





































































































200 G WORK SESSIONS AWAY

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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 - 6th June 2024 + 90 minutes

Desired Outcome:

- Watch the outreach tools/lessons shared by fellow student

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- The session changed. Focus was mostly on creating my website using the BIAB outline. I will spend another G work session on it and then move onto building my prospecting hitlist.
-

SESSION #2 - 6th June 2024 + 60 minutes

Desired Outcome:

- Find 15 or more contacts to add to prospecting hitlist

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Spent the hour building a local business hitlist. Chose 3 niches; spa, chiropractor, and roofers. Found 10 for each one, bringing the total to 30. Was focused, and fast throughout the session. Now I have built up a good list to start attacking.

SESSION #3 - 7th June 2024 + 60 minutes

Desired Outcome:

- Top player research: Find 1 top player for each of the 3 niches found yesterday and start working on the winners writing process for one of them.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Found 5 top players for each of the niches that I found yesterday, 15 in total. That took up practically all of the session. The remaining time was spent on the Winners Writing Process. Finished answering the first question, 3 more left to do. It was a productive and progressing session which has brought me closer to achieving my goal: bringing a business actual results that they like so much that they WANT to pay me.
-

Session 4- 8th June + 90 minutes

Desired Outcome:

- Finish doing the Winners Writing Process for the Spa, 'Massage Envy'. (3 more questions left)

Post-session Reflection:

- Completed Winners Writing Process for 'Massage Envy', for the Spa niche. Felt focused, in a flow state, and strong- meaning that my work was altogether productive.

Session 5- 8th June + 65 minutes

Desired Outcome:

- Go through the Winners Writing Process for the second niche, Chiropractors.

Post-session Reflection:

- Completed the Winners Writing Process for Chiropractor niche. Productive, focused, and strong.
-

Session 6- 9th June + 60 minutes

Desired Outcome:

- Go through the Winners Writing Process for the third niche, Roofers.

Post-session Reflection:

- Completed the Winners Writing Process for Roofers niche. Productive, focused, and strong, like previous sessions.
-

Session 7- 10th June + 90 minutes

Desired Outcome:

- Watch and take notes on “How to deal with clients from A-Z” lessons that are linked in the FAQ. Plus, start working on outreaching- creating template and sending it out to 3-5 businesses

Post-session Reflection:

- Pretty poor. Thought that the lessons were going to be semi new or bring new knowledge but they were stuff that I more or less knew. I did however take notes on the client mastery aikido lesson. I sent out 5 outreach messages to local spas, attached a link to my website in each message. I'll finish sending outreach messages to all the local spas.
-

Session 8- 10th June + 64 minutes

Desired Outcome:

- Finish sending outreach messages to local spas. Once that task is done, practise writing copy for spas.

Post-session Reflection:

- I have now reached out to 10 local spas. Also, I have begun writing copy- paid ads- as practise for spas.
-

Session 9- 11th June + 65 minutes

Desired Outcome:

- Outreach to the 10 local chiropractors. Then, for the remaining time, practise writing copy for that niche

Post-session Reflection:

- Sent the 10 outreaches to the local chiropractors and wrote the copy as a practise based on the niche. Was a focused and dialled session.
-

Session 10- 11th June + 60 minutes

Desired Outcome:

- Outreach to the 10 local roofers. Then, for the remaining time, practise writing copy for that niche

Post-session Reflection:

- Sent 10 outreach messages to local roofers and wrote the copy as a practise based on the niche. Again, it was focused and dialled session
-

Session 11- 11th June + 60 minutes

Desired Outcome:

- Add 30 new local businesses to prospecting hit list- 3 niches, 10 for each one. Spas, chiropractors, and roofers.

Post-session Reflection:

- Added 35 local businesses to the prospecting hit list. 3 niches, 1 niche has 15, the other 2 have 10 each. Reasonably well focused and dialled session. Really eager to land a client before the end of the week.
-

Session 12- 12th June + 60 minutes

Desired Outcome:

- Send 10 follow up messages and 10 new outreach messages. Work on spa copy practise document

Post-session Reflection:

- Completed sending new outreach messages and follow up messages. Wrote a couple of drafts in the spa copy practise document for facebook ads
-

Session 13- 13th June + 60 minutes

Desired Outcome:

- Send follow up messages and 10 new outreach messages. With the remaining time, practise writing copy for chiropractors in the document.

Post-session Reflection:

- Sent the follow up messages plus new outreaches. Worked on the copy practise in the chiropractor document. Felt strong and focused.
-

Session 14- 13th June + 60 minutes

Desired Outcome:

- Send follow up messages and 10 new outreach messages. With the remaining time, practise writing copy for roofers in the document.

Post-session Reflection:

- Sent all the messages and practise writing copy for roofers. Felt like it was a walk in progress towards landing a client and improving my skills. I did feel bored throughout the session but I persisted through it.
-

Session 15- 14th June + 60 minutes

Desired Outcome:

- Built prospecting hit list- 15 for local spas and 15 for local chiropractors

Post-session Reflection:

- Send follow up messages and built prospecting hit list to 30- 15 spa, 15 chiropractor
-

Session 16- 15th June + 90 minutes

Desired Outcome:

- Send follow up messages, new outreach messages and build prospecting hit list- 15 each niche (spas and chiropractors)

Post-session Reflection:

- Originally the session was set to 1 hour, but I went over it and changed it to 90 minutes. Send all the follow ups needed and reached out to new local spas and chiropractors. PLUS, added 30 new prospects to the hit list- from Inverness, Dundee, & Glasgow. Inverness and Dundee do not have a lot of spas and chiropractors, however Glasgow does, so in future sessions I will use Glasgow until it is exhausted.
-

Session 17- 15th June + 60 minutes

Desired Outcome:

- Send another 30 outreach messages. Once those messages have been sent, work on writing copy to present to a spa as a piece of free value/showing an opportunity to improve their business. (website redesign)

Post-session Reflection:

- Finished outreaching to 30 new local businesses. Started working on Value Work for a local chiropractor clinic.
-

Session 18- 16th June + 60 minutes

Desired Outcome:

- Send follow up messages and add more contacts to prospecting hit list

Post-session Reflection:

- Sent follow up messages and added 30 new contacts to reach out to tomorrow.
-

Session 19- 17th June + 90 minutes

Desired Outcome:

- Send follow up messages. ✓
- Send new outreach messages to local businesses (spas + chiro's) but take time to add something specific that you can help them with. ✓
- If there is time left work on the Value Work for Chiropractor without a website

Post-session Reflection:

- Successful session. Sent out all the follow ups that were due to be sent today. Then, I worked on sending new outreaches to local businesses. Out of the 30 contacts, sent out 15, which only leaves reaching out to chiropractors being the last 15 contacts.
-

Session 20- 17th June + 90 minutes

Desired Outcome:

- Finish sending outreach messages with the new tweak to the template. Once that is done, start adding new contacts of new local businesses.

Post-session Reflection:

- Finished sending all outreach messages which brings it to a grand total of 150 messages to spas and chiropractors. Also, got a new list of contacts- landscapers (30 in total)
-

Session 21- 18th June + 60 minutes

Desired Outcome:

- Send follow up messages. Start working on the Winners Writing Process for Landscaping niche.

Post-session Reflection:

- Follow up messages have been sent. Work has been started on the Winners Writing Process for the landscaping niche- on the Dream State which is question 2
-

Session 22- 18th June + 80 minutes

Desired Outcome:

- Complete the Winners Writing Process for landscaping niche. Send outreach messages to local landscaping businesses.

Post-session Reflection:

- Completed the Winners Writing Process for landscaping niche AND outreached to 30 new local businesses (landscapers)
-

Session 23- 18th June + 60 minutes

Desired Outcome:

- Add 30 new contacts to the hit list (landscaping)

Post-session Reflection:

- Added 40 new contacts. One list of 30, started second list with time left and got to 10. Used keyword "landscaping in Edinburgh" and got a lot from there.
-

Session 24- 19th June + 77 minutes

Desired Outcome:

- Send 30 outreach messages to landscapers and follow ups.

Post-session Reflection:

- Very tired/exhausted. Sent out follow up messages and new ones. PLUS, added new contacts to the hit list. After all this outreaching since the 10th June, I have received an email from a batch that I did in April using the "native student studying" blah blah blah. Since it was so long ago I can say that the project with school finished and that I would be doing things on my own behalf- make MONEY and CREATE RESULTS.
-

Session 25- 20th June + 65 minutes

Desired Outcome:

- Send follow ups
- Work on creating a google workspace for business

Post-session Reflection:

- This was one of the worst sessions I've ever done. I feel like things were extremely slow today, because they were, and I am a little confused on what to do- even though the answer is right underneath my nose. I sent the follow up messages and set up a google workspace for my business domain.
-

Session 26- 21st June + 60 minutes

Desired outcome:

- Send follow ups and outreach messages. Add contacts to hit list if there is time spare.

Post-session Reflection:

- Tiring session. Got the work done. Long session after a long day.
-

Session 27- 22nd June + 67 minutes

Desired Outcome:

- Send follow ups
- Add new contacts to hit list

Post-session Reflection:

- New contacts added to hitlist and follow ups have been sent. Was a focused and strong session. Feel like I've been doing a lot of outreaching to local businesses and not much success- out of hundreds there have been a handful saying they're not interested. Maybe the niches I pick are wrong or the outreach message themselves are bad, but that wouldn't make sense because it is the template from Professor Arno.
-

Session 28- 23rd June + 60 minutes

Desired Outcome:

- Send follow ups
- Add new contacts to hitlist (30 landscapers)

Post-session Reflection:

- Session felt like it flew by, was focused and strong throughout the session. Minimum distractions, one case where I was called away for 2 seconds.
-

Session 29- 24th June + 60 minutes

Desired Outcome:

- Send follow up messages
- Work on 'Value Work' for Chiropractor (outreach tactic)

Post-session Reflection:

- Sent all follow ups and worked a little on the website for 'Value Work' for the Chiropractor. It is ready to show to the people.
-

Session 30- 24th June + 60 minutes

Desired Outcome:

- Send outreach message to Alba (chiropractor)
- Send new outreach messages to landscapers

Post-session Reflection:

- Sent all follow ups needed and new outreach messages. Using the time I had left, I added new contacts to the hitlist. Felt alright with the session- it was broken up because I had dinner- but all in all it was alright.
-

Session 31- 24th June + 66 minutes

Desired Outcome:

- Add 30 contacts to the hitlist= more if there is time

Post-session Reflection:

- Added extra time to have 60 new contacts. Was fairly focused through the session. Right now, I'm not 100% on what to do whilst I wait until the interested prospects get back to me, only to just continue outreaching.
-

Session 32- 25th June + 60 minutes

Desired Outcome:

- Work on creating X account and some copy drafts

Post-session Reflection:

- Focused on creating the X account and getting things sorted. Following sessions when I work towards X will be creating content.
-

Session 33- 26th June + 60 minutes

Desired Outcome:

- Set up a tracking system for outreaching. (Use sources in business campus)

- Send follow ups

Post-session Reflection:

- Sent all the follow ups that are required for today. Set up and created an Apollo account. Attempted to DMARC stuff to make sure your emails get delivered but it was quite tricky. Going to get help from that student who offered to help me out in this situation.
-

Session 34- 27th June + 60 minutes

Desired Outcome:

- Send follow ups
- Work on finishing the tracking system stuff

Post-session Reflection:

- Follow up messages are sent. I attempted to work on the tracking stuff alone until the student could help but I didn't get very far.
-

Session 35- 28th June + 60 minutes

Desired Outcome:

- Send follow ups
- Continue working on tracking system email stuff
- Work on creating outreach template

Post-session Reflection:

- Progressive session. Made improvements to my outreach template which was lacking (obvious because of lack of positive responses). Almost finished sending all follow ups from the batches. Felt focused and locked in. All tracking system stuff to do with email deliverability is sorted and should run smooth.
-

Session 36- 29th June + 74 minutes

Desired Outcome:

- Send follow ups
- Go through local biz outreach lessons in SM campus and take notes

Post-session Reflection:

- Sent all the follow ups to get up to date and watched all the lessons in the local biz outreach lessons inside of Prof. Dylan's campus. Was focused, and locked in the whole session. Went for a 30 second toilet break, got straight back into the session. Making progress towards landing a client, slowly and surely.
-

Session 37- 29th June + 60 minutes

Desired Outcome:

- Add new contacts to hitlist (30, broken into different niches)
- Analyse the chosen contacts' businesses for ways to help them (don't go nitty gritty)

Post-session Reflection:

- It took longer than I thought when adding the contacts to the hitlist, analysing them will be the next task
-

Session 38- 30th June + 65 minutes

Desired Outcome:

- Work on outreach

Post-session Reflection:

- Tried to start sending emails using a tracking system but nothing was working. You need a paid plan for Apollo and with the hubspot tracking system it wasn't sending an email of verification. Not a good session.
-

Session 39- 1st July + 60 minutes

Desired Outcome:

- Set up tracking system for emails (find a platform that does it)
- Send emails to prospects
- Build hitlist

Post-session Reflection:

- Found an email tracker system that I can use- GMass- and got it set up. 10 emails were sent to pet groomers. Was a very slow session as I was just getting used to using the tracker system and making sure I got it right. Next session will be the same desired outcome as this one.
-

Session 40- 1st July + 60 minutes

Desired Outcome:

- Send emails to prospects
- Send follow ups
- Build hitlist

Post-session Reflection:

- Sent all 30 emails to the three prospect groups- pet groomers, furniture removals, and home improvement. Also, sent all the follow up messages to be kept up to date. No time was left for adding new contacts to hitlist
-

Session 41- 2nd July + 90 minutes

Desired Outcome:

- Add new contacts to hitlist (30 from each niche)- use edinburgh location
- Send messages to newly added contacts

Post-session Reflection:

- Used Edinburgh for pets and furniture, the same for home but there were not enough businesses so moved onto Glasgow. 30 new contacts added to hitlist and all of them have been reached out to. **Slightly changed the template**- SL is Clients, and the body text is simpler. The CTA is my name, business name, and then a link to my website. Next session, depending on time, I will either add new contacts to hitlist or work on practising my skills.
-

Session 42- 2nd July + 60 minutes

Desired Outcome:

- Copy practise based on chiropractor business.

Post-session Reflection:

- Was really slow at the beginning, sped up near the end. Mixed in some content creation stuff which was, as expected, really slow
-

Session 43- 3rd July + 60 minutes

Desired Outcome:

- Send follow ups

- Build prospect list and send outreach messages if there is time left

Post-session Reflection:

- Sent all follow ups. Only had time to add 10 contacts to hitlist, all of them were pet groomers. Used up all the location for Edinburgh for that niche, now onto Glasgow for pet groomers.
-

Session 44- 4th July + 60 minutes

Desired Outcome:

- Send follow ups
- Add new contacts to hitlist to make 30
- Send new contacts message

Post-session Reflection:

- Now on Dundee location for home, glasgow for removals, and glasgow for pets. All follow ups sent. Hitlist has 30 new contacts added. No time left to sent outreach messages. Since I have a high open rate for my outreach I will take more time to do a mini analysis on each business and formulate a message based on the analysis.
-

Session 45- 4th July + 60 minutes

Desired Outcome:

- Analyse local businesses that you are going to outreach to so that you can formulate an outreach message for them. If there is time, send outreach messages.

Post-session Reflection:

- Put together an improved outreach template to try and improve the response rates of my outreach to local businesses. Sent 10 messages to pet groomers. Tomorrow will be sending to the other 2 niches, furniture and home. 20 in total.
-

Session 46- 5th July + 60 minutes

Desired Outcome:

- Continue sending outreaches to the remaining prospects on the hit list
- Go through improving speech lessons in Arnos campus and take notes

Post-session Reflection:

- Not the worst session. Got a response from the westhill chiropractor dude that tested positive and did not get back to me on if he still wanted to have that call- but now he has said he wants to have a call. The call will be held on Tuesday.
-

Session 47- 6th July + 60 minutes

Desired Outcome:

- Send follow ups
- Create an action plan for the warm lead, chiropractor, and decide on a discovery project. Do not reveal that you have done this on the call with him on Tuesday.

Post-session Reflection:

- Session was filled with a bunch of distractions and being called away by grandparents. Got the work done, but took longer.
-

Session 48- 8th July + 60 minutes

Desired Outcome:

- Send follow ups
- Continue writing action plan for warm lead

- Add to hitlist (if time)

Post-session Reflection:

- Good session. Sent all the follow ups that were needed, finished creating action plan- will have to go over and refine it. Added 5 new contacts to hitlist- home improvement in the Dundee location.
-

Session 49- 9th July + 60 minutes

Desired Outcome:

- Refine action plan
- Begin target audience research for new client (if time)
- Send follow ups

Post-session Reflection:

- An alright session. The subscription for email tracking, GMass, is over. Worked on refining the action plan which is almost complete. That and sending some follow ups is what I worked on in this session. Tomorrow and the days following will be worked on target audience research.
-

Session 50- 10th July + 60 minutes

Desired Outcome:

- Send follow ups
- Finish refining and improving action plan (get it checked by fellow students)
- Start working on target audience research (if time)

Post-session Reflection:

- Session was heavily focused on finishing up the action plan, which got finished. All follow ups were sent accordingly. Now, the next steps are to finally start working on the human psychology of the target market.
-

Session 51- 11th July + 60 minutes

Desired Outcome:

- Send follow ups
- Work on target market research for client
- Quick view of action plan feedback (use ai if necessary)

Post-session Reflection:

- Action plan finished and sent to client, all follow ups have been sent on their way, and I have started working on target market research. Not a bad session, focus was high, and felt strong throughout the whole session. Next session will be more work towards target market research
-

Session 52- 13th July + 60 minutes

Desired Outcome:

- Send follow ups
- Work on target market research for client

Post-session Reflection:

- Not a bad session. It was a good session to start the day but it can be better. I could have worked faster and more focused- get into the right mindset. Follow ups have been sent and more information has been added to the target market research. The next session will be a combination of using my own mind to fill in the market research and finding stuff online
-

Session 53- 13th July + 60 minutes

Desired Outcome:

- Work on target market research

Post-session Reflection:

- Although the session was broken up due to having dinner, it was all around good work. Big progress made on the research, focus was locked in, and I feel like I understand the market a lot more. I reckon the next session will be half market research and the rest of the session working on the winners writing process.
-

Session 54- 15th July + 60 minutes

Desired Outcome:

- Send follow ups
- Work some more on the market research and start working on the WWP

Post-session Reflection:

- Good session to start the Monday off. Absolutely all follow ups have been sent- no more follow ups until I begin outreaching again, which I am not sure when I will start doing that. I now have a solid base of market research and am ready to start getting down to the work. I have begun working on the Winners Writing Process- which should be finished next session
-

Session 55- 15th July + 60 minutes

Desired Outcome:

- Work on finishing the WWP
- Reach out to client to make sure he got my message from new domain
- Begin drafting copy for website (home page)

Post-session Reflection:

- Whole session was focused on the Winners Writing Process. In the end, it is very detailed and probably my best one to date. It will certainly be something good that I can use to model and create a fantastic website that my client will enjoy. Speaking of clients, I reached out to him before the session, not with my personal domain, to see if he did receive the email with my personal domain that I sent on Thursday 11th. Might start adding new contacts to hitlist- but making sure they are all local chiropractors. Will definitely be working on drafting some copy in the next session.
-

Minor session- 27 minutes- adding 10 new contacts to hitlist (all chiropractors)

Session 56- 16th July + 60 minutes

Desired Outcome:

- Begin drafting copy for client website (homepage)

Post-session Reflection:

- Weird session. 30 minutes was spent creating a fascination list. The other half was then thinking on what copy I need to write/actually create. Felt lost for a moment, then I stopped over thinking and went to my WWP and looked at the points that I took down. I now know what I will do for the next session- go through the list and create what's on the list into reality. Also, I need to get better at using ai image generation- will need to look at lessons for that and will also use chat gpt to help speed up the process. P.S. will use a website builder to build the demo website as practise.
-

Session 57- 16th July + 60 minutes

Desired Outcome:

- Work on create drafts for client redesign website project (homepage)

Post-session Reflection:

- Worked on creating a "benefits of chiropractic treatment" section. I have all the copy but I am trying to create the features for the website. Will get this and something else finished

in the next session. Was a very tedious session today, maybe even one for the books. Was focused, but was not fast enough

Session 58- 20th July + 90 minutes

Desired outcome:

- Set up stripe account and send invoice to client
- Continue working on website design project; homepage (build on last session)

Post-session Reflection:

- Stripe account has been set up and an invoice has been sent to client. All content for the “benefits of chiropractic treatment” has been finished. Next session, we will be moving on to another section. Will worry about design looks later, first I need to work and concentrate on creating the content/copy.
-

Session 59- 20th July + 75 minutes

Desired Outcome:

- Work on the website project; move onto another section and start creating copy/content

Post-session Reflection:

- Another section of the website done. Completed creating the copy/content for “what to expect guide”
-

Session 60- 21st July + 60 minutes

Desired Outcome:

- Work on website project; move onto another section and start creating copy/content (look at WWP to find out what section to focus on next)

Post-session Reflection:

- Finished creating a 5-step process map, made some improvements to the design aspect of some of the sections of the website- not much- and added a “meet the team” section (although it is very small because I think there is only Matthew on the team)
-

Session 61- 22nd July + 60 minutes

Desired Outcome:

- Start writing copy for the website. Look over clients current website, think about the layout of where the copy will go, and begin writing drafts.

Post-session Reflection:

- Very bad session. Was working on a 3 way close type of thing but it doesn't sound right. I don't think having this on the website is effective. Wasted an hour on something that is not even going to be on the website. Also, focus was not entirely on the copy. Next session has to be better
-

Session 62- 22nd July + 81 minutes

Desired Outcome:

- Work on website redesign project

Post-session Reflection:

- Much better than the previous session. Didn't create any new copy, but I did focus more on the design aspect- colour scheme and layout of the website. Changed the demo website to a new layout and have now got a good colour scheme. Next session I will use

chat gpt to create an about us section and will also brainstorm what the website will need to make it the best it can be

Session 63- 22nd + 60 minutes

Desired Outcome:

- Use chat gpt to create an about us section and brainstorm what the website needs in term of copy

Post-session Reflection:

- Session was focused on creating the about us section. Got chat gpt to create a preview and then a full about us section. I then selected the right template, layout, and put all the copy onto the demo website. Next session, possibly, will be focused on creating images and fascinations, maybe even a strong USP
-

Session 64- 23rd July + 60 minutes

Desired Outcome:

- Work on creating fascinations to use on the website, and work on the layout of the demo website (icons, images, etc)

Post-session Reflection:

- Quite a frustrating session. Need to redo the benefit section icon buttons so that I can insert an image to represent each category. Once all that shenanigans were over, I focused the rest of the time on writing fascinations to use for the website. I think for the next session I will go over the copy domination calls- specifically the clips where they discuss website stuff to see what I can implement, ask my client if he is stuck on using Wix or if he would be open to using another website platform, and continuing the work on fascinations.
-

Session 65- 23rd July + 60 minutes

Desired Outcome:

- Ask client if he is open to using other website platforms
- Go over copy domination calls: specifically the clips that talk about website stuff
- Work on writing fascinations

Post-session Reflection:

- All the outcomes that I set out were complete. However, the copy domination call clips about website stuff took longer than anticipated and I didn't feel that it matched my expectations- even though I only got through one domination call, so will need to go over others to truly see the potential benefits. A list of 15 fascinations has been created- all of them improvements from previous fascinations.
-

Session 66- 25th July + 60 minutes

Desired Outcome:

