

What is the goal?

- Achieve the Rainmaker role

What is the deadline?

- September 1

How will I know I accomplished the goal?

- I will see the rainmaker section of the campus open up

Checkpoint 1. Land a new client

- Find a prospect
- Find how to help them
- Reach out(cold call)
- Convince them to get on a sales call
- Close them

Checkpoint 2. Start the project

- Market Research
- Winner's Writing Process
- Make a first draft

Checkpoint 3. Make the copy perfect

- Review and revise my copy 3 times
- Send it to all the chats to get reviewed
- Make all revisions

Checkpoint 4. Review copy with client

- Send client the copy
- Get feedback on the copy
- Fix everything they want fixed

Checkpoint 5. Publish copy

- Publish the copy on whatever platform is being used

Checkpoint 6. Revise as we go

- a. Review statics
- b. Revise copy as needed
- c. Repeat every [insert number of interactions based on the specific type of copy]

Checkpoint 7. Collect sales for client

- a. Take the reader through an experience
- b. Build trust in the company, product, and value
- c. Show them the upsides of buying and the downsides of not
- d. "Get them to sign on the line which is dotted"

Checkpoint 8. Repeat checkpoint 7

- a. Through revision and testing of the copy I will take multiple people to buy a product that will help them in their day to day lives

Checkpoint 9. Client makes 10k

- a.

Checkpoint 10. Collect proof and testimonial

- a. Screenshot the pictures of the income rolling in
- b. Ask client for testimonial

Checkpoint 10. Apply for rainmaker

- a. Post everything needed in the Apply for rainmaker chat

Checkpoint 10. Collect my role

- a. Log into TRW and see the rainmaker chats open

What assumptions or unknowns do I face?

- Finding out if what I want to do for a client will provide results

What are the biggest problems/challenges I will face?

- Landing a client
- Time crunch

What resources do I have?

- TRW student chats
- Courses in Copy/BM/SM/CC+AI Campuses
- Ask an expert chats
- AMAs
- 2 cars
- People who owe me money
- Dad's household
- Mother's side of the family
- Step Moms side
- 3 Houses
- 3 brothers
- College-age sister
- Family members with Jobs that don't abide by certain things
- I have a lot of high school friends in the medical field
- My head
- My body
- Military
- Experience living on the other side of the world
- Mechanic

Calender