

Weekly Goals and Roadblocks Slaughter Plan

This Week's Big Goals:

Goal #1: [Get a mid-ticket client interested in website and landing page building service.]

Goal #2: [Provide good results to my current clients]

Roadblocks to Slaughter:

Roadblock #1: [I need to discover a new way of acquiring clients]

Roadblock #2: [Challenge: 40 cold calls this week (or at least to the point when I'll sign a client)]

Strategy for Crushing Goals and Overcoming Roadblocks

Tactics for Goal #1:

Action Steps: [I'm going to do a really deep analysis to get to a specific niche of people that need a website.

Currently my best guesses are:

- Party halls.
- Coaches.

Worked with them before and even now. I'm looking for them on google maps. If I see that they don't have a link to a website, they land on my cold calling list.]

Tactics for Goal #2:

Action Steps: [Analyze the potential keywords that are being looked up by people interested in my clients service. I need to write a blog and a facebook post. I need to make the post as engaging as I possibly can. Everybody needs to be curious about the topic. They need to click on the link below the CTA and get to know more about my clients services. I'm going to use the "mixing opportunities and threads" method. Those keywords need to be implemented as much as they can, while being almost invisible at the same time.]

Overcoming Roadblocks:

- [1. Brainstorming session with my friend
2. Market research in order to get to know some of the newest options available for me.
(probably cold calling is going to stay being the best method of outreach, because of the low
loss:win ratio.)]

[It's going to take a master level of confidence, but don't worry, that's not a problem here.
The problem is that I need to first make a list of prospects that I want to call. Since I don't
have that much of time everyday, I decided to squeeze the entire list-making process into
one day, which is tomorrow and then, make 8 calls a day for a week (or at least to the point
when I'll sign a client)]

Iron Word Declaration

My Iron Word: (Me, Charles | Just Charles, declare an unwavering determination to achieve
the goals I have set for myself. If I won't be able to fulfill this adventure, I will officially
become a girl and my pee pee will fall of.)

<HERE>

Fill In Each Day As You Go Through Your Week

DAY 1

Achievements:

[I actually signed 3 clients today XD (update: I'm about to sign 4th one), but that doesn't
matter, I still have to provide good results for them.
I made a list of people that unfortunately I'll be calling next week. Why? Because today I
surpassed the maximum legal income amount from an unregistered business in my country,
and I don't want to get in trouble. Next week I'm going to be on 0 again, and I will start cold
calling sessions as I said I'm going to this week.]

Challenges Encountered:

[Sales call. That was my 3rd one, and it lasted for about 30 min.

Market research of a market never known to me before. It was crazy hard to understand the pains and desires of GEEK RPG map players.]

Lessons Learned and Adjustments for Next Week:

[I definitely learned that confidence and laughter are key while doing a sales call. I signed one of the clients for more than I expected and I created a good relationship from the entire beginning.]

DAY 2

Achievements:

[I closed 2 of 3 signed clients (One fell off unfortunately) today. I created a linktree for one of my clients to shorten his value ladder because in his link there was a link to his website where he's not actually selling anything since he's using a different one. So I thought let's just match everything but we're going to keep his patreon (website where he is selling) above the others.

I did a call with another client to get a better understanding of what we're trying to achieve.

Also I got a good understanding of what my new client would like his website to look like. It's going to be a sick project.]

Challenges Encountered:

[So today I actually faced one of the biggest challenges I knew I'm about to face on my path to success. It's about invoices. I'm 17 and my service is not registered as a business yet, so I unfortunately can't give my clients a proof of their purchase.]

Lessons Learned and Adjustments for Next Week:

[I will always ask my potential clients if they would like to receive an invoice. It's a problem that I need to solve with one of my clients now because he already sent me money.]

DAY 3

Achievements:

[Started creating a website for one of my clients, it's going to be sick.

Scheduled a meeting with one of my clients. We need to create a strategy for his instagram posts and activity in general.]

Challenges Encountered:

[Had a problem with my website's design. The graphics were spreading all over the screen, not listening to the commands I've written. Managed to fix it.]

Lessons Learned and Adjustments for Next Week:

[I learned to use design aps, it's going to help me in creating main pages for my websites in the future. Learned many cool website functions.]

DAY 4

Achievements:

[Half of the website is done  Improved the design and animations. Also I managed to improve my other client's strategy for getting attention and planned to create graphics for him.]

Challenges Encountered:

[So my client didn't want to give me his instagram login for me to manage it and follow other people, instead he wanted me to just work with meta business suite (which only let me post photos and answer dm's). I managed to overcome this roadblock by offering a different strategy. And this strategy was that I will simply create a list of specific people for him to follow (potential buyers based on what they're commenting and watching).]

Lessons Learned and Adjustments for Next Week:

[I improved my graphics editing skill.]

DAY 5

Achievements:

[Website is 75% done ☒. I'm waiting for my client to provide me with descriptions that he wants to be there.]

I SIGNED ANOTHER CLIENT FOR A WEBSITE!!

It's a dude that has a car repair saloon, and he wants to pay me 1200 cash.]

Challenges Encountered:

[Today's day was rough. without my time management skills I wouldn't be able to complete all of my tasks. But I of course did cause I'm a G.]

School, Gym, Work, Math lesson.]

Lessons Learned and Adjustments for Next Week:

[I need to remember to ALWAYS take gym clothes to school with me. That saved me like 30 minutes of the time I would come back home and pack them and everything.]

So from now on, I'm going to the gym immediately after school.]

DAY 6

Achievements:

[Website is 85% done ☒. Still waiting for descriptions, but I added smooth scrolling and improved borders that were looking a bit shitty. Also I wrote an article about circular economy for my other client.]

Challenges Encountered:

[Every smooth scrolling plugin was designed strictly for wordpress, while my website was based on wordpress+elementor and it simply didn't work. Unfortunately I still can't solve this problem.]

Lessons Learned and Adjustments for Next Week:

[I learned a bit about legal business registration since I recently surpassed the maximum legal income for an unregistered registered business and I'll be registering it soon.]

DAY 7

Achievements:

[Website is done 

My new client told me everything he wants to implement on his website and gave me graphics and a logo to add there.]

Challenges Encountered:

[And again I needed to use my time management skills because it was my cousin's birthday today. I woke up at 9AM, did some work, sprinted to the gym and then went to my cousin.

When I came back, I literally had 5 minutes for rest since I had math lessons late. Then I worked till midnight.]

Lessons Learned and Adjustments for Next Week:

[I actually learned to use a sample like this every single day. I can look 7 days back now and remember what I learned, challenges I faced and how I managed to overcome them. I'm going to implement this sample into my life and try to use it everyday.]

THANKS THOMAS!