100 G WORK SESSIONS AWAY

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G Work Session Tracker Template

SESSION #1 - 06/10 + 07:32am-09:09am

Desired Outcome:

- Edit highly engaging Reel (Idea, script and previous communication done)

Planned Tasks:

- Trimming video (dead silences and unnecessary footage)
- Fix and enhance audio
- Add subtitles and graphics
- Color correction
- Send client

Post-session Reflection

- This is actually the second session editing the Reel, fixing up the script… Encountered some problems trying to make the edit higher-quality, needed to fix them.

SESSION #2 - 06/10 + 11:09am-12:15pm

Desired Outcome:

- Look for new clients

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Ok… WOW! Found other tools that increased my productivity but… this was amazing! Went back to the “plastic surgery” niche, now I remember why I stopped. Either way I went over a lot of prospects.

SESSION #3 - 06/10 + 02:57pm-04:28pm

Desired Outcome:

- Find new prospects to reach out to next week
- Send outreach messages to 5 prospects

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info
- Reach out to 5 prospects in my prospecting list

Post-session Reflection

- I had a more difficult time finding prospects but I think they're better qualified.
- Had to really stretch my brain reaching out to 2/5 prospects:
- 1. I had trouble not sounding insulting, I think I was able to lead with the positive and solve it.
- 2. I missed something qualifying her business as a prospect, I can help her but probably in a different way (I was going to pitch "web design" and went for something more general "digital marketing"). Not ideal. Maybe social media marketing or Meta ads is a better alternative.
- I needed to spend more time analyzing their situation, literally 2 minutes after analyzing their content I found gaps in their strategy and what's the best alternative to solve it

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SESSION #4 - 06/11 + 06:42am-07:51am

Desired Outcome:

- Write persuasive website copy + FAQs for a service my client offers (SkinVive)

Planned Tasks:

- Research (Pain, desire and outcomes, ideal customer, other websites, reviews, FAQs)

- What are the steps I need to take for the ideal customer to consume the information and book the appointment with my client?
- Collect everything useful I find to write a high-converting page.
- Go through what's essential and keep only that.
- Create a rough draft. Mostly information from other pages, getting a feel of how TOP Players advertise the service.
- Analyze their copy. What are they talking about in essence? What's the main idea in each sentence? Why is it important and how does it relate to my ideal customer?

Post-session Reflection

- It's amazing how quickly you can do something when you're 100% focused with the task at hand and already know what you need to do. Look for the official page for info. Look at several TOP Players in my client's country. Look for reviews for specific insights… BOOM. Now I have everything I need, go through everything, understand how it all comes together and I'm prepared to get to work.

SESSION #5 - 06/12 + 09:49am-10:55am

Desired Outcome:

- Write website copy with all the previous work of the last session (SkinVive)

Planned Tasks:

- Review my notes.
- Extract the pains and desires, things that make the product unique to craft compelling website copy while trying to keep it light to not overwhelm the reader (as mostly their audience sees the website from iPhone, around 80%)

Post-session Reflection

- When you have all previous work done and commit 100% to what you're doing, even distractions feel pointless: I forgot to leave my phone far away and didn't even think about checking it even once.
- I've made an incredible amount of progress, I could probably even say more progress than normal (even working with just one hand, as I had my second wrist surgery yesterday)

SESSION #6 - 06/12 + 12:10pm-01:09pm

Desired Outcome:

- Finish first draft (SkinVive)

Planned Tasks:

- Write FAQs
- Review the first draft (See how everything relates to the avatar)

Post-session Reflection

- Heavy rain and open windows distracted me a minute before finishing the GWS but the first draft's finished and reviewed.
- Next GWS today will be spent prospecting and doing outreach.

SESSION #7 - 06/12 + 04:00pm-05:03pm

Desired Outcome:

- Message prospects to get a response from them offering what they need to improve their business
- Prospecting

Planned Tasks:

- Send messages to 5 prospects
- Send follow-up messages to 2 prospects (as 3 of them haven't accepted IG invitation to chat)
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Going against the clock to be in time for the MPUC made me focus even more, become more effective at qualifying prospects and how I could be able to help them. I need to be able to trigger this kind of focus ALWAYS.

SESSION #8 - 06/13 + 08:45am-09:45am

Desired Outcome:

- Find ideas for Botox for chronic migraines Reels that people watch (it's a really small percentage of the population so leading with that is insta-kill, already proven as average watch time was 4 seconds in a 30s video, they got through the hook basically)

Planned Tasks:

- Look for video ideas about Botox and Botox for chronic migraines
- Write down their structure to make it compelling not just for migraine sufferers

Post-session Reflection

- This session was chaotic. No other way to define it.
- Encountered problem after problem because my client wants me to find 12% of 100k women (that's the percentage of women supposedly suffering from chronic migraines in a 30 mile radius), using Meta ads is going to be a waste of money and on Instagram (as part of the strategy is going to be really difficult as well)
- I'm going to pitch them using Manychat with the videos at the end talking about Botox for chronic migraines, redirecting the viewers to the website page for them to schedule a consultation, I can't see a way through this.
- Got 2 ideas, one is a trending video, the other one uses curiosity to keep them watching, then at the end we'd revert to Botox for chronic migraines and the CTA but, again, we're looking for a needle in a haystack.

SESSION #9 - 06/13 + 10:23am-11:58am

Desired Outcome:

- Find ideas for Botox for chronic migraines Reels that people watch
- Find different ways to advertise/market Botox for chronic migraines

Planned Tasks:

- Write script with hook, description and everything my client needs to film the video
- Search for Botox for chronic migraine Meta ads
- Create a plan of action
- Share plans with client

Post-session Reflection

- FINALLY! My client wanted me to find clients for him to be qualified to inject Botox for chronic migraines, it was/is a challenge. Hopefully he accepts the proposal.
- I didn't fInd a good ad for Botox for chronic migraines but he offers Botox for other medical purposes too and I found one with exactly everything he offers, that's when I knew I was micro-focused instead of macro. Why not advertise Botox for everything?
- 4 images for the 4 purposes (wrinkles and fine lines, chronic migraines, hyperhidrosis and TMD). Maybe he doesn't get clients for chronic migraines, but the rest can bring him clients too, so in the end, he can profit from the campaign.
- I wrote a script/came up with a good, fun idea for a Reel that can work too for Botox for chronic migraines but has a more general focus on Botox. This was a productive session.

