

1. What is the miracle I want to achieve?

- a. The goal is to get paid for the posts that I made for the client

2. What are the negative and positive consequences?

- a. Negative -> In the long run, my whole family will suffer alongside me and we will need to slave for the government without doing the stuff we love, my mom won't be able to buy what she wants and she can't travel around the world
- b. Positive -> I will be able to help others, help the ones I love and I can do what I want whenever I want wherever I want, I can experience the feeling when my mom is hugging me and crying with joy because she knows she can do whatever she wants from now on.

3. Make a plan to achieve that miracle!

- a. I have a fixed amount of money in my bank account
- b. I need to create the best posts that I can
 - i. Pictures that pull the potential customer's attention
 - ii. Text that hits every pain and desire possible and that drives them to buy from my client's company
- c. I need to do research and find posts (pictures and text) that hit every possible pain and desire for the potential customer
- d. Ask for help and guidance from TRW chats so I can analyze if the strategy I came up with is logical and will work.
- e. I need to find the pains and desires that make the reader so uncomfortable that they want to buy that product, I need to find that thing that makes them tick
- f. I need to find successful picture designs and text formation that minimize friction when the potential customer is looking at and reading the post
- g. Do market research