

Day 3 Challenge

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

Goal is having a client that pays me 1k

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

Starting from the beginning

- If I have picked a niche I will research the market
- If I research the market then I will find a potential client
- If I find a potential client then I will Identify their “machine”
- If I Identify their “machine” then I can figure out where their machine is the least efficient/effective
- If I Identify where their machine is the least efficient then I can Brainstorm Ideas as to what I can do to fix this broken/inefficient part
- If I brainstorm Ideas as to how to fix their part and have a number of different solutions then I will reach out to my potential customer
- If I reach out to my potential customer then I will keep following up with them
- If I keep following up with them then I can convince them to do a sales meeting
- If I have a sales meeting then I can convince them they NEED my help and I am the solution to their problems
- If I have convinced them that they need my help and I am the solution then I can begin writing my copy,
- If I begin writing my copy then I can Finish writing my copy
- If i finish writing my copy then I can test my copy
- If I test my copy then I can put value on that copy
- – If my copy does not have enough value I will recycle and do better and rewrite my copy
- If I put value to that copy then the client will pay me what that copy is worth- 1k dollars
- If the client pays me 1k dollars then I will put that money in my bank account
- Then I will take that money and buy a better laptop

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

All of my unknowns (I think that a lot of these are from me not being very far in the level 4 Course)

- I don't know how to reach out to clients for money
- I don't know how to research a market
- I don't know how to find a good potential client
- I don't know how to test to see if copy does well or not
- I don't know how to find businesses that are hurting
- I don't know how to test efficiency of a part of said machine
- I don't know how to convince people that I am the solution because I don't have any testimonials or concrete experience
- I don't know how to value copy
- I don't know how to get paid
- I don't know weather to use paypal or my personal bank account or to set up my own bank account
- I don't know how to even run a professional sales call
- I don't know how to pick a good niche

4 - Share your cause and effect chain, assumptions and unknowns in