- Go over copy domination call clips that relate to website stuff that you can use to make the project with client better
- Create a strong USP/offer

Post-session Reflection:

- Change of plans, I am going to first of all focus on the design aspect, THEN I will work on the copy. Went through another copy domination clip- which helped me to realise this mistake.
-

Session 67- 25th July + 80 minutes

Desired Outcome:

- Work on the design aspects of the website redesign project; use the basic design mini course slideshow

Post-session Reflection:

- This session was focused on the colour scheme. Was a very tedious task but got it in the end using chat gpt. Now I can focus on other aspects in future sessions. P.S. Change the text colour scheme in next session
-

Session 68- 26th July + 65 minutes

Desired Outcome:

- Work on the design aspects of the website; go through basic design mini course slideshow + build off of previous session

Post-session Reflection:

- Typography for home page is sorted and sizing too. Colour theme for text is changed to make it easier for the eyes to read. Next session will be working on the other pages for the sizing of text and typography settings, plus other design stuff
-

Session 69- 27th July + 60 minutes

Desired Outcome:

- Continue working on the website redesign project; specifically work on the actual design of the website, build off of previous session, and work on some copy- fascinations and graphics/images.

Post-session Reflection:

- Annoying session. Can't find the right pictures to use for the different category sections in the benefits of chiropractic treatment. Frustrating. Lost focus near the end of the session. Next session will be better
-

Session 70- 27th July + 60 minutes

Desired Outcome:

- Work on the images and fascination placements on the website. Once you have that finished move onto looking at the mini design slideshow for spots of improvement

Post-session Reflection:

- Added a fascination and image to the very first section of the website, made general improvements of the homepage sections, and added a section "who do we help" calling out the avatar. Opened up an opportunity to have a few sales pages.
-

Session 71- 28th July + 70 minutes

Desired Outcome:

- Improve benefits of chiropractic treatment section; specifically the images and the design of how it all looks. If you manage to finish before the 60 minutes then look at the slideshow for design basics to compare how far along you are in the project

Post-session Reflection:

- Whole session was focused on improving the benefits of chiro treatment and it got finished. All pages have the appropriate images correlating to their category, and the home page of the section itself has been sorted- each of the 8 benefits has an image and new button.
-

Session 72- 29th July + 60 minutes

Desired Outcome:

- Write the copy for “who is this for” section, add images to that section, and if there is time left to spare go over the design slideshow to see how far along you are in the project

Post-session Reflection:

- Copy has been written for that section. Was a slow session since I have not been doing a lot of writing copy and it will take a minute to adjust to getting used to writing copy. Next session will be focused on creating the sales page for the chiropractic care service.
-

Session 73- 29th July + 73 minutes

Desired Outcome:

- Focus on writing the copy for the sales page for chiropractic care. If there is spare time look at design slideshow

Post-session Reflection:

- Was slow at first, struggled with writing the sales page but managed to pull through and get a first draft. Added to website. Added another section to the sales page titled “conditions managed” and have a list of the different treatments (copied from matts website). Will improve on it next session. Overall, good productive session (had a minor loss of concentration)
-

Session 74- 29th July + 64 minutes

Desired Outcome:

- Work on the conditions managed section that is a part of the sales page. Plus make the sales page look more attractive and not so greeny.

Post-session Reflection:

- Finished the conditions managed section and made the sales page more attractive. Copy still needs to be improved but that will come in due time. Improved the 'who do we help' section on the homepage to look better.
-

Session 75- 30th July + 67 minutes

Desired Outcome:

- Use Canva to create a slideshow guide for the what to expect section of website

Post-session Reflection:

- Guide created using canva. Have not imported it to website as I do not know how to.
-

Session 76- 30th July + 60 minutes

Desired Outcome:

- Work on another draft for the sales page and, if there is time left in the session, work on creating 2 pages for the 'who do we help' section buttons

Post-session Reflection:

- Second draft written. It is a much better draft than the first one. Still could be better but we are moving in the right direction.
-

Session 77- 30th July + 60 minutes

Desired Outcome:

- Find a way to put the guide created on canva onto the website, add 2 pages for the 'who do we help' section and write the copy for it.

Post-session Reflection:

- Very annoying because I couldn't paste the guide that I created on Canva so I had to manually redo the guide to get it close to what it was looking like on Canva but wix is pretty limited. Got 2 pages for the call to action buttons ready and got chat gpt to write the copy.
-

Session 78- 3rd August + 76 minutes

Desired Outcome:

- Move the copy created for the call to action buttons onto the pages
- Redo the what to expect guide; create a whole page for it- similar to other chiropractic website
- Create logo for the clinic

Post-session Reflection:

- Moved the copy from chat gpt onto the website (and google docs). Re-done the what to expect guide and changed it into a separate page. Started looking at the logo design
-

Session 79- 3rd August + 60 minutes

Desired Outcome:

- Work on the menu selection and make sure everything that is important is visible
- Add the mandatory pages from the current generic website to new website
- Create the logo for the business
- Look at the design slideshow to make improvements
- Get copy and overall website design feedback from fellow students

Post-session Reflection:

- Only worked on the menu selection to make it more visible and added the mandatory pages. Those tasks took up the entirety of the session, as shocking as that sounds.
-

Session 80- 4th August + 65 minutes

Desired Outcome:

- Create the logo for the business
- Get copy and overall website design feedback from fellow students
- Look at the design slideshow to make improvements

Post-session Reflection

- Created several logos for client to choose from. Once that task was done I looked at the design slideshow to see where improvements can be made and then sent a DM to a fellow G from the BM campus.
-

Session 81- 5th August + 60 minutes

Desired Outcome:

- Create another website but with a different design, same copy

Post-session Reflection:

- Chose a new template design. Working on the colour scheme. Added all the copy from first website design option
-

Session 82- 5th August + 60 minutes

Desired Outcome:

- Continue working on new website design template;
 - Colour scheme
 - Model other top chiro websites
 - Use winners writing process information to make it better

Post-session Reflection:

- Worked only on the colour scheme, which is a very meticulous task. I think I am alright with it but I definitely got to move some colours around. Will work with chat gpt to get that aspect of the website sorted within the next session.
-

Session 83- 5th August + 60 minutes

Desired Outcome:

- Work on making the website colour scheme on point
- Look at the design contents to make it look better

Post-session Reflection:

- Okay, okay, the colour scheme is now complete. A lot of fiddling around with it, comparing it with my first design to see if it is looking better, etc. 2 sections need to be revamped; 'who we help' and '5 steps to...'
-

Session 84- 6th August + 60 minutes

Desired Outcome:

- Revamp the 2 sections outlined above; use youtube to help if needed

Post-session Reflection:

- Made both of the section look better. By making those changes the scroll to the bottom is very few which is the goal. Next session I will put over all of the pages.
-

Session 85- 6th August + 60 minutes

Desired Outcome:

- Put over all pages from previous design
- Work on another website design if there is time

Post-session Reflection:

- All major pages have been moved over, just the booking pages to be moved over and improved. Next session will do that and focus on a new and better website design
-

Session 86- 6th August + 60 minutes

Desired Outcome:

- Finish doing all the other minor pages like bookings etc
- Start working on a new and better design; more options for the client the better

Post-session Reflection:

- Have a rough layout of what the third website design will look like. Will improve and work on it in the next few sessions
-

Session 87- 7th August + 60 minutes

Desired Outcome:

- Improve on the new website design; make it better than the other two

Post-session Reflection:

- Colour scheme, text fonts, and images for slideshow header are complete, all that is left to do is add all of the copy to the website and fiddle around with the design aspects- not make it look like a template
-

Session 88- 7th August + 60 minutes

Desired Outcome:

- Add all copy to new web design and fiddle around with the design to make it not look so much like a template

Post-session Reflection:

- Third web design is finished. Not sure about it. Out of the 3 designs there is nothing too amazing that stands out to be the winner. There are however components in each one that I like.
-

Session 89- 7th August + 60 minutes

Desired Outcome:

- Watch video on how to bring your wix design to life on YouTube
- Combine all the good elements of the three designs to one new and, maybe final, website design

Post-session Reflection:

- Was in a state of over-analysis/overthinking everything about the design and how it looked. I believe it is wise to take a step back from doing a fourth GWS and instead go over my position, get some help from TRW students, and brainstorm the next steps forward
-

Session 90- 8th August + 60 minutes

Desired Outcome:

- Analyse your position on the chess board; OODA loop your situation and the best course of action
- Get feedback from students inside TRW
- Start putting your plan to work

Post-session Reflection:

- Unclogged. Went through a problem unstuck mechanism to find the solution to move forward. Wrote in my notebook the problem I am in and possible solutions. Next sessions will be electric
-

Session 91- 8th August + 65 minutes

Desired Outcome:

- Continue adding/building on the 4 questions in the WWP
- Listen to most recent call with client and take notes on his feedback

Post-session Reflection:

- A bunch of notes from the call have been taken. Becoming more clearer on the path ahead.
-

Session 92- 9th August + 60 minutes

Desired Outcome:

- Work on a proper layout of the website; follow the 'Goal- roadblock- Solution' formula and use other chiropractic websites to help you through this task

Post-session Reflection:

- Created a skeleton layout based on the "goal - roadblock - solution" formula. Wrote out a demo using a top player (sort of modelling them) to help with my understanding and then started working on filling out the skeleton.
-

Session 93- 9th August + 60 minutes

Desired Outcome:

- Continue working on filling out the skeleton layout for the website redesign project

Post-session Reflection:

- Finished with the formula, I think. Going to put it into action and create a new web design. Going to use chat gpt to help out. Once I have how the website is going to look like, the design and all that good stuff, I will then focus on the quality of the copy.
-

Session 94- 9th August + 60 minutes

Desired Outcome:

- Create a new web design using the new layout/formula

Post-session Reflection:

- Picked a template, all the sections that are going to be on the website are on it, just need to fill in the boxes (literally and metaphorically). Will also need to pick a colour scheme and do some other minor things.
-

Session 95- 10th August + 60 minutes

Desired Outcome:

- Build off of previous session and add all the content to the sections, work on the colour scheme, etc.

Post-session Reflection:

- All content, on the homepage, has been added and a colour scheme has been selected. Now got to work on the flow, font, and images.
-

Session 96- 10th August + 60 minutes

Desired Outcome:

- Work on the flow, adding all the pages to the website, fonts, and images.

Post-session Reflection:

- Wasn't the best sessions. Was interrupted when I had 20 minutes left of the session to go and deliver some messages to Shaun since he is sick (just learned). Font has been selected, flow wasn't worked too much on, and some images were added. Not all the pages have been added to the website, just the benefits of treatment.
-

Session 97- 11th August + 60 minutes

Desired Outcome:

- Add all of the pages to the website in this session. Doesn't matter if it takes 60 minutes or 90, get it done.

Post-session Reflection:

- Good session. Everything looks like it is coming together. Will need to work on the flow of the website, the actual copy, and the action buttons.
-

Session 98- 12th August + 60 minutes

Desired Outcome:

- Use chat gpt to help with the flow of the website, the buttons fonts, and work on the copy

Post-session Reflection:

- Flow is sorted, the buttons are good and working- may need to add a few call to action buttons for booking an appointment to make that process easier but that can be done at a later stage/future GWS.
-

Session 99- 12th August + 60 minutes

Desired Outcome:

- Spend this session working on improving ALL of the copy for this website. Use the target market research doc and winners writing process doc to help you craft better copy. Also, think about the reader and their mindset going onto your website and actually reading the content

Post-session Reflection:

- All copy—apart from the conditions managed mini sales page—have been changed. Was an overall good session, used chat gpt to create the minor copy things so that I wasn't wasting my time on the little things.
-

Session 100- 12th August + 101 minutes

Desired Outcome:

- Work on the copy for the mini sales page. Once that is finished add ALL of the copy onto the website and fiddle around with the design of some of the pages so that it looks visually appealing.

