

CONQUEST OF MY LIFE

What Made Me Change? (Chapter 0)

I rejected the truth.

I was "Judas".

I lied to myself and everyone I love.

I live with the pain of this regret and knowing that... that time is gone.

Which is why I will live according to the truth for the rest of my life.

Striving to make it up to God and the ones I love.

I will be the man who lives to become the highest possible version of myself.

I will stay in the process of growth in truth.

I will return home knowing I gave my all.

I will give my everything.

1. Define Objective:

a. *What is the goal?*

> Live as the highest possible self that I can possibly be. The most successful I can ever be.

b. *How will I know I've achieved it?*

> My wife will look at me. My children will look at me. My mom will look at me. My father will look at me. Business owners and filthy rich people will look at me. Accountants, lawyers, employees, taxi drivers, salesmen, real estate agents, pilots and stewardesses, poor children and poor men will all look at me. Receptionists, tellers, sales teams, marketers, financiers and bank workers, and contract administrators will look at me. I will see Arc De Triomphe in the background and my mom sipping her cup and smiling.

c. *When is my deadline?*

> Before I turn 28; while I'm 27 years old.

2. What Are The Checkpoints Between My Objective And Where I Am? //GET AS DETAILED AS POSSIBLE:

a. Chapter 1 = Earn a 6-figure income from copywriting for clients.

i. Cause and effect #1

> Get One Client Online To Write Copy For.

ii. Cause and effect #2

> Get 3-5 paying clients and testimonials.

iii. Cause and effect #3

> Get resources, tools, and insights to upgrade.

iv. **Cause and effect #4**

> Get 3 retainer or commission copywriting clients.

v. **Cause and effect #5**

> SCALE.

b. **Chapter 2** = *Build my business and wealth. SCALE.*

i. **Cause and effect #1**

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ii. **Cause and effect #2**

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iii. **Cause and effect #3**

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iv. **Cause and effect #4**

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v. **Cause and effect #5**

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vi. **Cause and effect #6**

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vii. **Cause and effect #7**

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c. **Chapter 3** = *Set Bigger Goals for Business, Health, and Relationships.*

i. **Cause and effect #1**

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ii. **Cause and effect #2**

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iii. **Cause and effect #3**

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d. **Chapter 4** = 27-year-old multi-millionaire copywriter: Plan, schedule, and pay for a trip to Arch de Triomphe.

i. Cause and effect #1

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ii. Cause and effect #2

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iii. Cause and effect #3

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iv. Cause and effect #4

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e. Chapter 5 =

i. Cause and effect #1

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ii. Cause and effect #2

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iii. Cause and effect #3

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f. Chapter 6 =

i. Cause and effect #1

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ii. Cause and effect #2

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iii. Cause and effect #3

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iv. Cause and effect #4

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v. Cause and effect #5

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g. Chapter 7 =

i. Cause and effect #1

- >
- ii. Cause and effect #2
- >
- iii. Cause and effect #3
- >
- iv. Cause and effect #4
- >
- v.

3. What Assumptions or Unknowns do I face?:

1.

2.

3.

4.

4. What are the biggest challenges/problems I have to overcome?

1. **My Mind. To stay consistent with the small things and manage my time intensively so that I complete my daily task list every single day.**

2. **Focusing on the single task in front of me. Not getting distracted by outside forces. Can Eliminate With:**

- Training.
- NEW IDENTITY.
- Discipline.
- Clarity
- Believe & Focus

5. What Can Go Wrong And How Can I Compensate For That Now?:

1. **Failure = Step Back, Take A Breath, Analyze Thoroughly, Iterate Moves Accordingly.**

2. Fear = False Expectations Appearing Real - Fear is not real.
3. Cowardice = DO what you are scared of doing the most every single day.

6. What **resources** do I have?:

1. (The Real World:)

Notes And Knowledge. Copywriting Campus, Andrew, Captains, G's in chats, wins section, review copy, inspiration and copywriting knowledge in videos and notes, daily accountability, and Copy Aikido.

Client Acquisition, Dylan, G's in those social media chats, and outreach chats.

Business Mastery Campus, if I don't find something and Arno has something useful I can use it. Those chats and videos.

2. Google.
3. Chatgpt, Bard AI, Bing chat AI, Grammarly, Hemingway editor, other AI copywriting tools.
4. My Brain.
5. Copywriting knowledge and computer to work on, Wifi, phone to work on, paper and pen, Instagram presence, email swipe file account, copywriting toolbox, other swipe files on the internet including TRW swipe files.
6. Calendar app, TIMER APP, a book where I OODA, this document PLANNER for reference, canva, capcut, NOTES, Google Docs, Google Sheets, and other creation software/ sites that I must look and ask for if necessary.
7. The OODA Loop.

> **Calendar Work:**

- List out checkpoints and set time to reach them.
- List out tasks needed to reach each checkpoint.
- Identify metrics/KPIs for each task. (Key Performance Indicators For Decision Making And Efficiency)
- Allocate time on each of the tasks.

- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.
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Root Cause Analysis

How To Identify Root Causes:

> "Walk the factory line"

- Identify the individual factors contributing or associated with the effect/ cause
- Identify any sequence of events
- Are there any missing steps or elements?
- Check the quality of each existing element/ step
- Where along the factory line does the problem start to show up?
- Once you find something; ask "Why?" at least 5 times.

Copywriting means creating a desired outcome about something that someone specifically cares about and communicating in that way to them.

WHAT SPECIFIC CHANGES DO I NEED TO MAKE IN MY "MACHINE" TO CHANGE THE OUTCOME?

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The Scientific Method:

(Outreach example)

1. **Create Hypothesis/ Question** = "If I do "X", Then I will achieve "Y".
2. **Design A Test** = "Test group and control group. -Isolate a single variable, Name position. -Keep everything else the same, profile name, niche, account size, etc. Send X amount of research/ test outreach with the name at the beginning."
3. **Measure Results** = "Which has higher open rates? Control or test?"
4. **Use Winning Solution Or Create New Hypothesis. Go Through As Fast As Possible.**

Ways You Can Test Hypothesis/ Assumptions/ Questions:

> Launch a Minimal Viable Product (MVP) and test.

Example - before launching full program, create a lead magnet that helps with main problem, launch, and see if people respond well.

> Focus group. Talk with target market directly

- In person
- Surveys/polls
- Response to Content

> Back test. View how an idea has played out or would have played out in past or adjacent scenarios.