SESSION #10 - 06/13 + 01:01pm-02:04pm

Desired Outcome:

- Find new prospects to reach out

Planned Tasks:

- Write messages to reach out this afternoon to next 5 prospects
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- I'm exhausting my terms using "site: Instagram "term" "@gmail.com"", took a lot more time to find viable prospects. In a couple days I'll have to shift to Yelp.

SESSION #11 - 06/13 + 03:02pm-04:02pm

Desired Outcome:

- Review Skinvive page
- Write Medical Botox page for clients's website

Planned Tasks:

- Review the first draft of Skinvive page. Is it complete? Does it flow? Benefits, problems, desires… Does everything connect to the ideal customer?

- Review competitors' Medical Botox page
- Start outlining Medical Botox page
- Write Medical Botox page (short, not getting into details, more information available if they click the button to learn more about one of the therapeutic uses of Botox)

Post-session Reflection

- I opened too many pages to look for relevant information and got lost, I should extract the necessary info to work on my copy into one document and close the other tabs. Overall, it was a productive session.

SESSION #12 - 06/14 + 08:03am-09:10am

Desired Outcome:

- Edit client Reel's for maximum engagement (How the day of your Botox for chronic migraines appointment would look like)

Planned Tasks:

- Trim silences of the video
- Fix audio
- Fix color
- Create changes of scenery/resets (through movement, zoom in/out, etc.)
- Add subtitles, transitions…

Post-session Reflection

- Usually editing this type of Reel would've cost me an hour more to finish, even though I wrote the script and already had an idea about the end result. GWS are awesome.

SESSION #13 - 06/14 + 10:37am-11:43am

Desired Outcome:

- Edit another client Reel's for maximum engagement (Combining PRP with treatments)

Planned Tasks:

- Trim silences of the video
- Fix audio
- Create changes of scenery/resets (through movement, zoom in/out, etc.)
- Add subtitles, transitions, B-roll…

Post-session Reflection

- Everyday I'm becoming faster and better at everything I do. It's amazing to have the ability to produce better results, faster. Can't even imagine how it'd be in a few years from now…

SESSION #14 - 06/14 + 12:00pm-01:14pm

Desired Outcome:

- Write today's outreach messages
- Prospecting

Planned Tasks:

- Write messages to reach out and follow up this afternoon with 5 prospects
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Took me more time than expected. Shifted into looking for prospects on Facebook to find more people, spent a lot of time looking for a prospect's email but couldn't find it.

SESSION #15 - 06/14 + 03:26pm-04:28pm

Desired Outcome:

- Editing another Reel I wrote the script for (Can IV Hydration benefit your skin?)

Planned Tasks:

- Trim silences of the video
- Fix audio
- Create changes of scenery/resets (through movement, zoom in/out, etc.)
- Add subtitles, transitions, B-roll…

Post-session Reflection

- After this 4th session I notice my focus failing a bit more. It doesn't affect me much though, because my editing process has been internalized for quite some time.

SESSION #16 - 06/15 + 08:00am-09:00am

Desired Outcome:

- Editing another Reel I wrote the script for (Tips for people suffering from chronic migraines)

Planned Tasks:

- Trim silences of the video
- Fix audio
- Create changes of scenery/resets (through movement, zoom in/out, etc.)
- Add subtitles, transitions, B-roll…

Post-session Reflection

- Ended up going into After Effects for more advanced graphics, which took a lot more time so I wasn't able to finish it in this first GWS. I might not be able to finish it in the next one, we'll see.

SESSION #17 - 06/15 + 09:15am-10:27am

Desired Outcome:

- Editing another Reel I wrote the script for (Tips for people suffering from chronic migraines)

Planned Tasks:

- Trim silences of the video
- Fix audio
- Create changes of scenery/resets (through movement, zoom in/out, etc.)
- Add subtitles, transitions, B-roll…

Post-session Reflection

- Had a really good idea during the GWS while editing to create a PDF document as FREE Value for their website for people needing to track their migraines, in return we'd get their email and we start building our email list.
- Finished the Reel and it's really entertaining, only problem is the people we're referring to (12% of Canadians, which in a 30-mile radius of 100k people… pretty difficult)

SESSION #18 - 06/16 + 12:05pm-01:05pm

Desired Outcome:

- Editing another Reel I wrote the script for (Who shouldn't get filler?)

Planned Tasks:

- Trim silences of the video
- Fix audio
- Create changes of scenery/resets (through movement, zoom in/out, etc.)
- Add subtitles with a lot of changes in font style, transitions

Post-session Reflection

- After seeing the content I noticed it didn't need any B-roll, it was a really good, productive session.

SESSION #19 - 06/16 + 03:53pm-05:11pm

Desired Outcome:

- Editing another Reel I wrote the script for (How long does it take for Botox to start working for migraines?)

Planned Tasks:

- Trim silences of the video
- Fix audio
- Create changes of scenery/resets (through movement, zoom in/out, etc.)
- Add subtitles, transitions, B-roll from movies…

Post-session Reflection

- Took more time than it should, I had scheduled to start half an hour earlier. With this, all the Reels are done until at least a couple of days. Hopefully I can continue with the website now.

SESSION #20 - 06/17 + 12:04pm-01:04pm

Desired Outcome:

- Review and analyze Medical Botox page
- Review and analyze Skinvive page
- Write outreach messages for this afternoon

Planned Tasks:

- Find weak points in the website pages
- See what can improve, what to change…
- Write 19 messages (outreach and follow-ups)

Post-session Reflection

- Most of the work on the pages is really solid, found some things that might not be relevant and will probably not make it into the final version.
- Took some time writing every message but it's worth it
- Came back to the email that got me my first client, had a really good, simple, specific question at the end that I'll keep implementing on these new messages.

SESSION #21 - 06/17 + 02:56pm-03:59pm

Desired Outcome:

- Find new prospects to reach out to next week
- Send outreach messages

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info
- Reach out to prospects and follow up with them

Post-session Reflection

- Pretty productive. Got 5 new qualified prospects to pitch Meta Ads and SMM.

SESSION #22 - 06/18 + 07:50am-08:50am

Desired Outcome:

- Find new prospects to reach out to next week

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Found a really good video that has amazing engagement, it's from a year ago but it's worth to try for my client
- Went over 20 prospects and only added 2 to the list. This wasn't a productive session, I could probably look at it from a different lens, that it was, that finding who's not a good fit IS ALSO PRODUCTIVE… even though it doesn't really feel that way.
- I have 17 more prepared for the next session, today is a prospecting day.

SESSION #23 - 06/18 + 09:07am-10:06am

Desired Outcome:

- Find new prospects to reach out to next week

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Found 7 new prospects. This was a really productive GWS but 2 prospecting GWS back-to-back is more than enough. I'll take a break, eat something, come back and do another one.

SESSION #24 - 06/18 + 10:58am-11:59am

Desired Outcome:

- Write messages (outreach and follow-up)
- Find new prospects to reach out to next week

Planned Tasks:

- Write outreach messages to send this afternoon to scheduled prospects
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Spent a lot of time writing the messages… Should've been more effective as it's something that I do every day.
- Wasn't as productive as I would've liked but managed to find 3 prospects more

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SESSION #25 - 06/18 + 02:40pm-04:06pm

Desired Outcome:

- Find new prospects to reach out to next week
- Message prospects

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info
- Send outreach 5 messages to prospects, follow up with 3

Post-session Reflection

- I was almost left with no prospects. Today, even if it was grunt work and pretty boring, allows me to focus on my client and try to schedule a call with him to tell him where I want his business to go over the next few months (He's been distant so I hope this can fix whatever's happening and continue scaling with him) If I'm not able to save it… Good, already have a good list of prospects and it'll continue to grow, soon I'll have another client in the same niche.

- I've become quite selective with the prospects I choose. Before, if I went over 100 prospects, I could probably add 80 of them, going “Ha! Newsletter for you too...”, not my proudest moment when I look back.

SESSION #26 - 06/19 + 08:01am-09:00am

Desired Outcome:

- Shorten “IV Hydration Therapy page”, make it more engaging, use FAQs for almost all of the information

Planned Tasks:

- Extract the info from the previous version
- Make it into something more actionable
- Change the order and give people what they want
- Use FAQs to provide additional information, not make the whole page about that
- Create a clear, actionable CTA. Not the bullsh*t vague, weird CTA it has now

Post-session Reflection

- Working from a previous version after giving it time to cool off is the best way to do something. Arno says “In the land of the blind the one-eyed man is king”, well… here you feel like the three-eyed man, seeing how painfully bad it was before, how many mistakes were made, how everything has to change to click.

SESSION #27 - 06/19 + 09:24am-10:26am

Desired Outcome:

- Shorten “PRP page”, make it more engaging, use FAQs for almost all of the information

Planned Tasks:

- Extract the info from the previous version
- Make it into something more actionable and less wordy
- Change the order and give people what they want
- Use FAQs to provide additional information, not make the whole page about that
- Create clear, shorter, actionable CTAs.

Post-session Reflection

- I thought it’d take another GWS but I managed to do it really fast and pretty good. There are some things I might have to revisit, to add.

SESSION #28 - 06/19 + 11:30am-12:40pm

Desired Outcome:

- Shorten “Dermal fillers page”

Planned Tasks:

- Extract the info from the previous version
- Make it into something more actionable and less wordy
- Change the order and give people what they want
- Delete pointless information everyone knows
- Use FAQs to provide additional information, not make the whole page about that
- Create clear, shorter, actionable CTA.

Post-session Reflection

- I noticed the copy was reflecting something that wasn’t engaging so changing into FAQs helped a lot.
- Had to edit a graphic I made that I’ll include on the website, had a problem with Photoshop, kept lagging and closing… It’s now solved and it looked really good.
- Next GWS will be writing today’s outreach messages and prospecting

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SESSION #29 - 06/19 + 02:20pm-03:54pm

Desired Outcome:

- Write outreach messages to elicit a response from them
- Find new prospects to reach out to next week
- Message prospects

Planned Tasks:

- Write outreach and follow-up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info
- Send outreach 5 messages to prospects, follow up with 6

Post-session Reflection

Was only able to find 4 new prospects in 1 hour…Embarrassing, took too much with some prospects that I thought could be great opportunities, trying to find their email or Instagram…

SESSION #30 - 06/20 + 07:56am-09:09am

Desired Outcome:

- Shorten Botox page

Planned Tasks:

- Extract the info from the previous version
- Make it into something more actionable and less wordy
- Change the order and give people what they want
- Delete pointless information everyone knows
- Use FAQs to provide additional information, not make the whole page about that
- Create clear, shorter, actionable CTA.
- Create integrated images for the website to be more engaging

Post-session Reflection

- Spent a lot on one image, still 3 more to do, will do on the next GWS. Hopefully I'll finish them as they won't need much. Finding images from women 25-35, 35-50, 50-65 and make them .png

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SESSION #31 - 06/20 + 09:37am-10:38am

Desired Outcome:

- Create images for Botox website page
- Shorten Botox page

Planned Tasks:

- Create integrated images for the website to be more engaging

Post-session Reflection

- I definitely thought it would take me less time, I'll probably need 1-2 more GWS just to finish the images. 1 down, 2 to go.

SESSION #32 - 06/20 + 11:30am-12:30pm

Desired Outcome:

- Create images for Botox website page
- Shorten Botox page

Planned Tasks:

- Create integrated images for the website to be more engaging

Post-session Reflection

- Finished both of them this GWS. Had some minutes left so I used them to send the designs to the client and tell the team other things (about repurposing them as carousels on Instagram and use past images of a promotion we're yet to run that we got a sale ($1,089) without promoting it anywhere)

SESSION #33 - 06/20 + 01:00pm-02:00pm

Desired Outcome:

- Write outreach messages to elicit a response from them
- Find new prospects to reach out to next week

Planned Tasks:

- Write outreach and follow-up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Spent a whole lot of time on the messages and didn't have much time for prospecting, couldn't find anyone. I'm trying a different approach for some prospects, leveraging my past on YouTube Automation.

SESSION #34 - 06/20 + 03:02pm-04:09pm

Desired Outcome:

- Find new prospects to reach out to next week
- Reach out to prospects

Planned Tasks:

- Write outreach and follow-up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)

- Add prospects to Google Sheets doc with relevant info
- Reach out to prospects and follow up with them

Post-session Reflection

- Found 3 prospects. Wasn't the most productive session… but they were good prospects.

SESSION #35 - 06/21 + 07:54am-09:37am

Desired Outcome:

- Write better, more engaging versions of the ads for our new campaign

Planned Tasks:

- Review scripts for video ads
- Write new ideas/create new scripts
- Client communication

Post-session Reflection

- Came up with different hooks to have more than 30 possible combinations without my client to do additional filming if ad fatigue happens.

SESSION #36 - 06/21 + 10:33am-11:38am

Desired Outcome:

- Review client's notes for Botox for chronic migraines page

Planned Tasks:

- Change what the client wants
- Change the beginning of the page to something more value-driven

Post-session Reflection

- First time I needed to have some binaural beats to work because of noise. The changes he wanted to make were really solid, they were already changed in my new version, I even had to add things into the FAQs.
- There were no notes about the beginning but it needed to be changed, it did a poor job at hiding the fact that we're basically pitching on this service. Now the version it's half the words but 100% value.

SESSION #37 - 06/21 + 12:20pm-13:38pm

Desired Outcome:

- Review client's notes for Botox for hyperhidrosis page
- Shorten Botox for hyperhidrosis page (change structure to FAQs)

Planned Tasks:

- Change what the client wants
- Shorten page and create FAQs

Post-session Reflection

- Was going to start the session earlier but another client asked me some questions so I couldn't disconnect properly.
- Took more time than expected, although I didn't have the FAQs prepared for this page.

SESSION #38 - 06/21 + 02:58pm-03:57pm

Desired Outcome:

- Write outreach messages to elicit a response from them
- Send outreach messages
- Find new prospects to reach out to next week

Planned Tasks:

- Write 14 follow-up messages
- Send 14 follow-up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- I can't say it wasn't productive but I didn't find as many prospects as I expected. Found a TOP Player for an idea I wanted to pitch my client in our meeting next Wednesday though. That's pretty good.

SESSION #39 - 06/22 + 08:37am-09:44am

Desired Outcome:

- Shorten Botox for TMD page (change structure to FAQs)

Planned Tasks:

- Review and analyze previous draft
- Create FAQs

Post-session Reflection

- Had other things on my mind and wandered off for a minute. I got back pretty fast into a focused state.

SESSION #40 - 06/22 + 10:08am-11:07am

Desired Outcome:

- Create graphics for website pages (Botox for hyperhidrosis & TMJ)

Planned Tasks:

- Make .png images to include to website pages

Post-session Reflection

- They came out pretty good, I was thinking of editing less but the way I've done them illustrate the point even further.

SESSION #41 - 06/22 + 11:48am-12:45pm

Desired Outcome:

- Shorten Hair Restoration PRP page (change structure to FAQs)

Planned Tasks:

- Review and analyze previous draft
- Create FAQs

Post-session Reflection

- Finished much faster than I thought I would, the first draft was obnoxiously long (twice really, but it didn't feel like it).
- Now, talking about the problem, flipping the existing solutions to the negative and using the benefits of PRP to drive the point further + FAQs to add more information, it's a solid page that reads a lot faster and doesn't overwhelm anyone who's going to read it.

SESSION #42 - 06/22 + 01:40pm-02:37pm

Desired Outcome:

- Create graphics for PRP pages

Planned Tasks:

- Make .png images to include to website pages

Post-session Reflection

- Couldn't find a good image to make transparent for the image for PRP for joints and injuries, I think I don't have any more images to create. Maybe I'm wrong.

SESSION #43 - 06/22 + 03:18pm-04:18pm

Desired Outcome:

- Find new prospects to reach out to next week

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Found decent prospects, not as many as I would've wanted but, still, it was a good GWS.

SESSION #44 - 06/23 + 08:06am-09:08am

Desired Outcome:

- Shorten Skin Rejuvenation PRP page (change structure to FAQs)

Planned Tasks:

- Review and analyze previous draft
- Create FAQs

Post-session Reflection

- The first draft was pretty solid. Only had to remove certain things to make it flow better and add several FAQs for it to be clearer.
- I have a call scheduled for Wednesday with the client. While I was commenting on the page, I started daydreaming about what I'd tell him for the future plans I have for his business. That got me off-track for a moment but, man, it's a great idea!

SESSION #45 - 06/23 + 9:30am-10:28am

Desired Outcome:

- Shorten Pain Relief from Joints and Injuries PRP page (change structure to FAQs)

Planned Tasks:

- Review and analyze previous draft
- Create FAQs

Post-session Reflection

- Had some trouble in the beginning, not finding an optimal way to qualify them properly and ensure they continue reading the page… I noticed on a different page I wrote a good way to solve the problem.
- Had a valuable insight that made me question how I didn't see it before. It's simply adding another CTA button before the FAQs, people might already be prepared to book their appointment and if they don't see it on mobile, they might bounce. They shouldn't have to scroll to the end of the page to find the button. WE NEED TO MAKE THINGS EASIER FOR THE CUSTOMER.

SESSION #46 - 06/23 + 11:26am-12:56pm

Desired Outcome:

- Review homepage

Planned Tasks:

- Review and analyze previous draft
- Add reviews
- Client communication

Post-session Reflection

- I changed almost nothing, it looks really good. I added reviews and found a way to implement them better. I created a “Reviews" page but it honestly looks absolutely hideous, after looking for a way to do it on Squarespace… I found it! So the website is going to look really professional and really good.
- The copy in the whole website is finally finished!

SESSION #47 - 06/23 + 03:13pm-4:10pm

Desired Outcome:

- Find new prospects to reach out to next week

Planned Tasks:

- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- This last session was horrible… wow. From one day to the other people have seemed to forget about the “About us” page, I’ve encountered at least a dozen prospects with no email, no “About” page to know who the business owner is.

SESSION #48 - 06/23 + 10:19pm-11:19pm

Desired Outcome:

- Edit HIGH-CONVERTING video ad for new campaign

Planned Tasks:

- Fix color
- Fix audio
- Create movement

Post-session Reflection

- I added some graphics and effects too. Need to have at least 4-8 variants of this for Tuesday. It'll take some time.

SESSION #49 - 06/24 + 08:00am-09:39am

Desired Outcome:

- Edit HIGH-CONVERTING video ad for new campaign

Planned Tasks:

- Add subtitles
- Add graphics
- Add sound effects
- Correct movement

Post-session Reflection

- Went better than expected. I thought about ending the GWS earlier but I could've finished the video in 15 minutes more… so I did.

SESSION #50 - 06/24 + 10:26am-11:26am

Desired Outcome:

- Create different variations of video ad using different hooks

Planned Tasks:

- Add subtitles
- Fix audio
- Add graphics
- Add sound effects
- Correct movement

Post-session Reflection

- Encountered a TON of problems, I've managed to fix them but it took me a whole GWS. Couldn't add subtitles, graphics or sound effects. The only thing I did was fix the audio, I tried to create an effect with After Effects but it didn't work as I wanted.

SESSION #51 - 06/24 + 11:40am-12:53pm

Desired Outcome:

- Edit HIGH-CONVERTING video ad for new campaign

Planned Tasks:

- Add subtitles
- Add graphics
- Add sound effects
- Correct movement

Post-session Reflection

- Finished the second video ad too. Sent the client the video too, now I'm just awaiting feedback and preparing for the ad campaign.

SESSION #52 - 06/24 + 01:03pm-02:19pm

Desired Outcome:

- Prepare ad campaign on Meta Business Suite

Planned Tasks:

- Create ad campaign
- Choose objective
- Appropriate targeting and discussed budget
- Create ad sets (2)
- Prepare ad copy (2)
- Upload creatives (2)
- 4 different ads

Post-session Reflection

- It was a technical session. Had to choose where I wanted the copy to be and created more text variants.

SESSION #53 - 06/24 + 03:34pm-04:32pm

Desired Outcome:

- Write outreach and follow up messages
- Find new prospects to reach out to

Planned Tasks:

- Write 5 outreach and 6 follow up messages
- Send the messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- I'm getting really tired of prospecting, just one more client and I'll figure out a different way to find leads. Probably Meta ads and expanding the website, creating an email list… I need people to come to me.

SESSION #54 - 06/25 + 08:00am-09:48am

Desired Outcome:

- Create HIGH-CONVERTING video ad for new campaign using a different hook

Planned Tasks:

- Add subtitles
- Add graphics
- Add sound effects
- Add movement
- Add transitions
- Client communication (Share video ad with client)

Post-session Reflection

- Went pretty good. Now we're ready to start the campaign, already got the greenlight from the client. I also reviewed the campaign and scheduled it for 8am EST.

SESSION #55 - 06/25 + 10:33am-11:31am

Desired Outcome:

- Track and plan A/B tests in a Google Doc

Planned Tasks:

- Take into account:
    a. Creatives
    b. Testing days
    c. Budget allocation
    d. Targeting

Post-session Reflection

- I used the duration of the campaign to allocate the budget in the best way possible, doing 7 A/B tests with the creatives and copy to determine the best ad. I analyzed why I wanted to do the different A/B tests (get rid of assumptions), see what the best hook out of the 3 is, the best script, if one image performs better over the other I created… If after doing all these optimizations, the first ad copy that lost is able to give us better returns due to having found the winning creative.

SESSION #56 - 06/25 + 11:49am-12:48pm

Desired Outcome:

- Write follow up messages
- Find new prospects to reach out to

Planned Tasks:

- Write 6 follow up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Had to do this session now as I'll probably not be able to perform another GWS today. It was decent prospecting today, I have prospects to reach out to until July 5th and to follow up with until July 18th.

SESSION #57 - 06/26 + 07:32am-08:40am

Desired Outcome:

- Review first day of Meta ads
- Create two different variations of video ads

Planned Tasks:

- Review KPIs
- Edit new hooks into other videos

Post-session Reflection

- After seeing how the promotional image has overperformed (although it's just one day and it's still the learning phase, it has 2x clicks on link than the other 3 ads together), I'm creating a video using the image to give more information about the promotion.
- The video gives a lot of information but it's not doing as well, the image looks really good, that's why it might get a lot of clicks and clicks on link but not bookings.

SESSION #58 - 06/26 + 10:52am-12:08pm

Desired Outcome:

- Transform best-performing ad (promotional image) into a video, to give more information and get rid of that assumption

Planned Tasks:

- Extract layers from Photoshop and create the video

Post-session Reflection

- Took more time than expected. Was looking for music but there's nothing you can use for commercials so I ended up using the final CTA (audio).

SESSION #59 - 06/26 + 01:51pm-02:54pm

Desired Outcome:

- Write 5 outreach and 11 follow up messages to get a response
- Find new prospects to reach out to

Planned Tasks:

- Write 5 outreach and 11 follow up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- I don't know if I'm becoming more strict while prospecting or what, but I can't seem to find many prospects. The headache I have right now could actually be the reason, who knows?

SESSION #60 - 06/26 + 03:39pm-05:10pm

Desired Outcome:

- Web design - Implement the new drafts (Medical Botox) into the website

Planned Tasks:

- Copy and paste different sections of the draft
- Review everything's good, engaging and high-quality
- Upload images

Post-session Reflection

- Was thinking of doing only the 3 dedicated pages for Medical Botox but I also did the Medical Botox "general" one, the hub for the other 3. They came out pretty good, I'm kind of dissatisfied with how the last one came out, I'll revisit it tomorrow.

SESSION #61 - 06/27 + 07:40am-09:10am

Desired Outcome:

- Create new ad
- Review web design - Medical Botox

Planned Tasks:

- Create new ad set, changing different things of the best performing ad
- Test different layouts for Medical Botox page

Post-session Reflection

- Lost a lot of time doing an in-depth analysis of the data we've gathered for now, figuring out other unknowns and creating assumptions to solve them. Finally got to something "good", it's difficult to implement a layout with 3 different options, I kept it at one color, different squares for the different services, each with one button (Learn more) for people to go into the service they want, read about it and book an appointment if they want to.

SESSION #62 - 06/27 + 09:30am-10:42am

Desired Outcome:

- Implement new drafts (PRP) into the website

Planned Tasks:

- Copy and paste different sections of the draft
- Review everything's good, engaging and high-quality
- Upload images

Post-session Reflection

- Implemented one more than I planned. Pretty productive session. They look really good.

SESSION #63 - 06/27 + 11:20am-12:20pm

Desired Outcome:

- Write 5 outreach and 2 follow up messages to get a response
- Find new prospects to reach out to

Planned Tasks:

- Write 5 outreach and 2 follow up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- If it weren't for the last 10 minutes this session would've been a complete waste of time. Managed to find 2 prospects… That is not enough.

SESSION #64 - 06/28 + 07:51am-09:06am

Desired Outcome:

- Edit Reel (trendy video idea I came up with, changing different aspects of the trend to tailor it to my client's niche) for maximum engagement

Planned Tasks:

- Add audio
- Add captions
- Color correction

Post-session Reflection

- Did 2 different versions for the Reel, took me more than I expected

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SESSION #65 - 06/28 + 09:26am-10:23am

Desired Outcome:

- Edit Reel (video idea I came up with) for maximum engagement

Planned Tasks:

- Add audio
- Add captions
- Color correction

Post-session Reflection

- Managed to edit one in a really short amount of time, so I started on the next they sent me yesterday. Had to talk to the client because I'm guessing they haven't uploaded all the footage needed?

SESSION #66 - 06/28 + 11:05am-12:04pm

Desired Outcome:

- Review website pages
- Implement IV Hydration Therapy copy into the website
- Implement SKINVIVE copy into the website

Planned Tasks:

- Review website pages I included in the previous days, see if there's anything that needs to change
- Copy and paste different sections of the draft
- Review everything's good, engaging and high-quality
- Upload images

Post-session Reflection

- They came out really good. Had to add SKINVIVE to a form for leads to inquire about the treatment. Really productive session.

SESSION #67 - 06/28 + 12:30pm-01:31pm

Desired Outcome:

- Write 5 outreach and 13 follow up messages to get a response
- Find new prospects to reach out to

Planned Tasks:

- Write 5 outreach and 13 follow up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- It's taking me a looong time to find more med spa prospects, some are so horrible it's not even worth it, others so advanced it's the same thing, others you take 15 minutes to even find a way to contact the owner… I have almost 100 prospects in the list.

SESSION #68 - 06/28 + 02:42pm-04:03pm

Desired Outcome:

- Write script that flows well and has good pacing for Instagram Reel
- Edit Reel

Planned Tasks:

- Write script
- Shorten the clips
- Color correction

Post-session Reflection

- I overestimated how much time it would take to write a good script for this idea. Couldn't even shorten the clips.

SESSION #69 - 06/29 + 08:01am-09:04am

Desired Outcome:

- Review Meta ads
- Prepare new ad sets

Planned Tasks:

- Create a new ad set
    a. Targeting
    b. Budget
- Use new creative
- Use winning copy
- Schedule ad

Post-session Reflection

- The ads have horrible stats, I have an assumption, they're too on-the-nose. I've stopped them completely. The last campaign I came up with a video ad using green screen to simulate the process of a Botox transformation and it gave us a 4:1 ROAS, so it might be because of that. It looked like a regular video and then it changed to the promotion which they obviously cared about if they wanted to see the transformation (being something they'd want for themselves)
- I've turned off both ads we were A/B testing and got 2 new video ads in, uploaded more versions of the copy, similar but applying different techniques in different places (scarcity, playing with their desires, etc. in the title of the ad)

SESSION #70 - 06/29 + 10:41am-11:46am

Desired Outcome:

- Implement dermal fillers copy into website
- Implement Botox copy into website

Planned Tasks:

- Copy and paste different sections of the draft
- Review everything's good, engaging and high-quality
- Upload images

Post-session Reflection

- There was also an image that didn't look as good on another page, I removed part of it to make it seem bigger on mobile. Now it looks 10x better.
- I was really effective and focused with the task at hand, almost finished the homepage too, and with that the website would be finished (apart from changes my client wants to make)

SESSION #71 - 06/30 + 08:01am-09:28am

Desired Outcome:

- Review Meta ads
- Prepare new ad set
- Edit Reel for maximum engagement

Planned Tasks:

- Duplicate ad set
- Change creative
- Cut silences
- Add subtitles
- Add effects
- Send client

Post-session Reflection

- Published 2 new ad creatives, 1 one got a lead ($689) after being seen by 60 people and the other one got rejected because of "sensational content", I have no idea why because it just changes the hook, still, tried again and rejected again. I had to publish without the hook.
- Had some problems while exporting the video because it was filmed in a different format.

SESSION #72 - 06/30 + 10:08am-11:21am

Desired Outcome:

- Finish homepage
- Edit Reviews page
- Write new script for ad

Planned Tasks:

- Implement everything on the new homepage (copy, linking everything, adding newsletter…)
- Edit the Reviews page (use blocks instead of text – found a classic section on Squarespace perfect for Reviews)
- Write script for new ad (needs to look like another Instagram/FB post)

Post-session Reflection

- I highly overestimated how much time it would take me to finish the homepage, being the most important part of the website. Couldn't do the rest and I'm still not 100% happy with how it looks…

SESSION #73 - 06/30 + 12:05pm-01:18pm

Desired Outcome:

- Review homepage
- Change Reviews page to make it 100x better
- Set up email marketing for the website

Planned Tasks:

- See if everything looks good on the homepage
- Implement the Reviews into a different format
- Set up email marketing

Post-session Reflection

- Did the reviews page a lot faster, took a long time to figure it out in the last GWS. Email marketing set up too, just waiting until Tuesday to pitch him everything and tell him what our next steps are. Created a list of all the different pages he needs to review.

SESSION #74 - 06/30 + 03:21pm-04:22pm

Desired Outcome:

- Create a comprehensive marketing Pitch Presentation of the systems I believe will work the best for the future of my client's company

Planned Tasks:

- Talk about the different tools and resources inside digital marketing we need to use:
    a. Social media marketing
        - Instagram Strategy
        - Paid ads
    b. SEO
        - Website
        - Blog posts
    c. Email marketing
        - Newsletter
        - Different email lists and sequences

Post-session Reflection

- I finished the paid ads section. I'm adding a lot of relevant information and different promotion ideas for future campaigns. This presentation is going to take some time but if it goes right I have a client with enormous pote

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SESSION #75 - 06/30 + 04:50pm-06:08pm

Desired Outcome:

- Create a comprehensive marketing Pitch Presentation of the systems I believe will work the best for the future of my client's company

Planned Tasks:

- Talk about the different tools and resources inside digital marketing we need to use:
    a. SEO
        - Website
        - Blog posts
    b. Email marketing
        - Newsletter
        - Different email lists and sequences

Post-session Reflection

- Went pretty far with this session. Talked about Mailchimp, everything we need and why, and different ways to promote the newsletter effectively. Still need to talk about SEO and another thing that can get me a revenue-share deal.

SESSION #76 - 07/01 + 07:35am-08:54am

Desired Outcome:

- Finish the comprehensive marketing Pitch Presentation of the systems I believe will work the best for the future of my client's company

Planned Tasks:

- Talk about the different tools and resources inside digital marketing we need to use:
    a. SEO
        - Website
        - Blog posts
    b. Memberships

Post-session Reflection

- It's probably finished? I'll have to take another look and add things I may have missed out on. It was a good GWS that helped clear a lot of things out about how I'll approach the Zoom meeting tomorrow.

