





# 100 G WORK SESSIONS AWAY

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## G Work Checklist

- ☐ Set a desired outcome and plan actions
- ☐ Pick an attitude
- ☐ Hydrate, Caffeinate, Get the blood flowing
- ☐ Remove distractions
- ☐ Set a timer for 60-90 mins
- ☐ Get started
- ☐ Evaluate afterwards

### **SESSION #1 - Thursday, June 6 / 11 AM - 12 PM**

#### **Desired Outcome:**

- Complete Steps 14 - 16 on the Process Map to brainstorm solutions to scale my own offers to \$100K by the end of this challenge.
  - Output: Sharable document on potential options to reach the challenge goal - get feedback in the chats. (Before beginning the winner's writing process in next G work session)
- **Planned Tasks:**
- Task 1: Consider business model and growth trajectory, identify top players
- Task 2: Complete top player analysis on two top players
- Task 3: Develop an outline of solutions to scale offer - get ready for feedback in chats. Consider Jason's point about the mechanism. How to unlock growth.

#### **Post-session Reflection**

- I didn't correctly estimate my starting point. When going to identify top players, I realized I need to start at the overall plan to hit the target for this challenge. I took some notes on players to consider, but realized my next session needs to plan out how I'm going to make this happen. Time for the.... CONQUEST PLANNER...
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### **SESSION #2 - June 6 / 7:30 - 9:00 PM**

#### **Desired Outcome:**

- Complete Conquest Planner and Identity Doc specifically for this challenge

#### **Planned Tasks:**

- Task 1: Make a copy of the documents for this challenge
- Task 2: Go through each section with a singular focus of hitting my goal of \$100k by the end of this challenge
- Task 3: Have a finalized version to share by end of session

## Post-session Reflection

- It took longer than expected when I realized it was worth the time to go through it thoroughly as the backbone of success in hitting this target. About 50% done. Continuing on to another G work session after I properly reset.
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## SESSION #3 - June 6 / 9:15 - 10: 45 PM

### Desired Outcome:

- Finish both identity doc and conquest planner for this challenge

### Planned Tasks:

- Task 1: Complete identity doc to add into conquest planner
- Task 2: Complete conquest planner or go until need to stop
- Task 3: Reasses where the docs are left and make a plan for next steps

## Post-session Reflection

- Completed Identity doc and need to pick up “potential roadblocks” tomorrow. Almost done. This section + checkpoints between milestones deserve their own G work session.

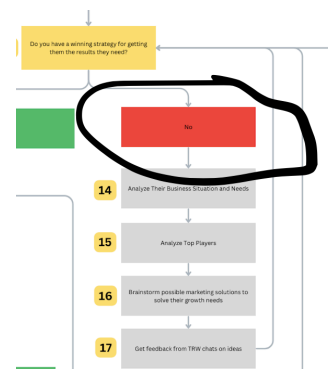
Outputs:  "100 GWSA" CONQUEST PLANNER  100 GWSA - New Identity Doc

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## SESSION #4 - June 7 / 11 AM

### Desired Outcome:

- Finalize the conquest planner to be able to more appropriately complete step 14 in the process map. Be ready to understand who the top players are based on my first milestone.



## Planned Tasks:

- Task 1: Complete conquest planner - done
- Task 2: Understanding the first milestone and checkpoints, identify 2 - 3 top players in the space that I can do a TPA on in the next G work session.
- Task 3: Plan next G work session.

## Post-session Reflection

- Output:  **GWSA: TPA Ideas for Business Model**
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# SESSION #5 - June 7 / 7:30 - 9:00 PM


## Desired Outcome:

Complete top player analysis for one of my top player options.  
Make the format postable for the TPA channel .

## Planned Tasks:

- Task 1: Grab the outline in the channel
- Task 2: Pick the TP to analyze based on quick review.
- Task 3: Decide which one I'll analyze first
- Task 4: Complete TPA with time, starting with gaining attention, to how to convert on-site traffic
- Have analysis ready to share in channel.

## Post-session Reflection

- Output:  **Top Player Analysis: Sarah Grey Coaching**
- Shared analysis in TPA channel in TRW

Realized it's much easier to break TPA down by objective. I could have started with how the player gets attention, but it's helpful to start with the landing page and work backwards to get the full picture. Something to test.

Glad I posted TPA in TRW. Need to keep doing that.

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## SESSION #6 - June 7 / 9:15 - 10:45 PM


### Desired Outcome:

- Complete brainstorm doc after TPA on business model to launch for V1 for 100 GSA Challenge

### Planned Tasks:

- Task 1: Look at business model with end game in mind of 2024 goals in relation to checkpoints
- Task 2: Do a divergent brain dump as a first pass, look for themes, connections
- Task 3: Start to formalize working brainstorming GTM doc for a V1
- Task 4: Plan next G work session

### Post-session Reflection

- Output:  100 GWSA: GTM Brainstorm Doc
- Need to formalize the process for myself to get into a creative mode and divergetnly come up with ideas without being tied to them. Revisit Andrew's creativity training.

## SESSION #6 - June 8 / 3:30 PM

### Desired Outcome:

- Finalize GTM doc for feedback in the chats

### Planned Tasks:

- Task 1: Complete brainstorming process
- Task 2: Pull out best ideas
- Task 3: Mock up V1 GTM plan
- Task 4: Create summary ready for feedback in chats
- Task 5: Post feedback in chats

### Post-session Reflection

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