

Cause and Effect Assignment

Goal = 10k/month

If I open up a google spreadsheet
And if I google business owners in my niche
And if I get their names and numbers
And if I put their name and numbers in a spreadsheet
And if I create a script
And if I don't follow the script like a robot
And if I cold call the numbers in the spreadsheet
And if they don't answer I go to the next person and call them again later
And if they answer I start the script
And and if they aren't interested I go to the next person on the list
And if they are interested I book a demo call (the sooner the better)
And if I put the time and date of the demo call in the spreadsheet by their name and number
And if the copy in the demo call presses on the pain points of where their business is struggling
And if it shows I'm trustworthy
And if it also gives them the basics of my services
And if I continue repeating the process
And if I text them to see if they are ready to do the zoom call
And if they say no I attempt to get information why not and reschedule if possible
And if I send them a zoom call for the demo and they say yes we start the call
And if they get through the demo call
And if it makes sense for us to work together
And if they agree
And if I send them an invoice to get their payment
And if they pay
Then I have gotten a client
And if I analyze their company to see where major improvements are needed
And if I do market research
And if I create an avatar with that market research
And if I write copy for the avatar
And if I create ads for the avatar using the persuasion cycle
And if those ads have a call to action to my clients website
And if the copy in my clients website continue to use the persuasion cycle
Then they'll book with my client
If they book with my client
Then my client gets paid
If I ask them for a testimonial
And if I put that testimonial in my demo call adding to trustworthiness
And if I repeat this cycle
Then I can continue to get more clients
By getting more clients I can build up to 10k/month