SESSION #77 - 07/01 + 10:56am-11:57am

Desired Outcome:

- Review marketing Pitch Presentation

Planned Tasks:

- Review marketing pitch presentation
- Create last slide (how IG strategy, ad campaigns, SEO, email marketing and memberships relate into each other – WHY HE NEEDS ALL OF THEM)

Post-session Reflection

- I added one last slide for them to see how everything relates and clear everything up in my mind. There are a lot of mechanisms at play here. Everything needs to go smoothly and I've got a golden goose.

SESSION #78 - 07/01 + 12:07pm-01:16pm

Desired Outcome:

- Edit high-quality Reel (Botox vs. Dysport) to educate our audience

Planned Tasks:

- Fix audio
- Cut silences
- Create movement
- Add graphics

Post-session Reflection

- Took me less time than I thought, a GWS always helps with that. Complete focus and edited a +1min30s Reel in an hour. Pretty good.

SESSION #79 - 07/01 + 02:18pm-03:26pm

Desired Outcome:

- Write 5 outreach and 13 follow up messages to get a response
- Send messages to prospects
- Find new prospects to reach out to

Planned Tasks:

- Write 5 outreach and 13 follow up messages
- Send messages to prospects
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- I've tried a different approach, more tailored towards them doing what they do best and explaining a bit more what I'll be doing for them (in the same sentence).

SESSION #80 - 07/02 + 08:02am-09:03am

Desired Outcome:

- Write script for a new high-converting video ad

Planned Tasks:

- Write a script for a new high-converting video ad hiding the ad as a normal, interesting video.
- Review script, see why I've chosen to write it that way, what different persuasion elements I'm implementing.

Post-session Reflection

- I don't know if other people approach work this way. All the knowledge is already in my brain and it seems easier to just let it come out, to not limit myself and then justify why I did it that way than try to purposely think about "scarcity, trust, cost" and the other tools at our disposal and try to fit that into a script or piece of copy.
- They all appear inside my copy when I review it but it's automatic. Weird.

SESSION #81 - 07/02 + 11:42am-12:45pm

Desired Outcome:

- Write 5 outreach and 8 follow up messages to get a response
- Find new prospects to reach out to

Planned Tasks:

- Write 5 outreach and 8 follow up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)
- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- I need a different approach. I think it's almost time to create a new, professional website for myself, create a guide and start running ads and doing email marketing.
- I need to have leads coming to me, not reaching out to prospects, if I had been doing that since the beginning I would've probably already gotten at least another client.

SESSION #82 - 07/03 + 07:41am-09:00am

Desired Outcome:

- Review Meta Ads
- Make changes to website (after client's review)

Planned Tasks:

- Review Meta Ads
- Make changes to chronic migraine Botox page (after client's review)
- Make changes to TMJ Botox page (after client's review)
- Make changes to skin rejuvenation PRP page (after client's review)
- Make changes to hair restoration PRP page (after client's review)
- Make changes to PRP page (after client's review)
-

Post-session Reflection

- They made really valid points, helping me add more information about what was important to them and to clear things up (that I thought were clear but if there are objections, more people will probably have them).
- Went pretty quickly through those changes, they were simple to make, suggestions and explanations.

SESSION #83 - 07/03 + 11:17am-12:14pm

Desired Outcome:

- Make changes to website (after client's review)

Planned Tasks:

- Make changes to IV Drips page (after client's review)
- Make changes to dermal fillers page (after client's review)
- Make changes to SKINVIVE page (after client's review)
- Optimize the images on the website to increase SEO

Post-session Reflection

- Still need to create SEO descriptions for some of the pages. When I started working on the website I was doing them whenever I started a new one but I stopped. Now it's time to finish the work.

SESSION #84 - 07/03 + 12:39pm-01:48pm

Desired Outcome:

- Write SEO descriptions to rank higher on Google
- Write outreach messages to prospects to get a response

Planned Tasks:

- Write SEO descriptions of 15 pages
- Write 5 outreach and 9 follow up messages to get a response

Post-session Reflection

- Overestimated the time it takes to write the SEO description properly. Couldn't write the outreach messages, I'll do it later but not in a GWS. I also got distracted and lost focus for a moment, maybe I could've finished it earlier. Shame on me.

SESSION #85 - 07/03 + 05:48pm-07:06pm

Desired Outcome:

- Draft a really good SEO proposal for client

Planned Tasks:

- Write the plan/strategy I have for SEO with prices, different topics, tools I'll use, etc.

Post-session Reflection

- Did a pretty solid job at persuasion inside the proposal, everyone's a salesman, everything's a sale. At first I was literally thinking of getting paid around half but f*ck it.

SESSION #86 - 07/04 + 08:42am-09:48am

Desired Outcome:

- Edit Reel (zoolander meme - promotion) to get appointments booked

Planned Tasks:

- Cut silences
- Add movement
- Add captions
- Do color correction

Post-session Reflection

- Had another idea for a meme to promote our services that couldn't wait, had to write that immediately… Went back to work directly. Ended up sending the Reel to the client and sending them a list of how many Reels left they have to film.

SESSION #87 - 07/04 + 10:27am-11:36am

Desired Outcome:

- Write educational script for Reel (5 tips before getting filler)
- Write outreach messages to get a response

Planned Tasks:

- Write IG Reel using a movement-packed, innovative hook and video
- Write 5 outreach messages and follow up with 10 prospects

Post-session Reflection

- How I layed out the process for the script and filming is fantastic. It's going to look amazing!

SESSION #88 - 07/04 + 12:15pm-01:22pm

Desired Outcome:

- Find out a way to email clients after they come in for an appointment with my client to boost loyalty.

Planned Tasks:

- Review Squarespace guides
- Review acuity:scheduling pages
- Watch YouTube videos to see if it's possible
- Notify the client

Post-session Reflection

- I did figure it out. Pretty happy with what I've seen, endless opportunities for email marketing… A copywriter's dream.

SESSION #89 - 07/04 + 02:36pm-03:34pm

Desired Outcome:

- Draft a really good email marketing proposal for client

Planned Tasks:

- Write the plan/strategy I have for email marketing with prices, different topics, tools I'll use, etc.

Post-session Reflection

- Couldn't finish it. I want to go over a lot of different details so they can understand.

SESSION #90 - 07/04 + 05:12pm-06:52pm

Desired Outcome:

- Send outreach messages
- Draft a really good email marketing proposal for client

Planned Tasks:

- Send 5 outreach messages and follow up with 10 prospects
- Write the plan/strategy I have for email marketing with prices, different topics, tools I'll use, etc.

Post-session Reflection

- 3 pages long at a size font of 9. I've gone over a lot of things, it's a solid proposal.

SESSION #91 - 07/05 + 08:13am-09:10am

Desired Outcome:

- Review Meta ads
- Create new high-converting ad
- Write outreach messages to get a response

Planned Tasks:

- Review KPIs to understand their behaviour
- Review how many leads we've gotten from the entirety of the promotion
- Create ad set

- Establish targeting
- Change creative
- Write 5 outreach messages and follow up with 16 prospects

Post-session Reflection

- I think Meta automatically changed the mechanism where we generate leads to their instant forms. I've been receiving forms through our website but now that I'm doing another A/B test, I've reviewed that and it's changed to instant forms instead of having both active… Weird. I don't know when the change happened but we haven't had any new leads from the past 2-3 days, when we were getting 2-3 new leads a day.
- Was really effective and managed to complete this in less than an hour, new assumptions, new things to test, I'll be having a new video to edit hopefully by the end of this week so I can test another assumption I have.

SESSION #92 - 07/05 + 11:06am-12:55pm

Desired Outcome:

- Create high-converting ad copy for a new campaign

Planned Tasks:

- Targeting
- Ad copy // Different versions depending on location
- Ideas for creatives

Post-session Reflection

- Ended up explaining A LOT of things for the campaign. The copy was simple as the targeting is really specific. Also sent everything to the client.

SESSION #93 - 07/05 + 03:57pm-04:56pm

Desired Outcome:

- Send outreach messages to get clients
- Find new prospects to reach out to

Planned Tasks:

- Send 5 outreach and 16 follow up messages
- Prospecting in different ways (Google, Instagram, Meta Ads Library)
- How I can help those businesses
- Find contact info (IG/email — preferably email)

- Add prospects to Google Sheets doc with relevant info

Post-session Reflection

- Felt a little sick, had a bit of a headache but that wasn't going to stop me from reaching 100 prospects on my list.

SESSION #94 - 07/06 + 07:35am-08:47am

Desired Outcome:

- Review Meta ads
- Demolish client's objections for email proposal

Planned Tasks:

- Review Meta ads
- Explain further my email proposal after some objections appeared

Post-session Reflection

- This was not a fun session, it was grunt work, answering every question, objection… It was boring as hell. After my meeting with them and them accepting absolutely every proposal I've made, it's been overwhelming.
- We're talking about a lot of different projects, moving everything at the same time and I'm the one dedicated to do everything and I'm prepared to do the sacrifice to make everything work.
- There's no other way, just gotta bite the bullet and enjoy it like a $1,000 steak.

SESSION #95 - 07/06 + 10:30am-11:30am

Desired Outcome:

- Draft a really good membership proposal for client

Planned Tasks:

- Come up with ideas for:
    a. Pricing
    b. Promotions
    c. How to improve members' experience
        - Running different quizzes (to know what they care about and provide)
        - Different emails to send them about what they care about (we listen)
    d. % commission I take (1st 20: 10%; 2st 20: 15%; 3st after 75 members: 20%; after 150 members: 25%)

Post-session Reflection

- ChatGPT proved extremely useful for an objection that might appear and wanted to have covered (explaining the benefits the membership has even though we give out discounts and I get a percentage commission for every member I bring)
- Made a lot of progress on this.

SESSION #96 - 07/07 + 02:04pm-03:08pm

Desired Outcome:

- Review Meta ads
- Implement every page to the website, project finished.
- Draft a really good membership proposal for client

Planned Tasks:

- Review Meta ads
- Implement every page to the homepage, project finished.
- (Membership) Come up with ideas for:
    a. Email marketing for different tiers
    b. How to improve members' experience
- % commission I take (1st 20: 10%; 2st 20: 15%; 3st after 75 members: 20%; after 150 members: 25%)

Post-session Reflection

- Had new ideas to implement email marketing for the members, establishing different emails we'd sent + covered how we'll improve customer experience for the memberships

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SESSION #97 - 07/07 + 04:10pm-05:35pm

Desired Outcome:

- Draft a really good membership proposal for client

Planned Tasks:

- (Membership) Come up with ideas for:
    a. How to improve members' experience
        - Website's paywall (different features for members)
    b. % commission I take (1st 20: 10%; 2st 20: 15%; 3st after 75 members: 20%; after 150 members: 25%)

Post-session Reflection

- Finished at last! No more proposals, now it's a matter of market research and getting to work. The future looks bright!

SESSION #98 - 07/08 + 12:17pm-01:30pm

Desired Outcome:

- Edit video ad to increase our CVR, reduce CPL and get more clients
- Post new video ad into Meta campaign

Planned Tasks:

- Cut silences
- Color correction
- Fix audio
- Create ad set
- Establish targeting
- Change creative

Post-session Reflection

- Could add the video in time to the Meta campaign. Will do that after lunch.

SESSION #99 - 07/08 + 02:33pm-03:35pm

Desired Outcome:

- Post new video ads into Meta campaign
- Write outreach messages
- Send outreach messages

Planned Tasks:

- Create ad set
- Establish targeting
- Change creative
- Write 5 outreach messages and follow up with 7 prospects
- Send 5 outreach messages and follow up with 7 prospects

Post-session Reflection

- Meta ads policies are a mystery. I upload a longer video (hiding the ad for a while, then hitting them with the promotion) and I upload the shorter version (just the promotion) to see which one performs better in an A/B test. Well… the longer video gets accepted and the shorter declined because of “sensational content”. There’s absolutely nothing that you can deem “sensational” by their definition of the word. This is what they say:
- Advertisers cannot publish ads that contain shocking, sensational, or excessively violent content. People have different susceptibilities to graphic and violent content, so images and videos must be relevant and avoid shocking or frightening people to get their attention.
- It’s just an offer… What is wrong with it?

SESSION #100 - 07/08 + 03:57pm-04:57pm

Desired Outcome:

- Market research for new client

Planned Tasks:

- Look for video ideas
- Look for ways to implement my client’s health and nutrition knowledge in the best way
- Search TOP IG creators in the niche
- Match her vision with engaging ideas to create high-quality content

Post-session Reflection

- Reviewed every Reel she sent me and sent her the conclusions I came to. She’s really excited about this project. I cannot and will not fail her!