ognjen.

Planned Tasks:

- Email Copywriting videos.
- Design mini-course.
- Write to TRW about what to do about my client temporarily dropping me.

Post-session Reflection:

- Despite what has happened, this has not been a complete waste. All the skills I had to learn quickly can be easily applied to another client, OR I can use this to make a few things behind the scenes.

SESSION #43 - 07/08/2024 + 9:00-10:15 am EDT

Desired Outcome:

- Learn how to harness my TikTok.

Planned Tasks:

- "Harness Your TikTok".
- Submit my question to Ognjen and GWS chats.

Post-session Reflection:

- I'm being taught to do the same exact thing in this course as the Email Copywriting course, and everything else within the Copywriting Campus. See what works, tweak it to your opinions, OODA Loop, and repeat as quickly as possible.

SESSION #44 - 07/08/2024 + 11:20 am-12:20 pm EDT

Desired Outcome:

- Increase my good will within the campus.

Planned Tasks:

- 10 minutes of communicating with TRW students.
- 30 minutes "Harness Your TikTok".
- Find the course of action.

Post-session Reflection:

- I can put TikTok on-hold while I ghost-write on FB, X, and/or IG. All I would need from him is to just relay what I type and reuse videos and images used for TikTok. No AI voice. No videos (yet). Just typing.

SESSION #45 - 07/09/2024 + 2:40-3:40 pm EDT

Desired Outcome:

- Get a new starter client.

Planned Tasks:

- Message three people I haven't gotten to yet.
- Rewatch Level 2 of the Bootcamp.

Post-session Reflection:

- [type here]

SESSION #46 - 07/10/2024 + 4:00-5:00 pm EDT

Desired Outcome:

- Analyze two of my leads.

Planned Tasks:

- 20 minutes of helping TRW students.
- Interact with one of my leads (propose).
- Analyze the other lead (Top Player Analysis).

Post-session Reflection:

- My first starter client might need my help running his e-commerce. During a win of a day in a PUC, I saw someone do that, meaning I can do it too.
- I must analyze a commercial electrician company (ideally national or global) to figure out how to help my friend's <u>local</u> employer.

SESSION #47 - 07/11/2024 + 10:00-11:00 am EDT

Desired Outcome:

- Analyze my friend's employer; find what this potential startet client needs.

Planned Tasks:

- Watch PUC about B2B Tao of Marketing.
- Top Player Analysis - Mission Critical Solutions.

Post-session Reflection:

- I don't know exactly what Mission Critical Solutions' issue is, but I believe it is in the general direction of client acquisition, as they are local and they want to grow.

SESSION #48 - 07/11/2024 + 3:05-4:05 pm EDT

Desired Outcome:

- Learn more about B2B Top Player Analysis (potential warm lead).

Planned Tasks:

- TPA Mission Critical Solutions.

- PUC #613: B2B Analysis.
- Talk to my other lead.

Post-session Reflection:

- B2B is mostly about direct sales, meaning commercial electricians take a completely different approach to client acquisition than residential ones (B2C).

SESSION #49 - 07/11/2024 + 4:45-5:45 pm EDT

Desired Outcome:

- Continue Warm Outreach and finish my TPA of FSG.

Planned Tasks:

- Talk to my lead.
- Finish TPA of FSG.

Post-session Reflection:

- I'll have to take a course in TRW about SEO and Web Design to help out Mission Critical Solutions (MCS).

SESSION #50 - 07/12/2024 + 8:00-9:00 am EDT

Desired Outcome:

- Reach out to more people.

Planned Tasks:

- 3-10 people.
- 5 minutes of patrolling TRW chats.
- Watch Live Beginner Calls.

Post-session Reflection:

- Reaching out to people (especially those who I haven't seen in years), can be very anxiety-inducing. The best way I figured out how to do this is to start with the most nerve-racking one, and go from there.
- I just noticed from patrolling the chats that the process map changed yesterday, meaning I must catch up on the Live Beginner Calls, as that's my new critical path.

SESSION #51 - 07/12/2024 + 10:00-11:15 am EDT

Desired Outcome:

- Watch the Level 1 lessons at 2x speed.

Planned Tasks:

- Get through the bootcamp.

Post-session Reflection:

- There wasn't really anything new to learn, so I went through them at double speed.

SESSION #52 - 07/13/2024 + 7:55-8:55 am EDT

Desired Outcome:

- Finish Level 1 and Start Level 2 Lessons.

Planned Tasks:

- Finish Level 1.
- Start Level 2.
- Begin the Client Acquisition Spreadsheet.

Post-session Reflection:

- There are different lessons I relearned that I can easily use for my prospects.
- I just have to look at a specific part of their funnel and fix it (and the rest of the funnel) for a discovery project.

SESSION #53 - 07/13/2024 + 10:00-11:00 am EDT

Desired Outcome:

- Finish 1.1 of the Process Map.

Planned Tasks:

- Level 2 Video.
- Level 2 Missions.
- Warm Outreach.

Post-session Reflection:

- The outreach spreadsheet made reaching out so much easier, I don't know why I never did that before.
- I am ready to take on Phase 2 of the process map.

SESSION #54 - 07/14/2024 + 8:30-9:30 am EDT

Desired Outcome:

- Dip my feet into the E-Commerce campus.

Planned Tasks:

- Message my client (Client #1) about the first step to do (renovate or create a new e-commerce storefront).
- Start blitzing through the E-Commerce campus in TRW.

Post-session Reflection:

- Once my client figures out what he wants to sell, I can then apply the concepts I already learned with maniacal urgency.

SESSION #55 - 07/14/2024 + 10:30-11:30 am EDT

Desired Outcome:

- Learn from Client #1 what he wants to sell.

Planned Tasks:

- Keep messaging him.
- E-Commerce (Branding).

Post-session Reflection:

- Because Client #1 wants to sell custom clothes, I can use Minea to find which clothing designs work the best.
- If necessary, we would start by using AliExpress, and then gradually transition to USA Drop, but if there's a better way to sell a custom brand, we would do this differently.

SESSION #56 - 07/14/2024 + 7:30-8:30 pm EDT

Desired Outcome:

- Learn how to make custom clothes.

Planned Tasks:

- 20 minutes of researching.
- Continue down the E-Commerce campus.

Post-session Reflection:

- I learned it is best to sell "generic" items first so I can use dropshipping, and then transition over to custom clothing, where there's more risk involved.

SESSION #57 - 07/15/2024 + 8:45-9:45 am EDT

Desired Outcome:

- Learn about creating a storefront.

Planned Tasks:

- "Store Setup".
- Talk to Client #1 about setting up the store.

Post-session Reflection:

- To combat Client #1's objection, we'll be using CJDropshipping instead of AliExpress.
- I will start reaching out to more prospects due to there being downtime.

SESSION #58 - 07/15/2024 + 3:00-4:00 pm EDT

Desired Outcome:

- Reach out to more people during this period of downtime.

Planned Tasks:

- Add more to the Warm Outreach Google Sheet.
- Contact 3-10 more people.

Post-session Reflection:

- I reminded myself that my frightened state was a paper tiger, and attacking with speed and getting it over with is the perfect cure for it.

SESSION #59 - 07/15/2024 + 4:15-5:15 pm EDT

Desired Outcome:

- Create a Shopify store OR finish "Store Setup" (whichever one I can do at this time).

Planned Tasks:

- Finish "Store Setup."
- Message Client #1 about creating the website.
- Begin using Shopify.

Post-session Reflection:

- Because I didn't get anything back from Client #1 yet, I progressed through "Store Setup" instead.
- I can link up his store to his two main platforms, IG and TikTok, by using Pixels once everything else is finished.
- Hopefully, I can start creating the Shopify Store tomorrow due to how quick it looks.

SESSION #60 - 07/15/2024 + 10:55-11:55 pm EDT

Desired Outcome:

- Complete "Store Setup."

Planned Tasks:

- Complete "Store Setup."
- Begin "Organic Traffic."

Post-session Reflection:

- For Vitals, I'm not sure whether to use Shopify's email platform or ConvertKit.
    - For Holi_Gionni (Client #1), I'll use Vitals due to there only being one rung on this value ladder.
    - For MoodyFishing (my ex-client), I'll use ConvertKit due to its ability to manage multiple email lists for different levels of his value ladder. E-Commerce will just be one part of his business.
- Client #1 told me he's off of work tomorrow, making that day the best time to build the website ASAP. I'm really looking forward to this.
- I feel I can use Organic Traffic instead of Paid Traffic because of his stats. On IG, he has ~3.3k followers and 500+ followers on Tiktok, but of course I will have to experiment.
- We can use all the profits to build a school in Pakistan (he's already doing this using GoFundMe).

SESSION #61 - 07/16/2024 + 8:00-9:00 am EDT

Desired Outcome:

- Begin "Organic Traffic".

Planned Tasks:

- 10 minutes of patrolling the chats.
- "Organic Traffic".

Post-session Reflection:

- "Organic Traffic" was a brief intro to uploading on TikTok. This doesn't apply to Client #1 because he already has his own uploading schedule and fanbase.
- When I get back home later today, I will start creating the Shopify store.

SESSION #62 - 07/16/2024 + 2:35-3:35 pm EDT

Desired Outcome:

- Start building a website.

Planned Tasks:

- Start building a website according to Client #1's needs.
- Communicate with Client #1 frequently along the way.

Post-session Reflection:

- It took a while to get the green light from Client #1, but he gave me free reign to build it completely, and he'll reimburse me for the domain and store costs.
- I could have kept going after the 60-minute mark, but I have to take a breather.

SESSION #63 - 07/16/2024 + 3:50-4:50 pm EDT

Desired Outcome:

- Build the website.

Planned Tasks:

- Go through the Settings part of the tutorial.
- Make a logo.

- Sign up to CJDropshipping.

Post-session Reflection:

- I got stuck when making the gmail account and messed up. I will have to fix this during my next GWS.

SESSION #64 - 07/17/2024 + 8:45-9:45 am EDT

Desired Outcome:

- Create a business email.

Planned Tasks:

- Ask for help in TRW.
- Create the email.
- Continue building the store.

Post-session Reflection:

- I learned that I must create a personal Google account and then create a business account in Shopify.
- Because I impulsively deleted the one from yesterday, I must delete the Shopify account I made yesterday and create a new one. I also must use a different domain name.
- None of this would've happened if I just stopped for an hour and really thought about what I was doing before digging myself into a hole.

SESSION #65 - 07/17/2024 + 2:15-3:40 pm EDT

Desired Outcome:

- Continue building the website.

Planned Tasks:

- Build the website following the steps in TRW.
- Ask any questions I get along the way in the chats.

Post-session Reflection:

- Everything else has been easier. The main problem is accepting payments. Client #1 must use his address, date of birth, etc. due to legal reasons.
    - I might have to change up the entire store just to change the address and phone number to his OR I'll have to accept everything.

SESSION #66 - 07/17/2024 + 5:00-6:00 pm EDT

Desired Outcome:

- Continue working on the store.
- Follow up with the lead.

Planned Tasks:

- Sign up to CJDropshipping.
- Create a logo.
- Follow up with the lead.

Post-session Reflection:

- I easily signed up to CJDropshipping and can not wait to pitch to Client #1 the logos.

SESSION #67 - 07/17/2024 + 10:00-11:00 pm EDT

Desired Outcome:

- Collect more logos.

Planned Tasks:

- Collect more logos.
- DM them to Client #1.
- Change business address and phone number.
- Browse CJDropshipping for any product ideas.

Post-session Reflection:

- There aren't too many products to list. The only ones I can find were Jesus plushies and crucifix jewelry. I might have to use other suppliers to find somewhat better things.
    - I could set up a Patreon for Client #1's viewers.
- Changing the address and phone number was way easier than I thought.

SESSION #68 - 07/19/2024 + 9:40-10:40 am EDT

Desired Outcome:

- Find a winning strategy for Client #1.

Planned Tasks:

- Top Player Analysis of similar types of businesses/social media accounts.
- Map out the funnel.

Post-session Reflection:

- One major opportunity is to show on the homepage what projects ALL profits are going towards. That will make people see they're contributing to a charitable cause.

SESSION #69 - 07/19/2024 + 2:30-3:30 pm EDT

Desired Outcome:

- Find more items/categories to use in the Shopify store.

Planned Tasks:

- Draw out a funnel.
- Browse CJ Dropshipping.

Post-session Reflection:

- By overwhelming myself with positive thoughts and affirmations, I got myself out of my slump, and wrote the exciting goal of getting Client #1 $10,000 by August 18.

SESSION #70 - 07/20/2024 + 10:20-11:20 am EDT

Desired Outcome:

- Find custom clothing items.

Planned Tasks:

- Find items on CJDropshipping.
- Search AliExpress.
- Run the items by Client #1.

Post-session Reflection:

- I feel that I can get way more products in the store if I don't overthink and "ask for forgiveness" later.

