

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. ✓	Q1	Draft a business canvas	1h
2. ✓	Q1	Write 20 fascinations	1h
3. ✓	Q1	Gym workout	1h30m
4. ✓	Q1	Reflection: Day 75 of the Real War Mode	15m
5. ✓	Q1	Plan: Day 76 of the Real War Mode	15m
6. ✓	Q2	Meditate - Zuowang	20m
7. ✓	Q2	Gratitude Journal	5m
8. ✓	Q2	Power Journal ("I am")	5m
9. ✓	Q2	200 pushups	5m
10. ✓	Q2	Watch Business Mastery video - PF18	10m
11. ✓	Q2	Breakdown a piece of copy	15m
12. ✓	Q2	Watch 1 student copy review from Review call recording 02/09/23 and LEARN	30m
13. ✓	Q1	Watch morning power-up call and write down the lesson learned in 1-2 sentences	15m
14. ✓	Q2	Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences	15m
15. ✓	Q2	Watch 1 Jordan Belfort video on Sales School and write down the lesson learned in 1-2 sentences	15m
16. ✓	Q2	Breakdown 1 FB ad from FB swipe file	5m
17. ✓	Q2	Scroll through chats	20m
18. ✓	Q2	Read an article from BusinessDecrypt	10m
19. ✓	Q2	Tell a story, record it and OODA loop it	30m

Total Hours Planned In The Day: 11/24

✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!	Task Time:
20. ✓	Q3 ▾	Sprint daily	30m
21. ✓	Q3 ▾	AWS practice changes	1h
22. ✗	Q1 ▾	Order shoes	5m
23. ✓	Q1 ▾	Book reservation for birthday	5m
24. ✓	Q1 ▾	Draft a business description/use case/model	2h

	 DAY NUMBER + DATE + TIME 
Day Number:	75
Date:	05/26/23
Start Time:	8 am

	 3 Things That I Am Grateful To Have In My Life 
1.	
2.	
3.	

	 My Top 3 Priority Tasks That MUST Be Completed 
1.	Draft a business canvas
2.	Write 20 fascinations
3.	Gym workout

⌚ Hour-By-Hour Tracking: ⌚

[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?

🏹 MY MORNING WAR PLAN 🏹

🧠 **What Do I Plan To Accomplish This Morning?** 🧠

- **Plan my business**
 - **Draft a business canvas**
 - **Draft a business model/use case/description**
 - **Mental health practices**
 - **Sprint daily**
 - **AWS practice changes**
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🎯 **What Is The Main Goal For This Morning?** 🎯

- **Plan my business**
 - **Draft a business canvas**
 - **Draft a business model/use case/description**
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🔑 **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.”

 Binaural Beats For Work

- [Super Intelligence - !\[\]\(a22ba4e13c745edbf29e51af246c4c12_img.jpg\) Memory Music, Improve Memory and Concentration, Binaural Beats Focus Music](#)
 - [Super Intelligence ✧ FOCUS BETTER and IMPROVE MEMORY ✧ Deep Focus Music](#)
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 Get Inspired to Add EMOTIONS

[Toploader - Dancing in the Moonlight 1 Hour](#)

**DELETE BOXES
THAT ARE BEFORE
YOU WAKE UP!**

8 am: Task 💰	Wake up, cold shower
Sub-Task's 🔔	- Cold shower - Coffee - Personal hygiene
Reflection ✍️	done

8:30 am: Task \$	Write 20 fascinations
Sub-Task's 🔔	- Set a timer for 1h - Open the research docs - Write 20 fascinations
Reflection ✍️	done

9:30 am: Task \$	Plan business
Sub-Task's 🔔	- Extensively review research template - Download a business canvas - Fill it out - Write a business model with use cases
Reflection ✍️	done

10:30 am: Task \$	Sprint daily
Sub-Task's 🔔	- Stay in meeting - Check emails - Personal hygiene
Reflection ✍️	done

11 am: Task 💰	AWS Practice changes meeting
Sub-Task's 🔔	- Stay in meeting - Do whatever side work I can
Reflection ✍️	done

12 am: Task 💰	Plan business
Sub-Task's 🔔	- Extensively review research template - Download a business canvas - Fill it out - Write a business model with use cases
Reflection ✍️	- Reviewed my research - Filled business canvas

12:30 am: Task 💰	Mental health practices
Sub-Task's 🔔	- Meditate for 15-20 mins - Gratitude Journal - Power Journal (“I am”)
Reflection ✍️	- Quiet and deep Zuowang meditation

END-OF-THE-MORNING REPORT

 **What Did I Learn This Morning?** 

N/A

 **What Problem's Did I Face This Morning?** 

N/A

 **How Will I Solve These Problems For This Afternoon?** 

N/A

MY AFTERNOON WAR PLAN

 **What Do I Plan To Accomplish This Afternoon?** 

- **Boost marketing, sales, copywriting and business IQ**
- **Tell a story and OODA loop on it**
- **Gym workout**
- **Plan my business**
 - **Draft a business canvas**

- **Draft a business model/use case/description**
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 What Is The Main Goal For This Afternoon?

- **Gym workout**
 - **Plan my business**
 - **Draft a business canvas**
 - **Draft a business model/use case/description**
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 How Will I Start My Afternoon With Power?

“It is the internal struggles, when fought and won on their own, that yield the strongest rewards.”

 Binaural Beats For Work

- **Super Intelligence -  Memory Music, Improve Memory and Concentration, Binaural Beats Focus Music**
 - **Super Intelligence ✧ FOCUS BETTER and IMPROVE MEMORY ✧ Deep Focus Music**
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 Get Inspired to Add EMOTIONS

Toploader - Dancing in the Moonlight 1 Hour

1 pm: Task 	Cook lunch
Sub-Task's 	Cook lunch

Reflection 	done
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2 pm: Task \$	- Eat lunch - Watch 1 student copy review from Review call recording
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Sub-Task's 	- Eat lunch - Open a student copy review call - Watch Andrew review copy and leave feedback
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Reflection 	done
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3 pm: Task \$	Watch Business Mastery lesson
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Sub-Task's 	- Watch Business Mastery lesson - Note down lessons learned at the end of this document
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Reflection 	done
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3:15 pm: Task \$	- Breakdown a piece of copy from my swipe file
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Sub-Task's 	- Pick a piece of copy from a swipe file - Set a timer for 15 mins - Break it down and extract IDEAS - Place it inside my swipe file
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Reflection 	done
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3:30 pm: Task \$	Boost sales IQ
Sub-Task's 🔔	- Watch 1 Jordan Belfort video on Sales School and write down the lesson learned in 1-2 sentences
Reflection ✍️	done

3:45 pm: Task \$	Boost copywriting IQ
Sub-Task's 🔔	- Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences - Break down a FB ad from the FB swipe file
Reflection ✍️	done

4 pm: Task \$	Boost business IQ
Sub-Task's 🔔	- Read an article from BusinessDecrypt
Reflection ✍️	done

4:15 pm: Task \$	Self-Storytelling
Sub-Task's 🔔	- Tell a story - Record it - OODA loop over it
Reflection ✍️	- Recorded myself telling a story.

	- It was actually a fairly thrilling story, considering it was literally about an exchanged look with a chick (and that's it - nothing happened afterwards)
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4:45 pm: Task \$	Plan business
Sub-Task's 🔔	- Extensively review research template - Download a business canvas - Fill it out - Write a business model with use cases
Reflection ✍️	- Filled out business model description

6 pm: Task \$	Morning PUC
Sub-Task's 🔔	- Watch morning power-up call and write down the lesson learned in 1-2 sentences
Reflection ✍️	done

6:15 pm: Task \$	Plan business
Sub-Task's 🔔	- Extensively review research template - Download a business canvas - Fill it out - Write a business model with use cases
Reflection ✍️	- Filled out business model description

7 pm: Task 💰	Commute to gym
Sub-Task's 🔔	Commute to gym
Reflection ✍️	done

7:30 pm: Task 💰	Gym workout
Sub-Task's 🔔	Gym workout
Reflection ✍️	done

9 pm: Task 💰	Commute back home
Sub-Task's 🔔	Commute back home
Reflection ✍️	done

9:30 pm: Task 💰	Eat dinner
Intention 🔔	Eat dinner
Reflection ✍️	done

10:30 pm: Task 💰	Reflection + Plan
Intention 🔔	- Reflection: Day 75 of the Real War Mode - Plan out Day 76 of the Real War Mode - Send both to # Accountability Roster
Reflection ✍️	- Reflection done - Planning done -

11 pm: Task 💰	Cool down and go to bed
Intention 🔔	- nighttime hygiene - 10 min of yoga nidra - and go to bed.
Reflection ✍️	

End-Of-The-Day Report:

 Wins 	 Losses 
- Slept extremely well. Ready to conquer today! - Wrote 20 killer fascinations - Quiet and deep 20 min meditation - Watched Business Mastery lesson - Watched KM video - Watched KM's part 1 breakdown of "We snuck through" - Created a Business Canvas for my	- Watched porn last night - Failure of a gym workout - Failed tasks - Order shoes

business

- **Watched Andrew's FAQ on 02/09/23**
- **Reviewed a FB ad from the FB swipe file**
- **Watched Jordan Belfort video**
- **Read an article from BusinessDecrypt**
- **Recorded myself telling a story and OODA looped on it. Actually made a mundane event about nothing sound kind of thrilling**
- **Created a simple business model description**
- **200 pushups**
- **Watched PUC**

🧠 What Did I Learn Today? 🧠

- **If any part of my business is relying on just 1 pillar (1 client, 1 service, 1 lead gen. method, 1 expert in coding, etc.), that is a recipe for DISASTER - when that 1 thing falls apart, the entire business crumbles.**
- **Always have at least 2 clients with roughly 50-50 revenue spread between them.**
- **If I have a 1 in any part of my business, put in the effort (with HIGH priority) to make it a 2.**
- **Indirect proof: call out how bad/cheap/etc. your competitor/alternative method is.**
- **Keep the LEAD high level. Don't go into details inside the LEAD.**
- **The LEAD = "There's a megatrain that's going to make us rich". "What", "How", "What properties" are all left in the body copy**
- **LEAD: "It's a volcano, it's about to erupt because <reasons>. Most people don't know how to profit off a volcano." -> <reader> "Can I profit off a volcano? How do I do that?"**
- **Don't go nuts on urgency/scarcity or I'll push the reader away**
- **Urgency is usually used at the very beginning & very end of copy**
- **I can expand on HL with something incredibly intriguing (to get the reader down a rabbit hole) -> pivot into the REAL offer/promise.**
- **Bullets must:**
 - **1) Force the question "How?"**
 - **2) Be weirdly specific (adds realness)**
 - **3) MUST be NEW**

- I can add a random fact
 - I can NEVER allow my copy to be categorized. It must always be NEW.
 - Think BIG. Think BOLD. Think BRIGHT.
 - Don't sell myself short.
 - Don't half-ass ANYTHING in life.
 - Bring MASSIVE VALUE to every partner.
 - "You can mine the gold or sell the pickaxes."
 - If I say I can help a business, but I actually can't - that's a SCAM. Don't scam people.
 - All the outreach in the world doesn't matter, if I can't provide value to a business.
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✗ What Problems Did I Face In The Day? ✗

- As usual I was really sluggish and lazy after lunch
 - My muscles didn't want to lift weights today (completely failed gym workout). I have no idea why and how this happened.
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🔑 How Will I Solve These Problems Tomorrow? 🔑

- N/A
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NEW What Do I Plan To Do Differently Tomorrow? NEW

- Boxing workout
 - Stop writing fascinations and come up with idea and plan action for outreaching
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♻️ What Do I Plan To Do The Same Tomorrow? ♻️

- Keep telling a story, recording myself and OODA looping on it.
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 **Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With?** 

- **Text Naiden about birthday**
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 **What Tasks Were Left Undone?** 

- **Order shoes**
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Brain Dump: