

Lessons Learned

- I can use MPUC as a way to get fired up, even when I don't wanna do the work
- If I don't plan for the next day, the lazy side of my brain will try and convince me to slack off, I now must plan every day (I marked off time throughout my day in Google Calendar, so I can now slide in tasks between the time periods)
- I should look to other niches which speak to a similar audience to my niche (for example fitness to old moms is better for me since my niche is also middle aged moms) compared to someone like Jeff Nippard
- I hate to admit it but I've gotten complacent. \$1k made from copy but no client since then (Dec 2023 was my last win) and am currently clientless.
- Gonna add an extra follow up to my outreach + go through "growth opportunity for helping businesses" vid again, I can't be doing the same thing.
- Some prospects have said they liked my copy, But they're either not looking for it OR have no money (I can notice these by either giving them upgraded copy of what they have Or something completely new that they're working on).

It's a best guess though, need to go through the growth opportunity video again to determine that.

Victories Achieved

- My strength is getting stronger from simply training and eating so that's nice
- I get a few responses with the prospect saying my copy is good but they're uninterested (so I'm gonna assume it's not what they want)

I'd say I improved my copy by adding 15 mins of research before each FV + based off top player.

Goals for next week:

I want to aim to output more outreach, but first I need to find clients within my specific 2-3 niches (I find that my copy works best within these niches)

And then outreach.

Same process

- Identify what they want
- Answer 4 questions + find a skeleton template to reference off
- Write
- Walk/Sleep and read the copy to improve it (2 times)

Top question/challenge

The plan to get rain maker role

The plan is pretty simple I have 2 paths.

1) Repitch to past clients

- 2 past clients

(1 of them didnt end well cuz he said my first draft was trash. That guy was a red flag but I will send a message saying I notice you didn't carry on with another part of the project (which he likes)

I think I could leverage him with results and say dont pay me anything first, though that does decreases my value.

C K outreach - Ask him about results for the first project and how it did (to build rapport + collect as some testimonial)

Then i'm going to mention the past project and say "hey I know you didn't like the emails but I remember you wanted to work on a landing page + Free gift.

How about this: (take a section of his paid classes/course as a free gift) then I write a landing page and see how it does

Basically offer him a no brain offer)

Adele outreach - Already emailed her but got no response, She said she is busy and is meeting with some agency however thats all I got.

My plan: to email her husband.

Same plan as the first outreach, ask him for results (about how my copy did) to get him to reply, once he sends, I also ask if he is interested in more projects but the main thing is the results.

Because their business/school system opens twice a year so they currently have no classes

(I should also suggest to him a way for them to get consistent income across the year besides their main academy) (New idea that I won't go indepth here but I'll have it down

2) Outreach and adjust

I notice that my outreach is fine, the main point is what I offer and whether they want it or not.

I could offer mainly sales/home page copy OR emails

I'm working mainly on emails since small businesses will really need emails to go boom.

I could add in my outreach that their top player / Biggest competitor is using emails as well so they could use the same strategy for their business.

I can try "Would you say this email could help sell your classes?" Implying they have to read it first (this is a new test idea)

Must set out 5 mins to plan before sleeping

Week 1 Goals:

Send a total of 28 FV outreaches ~ 4 a day, scary but it must get done

- Growth opportunities for businesses (what are my top players doing, what would smaller businesses want? Conversions/emails)

- lights out by 1130 and wake up by sunlight (8-9)

- Use chatgpt to apply similar language/tone of my prospect to my copy so it sounds more "like them"
- Find 100 prospect within abstract, landscape, and drawing
 - **For drawing, must compare to top players and see what they emphasize on so I can replicate/tweak from there**

Week 2, 3 , 4: outreach 30 times a week.

Resend outreaches to chris and Adele

Daily checklist:

4 sent outreaches FV personalized

- Write 4 FVs, read them
- Breakdown 1 experienced copy, 1 from copy review, and 1 good skeleton template to add in swipe file (or 2 templates)
- Write 4 outreach messages
- Push, pull, or legs (1.5 hours max spent at gym)
- 15 minutes of walking per walk break
- Update cryptosystems, Defi airdrop checklist (reward for the end of the day)
- Apply timings to the calendar in Google Calendar

Work in the coffee shop near me, (5 min walk)

Who am I talking to? Who is reading this copy?
Patrick, adeles soyboy wife (unironically)

Where are they right now? Where are they emotionally? Where are they physically? What part of **Maslows Hierarchy of needs are they?** What are their biggest dreams? Biggest pains?

Wants to help the business grow, make money, sustain to bring in consistent income

Wants adele to be happy,

Do less work

Where do we want them to go? What do I want them to do? What action do I want them to take? What objectives must they achieve?

Give me my results in a form of a screenshot,

Then he sends it,

I should also say "By the way if you guys have any future projects then feel free to let me know,

I have one idea that could slowly build up more customers waiting for your Adele Academy to reopen that has to do with your beginner classes, but I notice Adele is busy so that's why I'm emailing you. (mainly for my results)

Do you have any data/screenshots or numbers of how my email sequence + sales page did?

How many enrollments did it bring in etc.

What steps do I need them to take? What do they need to think & feel to get them from their current state to their dream state? What do they need to see, what do they need to imagine? What emotions do they need to feel?

SL: How Did The Sales Page + Email Sequence Do?

Hi Patrick,

Any chance you can provide me a screenshot or any sort of data regarding the performance of the sales page + email sequence I wrote for you 2?

Data like how many enrollments did my page bring in, the conversion rate for the emails, etc.

I'm emailing you because Adele seems to be a little busy and when I emailed her she didn't respond...

Thanks in advance,
Ryan Ho.

I have one idea that could slowly build up more customers waiting for your Adele Academy to reopen that has to do with your beginner classes, but I notice Adele is busy so that's why I'm emailing you. (mainly for my results)

Do you have any data/screenshots or numbers of how my email sequence + sales page did?

How many enrollments did it bring in etc.