SESSION #71 - 07/22/2024 + 8:30-9:30 am EDT

Desired Outcome:

- Connect TopStitch to Shopify.

Planned Tasks:

- 10 minutes of helping TRW students.
- Create a TopStitch account.
- Connect it to Client #1's Shopify store.

Post-session Reflection:

- We found the font he wanted and now I can create a design and upload the product.

SESSION #72 - 07/22/2024 + 9:45-10:45 am EDT

Desired Outcome:

- Design a product and make a listing.

Planned Tasks:

- Design a t-shirt.
- Add it to the Holy Gionni store.

Post-session Reflection:

- I did everything I needed to do to get it on the Shopify store.
- It is listed for $25, meaning to make him $10,000, I must sell 400 of them.
- It was very easy, I should make a few more designs before releasing the store to the public.

SESSION #73 - 07/22/2024 + 1:25-2:25 pm EDT

Desired Outcome:

- Find my next client.

Planned Tasks:

- Contact three more people.
- Continue building the store.

Post-session Reflection:

- I must figure out how to get my inventory source changed to TapStitch.
- I cannot slow down during future GWSs because if I do, I get very close to getting very distracted.

SESSION #74 - 07/22/2024 + 2:35-3:35 pm EDT

Desired Outcome:

- Add more products to the Shopify page.

Planned Tasks:

- Change my source of inventory.
- Create two more designs and add them.

Post-session Reflection:

- This is way easier than I thought; all I have to do is not overthink anything.
- I can make several designs, and then make variations of what Client #1 likes while deleting the rest. This saves so much time because I don't have to wait a few hours for him to respond.

SESSION #75 - 07/23/2024 + 8:45-9:45 am EDT

Desired Outcome:

- Find more items/categories to use in the Shopify store.

Planned Tasks:

- Patrol TRW chats for 15 minutes.
- Add another product listing.
- Begin designing the Shopify page.

Post-session Reflection:

- I finished the fourth product and now I'm ready to continue with the rest of shopholygionni.com.

SESSION #76 - 07/24/2024 + 8:30-9:30 am EDT

Desired Outcome:

- Find more items/categories to use in the Shopify store.

Planned Tasks:

- Make another listing.
- Start working on the design.

Post-session Reflection:

- This is going well, but due to updates with the different apps involved, this did take longer than it should have.
- Also, Client #1 wants more items.

SESSION #77 - 07/24/2024 + 10:00-11:00 am EDT

Desired Outcome:
- Continue building the store.

Planned Tasks:
- Add two more shirts to the store.
- Continue adding pages.

Post-session Reflection:
- I'm always stopping myself right when I get into the heat of each GWS. For now on, I will do 90 minutes per GWS.

SESSION #78 - 07/25/2024 + 9:00-10:15 am EDT

Desired Outcome:
- Design the Shopify store.

Planned Tasks:
- Modify the design.
- Continue the process.

Post-session Reflection:
- Shopify makes customizing a theme a PITA. Why can't I just change different buttons? I think I should just make a different theme.
- 90 minutes was too much, but 75 was pushing it, so I should go with that.

SESSION #79 - 07/25/2024 + 2:00-3:15 pm EDT

Desired Outcome:

- Finish designing the theme.

Planned Tasks:

- Finish designing the theme.
- Get Client #1 to give Shopify his financial info.

Post-session Reflection:

- I finished the hart part of making Client #1's website. Now I must wait until he submits his financial info into Shopify Payments.

SESSION #80 - 07/26/2024 + 3:30-4:30 pm EDT

Desired Outcome:

- Continue Warm Outreach.

Planned Tasks:

- Follow up with Client #1 about Shopify Payments.
- Talk to a total of at least three people about Warm Outreach.

Post-session Reflection:

- This wasn't too hard, nor did it take that long. I can either mix this into other GWSs, or contact more people if I choose to keep Warm Outreach GWSs independent.
- I could have done this yesterday since I entered a period of downtime. But I didn't because I was too scared to continue Warm Outreach.

SESSION #81 - 07/27/2024 + 10:45-11:45 am EDT

Desired Outcome:

- Fulfill the first order on the new Shopify Store.

Planned Tasks:

- Fulfill Client #1's first order.
- Message both leads.

Post-session Reflection:

- A new obstacle that I'll address tomorrow is setting up the financial side of Client #1's store.

SESSION #82 - 07/29/2024 + 10:00-11:00 am EDT

Desired Outcome:

- Overcome the financial problem.

