

Assignment

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

- Finally get a client and get paid

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

- I can also asked for testimonial for credibility and grow my social following
- Now I have another project and I will get paid even more.
- I present to him unique marketing strategies from my analysis of the top market players that he can use to grow his following and earn more money.
- He is so amazed and shocked by the results I provided that he pays me \$2000 and is willing to work with me.
- I created high quality copies (email sequence, FB or IG post, Opt-In or Home page, something) that grew his following and his profit increased by 50%.
- He agrees and I start creating an avatar before working on the first project.
- Since I don't have experience I would have to de-risk by working on a discovery project and only get paid based on performance.
- I get on the call and we have normal conversation to get to know each other which will allow me to determine if this guy is shady or not. I use SPIN questions along with techniques from "Never Split the Difference" by Chris Voss.
- I prepare for my presentation and offer.
- Prospect agrees on a call with me because my outreach sounds like someone who is a strategic partner that is trying to help his business.
- I write an outreach using the 4 questions and I make sure my outreach doesn't sound scammy. It should sound like someone who knows more about the market and is willing to help his business. It should also be unique and different from previous outreaches he received. I should also create a FV to demonstrate my skills.
- After analyzing how he is getting attention and monetizing it, I brainstorm strategies or use existing strategies that would help his business.
- I look for prospects on IG, TikTok, Youtube, FB, yelp, google, local businesses and analyze how they are getting attention and monetizing it.
- Research on the top market player and niche
- Pick a niche
- Practice and continue learning about copywriting and marketing

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

- I assume that the prospects I reached out may ghost me but it could be that they are very busy.
- I think that I know the market but in reality I don't have any experience in it.
- I don't know if I have to learn video editing for shorts or web building or anything related to marketing.
- Prospect may not work with me because I don't have any marketing qualification.

- I chose prospects who are trying to garner attention instead of prospects who have attention but they struggle with monetizing it.
- I chose prospects with smaller following than a bigger following because I assume they have people working on his market.
- I think copywriting is obsolete because I notice people are using shorts or reels and there is AI but there are other ways to apply copywriting.
- I assume that my outreach will get a call but reality is it's a numbers game.
- I think I'm emotionally in control
- I think my copy is high quality