

# Sunday OODA loop TomT 25.12.

## 1. Lesson Learned and Applied

Designing a website

Product e-com descriptions

New editing styles and personal branding

Running ads more proficiently and hitting new CTR records

Using AI to my advantage for the weak parts of clients' business- for ad creatives

Firing up my mind for war mode despite time constraints

## 2. Victories achieved

New record of CTR for ad test traffic campaign- 3.42%

**Money in from client 2-** \$220 - made him 3 sales already on Free Trial

Video for client 2 completed successfully- printing results- Blow up the client 2 video engagement by 2-6x times

Completely revamp the more appealing design of the page

**I have also implemented personal branding to the videos for client 1-** going to play on long term with organic content to beat competitors

**Client 3 contact established-** going to plan the arrival for the content shooting

6x War Modes

Immediate responses from the outreach- now just need to close them

## 3. Things to Improve Next Week

**Self-talk-** increase the beliefs in my actions that I am doing every day and remove the matrix programming out of my head.

**Content produced on IG, TikTok, FB, and Youtube-** posting on high frequency while still improving the quality of the videos produced everyday

**Being more perspicacious about the top competitor's way of brand marketing-** Kiara Sky and others

**Decrease the distractions on my phone and imagine myself as a millionaire-** put the phone into a different room, perceive it as a money printer

**Website-** finish product descriptions and optimize the design on the page

**Outreach-** play more on quantity with personalized messages

**Provide more value to TRW** (help smaller Gs to improve in their copy game)

**Social skills-** go out and practice more with other people and approach at least one woman per week, change the working environment more often

**Spend time with loved ones on Christmas and at the same time get tons of work done**

**Get more training volume for the next 3-4 kickboxing sessions**

## 4. Goals for the next week

Land 1-2 clients and earn min \$800 to end 2023

Organic viral TT client 1- at least 1- up 10k views

**Client 1-** posting 3:2:2:2 (TT, IG, FB, YTB) + 1 posts + Research the stories and branding of the competitors- implement to their stories and stay super consistent- plan content ahead, go see nail technicians to record some content for January 2024

**Client 2-** posting 1 post on FB and TT every day

**Client 3-** SPIN and negotiation call

Prague Networking with a G

**Provide more value to TRW** (help smaller Gs to improve in their copy game)- 30 mins every day at least

**Self-talk-** increase the beliefs in my actions that I am doing every day and remove the matrix programming out of my head. - do this everyday to maximize the internal power which is linked to its external actions

**Outreach-** 100- 200 DMs per day + personalized messages

### **5. Top Question/ Challenge**

- How I can improve the input of each task to influence the output of the dream outcome?
- In which task do I spend a lot of time and how can I delegate some of the unnecessary daily tasks?
- What angles can I attack my day with more value and work produced in time constraints from schoolwork/ unexpected family chores?
- How can I make my clients stand out from the oversaturation in this niche?
- How I as a millionaire can influence the external tasks with the internal tasks using the growth mindset?

Do a mini 15-minute reflection

**6. Challenges to overcome** - 800 cal on the treadmill, (500 burpees), 2x war mode, closing 1-2 clients, 3-4 war modes