Post-session Reflection:

- All copy has been improved, especially the mini sales page. All copy has also been added to the website.
-

Session 101- 13th August + 60 minutes

Desired Outcome:

- Work on the design aspects of the website
- Get copy feedback from students

Post-session Reflection:

- Mainly worked on replacing the icon images for the benefits of treatment, then worked a little on the book now button at the top of the page, worked slightly on the home page design. Not a bad session but it can be better
-

Session 102- 13th August + 64 minutes

Desired Outcome:

- Use chat gpt to work on improving the website redesign project and before session ends send out copy for student feedback

Post-session Reflection:

- Worked on the design aspect for the 'guide to first treatment' page and all of the pages for the benefits of treatment. All of those pages have been sorted into place but not quite perfected- that will come later.
-

Session 103- 13th August + 63 minutes

Desired Outcome:

- Work on the design aspects for the mini sales page
- Change out images that are generic and do not emotionally resonate with audience

Post-session Reflection:

- Worked purely on the design aspects of the mini sales page and one other thing I think but not 100% sure. Mini sales page looks a lot better than before- so far this is the best design of the bunch
-

Session 104- 14th August + 50 minutes

Desired Outcome:

- Use chat gpt to work on the design project, getting feedback, changing some things, and making the project that one bit better; next GWS could be the one where I send it out for another student review

Post-session Reflection:

- Not a very good or productive session. Finding it difficult to create and or find images that would go well with the websites' sections.
-

Session 105- 15th August + 60 minutes

Desired Outcome:

- Use chat gpt to find the best images to use for the website and get feedback on the design and visually aspects of the website from it; I.E. work on images and design/visual aspects of the website

Post-session Reflection:

- Okay, I think I have all the images sorted on the home page. Chat gpt is not very helpful in that arena of service. Will look to get feedback from other students and work more on the visual design aspects of some of the pages next session
-

Session 106- 15th August + 65 minutes

Desired Outcome:

- Get feedback from other students
- Work more on the visual design aspects of some of the pages

Post-session Reflection:

- Website looks good. We really are looking to be in the final stages of the product. Visual design aspects of the website is on point in my perspective. Instead of doing a third GWS, I will take time to go through the LCD index to help me improve my general copywriting and also the project itself. Did not get feedback on product as I chose to continue working on the visual design aspects of the website
-

Session 107- 16th August + 79 minutes

Desired Outcome:

- Work on the design aspects of the about page and work on the FAQ page, and if there is time left in the session, work on creating a pop up quiz for visitors to take to find out the treatment they need

Post-session Reflection:

- About us page design looks a lot better and I have added a FAQ table to the home page, whilst adding the header to the menu for easy access
-

Session 108- 16th August + 72 minutes

Desired Outcome:

- Work on creating the pop up quiz so that people can easily decide on the type of treatment they need/want. Once that is done, work on cleaning up the benefits pages to look tidier.

Post-session Reflection:

- Found out how to create a pop up form/quiz effect- use light boxes- however there is a slight problem, you can only have one lightbox per page. Gonna have to sort that out. That task took the entirety of the session
-

Session 109- 17th August + 60 minutes

Desired Outcome:

- Tidy up the treatment pages, swap out the hero fascination and sub-fascination.

Post-session Reflection:

- Benefits pages look a lot better and changed the hero fascination
-

Session 110- 18th August + 71 minutes

Desired Outcome:

- Make the guide to first treatment page look a lot more professional and more appealing by putting it into a text slideshow
- Add testimonials to the testimonial page

Post-session Reflection:

- Spent the entirety of the session working on the guide page; have created a slideshow, and added a couple sections below the slideshow so that the page doesn't look super bland and empty
-

Session 111- 19th August + 60 minutes

Desired Outcome:

- Continue adding finishing touches to the guide to first treatment page, add testimonials to the testimonial page, and get chat gpt TRW powered feedback

Post-session Reflection:

- Worked on making the guide to first treatment page look better by adding images to 2 of the sections, then looked over all of the other pages and made some changes, and then worked on adding testimonials to the testimonial page. Did not get to the use chat gpt TRW powered bot to review my project.
-

Session 112- 19th August + 82 minutes

Desired Outcome:

- Use TRW powered GPT for feedback
- Get outside feedback from students
- Improve on the feedback received from sources

Post-session Reflection:

- Used TRW powered GPT to get feedback on project and copy. Got it to create new pieces of copy based on the feedback. All but 1 task was completed- outside feedback from students
-

Session 113- 19th August + 86 minutes

Desired Outcome:

- Get outside feedback from students
- Work on improving the project based on that feedback
- Improve the images on the homepage

Post-session Reflection:

- Took a surprisingly long time to work on the images on the homepage. But, all but one, it is good. Sent a message to a fellow student to get feedback on the project.
-

Session 114- 20th August + 80 minutes

Desired Outcome:

- Work on the feedback received from student
- Work on creating a type of presentation to present the finished products of the project

Post-session Reflection:

- Worked on the feedback, got an image for the 3-step section, and started working on the mobile experience. Not a bad session- was a little bit slow but still a decent speed. Didn't start working on the presentation
-

Session 115- 20th August + 67 minutes

Desired Outcome:

- Work on the mobile experience of the website

- If the task above is completed within the time frame, work on the presentation for the closing of the project to show to client

Post-session Reflection:

- Worked on mobile experience. Not finished. It is a very tedious task- think I will have to use my actual phone to get this task completed because I made the changes to all of the pages but for some reason it did not transfer to phone.
-

Session 116- 22nd August + 66 minutes

Desired Outcome:

- Work on making the mobile experience for the website better by making changes on the actual phone instead of the laptop

Post-session Reflection:

- Mobile version is complete. Added some new buttons to each benefit page so that viewers can simply click the button to go to the next benefit instead of clicking home and manually clicking on the benefit that they want to see. Website redesign project is practically finished.
-

Session 117- 22nd August + 60 minutes

Desired Outcome:

- Work with TRW powered GPT to improve the website redesign project (use Henri's template)

Post-session Reflection:

- Worked on improving the benefits pages by making them more emotionally tied to the reader and giving a specific scenario for each benefit in each of the 8 categories. Used gpt to do it. Good session
-

Session 118- 23rd August + 60 minutes

Desired Outcome:

- Continue using GPT powered TRW to make improvements to the website redesign project

Post-session Reflection:

- Good session. Worked on making the about page more simpler by placing all copy into one box container, worked on the CTA's and the testimonial strip under the introduction section. Was a packed session and made really good progress.
-

Session 119- 24th August + 80 minutes

Desired Outcome:

- Continue again working with TRW powered GPT to make improvements to website project

Post-session Reflection:

- Worked on the content and flow of the website, specific sections copy to make it better, and analysed the colour scheme. Not many more sections to work on.
-

Session 120- 24th August + 80 minutes

Desired Outcome:

- Use TRW powered GPT to work on
 - Clarity and brevity in the copy
 - Visual design elements

Post-session Reflection:

- Another good session. Got all the tasks that I set out to complete finished. Very good progress in the project. I have successfully used the TRW powered GPT to identify weaknesses and turn them into strengths.
-

Session 121- 24th August + 77 minutes

Desired Outcome:

- Create a powerpoint to show to client going over all of the strengths of the website, why it is good to use, and specific points and qualities that make it the way it is. Use beautiful.ai to create the presentation.

Post-session Reflection:

- Presentation was created on canva. Used chat gpt to tidy up the notes that I made and used it to create an outline to follow. Presentation is completely finished with all the appropriate content added to the slides. Another good session to end the day
-

Session 122- 25th August + 50 minutes

Learning session

Desired Outcome:

- Go through the WWP LDC to improve how you understand markets

Post-session Reflection:

- Got through "Truly understanding your reader and matching where they are now" LDC clip and took down notes. Was a very slow session and didn't feel as productive as I thought but not all sessions like this are going to have that feeling
-

Session 123- 26th August + 60 minutes

Desired Outcome:

- Continue going through the LDC lessons on WWP to improve your market knowledge

Post-session Reflection:

- One more topic left in the WWP LDC lessons
-

Session 124- 27th August + 60 minutes

Desired Outcome:

- Watch final LDC WWP clip and take notes on it
- Start working on a Winners Writing Process for marketing project

Post-session Reflection:

- Watched the last WWP tactic and organised all my notes. Took practically all of the session. Started working on creating a new WWP for the marketing project. Pretty good session.
-

Session 125- 28th August + 60 minutes

Desired Outcome:

- Continue working and finish the Winners Writing Process for marketing project

Post-session Reflection:

- On the last stage of the WWP questions. Putting in a lot of detail to the very last question. Got a lot of points for organic content, will work on paid advertising content in the next session.
-

Session 126- 31st August + 52 minutes

Desired Outcome:

- Work on adding information to the last question on the WWP about paid advertising

Post-session Reflection:

- Since the client has not responded to any of my messages I worked on building a hit list of local businesses and got 15 down. Tomorrow I will create an outline/message and get it ready to send out on Monday. Plus, I will also continue working on the WWP for the client who is unresponsive just in case he comes back.
-

Session 127- 1st September + 67 minutes

Desired Outcome:

- Create outreach outline/message to send to the 15 local businesses on Monday

Post-session Reflection:

- Main focus of the session was working on creating an outreach outline/message. I created 7 ways to help local businesses/businesses in general. I then moved onto creating the actual message. Used TRW powered GPT to refine and improve the message. At the end of the session, the message is looking good and ready to send tomorrow, Monday
-

Session 128- 2nd September + 60 minutes

Desired Outcome:

- Send out outreach messages to the local businesses on the hit list
- Work on the WWP last question for chiro dude incase he gets back in touch

Post-session Reflection:

- Sent out all of the outreach messages to the 15 local businesses. Worked the remainder of the session on adding more information to the Winners Writing Process. Overall, was a good session considering the environment that I was working in- college library
-

Session 129- 3rd September + 60 minutes

Desired Outcome:

- Add more local business contacts to the hit list
- Reach out to them

Post-session Reflection:

- Reached out to physiotherapy clinics in edinburgh. Another 15 local businesses have been contacted.
-

Session 130- 14th September + 60 minutes

Desired Outcome:

- Work on a plan forward to land a client
- Work on outreach

Post-session Reflection:

- It's been an up and down road since the last official GWS. I have been occupied with college work. Was holding myself back from landing a client because I had it in my mind that it wasn't going to work- took that little girly voice and threw it out- I DON'T QUIT. Wrote out in my notebook my current situation and a possible solution forward. Referred to chat gpt to get its thoughts, and then work on the outreach message and sent 5 new ones out.
-

Mini Session- 15th September, 23 minutes

Desired Outcome:

- Send remainder outreach messages; 5
- Reach out to students to get help on your situation

Post-session Reflection:

- Got the tasks that I set out to do. Feeling like a loser that I haven't landed a client yet and have barely made any money. Very disappointed with myself right now. Being short on time doesn't help either.
-

Mini Session-18th September, Time not tracked (30 minutes or more)

Worked on writing growth opportunities for B-Fit Aberdeen. Preparing to send outreach DM to him.

Mini Session- 19th September, Time not tracked

Finished building on the last session. All areas of improvement have been filled out and used chat GPT to put all of the information into concise conversation. Tomorrow will send the message- maybe Saturday.

Session 131- 23rd September + 1 hour 15 minutes

Desired Outcome:

- Build local biz outreach list to 10
- Send outreach messages (first time and follow ups)

Post-session Reflection:

- Pretty solid session. Back on track with things, and I have a fresh batch of prospects to reach out to. Before doing that, I need to get an accurate and reliable email tracker.
-

Session 132- 24th September + 60 minutes

Desired Outcome:

- Send 10 outreach messages to local businesses
- Build list to 10 local businesses

Post-session Reflection:

- The session was about an hour, maybe a little more. Think I've got the first outreach message format down to a good one- short and sweet, gets straight to the point and intrigues the reader to ask questions. I built up a list of physios from Glasgow (10). Not a bad session
-

Session 133- Date + Time

Desired Outcome:

- Send 10 outreaches and build list again to 10

Post-session Reflection: