



Cause and Effect chain

1. The goal in 3 months is to have a client pay me \$5000
2. Work backward from your goal and identify as many of the cause and effect chains that lead to the desired results
 - Both of my clients pay me \$2.5K a month for growing their social media, taking care of their email copywriting services/funnels
 - Wait 2-4 weeks to measure the results of the conversions/followers
 - The emails get sent out, I post 3-6 times a day alongside with 1 story and 10 replies in their market
 - The email sequence or instagram posts get reviewed by students in the bootcamp or the copy aikido channel for a final review
 - I review and implement necessary changes 3-5 times
 - I have daily calls with the business owner weekly to make sure that the tonality, and brand resonation with the audience is correct
 - I create an email sequence and content calendar
 - I take 1-3 days to research strategies to implement in our project, breaking down top players in the niche
 - Formalize an agreement with the business owner
 - Ask SPIN questions, find their problem, and pitch them
 - Get them to book a meeting with me
 - Send a cold outreach via DM
 - Prospect for clients

3. Identify any potential unknowns or assumptions in your understanding of the cause and effect chains (Working backwards)

- Not interested, too busy, and we already have a copywriter replies
- They don't pay me on the backend because I didn't provide the desired outcome
- Assuming that the copy is up to the standard when its not
- Not reviewing and implementing necessary changes
- Assuming that my profile is professional enough, alongside with my website
- I Did enough research within the process immersing myself with the target audience and I identified why it is clear they should be using my email/social media marketing services