Planned Tasks:

- Use Shopify's Help Center.
- Ask a captain in TRW.
- Ask Client #1.

Post-session Reflection:

- The money gets deposited in the Shopify Payments within five business days, meaning Client #1 can announce his store to the public and I'll be okay with going "into the hole" when buying from the suppliers until it's all deposited.

SESSION #83 - 07/30/2024 + 3:00-4:00 pm EDT

Desired Outcome:

- Contact my next lead.

Planned Tasks:

- Make SPIN questions for one lead.
- Find what I'll say to my next lead.

Post-session Reflection:

- The overall template is the same. It's just that most of the questions will be determined by what was answered in the previous ones; it's not really something you plan for.
- Making a phone call or an in-person meeting is way faster than using text. When I used text, it would take a week or two. But with a meeting, it will take less than an hour, and I will get more insights and find the discovery project much faster. SPEED is crucial.

SESSION #84 - 07/31/2024 + 8:00-9:00 pm EDT

Desired Outcome:

- Learn more about my lead.

Planned Tasks:

- Call my lead.
- Ask the SPIN Questions and tell him what I can do.
- If he doesn't answer, add another product to the store.
- If he doesn't answer, help a TRW Student.

Post-session Reflection:

- I took the initial feeling of nervousness and aikido it into a feeling of excitement by acknowledging the feeling and calming down.

SESSION #85 - 08/01/2024 + 10:30-11:30 am EDT

Desired Outcome:

- Figure out the next step for Client #1's funnel.

Planned Tasks:

- Find the short-term goal.
- Reverse engineer the outcome and find the steps.
- Find each objective's cause-and-effect chains.

Post-session Reflection:

- I figured out that Client #1 must put a link in every video comment section, as well as make a page dedicated to promotion.

SESSION #86 - 08/01/2024 + 12:00-1:00 pm EDT

Desired Outcome:

- Relist that same item I made yesterday.
- Top Player Analysis on promoting the merch store.

Planned Tasks:

- Make the same design.
- Replace the old one.

- Tao of Marketing TPA for the merch store.

Post-session Reflection:

- I have already submitted the website into TRW chats to get some feedback. So far, the only issue I've seen is Client #1 hasn't explicitly promoted it yet by saying it and putting the link below his post.

SESSION #87 - 08/02/2024 + 8:00-9:00 am EDT

Desired Outcome:

- Fix the Shopify store using all the feedback from TRW.

Planned Tasks:

- Remove powered by Shopify.
- Remove track123 message "order lookup"
- Remove track123 message "contact support"
- Remove the image.
- Center featured collections.

Post-session Reflection:

- I removed the image and centered the featured collections. I haven't been able to do the other things there, but I don't think the traffic would care about that.

SESSION #88 - 08/02/2024 + 10:00-11:00 am EDT

Desired Outcome:

- Figure out how to hide Track123 and "powered by Shopify."

Planned Tasks:

- Use Shopify Help.
- Use TRW Chats to help.

Post-session Reflection:

- A student in TRW linked to me the Online Store Checklist. This will be the thing future GWSs will revolve around.

SESSION #89 - 08/02/2024 + 12:00-1:00 pm EDT

Desired Outcome:

- Complete more of the Online Store Checklist.

Planned Tasks:

- Tell my client about the renovation.
- Figure out which points to prioritize.
- Do those things.
    - Sticky header.
    - Remove "Powered by Shopify."
    - Change the icon.
    - Move the price to "Add to cart."

Post-session Reflection:

- For the more difficult stuff, I will need to download Vitals.
- I also need to create an email marketing sequence, and include elements of copywriting in the store for each item.

SESSION #90 - 08/03/2024 + 9:00-10:00 am EDT

Desired Outcome:

-   Install Vitals for Client #1.

Planned Tasks:

-   Patrol TRW Chats for 10 minutes.
-   Install Vitals.
-   Write Product Descriptions.

Post-session Reflection:

-   By using ChatGPT, I wrote a product description for one of Client #1's products. The main issue so far is the line breaks don't show up on Shopify, meaning I have to use Shopify instead of TapStitch because they can't do this properly, apparently.

SESSION #91 - 08/03/2024 + 10:45-11:45 am EDT

Desired Outcome:

-   Add product descriptions to the store.

Planned Tasks:

-   Find out how to do that via Shopify and NOT TapStitch.
-   Type out the other four product descriptions.
-   Add the Unique Selling Point to the Home Page.
-   Create a new Mission Statement.

Post-session Reflection:

-   Immediately after doing these things, I made the website way more professional. I wonder what else I can do during the next GWS.

SESSION #92 - 08/03/2024 + 3:15-4:15 pm EDT

Desired Outcome:

- Complete more of the Online Store Checklist.

Planned Tasks:

- Figure out different apps on Vitals.
- Email Marketing.

Post-session Reflection:

- When I'm in that state of flow, everything gets done much faster. I cannot wait to continue this during my next GWS.

SESSION #93 - 08/06/2024 + 9:00-10:00 am EDT

Desired Outcome:

- Have a better description for Client #1's funnel.

Planned Tasks:

- Create a better description.
- Send it to Client #1.

Post-session Reflection:

- I managed to filter out the neutral and negative copy to make a better description. I just need to figure out how to make this draft better using the level 3 content.

SESSION #94 - 08/06/2024 + 2:45-3:45 pm EDT

Desired Outcome:

- Improve the draft.

Planned Tasks:

- Review Level 3 Content (notecards).
- 30 minutes of Live Beginner Call (2x speed).
- Edit the draft with this new information.

Post-session Reflection:

- HSO is the way to do this. He likes both drafts, so he'll try the most recent one.

SESSION #95 - 08/07/2024 + 6:00-7:00 pm EDT

Desired Outcome:

- Find a better winning strategy.

Planned Tasks:

- Analyze my client's business situation and needs.
- Analyze top players.
- Brainstorm marketing solutions to solve their growth needs.
- Get feedback from TRW chats.

Post-session Reflection:

- It's worth calming down and getting a clear head because if I didn't, I would've wasted more GWSs on stuff that doesn't matter. Now that I have a plan, I don't need to worry as much.
    - I wish I had done this for the last 95 GWS. I would've hit my inflection point by now.

SESSION #96 - 08/08/2024 + 2:35-3:35 pm EDT

Desired Outcome:

- I will learn more about the Level 3 concepts.

Planned Tasks:

- Live Beginner Calls (Level 3) 2x speed.
- Online Store Review video (E-commerce campus).

Post-session Reflection:

- As I watched Lesson 10 about amplifying desire, I noticed I should've asked my client about who his ideal customer is and everything about him/her. I'm doing this because I can create an ad that tailors to this type of person. I can afford it if I use AliExpress and import their reviews and product images.
- I should make a habit of spending a single GWS each day watching the Level 3 content and a product review video in the e-commerce campus.

SESSION #97 - 08/08/2024 + 4:00-5:05 pm EDT

Desired Outcome:

- Stage 5.2: Do the task on my own.

Planned Tasks:

- ~~Add an AliExpress item to my client's store.~~
- Draw out an ad funnel using *Secrets* Trilogy.
- Use my client's description to start creating an ad.

- Patrol TRW Chats if I still have time (because I forgot to do that this morning).

Post-session Reflection:

- Due to only using AliExpress to add a product to the store for the first time, I took longer than I should, and that's why that's the only thing I got done. The other two tasks will be moved to the next GWS.

SESSION #98 - 08/08/2024 + 6:30-7:30 pm EDT

Desired Outcome:

- Stage 5: Carry out the plan.

Planned Tasks:

- Draw out an ad funnel using *Secrets* Trilogy.
- Use my client's description to start creating an ad.

Post-session Reflection:

- Due to only using AliExpress to add a product to the store for the first time, I took longer than I should, and that's why that's the only thing I got done. The other two tasks will be moved to the next GWS.

SESSION #99 - 08/09/2024 + 7:30-8:30 am EDT

Desired Outcome:

- Stage 5.1: Watch Level 3 Videos.

Planned Tasks:

- Patrol TRW Chats (10 minutes).
- Watch Level 3 Content (2x speed).
- Add FB Pixels to my client's store.

Post-session Reflection:

- I must analyze Top Players to figure out how I can lace in curiocity to every step of this funnel.
- I cannot set up Meta or TikTok Pixels until he gives me the log in.

SESSION #100 - 08/XX/2024 + 4:00-5:05 pm EDT

Desired Outcome:

- Stage 4.2: Analyze Top Players.

Planned Tasks:

- Analyze Undeniable Clothing.

Post-session Reflection:

- Even though I did not finish, I realized all it takes is one successful ad campaign using this formula to move traffic into the store and buy.