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 | 5 m |
| 3. 🗸 | Q2 · | 100 pushups | 5 m |
| 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 | 5 m |
| 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 | 2 h |
| 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 | 2 h |
| 15. 🗙 | Q2 · | Create sheet template for new fitness program | 30m |
| 16. 🔽 | Q2 · | Watch quick lesson: One legged golfer | 5 m |
| 17. 🗸 | Q2 · | Watch quick lesson: Don't write another line of copy until you've answered these 3 questions | 5 m |

| ✓/ × | 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 |

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

| | 🙏 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 |

| | |
|----|---|
| 1. | Boxing workout |
| 2. | Write a piece of free value |
| 3. | Create sheet template for new fitness program |



[Plan+Measure=Improve]

| \$ 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? |



| | ⊗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 🔔 | 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. |
| | |
| | |
| 9 am: Task \$ | Commute to boxing gym |
| Sub-Task's 🔔 | Commute to boxing gym |
| Reflection / done | |
| | |
| | |
| 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: - Throw down a challenge. It's what motiveates 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

iggthereowWhat Problem's Did I Face This Morning?iggthereow

- 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 | narketing IQ |
|----------------|---|
| | |
| | |
| | ©What Is The Main Goal For This Afternoon?⊚ |
| - Write a pi | ece of copy as FV for a prospect |
| | |
| | |
| | Phow Will I Start My Afternoon With Power? P |
| | nal struggles, when fought and won on their own, that yield the |
| strongest rewa | ras." |
| | |
| | |
| 1 pm: Task \$ | Cook lunch |
| Sub-Task's 🔔 | Cook lunch |
| Reflection / | done |
| | |
| | |
| | |
| 2 pm: Task \$ | Eat lunch |
| Sub-Task's 🔔 | Eat lunch |
| Reflection / | done |
| | |
| | |
| | |
| 3 pm: Task \$ | Review 1 piece of student copy (timebox to 30 mins) Breakdown a piece of copy from my swipe file |
| | |

| Sub-Task's 🔔 | 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 / | Watched Heartseekers breakdown parts 1 and 2 Student copy review was delayed Student copy reviewed in 30 mins |
| | |
| 4 pm: Task \$ | 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 🔔 | 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 / | Watched KM video Captain lesson read Watched morning power-up call |
| | |
| 4:30 pm: Task \$ | Prospecting |
| Sub-Task's 🔔 | Pick a prospect Take notes Analyze current funnel |
| Reflection / | done |

| 5:30 pm: Task \$ | Prospecting |
|---------------------|--|
| Sub-Task's 🔔 | Do audience research Analyze research Come up with idea for free value |
| Reflection / | done |
| | |
| 6 pm: Task \$ | Prospecting |
| Sub-Task's 🔔 | - Write free value |
| Reflection / | done |
| | |
| | |

| 7 pm: Task \$ | Prospecting |
|---------------|---|
| Sub-Task's 🔔 | Write free value Review with chatGPT Send for review in the TRW chats |
| Reflection / | Done. I'm very proud of this one. Haven't sent it for review in the chats. |
| | - Haven't sent it for review in the chats. |

| 8 pm: Task \$ | Create sheet template for new fitness program | | | |
|---------------|---|--|--|--|
| Sub-Task's 🔔 | - Create a new sheet template in Google Drive | | | |

| | - Figure out new fitness program |
|----------------------|---|
| Reflection / | |
| | |
| | |
| | |
| 8:30 pm: Task \$ | Watch quick lessons |
| Sub-Task's 🔔 | 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 / | |
| | |
| | |
| 10.00 | Defined and Discontinuous |
| 10:30 pm: Task \$ | Reflection + Plan |
| Intention 🔔 | - 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 🔔 | nighttime hygiene 10 min of yoga nidra and go to bed. |
| Reflection / | |



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.

| XWhat Problems Did I Face In The Day?X |
|---|
| 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. |
| |
| → 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 |
| |
| ™What Do I Plan To Do Differently Tomorrow?™ |
| 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. |
| |
| |
| - Track wins and losses daily and OODA loop at the end of the day |
| |
| ■ 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 |
| |
| |

| y What | Tasks | Were | Left | Undon | e? 📝 |
|---------------|--------------|------|------|-------|------|

- Create sheet template for new fitness program

Brain Dump: