




WEEK 4 - 28 Days To A Client




THE MASTER WAR MODE DAY PLAN + REPORT




| ✓/✗ | U+I Of Task | Task List For The Day - Fill In ALL 20! | Task Time: |
|-------|-------------|--|------------|
| 1. ✓ | Q2 ▾ | Meditate | 20m |
| 2. ✓ | Q2 ▾ | Gratitude journal | 5m |
| 3. ✓ | Q2 ▾ | 100 pushups | 5m |
| 4. ✓ | Q2 ▾ | Review 1 piece of student copy (timebox to 30 mins) | 35m |
| 5. ✓ | Q2 ▾ | Breakdown a piece of copy from the YouTube Swipe File - Heatseekers Breakdown Part 1 | 15m |
| 6. ✓ | Q2 ▾ | Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences | 15m |
| 7. ✓ | Q2 ▾ | Watch morning power-up call and write down the lesson learned in 1-2 sentences | 15m |
| 8. ✓ | Q2 ▾ | Read 1 captain lesson and note down lessons learned | 5m |
| 9. ✓ | Q1 ▾ | Win/Loss challenge day 7 | - |
| 10. ✓ | Q2 ▾ | Breakdown a piece of copy from the YouTube Swipe File - Heatseekers Breakdown Part 2 | 15m |
| 11. ✓ | Q1 ▾ | Boxing workout | 2h |
| 12. ✓ | Q2 ▾ | Prospecting: pick a prospect, take notes, analyze funnel | 1h |
| 13. ✓ | Q2 ▾ | Prospecting: do audience research | 30m |
| 14. ✓ | Q2 ▾ | Prospecting: write a piece of free value | 2h |
| 15. ✗ | Q2 ▾ | Create sheet template for new fitness program | 30m |
| 16. ✓ | Q2 ▾ | Watch quick lesson: One legged golfer | 5m |
| 17. ✓ | Q2 ▾ | Watch quick lesson: Don't write another line of copy until you've answered these 3 questions | 5m |

Total Hours Planned In The Day: /24

| ✓/✗ | U+I Of Task | Task List For The Day - Fill In ALL 20! | Task Time: |
|-------|-------------|---|------------|
| 18. ✓ | Q4 ▾ | Listen to part 3 chapter 12 of “How to win friends and influence people” | 15m |
| 19. ✓ | Q1 ▾ | Reflection: Day 34 of the Real War Mode | 15m |
| 20. ✓ | Q1 ▾ | Plan out Day 35 of the Real War Mode | 15m |







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|  |  DAY NUMBER + DATE + TIME  |
| Day Number: | 34 |
| Date: | 04/15/23 |
| Start Time: | 8 am |

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|---|---|
|  |  3 Things That I Am Grateful To Have In My Life  |
| 1. | I am grateful for the cup I hold my teeth aligners in |
| 2. | I am grateful for my new boxing mouthguard |
| 3. | I am grateful for my portable headphones |

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|---|---|
|  |  My Top 3 Priority Tasks That MUST Be Completed  |
| 1. | Boxing workout |
| 2. | Write a piece of free value |
| 3. | Create sheet template for new fitness program |

 **Hour-By-Hour Tracking:** 

[Plan+Measure=Improve]

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|--|--|
|  Task: |  Task = Set The Task That I Intend To Complete This Hour? |
|  Sub-Task: |  Sub-Task = What Is My Plan Of Action To Complete This Task For This Hour? |
|  Reflection: |  Reflection = Did I Complete This Task For This Hour? If Not, Then Why? |



MY MORNING WAR PLAN



 **What Do I Plan To Accomplish This Morning?** 

- **Boxing workout**

 **What Is The Main Goal For This Morning?** 

- **Boxing workout**

 **How Will I Start My Morning With Power?** 

"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."

**DELETE BOXES
THAT ARE BEFORE**

YOU WAKE UP!

| | |
|----------------------|--|
| 8 am: Task 💰 | Wake up, morning routine |
| Sub-Task's 🔔 | <ul style="list-style-type: none">- Cold shower- Coffee- Morning hygiene- Meditate for 15-20 mins- Gratitude Journal |
| Reflection ✍️ | Got up at 8:20 so I couldn't do my gratitude journal this morning. Plus my meditation was only 10 mins. |

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|----------------------|------------------------------|
| 9 am: Task 💰 | Commute to boxing gym |
| Sub-Task's 🔔 | Commute to boxing gym |
| Reflection ✍️ | done |

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|----------------------|------------------------------------|
| 10 am: Task 💰 | Boxing workout |
| Sub-Task's 🔔 | Box |
| Reflection ✍️ | Improved uppercut technique |

| | |
|----------------------|---|
| 12 am: Task 💰 | Commute back home |
| Sub-Task's 🔔 | Listen to part 3 chapter 12 of “How to win friends and influence people” |
| Reflection ✍️ | What I've learned: <ul style="list-style-type: none"> - Throw down a challenge. It's what motivateates people (esp. men) |

🎯 **END-OF-THE-MORNING REPORT** 🎯

🧠 **What Did I Learn This Morning?** 🧠

- **Throw down a challenge. It's what motivates people to do the hard work**
- **Improved my uppercut technique in today's boxing class**

❌ **What Problem's Did I Face This Morning?** ❌

- **Got up 20 mins later. Couldn't do my gratitude journal practice in the morning and my meditation was short - 10 mins.**

🔑 **How Will I Solve These Problems For This Afternoon?** 🔑

- **Get up on time tomorrow**

🏹 **MY AFTERNOON WAR PLAN** 🏹

🧠 **What Do I Plan To Accomplish This Afternoon?** 🧠

- **Write a piece of copy**
- **Breakdown a piece of student copy**
- **Heartseekers breakdown part 1 and 2**

- Improve marketing IQ

🎯What Is The Main Goal For This Afternoon?🎯

- Write a piece of copy as FV for a prospect

🔑How Will I Start My Afternoon With Power?🔑

“It is the internal struggles, when fought and won on their own, that yield the strongest rewards.”

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|---------------|------------|
| 1 pm: Task 💰 | Cook lunch |
| Sub-Task's 🔔 | Cook lunch |
| Reflection ✍️ | done |

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|---------------|-----------|
| 2 pm: Task 💰 | Eat lunch |
| Sub-Task's 🔔 | Eat lunch |
| Reflection ✍️ | done |

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|--------------|--|
| 3 pm: Task 💰 | <ul style="list-style-type: none">- Review 1 piece of student copy (timebox to 30 mins)- Breakdown a piece of copy from my swipe file |
|--------------|--|

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|---------------------|--|
| Sub-Task's 🛎 | <ul style="list-style-type: none"> - Pick a piece of short-form copy from the chats - Set a timer for 30 mins - Review copy and leave feedback - Pick a piece of copy from my TODO stash - Set a timer for 30 mins - Break it down and extract IDEAS - Place it inside my swipe file |
| Reflection ✍ | <ul style="list-style-type: none"> - Watched Heartseekers breakdown parts 1 and 2 - Student copy review was delayed - Student copy reviewed in 30 mins |

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|---------------------|--|
| 4 pm: Task 💰 | <ul style="list-style-type: none"> - Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences - Watch morning power-up call and write down the lesson learned in 1-2 sentences - Read 1 captain lesson and note down lessons learned |
| Sub-Task's 🛎 | <ul style="list-style-type: none"> - Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences - Watch morning power-up call and write down the lesson learned in 1-2 sentences - Read 1 captain lesson and note down lessons learned |
| Reflection ✍ | <ul style="list-style-type: none"> - Watched KM video - Captain lesson read - Watched morning power-up call |

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|------------------------|--|
| 4:30 pm: Task 💰 | Prospecting |
| Sub-Task's 🛎 | <ul style="list-style-type: none"> - Pick a prospect - Take notes - Analyze current funnel |
| Reflection ✍ | done |

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|-------------------------|---|
| 5:30 pm: Task \$ | Prospecting |
| Sub-Task's 🔔 | <ul style="list-style-type: none">- Do audience research- Analyze research- Come up with idea for free value |
| Reflection ✍️ | done |

| | |
|----------------------|---|
| 6 pm: Task \$ | Prospecting |
| Sub-Task's 🔔 | <ul style="list-style-type: none">- Write free value |
| Reflection ✍️ | done |

| | |
|----------------------|--|
| 7 pm: Task \$ | Prospecting |
| Sub-Task's 🔔 | <ul style="list-style-type: none">- Write free value- Review with chatGPT- Send for review in the TRW chats |
| Reflection ✍️ | <ul style="list-style-type: none">- Done. I'm very proud of this one.- Haven't sent it for review in the chats. |

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|----------------------|--|
| 8 pm: Task \$ | Create sheet template for new fitness program |
| Sub-Task's 🔔 | <ul style="list-style-type: none">- Create a new sheet template in Google Drive |

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|----------------------|---|
| | - Figure out new fitness program |
| Reflection ✍️ | |

| | |
|---------------------------|---|
| 8:30 pm: Task 💰 | Watch quick lessons |
| Sub-Task's 🔔 | <ul style="list-style-type: none"> - Watch quick lesson: One legged golfer - Watch quick lesson: Don't write another line of copy until you've answered these 3 questions |
| Reflection ✍️ | Both watched. Lessons noted down at the end of this document. |

| | |
|----------------------|-------------------|
| 10 pm: Task 💰 | Eat dinner |
| Intention 🔔 | Eat dinner |
| Reflection ✍️ | |

| | |
|-------------------------|--|
| 10:30 pm: Task 💰 | Reflection + Plan |
| Intention 🔔 | <ul style="list-style-type: none"> - Reflection: Day 34 of the Real War Mode - Plan out Day 35 of the Real War Mode - Send both to # Accountability Roster |
| Reflection ✍️ | |

| | |
|----------------------|---|
| 11 pm: Task 💰 | Cool down and go to bed |
| Intention 🔔 | <ul style="list-style-type: none"> - nighttime hygiene - 10 min of yoga nidra - and go to bed. |
| Reflection ✍️ | |



End-Of-The-Day Report:



🧠 What Did I Learn Today? 🧠

- **A promo can either educate (logic brain) or sell (emotional brain). NEVER do both at the same time. Copywriters focus on SELLING, while educating just enough to sell.**
- **The 4 Us to look for in a headline:**
 - **Unique**
 - **Useful**
 - **Urgent**
 - **Ultra-specific**
- **The eyebrow = the text above the headline**
- **If I need to say “you don’t care about this...” in a promo - DELETE IT, IT’s IRRELEVANT TO THE READER**
- **Lesson from KM video: NEVER go into explanation mode, always stay in selling mode.**
- **Lesson from morning power-up call #234: Working hard is not enough by itself. My hard effort must be directed.**
- **ChatGPT is better at googling than Google.**
- **Answer these 3 questions before writing ANY piece of copy:**
 - **1) Where is my reader? (in the sales funnel)**
 - **2) Where do I want him to go? (What is the goal of this copy?)**
 - **3) What steps do I need them to take? (think, see, feel, experience)**
- **How to make insanely powerful headline?: BIG specific claim + dream state that triggers imagery + bizzare extreme (unique) case**
- **The #1 priority of a headline is to GRAB ATTENTION (done in first 1-4 words)**
- **Keep my outreach shorter (50-100 words). Prospects know I’m selling to them, drop all the bullshit about how I found them and explanations. Keep all my paragraphs to 1 sentence (or 2 short), answering WIIFM on each one.**

✗ What Problems Did I Face In The Day? ✗

- **Got up at 8:20 am (20 mins late). Result: mediation was only 10 mins + my gratitude journal practice was done later in the day.**
 - **Wasted 20-30 mins after lunch break.**
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🔑 How Will I Solve These Problems Tomorrow? 🔑

- **Say to myself I'll get up on time and actually get up on time**
 - **Don't waste time after the lunch break**
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NEW What Do I Plan To Do Differently Tomorrow? NEW

- **Update this day planner to include wins and losses**
 - **Take small walking breaks outside (5 min) + do some pushups after every 1-2 hours of G work.**
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♻️ What Do I Plan To Do The Same Tomorrow? ♻️

- **Track wins and losses daily and OODA loop at the end of the day**
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📱 Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With? 📧

- **Send follow-up to Lee**
 - **Send follow-up to Gabe**
-

What Tasks Were Left Undone?

- **Create sheet template for new fitness program**

Brain Dump: