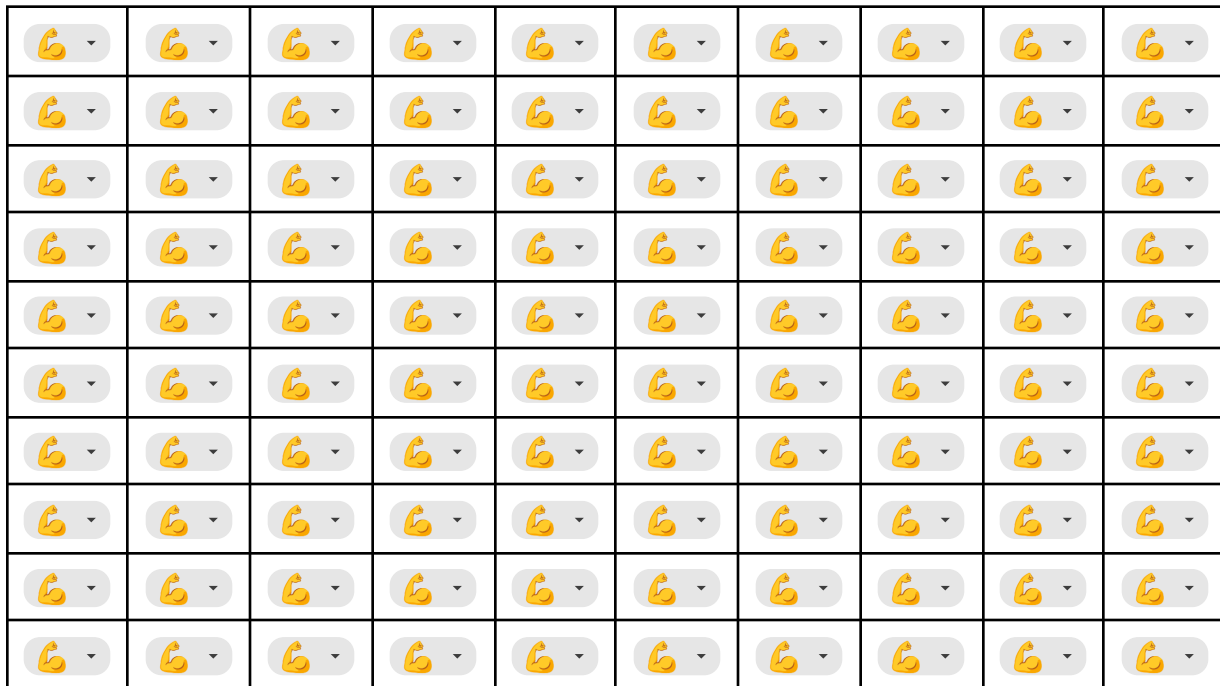


100 G WORK SESSIONS AWAY



G Work Checklist

- ☐ Set a desired outcome and plan actions
- ☐ Pick an attitude
- ☐ Hydrate, Caffeinate, Get the blood flowing
- ☐ Remove distractions
- ☐ Set a timer for 60-90 mins
- ☐ Get started
- ☐ Evaluate afterwards

G Work Session Tracker Template

SESSION #1 - June 6

Desired Outcome:

- Prepare for a sales call with a local business owner of an interior design studio

Planned Tasks:

- Prepare SPIN questions
- Write down ways I can help him

Post-session Reflection

- I sounded less confident when presenting the solution (SEO optimization) because I've never offered that service before, so I was a bit unsure of myself and my ability to produce results – move his website up the search results in Google.
-

SESSION #2 - June 6

Desired Outcome:

- Create a Google Document listing out websites and social media accounts of the top players in the interior design niche both in Bulgaria and the USA

Planned Tasks:

- Go through websites, see which ones look most professional, then put them in the list
- Go through Facebook and Instagram accounts, see which ones look most professional, then put them in a list

Post-session Reflection

- I spent an hour or two doing this research. And this will save me so much more time in the future because now all the top players are in one place. And I can quickly refer to what they're doing and instantly draw inspiration and ideas for ways to help businesses in the niche.

SESSION #3 - June 6

Desired Outcome:

- Write Facebook ads for a local beauty studio offering lazer hair removal

Planned Tasks:

- Create copy based on the research I've done
- Find suitable creatives for the ads I've created
- Have my mother read the ads and give me feedback

Post-session Reflection

- I need to find winning creatives that top players either in this, or in other similar niches, such as spa or massages centers, are using
-

SESSION #4 - June 7, 8:00-10:00

Desired Outcome:

- Finalize 3 Facebook ads I'll send as free value to a local beauty studio offering laser hair removal

Planned Tasks:

- Create 3 creatives for the 3 ads
- Proofread the copy and fix any mistakes
- Fix the CTAs to match the offer of the studio

Post-session Reflection

- My focus wasn't at its best, yet I kept pushing and completed the work.
-

SESSION #5 - June 7, 10:30-12:00

Desired Outcome:

- Create a Google Document with ways I can help a local interior design company, then have a sales call with them a bit later

Planned Tasks:

- Make a list of ways I can help the business
- Plan SPIN questions

Post-session Reflection

- Took me less time than expected. Which should be a sign for me that things don't take as much time as I think, and that I can complete tasks faster than I think.
-

SESSION #6 - June 7, 12:30-13:45

Desired Outcome:

- Learn how to use WordPress for building websites

Planned Tasks:

- Watch YouTube videos about WordPress
- Poke around on WordPress to get familiar with the platform

Post-session Reflection

- You already know how to use Wix. And as you've already seen, learning WordPress won't be that complicated. Sure it will take you some time to get used to, but it's not like it'll be impossible. And at the end of the day, if not you, who else will be able to learn the platform fast and provide exceptional service to Petar... Duh.
-

SESSION #7 - June 7, 14:30-16:00

Desired Outcome:

- Learn more about SEO

Planned Tasks:

- Watch YouTube videos about improving SEO in WordPress with 1.5 speed
- Ask ChatGPT to explain SEO to you

Post-session Reflection

- Watch only videos that show how to improve SEO with the exact extension used by Petar.
-

SESSION #8 - Jun 7, 16:30-18:15

Desired Outcome:

- Learn more about SEO

Planned Tasks:

- Watch YouTube videos explaining SEO for WordPress
- Ask ChatGPT about SEO

Post-session Reflection

- If you truly try to learn about SEO, you will be able to improve it no matter how complicated, difficult, or technical it seems.
-

SESSION #9 - June 8

Desired Outcome:

- Have a sales call with a local interior design studio

Planned Tasks:

- Go through the SPIN questions
- Close the deal

Post-session Reflection

- I did well – built rapport, acted like a normal human being, showed empathy, laughed when appropriate, and positioned myself as the expert. Maybe I should've talked a bit more slowly.
-

SESSION #10 - June 8

Desired Outcome:

- Research the laser hair removal market and figure out how to help businesses

Planned Tasks:

- Analyze Facebook ads accounts of top players
- Add more information into my Google Document with analysis of the market

Post-session Reflection

- Now I have quite a lot of information about the market. It's time to find local laser hair removal businesses on the map, figure out ways to help them, approach them in person, and offer them solutions for getting more new customers.
-

SESSION #11 - June 9, 10:30-11:50

Desired Outcome:

- Create a Google Document outlining ways I'll help a local interior design studio, and how much I'll charge them.

Planned Tasks:

- Make a list of improvements I'll make to their website.
- Explain how I'll help them with social media.
- Get it checked by ChatGPT

Post-session Reflection

- I could've worked with more SPEED.
-

SESSION #12 - June 9, 12:45-13:45

Desired Outcome:

- Find name and contact information for local interior design businesses

Planned Tasks:

- Go through each link to a local interior design studio from your list
- Find the name of the owner, their email, their social media accounts, etc.

Post-session Reflection

- For a bit, you got sucked into consuming one of the owner's social media content.
-

SESSION #13 - June 10

Desired Outcome:

- Send outreach emails to local interior design studios

Planned Tasks:

- Find a name and an email of the person you want to reach out to
- Send out emails using Professor Arno's template

Post-session Reflection

- I developed a decent system that allowed me to send out emails fast
-

SESSION #14 - June 10

Desired Outcome:

- Extract a name and an email of for contact with local interior design studios

Planned Tasks:

- Go through websites of interior design studios and extract a name and an email of the person you want to contact

Post-session Reflection

- Good thing I pushed myself to go through the list of all the local interior design studios in the particular area I was targeting.
-

SESSION #15 - June 11

Desired Outcome:

- Send outreach emails + Extract links to local laser hair removal studios

Planned Tasks:

- Send emails
- Answer any replies you might get
- Get emails of local laser hair removal studios

Post-session Reflection

- I should've set clearer boundaries with my sister, so she doesn't distract me during my G work session.
-

SESSION #16 - June 11

Desired Outcome:

- Have an in-person meeting with the owner of a local interior design studio.

Planned Tasks:

- Prepare SPIN questions.
- Figure out ways to help their business.

Post-session Reflection

- I was calm cool collected. I was a bit stiff during the whole conversation.
-

SESSION #17 - June 12

Desired Outcome:

- Hava a sales call with the owner of a local interior design studio, then get back to her with answers and ways you can help her

Planned Tasks:

- Have a sales call and go through the SPIN questions
- Answer her questions and continue the conversation

Post-session Reflection

- Take her money, then figure out how to deliver. In case you don't succeed in delivering, just give her money back. It's risk-free... and you can only learn from the experience.
-

SESSION #18 - June 12

Desired Outcome:

- Send outreach and follow-up emails

Planned Tasks:

- Send outreach emails to local laser hair removal centers.
- Send follow-up emails to local interior design studios.

Post-session Reflection

- You did it with speed. You might need to upgrade your spreadsheet with prospects.
-

SESSION #19 - June 12

Desired Outcome:

- Sales call with the owner of a local interior design studio

Planned Tasks:

- Ask the SPIN questions
- Think about ways to help her
- Provide her with free value by helping her solve a minor problem

Post-session Reflection

- This is your chance to put your skills and professionalism to a test. Let's see if you'll be able to bring her a new client within the next 2 weeks.
-

SESSION #20 - June 13

Desired Outcome:

- Sales call with the owner of a local interior design studio + Create a Google Document with a plan of action.

Planned Tasks:

- Go through the SPIN questions.
- Write down the important information.
- Pitch her for a commission deal.

Post-session Reflection

- See? It's that easy to land a commission deal. And that's the type of prospect you should be working with because she has big long-term goals for her business. You can be her rainmaker.
-

SESSION #21 - June 13

Desired Outcome:

- Extract website links and business owners' contact information

Planned Tasks:

- Extract website links
- Go through websites and social media, and extract business owners' contact information

Post-session Reflection

- This activity doesn't require many brain calories, so it's about doing it and getting rid of it.
-

SESSION #22 - June 13

Desired Outcome:

- Extract website links of local hair removal centers and business owners' contact information

Planned Tasks:

- Extract website links
- Go through websites and social media, and extract business owners' contact information

Post-session Reflection

- This activity doesn't require many brain calories, so it's about doing it and getting rid of it.
-

SESSION #23 - June 14

Desired Outcome:

- Send outreach emails and follow-up emails, and extract local business owners' contact information

Planned Tasks:

- Send follow-up emails to local laser hair removal studios
- Send outreach emails to local laser hair removal studios
- Extract business owners' contact information

Post-session Reflection

- I did everything with speed, although in between tasks I was checking TRW notifications as a quick rest, which could've been avoided.
-

SESSION #24 - June 14

Desired Outcome:

- Reply to all potential prospects who you haven't replied to

Planned Tasks:

- Send emails
- Call them on the phone

Post-session Reflection

- Work completed.
-

SESSION #25 - June 15

Desired Outcome:

- Pick a niche + Extract website links of local businesses + extract business owners' contact information

Planned Tasks:

- Pick a niche
- Extract website links
- Extract business owners' contact information

Post-session Reflection

- These tasks require low brain calories, and yes they're boring... but you MUST go through them anyway. So better do it with SPEED.
-

SESSION #26 - June 16

Desired Outcome:

- Extract business owners' contact information for local dentists

Planned Tasks:

- Extract business owners' contact information

Post-session Reflection

- It took me a long time to get started. I should be able to start sooner. Because that's the problem with most people – the hardest part of the working process for them is to simply get started.
-

SESSION #27 - June 16

Desired Outcome:

- Extract business owners' contact information for local dentists

Planned Tasks:

- Extract business owners' contact information

Post-session Reflection

- Work completed.
-

SESSION #28 - June 17

Desired Outcome:

- Have a sales call with the business owner of a local laser hair removal center

Planned Tasks:

- Go through the SPIN questions
- Position yourself as the expert
- Follow up with her

Post-session Reflection

- Work completed.
-

SESSION #29 - June 17

Desired Outcome:

- Send outreach & follow-up emails

Planned Tasks:

- Send outreach emails to local laser hair removal centers
- Send follow-up emails to local laser hair removal centers
- Send follow-up emails to local interior design studios

Post-session Reflection

- Work completed with speed.
-

SESSION #30 - June 18

Desired Outcome:

- Have calls with prospects + send outreach emails

Planned Tasks:

- Call two prospects
- Send outreach emails to local laser hair removal centers

Post-session Reflection

- Work completed.
-

SESSION #31 - June 18

Desired Outcome:

- Come up with ideas to help a local fitness coach

Planned Tasks:

- Analyze her Instagram and online page
- Analyze the Instagram pages of top players
- Make a list of ideas as well as a list of top players and winning ideas for posts and reels.

Post-session Reflection

- You need to find a fitness influencer as young as her.
-

SESSION #32 - June 19

Desired Outcome:

- Get informed about Evgeniya's business

Planned Tasks:

- Read through her website
- Organize the Google Documents you'll use to help her

Post-session Reflection

- The easy work is done. Now it's time to start going through MANY top players' posts and ads and keep track of them in a Google Document, so you can steal their ideas, present them to Evgeniya, and help her grow her business.
-

SESSION #33 - June 20

Desired Outcome:

- Make a list of the top social media accounts for local laser hair removal centers in Bulgaria

Planned Tasks:

- Go through websites
- Extract social media links
- Get only the best ones

Post-session Reflection

- Should've been doing the work with more speed.

SESSION #34 - June 20

Desired Outcome:

- Make a list of the top social media accounts for local laser hair removal centers in Bulgaria

Planned Tasks:

- Go through websites
- Extract social media links
- Get only the best ones

Post-session Reflection

- Work completed.
-

SESSION #35 - June 21

Desired Outcome:

- Find top players and extract their social media accounts

Planned Tasks:

- Extract links to the websites of local laser hair removal centers
- Extract the links to their social media accounts
- Sort them out in order

Post-session Reflection

- Work completed.
-

SESSION #36 - June 21

Desired Outcome:

- Find top players and extract their social media accounts

Planned Tasks:

- Extract links to the websites of local laser hair removal centers
- Extract the links to their social media accounts
- Sort them out in order

Post-session Reflection

- Work completed.
-

SESSION #37 - June 22

Desired Outcome:

- Do warm outreach and follow up with people you've already warm-outreached to

Planned Tasks:

- Start conversations via warm outreach
- Follow up with people you've already warm-outreached to

Post-session Reflection

- Yes, it's that fucking easy to find potential clients.
-

SESSION #38 - June 23

Desired Outcome:

- Create a video with free value for Veronica's husband's business

Planned Tasks:

- Analyze the women's fitness trainers market
- Come up with a free value offer
- Create a video giving them free value and send it to Veronica's husband

Post-session Reflection

- You need to get used to creating content by filming yourself and speaking to the camera. Remember: speaking to the camera is like speaking to another person.
-

SESSION #39 - June 24

Desired Outcome:

- Send follow-up emails to local interior design studios and local laser hair removal centers, and reply to prospects

Planned Tasks:

- Send follow-up emails to local interior design studios
- Send follow-up emails to local laser hair removal centers
- Reply to prospects who replied to your outreach email

Post-session Reflection

- Yes, that's right... sales is a numbers' game.
-

SESSION #40 - June 24

Desired Outcome:

- Create an offer for Bonbon interior design studio

Planned Tasks:

- Analyze the market
- Come up with an offer for the long term

- Send an email to Bonbon presenting your offer.

Post-session Reflection

- You need to switch your mindset from looking to get paid quickly, to helping a business win in the long-term, especially using social media which apparently you're afraid of.
-

SESSION #41 - June 25

Desired Outcome:

- Send free value to a lead

Planned Tasks:

- Create free value – Facebook ads for a local laser hair removal center
- Send it via email

Post-session Reflection

- Work completed.
-

SESSION #42 - June 26

Desired Outcome:

- Contact a prospect and send her free value

Planned Tasks:

- Have a call with a prospect
- Send her example Facebook ads as free value

Post-session Reflection

- Work completed.

SESSION #43 - June 27

Desired Outcome:

- Research the market for software companies and send free value to Kaloyan

Planned Tasks:

- Look for top players and see what they're doing to gather ideas
- Send free value to Kaloyan
- Wait for his response to see if he likes it

Post-session Reflection

- I'm now waiting for a response.
-

SESSION #44 - June 28

Desired Outcome:

- Prepare for and have a sales call with Bonbon Studio

Planned Tasks:

- Write down the strategy for growing their social media
- Have a sales call with them
- Close the deal

Post-session Reflection

- De-risk the offer for them for highest chance for landing a deal.
-

SESSION #45 - June 28

Desired Outcome:

- Have sales calls with Ilianana and Mihaela

Planned Tasks:

- Have a call with Iliana
- Have a call with Mihaela
- Follow up with them with whatever you agreed on.

Post-session Reflection

- Just send them the requested information and it's all done.
-

SESSION #46 - June 29

Desired Outcome:

- Have a meeting with the owner of a local shoe store + prepare a document with an offer for a local interior design studio

Planned Tasks:

- Have an in-person meeting with the owner of a local shoe store.
- Work on the document that would contain an offer for a local interior design studio

Post-session Reflection

- You need to refine the document with the offer.
-

SESSION #47 - June 30

Desired Outcome:

- Work on the email to be sent to Iliana from Yonkova Studio

Planned Tasks:

- Write about the 3 ways you can help her
- Give her examples and specifics about the 3 ways you can help her

Post-session Reflection

- Now you need to handle some of her potential objections, as well as give her a rough estimate of the amount of money that she'll need to spend for running the Facebook and Google ads.
-

SESSION #48 - June 30

Desired Outcome:

- Work on the client proposal for Yonkova Studio

Planned Tasks:

- Monitor the Client Proposal template made by Professor Arno
- Learn more about Facebook ads so you know what to write and what to say if they ask you about it
- Learn more about Google ads so you know what to write and what to say if they ask you about it

Post-session Reflection

- Keeping poking through the platforms from which you launch Facebook ads and Google ads so you become accustomed to the platforms and become more knowledgeable about the subjects.
-

SESSION #49 - July 1

Desired Outcome:

- Work on the client proposal for Iliana

Planned Tasks:

- Add more information about running Facebook and Google ads, such as the cost and the benefits it will reap
- Improve the structure and the readability of the Google Document

Post-session Reflection

- All we're left to do is proofread (ChatGPT will help here), and make final touches. Then send it to Iliana.
-

SESSION #50 - July 1

Desired Outcome:

- Finalize client proposal for Iliana

Planned Tasks:

- Make final adjustments
- Proofread

Post-session Reflection

- Work completed.
-

SESSION #51 - July 2

Desired Outcome:

- Find ways to help GamplT

Planned Tasks:

- Watch Power Up call about B2B businesses
- Find top players' websites and see what they're doing
- Make a list of ways you can attract more client to GamplT

Post-session Reflection

- Test it if you can find clients by cold calling businesses that appear on Google Maps but don't have a website.
-

SESSION #52 - July 2

Desired Outcome:

- Find ways to help the barbershop on the other side of the street

Planned Tasks:

- Analyze top players from different cities from different countries
- Make a list of ways you can help them attract more clients

Post-session Reflection

- Approach the barber shop in person tomorrow at 10 am when they open. Schedule a meeting with the owner. Tell him your ideas for attracting clients with Instagram reels. Do the work to film, and edit the videos.
-

SESSION #53 - July 3

Desired Outcome:

- Handle conversations with and offers for local interior design studios

Planned Tasks:

- Reply to prospects who replied to your outreach email
- Send prices for the offer you sent Iliana

Post-session Reflection

- Feels good to be charging a whole lot of money, huh? Now don't lose belief in your abilities to deliver. You should believe deep down that you're charging that much because you have the skills necessary to bring insane results for your clients.

SESSION #54 - July 4

Desired Outcome:

- Come up with names for Andrius' book

Planned Tasks:

- Brainstorm names
- Ask ChatGPT to come up with names
- Propose the best ones to Andrius

Post-session Reflection

- Continue to think about potential names.
-

SESSION #55 - July 5

Desired Outcome:

- Create a Swipe Post for Mihaela

Planned Tasks:

- Watch some of Dylan's lessons
- Come up with a topic for the Swipe Post by getting inspiration from the example ads you've written
- Send the Swipe Post for review to Mihaela

Post-session Reflection

- You could've genuinely done the work in less time. Be more efficient with your time. And most importantly, stop picking up your ____!
-

SESSION #56 - July 6

Desired Outcome:

- Have an in-person meeting with a local barber shop owner and close him as a client

Planned Tasks:

- Dress well, arrive on time, relax, and be confident
- Present your ideas to him in a confident way, like you're damn sure they're going to work

Post-session Reflection

- Follow up with him in a week if he doesn't get back to you.
-

SESSION #57 - July 6

Desired Outcome:

- Create a Swipe Post for Mihaela

Planned Tasks:

- Pick out suitable background colors you can use for all her other posts
- Create the design, add text
- Send it to her for review

Post-session Reflection

- Work completed.
-

SESSION #58 - July 6

Desired Outcome:

- Create a Swipe Post for Mihaela

Planned Tasks:

- Pick out suitable background colors you can use for all her other posts
- Create the design, add text
- Send it to her for review

Post-session Reflection

- Work completed.
-

SESSION #59 - July 7

Desired Outcome:

- Come up with potential names for Andrius' book

Planned Tasks:

- Research names of products/offers/books of other businesses in the niche
- Put ideas in a Google Document
- Use ChatGPT to help you brainstorm names for the book

Post-session Reflection

- Work completed.
-

SESSION #60 - July 7

Desired Outcome:

- Create a Swipe Post for Mihaela

Planned Tasks:

- Come up with a topic for the post
- Create the design of the post in Canva
- Include text and icons

Post-session Reflection

- Mihaela liked it.
-

SESSION #61 - July 8

Desired Outcome:

- Create a Swipe Post for Mihaela

Planned Tasks:

- Create the design, add text
- Send it for review to Mihaela

Post-session Reflection

- Work completed. Now waiting for feedback from Mihaela.
-

SESSION #62 - July 8

Desired Outcome:

- Create a Swipe Post for CBG

Planned Tasks:

- Create the design for the post
- Add the text
- Send it for review to Rayan

Post-session Reflection

- Work completed.
-

SESSION #63 - July 9

Desired Outcome:

- Create a Swipe Post for Mihaela

Planned Tasks:

- Create the design
- Add the text
- Send it for review to Mihaela

Post-session Reflection

- Work completed.
-

SESSION #64 - July 9

Desired Outcome:

- Have a sales call with Elitsa and handle the logistics after the call

Planned Tasks:

- Have a sales call with Elitsa
- Follow up with her after the call with the necessary information/updates/offer/free value

Post-session Reflection

- Work completed.
-

SESSION #65 - July 9

Desired Outcome:

- Create a Story for Mihaela

Planned Tasks:

- Create the design
- Add the text
- Send it for review to Mihaela

Post-session Reflection

- Work completed.
-

SESSION #66 - July 10

Desired Outcome:

- Create a Reel and a Swipe Post for Mihaela

Planned Tasks:

- Create the design
- Add the text
- Send for review to Mihaela

Post-session Reflection

- Yes, I created a Reel. No, Mihaela didn't like it. Doesn't matter.
-

SESSION #67 - July 10

Desired Outcome:

- Create a Swipe Post for Elitsa

Planned Tasks:

- Create the design
- Add the text
- Send it to Elitsa for review

Post-session Reflection

- Work completed.
-

SESSION #68 - July 11

Desired Outcome:

- Create a Reel for Mihaela

Planned Tasks:

- Create the design
- Add text
- Send for review to Mihaela

Post-session Reflection

- Work completed
-

SESSION #69 - July 11

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the dentists in Sofia who don't have a link to a website on their Google profiles
- Those who are interested, send them to Kaloyan and give him instructions what to do to close them

Post-session Reflection

- It's not that complicated, huh? Just calling calling calling until you find someone who actually needs a website.

SESSION #70 - July 12

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the dentists in Plovdiv who don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- I could've spent less time "resting" in between the sales calls.
-

SESSION #71 - July 12

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the dentists in Plovdiv who don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #72 - July 12

Desired Outcome:

- Create a post for Mihaela

Planned Tasks:

- Create the design
- Add text
- Send it for review to Mihaela

Post-session Reflection

- Work completed.
-

SESSION #73 - July 13

Desired Outcome:

- Create a post for Mihaela

Planned Tasks:

- Create the design
- Add text
- Send it for review to Mihaela

Post-session Reflection

- Work completed.
-

SESSION #74 - July 13

Desired Outcome:

- Create a post for Mihaela

Planned Tasks:

- Create the design
- Add text
- Send it for review to Mihaela

Post-session Reflection

- Work completed.
-

SESSION #75 - July 14

Desired Outcome:

- Create a post for Mihaela

Planned Tasks:

- Create the design
- Add text
- Send it for review to Mihaela

Post-session Reflection

- Work completed.
-

SESSION #76 - July 15

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the dentists in Varna who don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #77 - July 15

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the dentists in Varna who don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #78 - July 15

Desired Outcome:

- Offer your services to Marketo

Planned Tasks:

- Watch lessons in the CA+SM campus
- Write down ideas for improvements for Marketo's social media and prepare for the meeting
- Approach the owner of Marketo in person

Post-session Reflection

- I got rejected. But did you FEEL the pride, the confidence from doing something "difficult"...

SESSION #79 - July 15

Desired Outcome:

- Make a list of local businesses around the place where you live that you can approach TOMORROW and offer to manage their social media for free (and get paid after a month if you've generated results for them and they're happy with your work)

Planned Tasks:

- Walk around in your neighbourhood and find the businesses in Google
- Look at their social media profiles
- Decide if they're good prospects and approach some of them TOMORROW!

Post-session Reflection

- Work completed.
-

SESSION #80 - July 16

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the dentists in Varna who don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #81 -July 16

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the dentists in Burgas who don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Found a total of 3 potential prospects. Should've done a slightly better job at keeping track of who I've called, have they answered and what they've said in order to avoid confusion and burning a potential lead.
-

SESSION #82 - July 16

Desired Outcome:

- Find a boy and a girl to film for the video for the barber shop

Planned Tasks:

- Go through your Instagram friends and make a list of people that would be suitable for the video
- Get in touch with these people and see if they'd agree to participate

Post-session Reflection

- You should try to move with SPEED! No more looking for another client. No more looking for the "perfect" client or the "perfect" opportunity to prove my skills. THE OPPORTUNITY IS HERE. I MUST grab it by the throat and utilize it to the fucking max. With speed!

SESSION #83 - July 17

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the gyms in Sofia, Plovdiv, Varna and Burgas that don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #84 - July 17

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the gyms in Sofia, Plovdiv, Varna and Burgas that don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Generated 5-6 leads that would potentially turn into clients.
-

SESSION #85 - July 17

Desired Outcome:

- List of the social media profiles of all the barbershop top players in order of follower count

Planned Tasks:

- Google “barber shop Sofia” and go through all the businesses’ websites
- Find each business’ social media profiles
- Put them in the list

Post-session Reflection

- This is the tedious, boring, low brain calorie work that needs doing but that requires low brain function from you, so you can do it when your energy levels are low.
-

SESSION #86 - July 18

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the clothes boutiques in Sofia, Plovdiv, Varna and Burgas that don’t have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Ended up calling only the clothes boutiques in Sofia and Plovdiv. So I need to call those in Varna and Burgas tomorrow.
-

SESSION #87 - July 18

Desired Outcome:

- List of the social media profiles of all the barbershop top players in order of follower count

Planned Tasks:

- Google “barber shop California” and go through all the businesses’ websites
- Find each business’ social media profiles
- Put them in the list

Post-session Reflection

- Work completed.
-

SESSION #88 - July 18

Desired Outcome:

- Analyze a bit of and spot the most successful social media accounts of the barber shops with the most followers on social media in Sofia and California

Planned Tasks:

- Go through the social media accounts with the most followers
- Make a list of the most successful ones
- Extract ideas for videos you could make for The One Barber Shop

Post-session Reflection

- Work completed. I ended up with about 10 ideas for videos and a list of the most successful social media accounts of barber shops in Sofia and California.
-

SESSION #89 - July 19

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the clothes boutiques in Varna and Burgas that don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Failed to complete the work because I had a long conversation with one of the prospects I called. And I don't regret that. Because I got to practice my communication skills and make a valuable contact.
-

SESSION #90 - July 19

Desired Outcome:

- Plan out several videos that I am going to film for The One Barber Shop

Planned Tasks:

- Make a rough script for several videos that will be posted on Instagram
- Write the script based on a rough analysis of the target market and the language they use

Post-session Reflection

- Work completed. Now ALL I must do is find people to participate in the video, film it, edit it, and send it to Dilqn for review. And I'd better overdeliver by making not one (as we agreed), but several videos. And I'd better send him these videos as well as a bunch of other advice and strategies we can use to grow his social media and thus attract more clients.
-

SESSION #91 - July 19

Desired Outcome:

- List of the social media profiles of all the barbershop top players in order of follower count

Planned Tasks:

- Google “barber shop Dubai” and go through all the businesses’ websites
- Find each business’ social media profiles
- Put them in the list

Post-session Reflection

- Work completed. And I think I found some golden nuggets of social media accounts that will serve me as inspiration for content I can film for The One Barber Shop.
-

SESSION #92 - July 20

Desired Outcome:

- Organize the shooting of the video for The One Barber Shop

Planned Tasks:

- Text people who are potential participants in the video
- Write scripts for different videos you could shoot

Post-session Reflection

- I’m proud of myself for not giving up when faced with the unexpected challenge of people telling me they actually wouldn’t be able to participate in the shooting of the video today. I could’ve given up and said “Well, it is what it is” and went back to being a loser. But I chose to do something and find a solution. So I started texting people and eventually I made a valuable connection. And even though I didn’t end up finding a person and shooting the video today, I’m proud for doing something to overcome the challenge I faced.
-

SESSION #93 - July 20

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the clothes boutiques in Burgas that don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #94 - July 21

Desired Outcome:

- Write the copy for Nathan's flyer

Planned Tasks:

- Create a Winner's Writing Process Google Document and starting filling it out
- Write a draft for the copy
- Send it to Nathan for review

Post-session Reflection

- You could've completed this job 3 weeks ago. But for some reason you decided to postpone it because it's difficult. Instead of saving yourself 3 weeks...
-

SESSION #95 - July 21

Desired Outcome:

- Write the copy for Nathan's flyer

Planned Tasks:

- Improve the draft you already wrote by fixing the flow, fixing the content, etc.
- Send it to Nathan for review

Post-session Reflection

- Work completed.
-

SESSION #96 - July 22

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the physiotherapists in Sofia, Plovdiv, Varna and Burgas that don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #97 - July 22

Desired Outcome:

- Film videos for The One Barber Shop

Planned Tasks:

- Go out with Dido and Martin
- Film videos by following the scripts you wrote for different scenes you can film

Post-session Reflection

- Couple things happened that prevented you from successfully filming the videos. Number 1: You realized it's not that simple to film awesome, interesting, engaging, high-quality videos. Number 2: You were afraid of being judged by Dilqn's employees who were working in the Barber Shop while Dilqn was away.
-

SESSION #98 - July 23

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the perfumeries in Sofia, Plovdiv, Varna, and Burgas that don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Work completed.
-

SESSION #99 - July 24

Desired Outcome:

- Generate leads for Kaloyan

Planned Tasks:

- Cold call all the plumbers in Sofia, Plovdiv, Varna, and Burgas that don't have a link to a website on their Google profiles
- Make a list of all the leads and send it to Kaloyan with instructions how to continue the conversation with them

Post-session Reflection

- Instead of giving work to Kaloyan, I would benefit from taking on the work of building websites for local plumbers so I can then turn around and upsell them on another service or simply get a testimonial from them for having increased their monthly revenue.
-

SESSION #100 - July 24

Desired Outcome:

- Land a deal with a local plumber in Sofia

Planned Tasks:

- Have two sales calls with local plumbers in Sofia
- Get them interested in working with you and make it risk-free for them

Post-session Reflection

- Me strating to work with the two local plumber is on its way.
-