

Cause & Effect Chains - Making \$4k/Month –

Key: → E = Effect C = Cause

**Each cause is tied to the effect that's on it's same bullet point level*

- → E: Make \$4,000 in one month
- C: Get 3-4 Paying clients
 - → E: Get 3-4 Paying clients
 - C: Sell 3-4 clients on sales calls
 - → E: Sell 3-4 clients on sales calls
 - C: Effectively close each client on the call
 - → E: Effectively close each client on a call
 - C: Make them an offer they'd feel stupid saying no to
 - → E: Make them an offer they'd feel stupid saying no to
 - C: Build out an offer that perfectly aligns with the value equation.
 - C: Effectively use sales strategies & SPIN
 - → E: Effectively use sales strategies & SPIN
 - C: Ask effective needs/payoff question
 - C: Ask effective implication questions
 - C: Ask effective problem questions
 - C: Ask effective situation questions
 - C: Build rapport and get your client to know/like/trust you as a person.
- C: Book 6-7 sales calls
 - → E: Book 6-7 sales calls
 - C: Effective dream 100 outreach
 - → E: Effective dream 100 outreach
 - C: Make a list of 100 business you want to work with
 - C: Warm yourself up to these people – follow them, interact with their content.
 - C: Start a conversation with them after they've been warmed up
 - C: Leverage past client testimonials
 - → E: Leverage past client testimonials
 - C: Post and highlight them on LinkedIn
 - C: Have a strong social presence
 - → E: Have a strong social presence

- C: Start posting high-quality content on LinkedIn
- C: Send 100< outreach messages
 - → E: Send 100< outreach messages
 - C: Complete the daily checklist between 10-33 days
 - → E: Complete the daily checklist between 10-33 days
 - C: Stay in the Agoge program
 - C: Wake up early to do TRW
- C: Have a ~10-20% close rate on my outreach
 - → E: Have a ~10-20% close rate on my outreach
 - C: Complete thorough target market research
 - C: Make an effective CTA
 - → E: Make an effective CTA
 - C: Use the value equation
 - C: Trigger curiosity in the reader
 - → E: Trigger curiosity/pains & desires in the reader
 - C: Have something the reader cares about
 - C: Reveal some information/detail so the readers know the thing(s) are real.
 - C: Have unanswered questions/Information gap that your product fills
 - C: Trigger pains & desires in the reader
 - → E: Trigger pains & desires in the reader
 - C: Use Maslows Hierarchy and write about more complex human needs
 - C: Use sensory language
 - C: Reveal roadblocks and solutions
 - C: Grab attention
 - → E: grab attention
 - C: Stack customer opportunities and threats
 - C: Leverage social proof

Unknowns & Assumptions –

- I'm assuming 3-4 clients will be enough collectively to make me \$4k/month
- I'm assuming I can close ~75% of my sales calls
- I'm assuming I can hit all the persuasive elements with my writing well enough to have a 10-20% close rate on my outreach
 - How I specifically hit all these elements is an unknown
- I'm assuming I'm offering something the reader super cares about – I plan on leveraging the Google ad project I'm doing now to get more projects just like this, **but I don't know if it's something my market really wants.**
 - The only way to really find out is test it, and see if it works. If it does, great. If it flops, try something new.
- It's unknown how well I'll perform on sales calls because I've only done a couple – I know how to run a sales call and what I need to do, but I ultimately don't know if I can effectively hit all those elements live in action.
- I'm assuming I can adapt and make really effective LinkedIn posts to leverage for my Dream 100 outreach.