

STRIVE FOR THE IDEAL

My Goal:

- \$1000 Upsell

What it will take:

- Doubling my client's current follower count (10K > 20K)
- A content strategy that will capture attention and gain new followers

Objectives:

- World championships promotional trailer launch
- Sales call
- 3-5 reels per week

Actionable tasks:

- Prepare the upsell pitch
- Competitor research
- Create a new trailer designed for IG
- Learn about the IG algorithm
- Collect clips to edit
- Edit 3-5 reels a week
- Include hooks, engagement, and CTAs
- Use TRW for feedback
- Find tips and tricks to speed up workflow