

 Pick one of the goals that your ideal self is going to achieve in the next 3-6 months: [Give from the money I made to charity \(sadaqua\).](#)

 Cause and effect chain:



Money sent to charity.

Picked a good reputable charity I found.

Looked deep into all kinds of charities.

I become capable of giving money to charity.

I schedule a review call, to then pitch them on the next step from the discovery project.

I refine and overdeliver on the discovery project, and get paid the other half.

I send them the first draft that I told them about, so I can match their voice, and enhance it to his liking.

I get paid. (Probably half upfront)

Gather all the important information about what they're selling, testimonials, their target market, their discovery story.

When they say yes, I make the deal, and figure out how I get paid.

I handle objections (if any, unknown)

Discovery project, in the call i figure out a big plan to what they need to do to get to their dream state, and then I reverse their expectations,I tell

them instead of paying me thousands for the whole thing, let's start with a small chunk of it, a discovery project, to see how it's like to work with each other.

Needs/payoff question, I use it to turn their perspective of the problem from a mere annoyance to dollar value, so i ask them what value is fixing their problem is going to bring them, this will make it easy for me to pick a price based on what they perceive the value is.

Implication questions, I make them think about what's going to happen if they don't fix their problem, so they kind of play this scenario in their head, negative or positive.

Problem questions, find out what they think is the roadblock keeping them from reaching their dream outcome,(e.g) "what have you tried that isn't didn't work" that way i get an idea on what i can help them with.

I use SPIN questions, so first I ask them about their situation, where they are and where they want to get, what they have tried to get there, how they got into the business, WITH ACTIVE LISTENING.

I will use the doctor frame, i ask them questions about their business before i pitch anything, i don't go in trying to pitch them for something without getting to know their problems.

I will be calm, collected, confident, with an abundance mindset, i won't sound desperate.

I build rapport, get to know them a bit, how they are doing, so I don't come off as weird or shady, and be friendly in general.

I get into the sales call.

They say yes if they like the free value.(unknown)

In the same email I am going to ask them to get on a call with me.

They say they want the free value, so I send it to them in a second email, and try my best to overdeliver on it.

They open my email.(potentially i might have to change things up if they don't open)

Outreach to all of them one by one.

Propose good free value that they actually need, after researching everything about them, and putting myself in their shoes.(the free value is unknown)

I need them to read my email, so I keep it short, and straight to the point, a quick compliment (if it's genuine).

I use a simple subject line that is just enough to peak their interest but not enough to scare them away.

Create a good email address with no numbers, and have a good profile picture and online presence to build trust.

I get their contacts, and put them in a spreadsheet.

Look for businesses that have the necessary ingredients to be able to work with.

I do market research, look at the top players, and analyse them, Create the avatar.

The niche has to qualify through all the requirements that make a good niche.

I pick a sub niche from the big 3 niches.

Now that I know the roadmap I get into it.

I learn all about human persuasion

I learn all the lessons.

I decided that the copywriting campus is what's going to work for me.

I need to find a way to make money.

