100 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

SESSION #1 - 7 June 2024 - 18h45

Desired Outcome:

- Prepare against all prospect objections
- Plan the road and list prospects I'm going to reach out to tommororw

Planned Tasks:

- ☐ Use ChatGPT to simulate meeting with objections
- ☐ Find and List 5 dentists I'm going to reach out to

Post-session Reflection

- Very good speed and intensity. 1 hour makes me quick, but this was one of the easier sessions. I'll have to try it out for harder tasks as well. Let's move.

SESSION #2 - 08/06/2024

Desired Outcome:

- Create 2nd email of 3 of Mystery Offer Sequence

Planned Tasks:

- ☐ Winner's Writing Process 2-4
- ☐ Review Shuayb's Checkout template
- ☐ Create an outline
- ☐ Write
- ☐ Review

Post-session Reflection

- TOOOOO slow. I should have chosen a template and outline. Even if I don't follow it word-for-word, I'm GOING to use some element of it. So Start from the template and then improve on it.

SESSION #3 - 08/06/2024

Desired Outcome:

- Finalise Email 2
- Draft Email 3

Planned Tasks:

- ☐ Review and refine Email 2's copy
- ☐ WWP for Email 3
- ☐ Find an outline for Email 3
- ☐ Draft Email 3

Post-session Reflection

- Good speed - had to attend EM. Not the best quality.

SESSION #4 - 09/06/2024 - 15h00

Desired Outcome:

- Write & send content strategy for Caliente

Planned Tasks:

- ☐ Answer her questions. With each question, clearly lay out my content plan/strategy/how I am going to help her.

Post-session Reflection

- Very good intensity. 1 hour is good. Let's shoot for 1 hour for everything, unless we are writing something from scratch.

SESSION #5 - 09/06/2024 - 17h30

Desired Outcome:

- Rewrite and finalise Email 1 of sequence

Planned Tasks:

- [ ] Review avatar again and WWP
- [ ] Use Mays Yoga template bar-for-bar, changing parts accordingly. Be free to vomit on page
- [ ] Review and refine copy
- [ ] Ask Jarvis to review and refine copy

Post-session Reflection

- Good speed. The copy is an MVP. Will review it again the final time when I submit to the captains.

SESSION #6 - 10/06/2024 - 18h00

Desired Outcome:

- Finalise email 2 and 3 of sequence

Planned Tasks:

- [ ] Review avatar again and WWP
- [ ] Show each one to Jarvis
- [ ] Leave my final version

Post-session Reflection

- Good speed - was able to review the entire sequence

SESSION #7 - 10/06/2024 - 19h45

Desired Outcome:

- Understand how I can take charge of the sales meeting conversation
- Understand how to Aikido the objection “we already have too many patients and are fully booked”
- Review and refine SPIN questions

Planned Tasks:

- [ ] Check TRW and my notes on sales calls

- [ ] Ask jarvis how I can take charge of the sales meeting conversation
- [ ] Ask jarvis how to aikido that objection
- [ ] Ask jarvis to review my spin questions
- [ ] Ask Ognjen's opinion if unsure

Post-session Reflection

- All over the place. Must pick 1 objective. But I managed to figure out what went wrong at the meeting. I need to develop a strategy for the prospect to **monetise** attention.

SESSION #8 - 11/06/2024 - 15h00

Desired Outcome:

- Get 3 dentists to reach out to tomorrow
- devise backup plan to help them monetise attention
- ask ognjen for his take

Planned Tasks:

- [ ] search for 3 dentists and write them down
- [ ] read through my conversation with Jarvis
- [ ] get ideas from top players
- [ ] Write down my full plan
- [ ] ask Ognjen

Post-session Reflection

- very clear thoughts, but took a bit longer than an hour which I understand is because I was in the land of unknowns.

SESSION #9 - 11/06/2024 - 17h00

Desired Outcome:

- Prepare aikido document for email sequence- everything except the rumble link.

Planned Tasks:

- [ ] copy & paste from past aikido, change where necessary, and give my personal analysis

Post-session Reflection

- Very good speed - was able to move on to my next task.

SESSION #10 - 12/06/2024 - 14h15

Desired Outcome:

- list 16 prospects: 6 dentists and 10 beauty salons
- send an outreach message to each one

Planned Tasks:

- ☐ Google dentist near me - list the first 6 ideal dentist prospects on Google docs
- ☐ send them each an outreach message
- ☐ Google beauty/hair salon near me - list the first 10 ideal beauty salon prospects on Google docs
- ☐ send them each an outreach message

Post-session Reflection

- Wifi slowed me down…but good persistence and STILL reached outcomes.

SESSION #11 - 12/06/2024 - 18h40

Desired Outcome:

- analyse a top player and write down how they get attention and monetise attention
- define a concrete plan and discovery project for both prospects - plan for both GETTING attention and MONETISING attention

Planned Tasks:

- ☐ classify prospect as spa or salon
- ☐ find top spa/salon
- ☐ write down ideas to get and monetise attention - choose discovery
- ☐ write greeting message

Post-session Reflection

- good speed. RIGHT on time. Let's go fight.

SESSION #12 - 14/06/2024 - 12h30

Desired Outcome:

- Create and choose all neccessary gifs and images for Caliente email sequence

Planned Tasks:

- ☐ Open doc
- ☐ For every place i'm supposed to insert an image -> INSERT that image
    - If it's a gif, create it and then insert it

Post-session Reflection

- Outcome done - good hustling acceleration at the end to get it done before the timer

SESSION #13 - 14/06/2024 - 15h45

Desired Outcome:

- FInish Caliente SEO as fast as possible. Unknown timeframe, haven't done it before.

Planned Tasks:

- ☐ FOLLOW ANDREW's GUIDE STEP BY STEP

Post-session Reflection

- Too many distractions - should upload my Rumble video via laptop. My phone is a matrix agent.

SESSION #14 - 15/06/2024 - 11h00

Desired Outcome:

- Find 10 spa prospects and reach out to them

Planned Tasks:

- ☐ Google "spa polokwane"
- ☐ List 10 spas
- ☐ Whatsapp them

Post-session Reflection

- List with contact details!!!! Wasted unnecessary time getting their contact details after listing them - finding out that they are closed or the number isn't working anymore. Only 4 sent, but 1 response. Let's hit 10 prospects now.

SESSION #15 - 15/06/2024 - 13h15

Desired Outcome:

- List 10 dermatologists with contact details

Planned Tasks:

- ☐ Google “dermatologist polokwane”
- ☐ List 10 good businesses, plus contact details

Post-session Reflection

- Outcome done. Good speed.

SESSION #16 - 15/06/2024 - 14h30

Desired Outcome:

- Finish SEO title pages and Meta Descriptions

Planned Tasks:

- ☐ Find where i can edit the title tags and meta descriptions for the collection pages
- ☐ Use jarvis and the swipe file copy to create title tags for each collection

Post-session Reflection

- Outcome done. The Copy needs revision though - it was vomit right now.

SESSION #17 - 15/06/2024 - 16h45

Desired Outcome:

- Find another 10 prospects

Planned Tasks:

- ☐ Google and Recheck if I have exhausted dermatologists
- ☐ Google “gynaecologist polokwane”
- ☐ List 10 prospects with their contact details

Post-session Reflection

- Outcome done. Incredible urgency.

SESSION #18 - 16/06/2024 - 11h00

Desired Outcome:

- Edit and finalise email 1 of sequence

Planned Tasks:

- ☐ Read all of Captain Ronan's feedback
- ☐ Implement it everywhere applicable. Use His Secret Obsession & Skirt for identity selling techniques.
- ☐ Ask jarvis to review
- ☐ Review it myself the final time

Post-session Reflection

- That's a good email now. I'm confident. Very good speed - 1h is the best.

SESSION #19 - 16/06/2024 - 13h20

Desired Outcome:

- Edit and finalise email 2 & 3 of sequence. 45m for each one

Planned Tasks:

- ☐ Read all of Captain Ronan's feedback
- ☐ Implement it everywhere applicable. Use His Secret Obsession & Skirt, & Andrew's favourite ad for identity selling techniques.
- ☐ Ask jarvis to review
- ☐ Review it myself the final time
- ☐ Repeat
- ☐ Submit everything to Aunt

Post-session Reflection

- Overtime…Should have gave each one it's own session.

SESSION #20 - 17/06/2024 - 10h15

Desired Outcome:

- TODAY WE KILL A FEAR - 3x WARM OUTREACH TO FRIENDS

Planned Tasks:

- [ ] PUC - TODAY WE KILL A FEAR
- [ ] DO WHAT ANDREW TELLS ME ON THE CALL - 3X

Post-session Reflection

- Did it. Momentum was mad so I proceeded and started with the local outreach I had for tomorrow. Started, now just have to complement them and send the template.

SESSION #21 - 17/06/2024 - 14h45

Desired Outcome:

- Sales meet prep - roughly define my avatar

Planned Tasks:

- [ ] Use Andrew's market research template, and ask Jarvis 2 (Gemini) to help me with each question

Post-session Reflection

- Outcome done with time to spare.

SESSION #22 - 17/06/2024 - 14h45

Desired Outcome:

- Sales meet prep - top player analysis and steal ideas

Planned Tasks:

- [ ] Look through Sehowa's funnel first - get an idea of what she has/doesn't have
- [ ] Analyse top player
    - JHB
    - NEW YORK
      CPT (Maybe)
- [ ] Write down how they are getting attention and monetising attention
- [ ] prepare opening script

Post-session Reflection

- Outcome done with time to spare.

SESSION #23 - 18/06/2024 - 11h40

Desired Outcome:

- Reach out to the 10 local prospects left on my list
- Reach out to Rau (friend)

Planned Tasks:

- ☐ Reach out to gynaecologists on my list
- ☐ Text Rau

Post-session Reflection

- Good speed - even started on the next task

SESSION #24 - 18/06/2024 - 14h00

Desired Outcome:

- Reach out to all orthopedics in the city

Planned Tasks:

- ☐ Google “orthopedic surgeon Polokwane”
- ☐ List them out with contact details
- ☐ Reach out to them

Post-session Reflection

- Outcome done. Had to deal with unknowns and reach out to other specialties to get to 10.

SESSION #25 - 18/06/2024 - 15h45

Desired Outcome:

- EXHAUST DENTISTRIES

Planned Tasks:

- ☐ List out 10 dentists I haven’t reached out to already
- ☐ Reach out to all of them

Post-session Reflection

- Outcome done - sliigghtly overtime

SESSION #26 - 19/06/2024 - 12h00

Desired Outcome:

- Follow up with ghosted client and prospects from 2+ days ago

Planned Tasks:

- ☐ Write follow up message for ghosted client and send it
- ☐ Write follow up message for doctors and send it

Post-session Reflection

- Very brave with the messages. We've lost her - it's fine. But we've got a new lead.

SESSION #27 - 19/06/2024 - 15h10

Desired Outcome:

- Top Orthopaedic player analysis
    - Get specific ideas on how to get attention and how to monetise attention

Planned Tasks:

- ☐ Choose a top player
- ☐ Write down how they monetise attention
- ☐ Write down how they get attention

Post-session Reflection

- Outcome done. Sliiiightly overtime.

SESSION #28 - 19/06/2024 - 16h40

Desired Outcome:

- Top Orthodontist player analysis
    - Get specific ideas on how to get attention and how to monetise attention

Planned Tasks:

- ☐ Choose a top player
- ☐ Write down how they monetise attention
- ☐ Write down how they get attention

Post-session Reflection

- Outcome done. Even before time.

SESSION #29 - 19/06/2024 - 18h51

Desired Outcome:

- Top Orthopaedic player analysis - USA
    - Get specific ideas on how to get attention and how to monetise attention

Planned Tasks:

- ☐ Choose a top player
- ☐ Write down how they monetise attention
- ☐ Write down how they get attention

Post-session Reflection

- Outcome done - New ideas and perspectives for orthodontist even.

SESSION #30 - 19/06/2024 - 20h11

Desired Outcome:

- Be as prepared as humanly possible for tomorrow's call

Planned Tasks:

- ☐ Watch Arno's Sales course
- ☐ Go over top player analysis
- ☐ Go over opening script & SPIN questions

Post-session Reflection

- Outcome done. PERSONAL DAILY RECORD. Let's reward ourselves and rest before tomorrow's war.

SESSION #31 - 20/06/2024 - 15h35

Desired Outcome:

- Conquest plan for beauty salon ad rollout

Planned Tasks:

- ☐ Define my goal

- [ ] Reverse engineer the steps - ask Jarvis for help where neccessary
- [ ] Write down the steps that I have to share with client

Post-session Reflection

- Very exploratory - but we now know how we're doing it. Choosing 1 way and following through.

SESSION #32 - 20/06/2024 - 18h25

Desired Outcome:

- Create ad strategy proposal

Planned Tasks:

- [ ] Write down 2 ways that we could test
- [ ] Calculate costs for the 1st option
- [ ] Write advantages and disadvantages

Post-session Reflection

- Kinda all-over-the-place but always forward…very exploratory

SESSION #33 - 20/06/2024 - 18h25

Desired Outcome:

- Finish ad strategy proposal
- Create clear conquest plan

Planned Tasks:

- [ ] Rewatch Shuayb's video
- [ ] Write down clear objective
- [ ] Plan out and write down each GWS task from now-> objective accordingly
- [ ] Adjust client strategy doc

Post-session Reflection

- The entire process is seemingly going to take 11 days if I'm efficient.

SESSION #34 - 21/06/2024 - 15h20

Desired Outcome:

- Finish ad strategy proposal
- Refine and finish conquest plan
- Send strategy proposal

Planned Tasks:

- ☐ Go through strategy proposal
- ☐ Tweak elements…I'll record images at the end
- ☐ Go through and refine conquest plan…defining checkpoints and time bounds

Post-session Reflection

- Conquest planner is too powerful…we've laid out the steps…let's just walk

SESSION #35 - 21/06/2024 - 17h00

Desired Outcome:

- Market research questions for avatar 1

Planned Tasks:

- ☐ Follow and complete Andrew's market research template for Interest 1

Post-session Reflection

- Just in time…but I think we need to go into more detail. Don't wanna end up like Jason

SESSION #36 - 22/06/2024 - 17h00

Desired Outcome:

- Extract maximum real-world fears and desires from reviews
- Understand avatar fears, desires, values and beliefs

Planned Tasks:

- ☐ Analyse and extract fears, desires and beliefs from client reviews
- ☐ Analyse and extract fears, desires and beliefs from competitor reviews
- ☐ Analyse and extract fears, desires and beliefs from Joburg top player reviews
- ☐ Analyse and extract fears, desires and beliefs from Seattle top player reviews
- ☐ Read through market research document

Post-session Reflection

- Got a genius idea halfway through and caused me to steer off track…myyyyyy God

SESSION #37 - 22/06/2024 - 17h00

Desired Outcome:

- Extract and write down real-world fears and desires from Seattle top player reviews
- Read through market research again - ask Jarvis 2.0 to help if I'm missing something

Planned Tasks:

- ☐ Go through Seattle top player reviews and write down fears and desires
- ☐ Read through market research I've done and ask Jarvis 2.0 more questions if neccessary

Post-session Reflection

- outcome Done with time to spare.

SESSION #37 - 22/06/2024 - 17h00

Desired Outcome:

- Extract and write down real-world fears and desires from Seattle top player reviews
- Read through market research again - ask Jarvis 2.0 to help if I'm missing something

Planned Tasks:

- ☐ Go through Seattle top player reviews and write down fears and desires
- ☐ Read through market research I've done and ask Jarvis 2.0 more questions if neccessary

Post-session Reflection

- outcome Done with time to spare.

SESSION #38 - 23/06/2024 - 14h21

Desired Outcome:

- Winner's Writing Process Q1-3

Planned Tasks:

- [ ] Write her background story
- [ ] Read through research again
- [ ] Answer: Where is she at right now?
- [ ] Answer: Where do I want her to go?

Post-session Reflection

- Outcome done. Very very thorough despite being fast.

SESSION #39 - 23/06/2024 - 14h21

Desired Outcome:

- HAVE A WINNING AD COPY OUTLINE

Planned Tasks:

- [ ] Browse swipe file ads
- [ ] Browse top player ads
- [ ] Choose one and break it down
- [ ] If I don't find a winning one, create an outline using DIC

Post-session Reflection

- That. Was. Hard. My brain hurts. GOOD.

SESSION #40 - 23/06/2024 - 17h22

Desired Outcome:

- Create ad copy 1

Planned Tasks:

- [ ] Follow the outline, inserting specific dream outcomes for the interest
- [ ] Use HIs Secret Obsession for fascinations, or the top player ad

Post-session Reflection

- Just in time. It was hard. Revised it a lot of times, but we're leaving it like that. MVP.

SESSION #41 - 23/06/2024 - 17h22

Desired Outcome:

- Create ad copy 2

Planned Tasks:

- ☐ Follow the outline, inserting specific dream outcomes for the interest
- ☐ Use HIs Secret Obsession for fascinations, or the top player ad

Post-session Reflection

- Outcome done. Good speed…not as good as the first ad. Might need to refine it and refine strategy.

SESSION #42 - 24/06/2024 - 19h38

Desired Outcome:

- Review ad strategy
- Create ad copy 3

Planned Tasks:

- ☐ Watch Shuayb's setup video again
- ☐ Refine strategy if neccessary
- ☐ Follow the outline, inserting specific dream outcomes for the interest

Post-session Reflection

- Gaps in the strategy have been uncovered. Back to drawing board - we're using Shuayb's strategy bar-for-bar. We're using Ad copy 1, though.

SESSION #43 - 24/06/2024 - 19h38

Desired Outcome:

- Choose creative outline

Planned Tasks:

- ☐ Look for and find a top player video ad creative on FB Ads library
    - If no luck, check swipe file or DMM archives
- ☐ Look for and find another image ad creative on FB ads library.
    - If no luck, check swipe file or DMM archives

Post-session Reflection

- All over the place G. Shit session. Just fxcking follow Shuayb. Tomorrow, we're working on 4 creatives - FINAL. 1 video - just vary the hook.

SESSION #44 - 25/06/2024 - 14h12

Desired Outcome:

- Find and break down video creative outline

Planned Tasks:

- ☐ Look for and find a top player video ad creative on FB Ads library
    - If no luck, check swipe file or DMM archives
    - If no luck, choose a PAS, DIC or HSO format
- ☐ Create an outline

Post-session Reflection

- Sensational. We're all set for a winning creative. Good speed.

SESSION #45 - 25/06/2024 - 15h40

Desired Outcome:

- Draft Video ad copy

Planned Tasks:

- ☐ Follow my outline. Don't refine the headline too much - we're gonna have a dedicated GWS for that
- ☐ Use Jarvis for science stuff

Post-session Reflection

- Lengthy. Need to shorten it. Let's take a step back, recover and finish our killer.

SESSION #46 - 25/06/2024 - 17h55

Desired Outcome:

- Create refined Video ad copy
- Have 3 variations

Planned Tasks:

- [ ] Tweak PA section using Andrew's template
- [ ] Write 40 hook fascinations and choose the best 3

Post-session Reflection

- Brain is fried. That was longer and more difficult than I expected. We have 41 variations - let's detach and choose one in the next GWS.

SESSION #47 - 25/06/2024 - 20h03

Desired Outcome:

- Create image creative

Planned Tasks:

- [ ] Write the image's copy by modeling top player
- [ ] Browse Canva for template
- [ ] Use template with written copy and client photos

Post-session Reflection

- Had to take a mental break but got everything done. I must make sure to rest longer after 90m sessions.

SESSION #48 - 26/06/2024 - 18h28

Desired Outcome:

- Find out how to download YT videos
- Download necessary clips and videos from YT and client. (May use placeholder videos before the ones I shoot)

Planned Tasks:

- [ ] Find out from JArvis and Google how to download
- [ ] Go along video ad copy. Identify what is needed and download 15 videos or images for each scene. Adapt to the resources I have, or identify what I can shoot myself.
- [ ] Name the files accordingly to each scene

Post-session Reflection

- Skill issue found - I don't know how to edit video ads yet. Gonna stick with simple image ads for now.

SESSION #49 - 26/06/2024 - 20h53

Desired Outcome:

- Understand how to test with simple still-image creative

Planned Tasks:

- ☐ Finish Arno's course on ads

Post-session Reflection

- Outcome done. Redoing conquest planner - I'm all over the place like a headless chicken. Prioritize testing in small steps.

SESSION #50 - 26/06/2024 - 10h28

Desired Outcome:

- NEW WINNING AD OUTLINE

Planned Tasks:

- ☐ WWP No.4: what do I need to achieve here?
- ☐ Look for applicable outline
    - Swipe file
    - Top player
    - If that fails, create my own outline using DIC, PAS or HSO

Post-session Reflection

- Outcome done. Clear path ahead. Let's refuel for battle.

SESSION #51 - 26/06/2024 - 12h23

Desired Outcome:

- RE-WRITE AD CAPTION

Planned Tasks:

- ☐ VOMIT BY FOLLOWING OUTLINE
- ☐ REFINE

Post-session Reflection

- MVP. One of the best short-forms I've written.

SESSION #52 - 26/06/2024 - 14h41

Desired Outcome:

- RE-CREATE AD CREATIVE

Planned Tasks:

- ☐ FIND TEMPLATE ON CANVA
- ☐ FOLLOW OUTLINE

Post-session Reflection

- Well done G.

SESSION #53 - 28/06/2024 - 09h47

Desired Outcome:

- CAR WASH TOP PLAYER ANALYSIS & SALES CALL PREP

Planned Tasks:

- ☐ Analyse Jhb top player
- ☐ Analyse Seattle top player
- ☐ Write qualifying script
- ☐ Write SPIN questions

Post-session Reflection

- Outcome done. Slowly seeing that all local businesses are basically the same.

SESSION #54 - 28/06/2024 - 13h48

Desired Outcome:

- Landing page outline

Planned Tasks:

- ☐ WWP 2-4

- [ ] Create outline
    - Plan A1: from swipe file
    - Plan A2: from top player
    - Plan A3: create my own

Post-session Reflection

- Path is clear, let's walk.

SESSION #55 - 28/06/2024 - 15h35

Desired Outcome:

- Landing page first draft

Planned Tasks:

- [ ] Follow outline and allow myself to vomit everything out of my brain on each step

Post-session Reflection

- Outcome done smoothly. The refining will be the golden session.

SESSION #56 - 28/06/2024 - 10h51

Desired Outcome:

- Landing page final draft

Planned Tasks:

- [ ] Read through what I wrote
- [ ] Omit bad parts
- [ ] Add improvements

Post-session Reflection

- MVP. Well ahead of time. Vamos.

SESSION #56 - 28/06/2024 - 10h51

Desired Outcome:

- Landing page final draft

Planned Tasks:

- [ ] Read through what I wrote
- [ ] Omit bad parts
- [ ] Add improvements

Post-session Reflection

- MVP. Well ahead of time. Vamos.

SESSION #57 - 28/06/2024 - 12h30

Desired Outcome:

- Prepare document for the aikido masters

Planned Tasks:

- [ ] Upload video to Rumble
- [ ] Add everything I need to add
- [ ] Refine WWP
- [ ] Add personal analysis

Post-session Reflection

- Took 90m but outcome done. BUdget for that next time.

SESSION #58 - 29/06/2024 - 18h16

Desired Outcome:

- Create physical actual clickable landing page

Planned Tasks:

- [ ] Open WIx
- [ ] Find a template
- [ ] Add my copy and whichever images necessary

Post-session Reflection

- Gonna need another session for this. Forgot how much work it is.

SESSION #59 - 30/06/2024 - 14h08

Desired Outcome:

- Refine ALL ad copy & landing page copy

Planned Tasks:

- ☐ Read through all of Micah's feedback
- ☐ Chronologically Refine copy for each comment

Post-session Reflection

- Done with that. Time to test.

SESSION #60 - 30/06/2024 - 16h09

Desired Outcome:

- Finish landing page web design

Planned Tasks:

- ☐ Add new copy
- ☐ Add images if necessary

Post-session Reflection

- Outcome done with time to spare

SESSION #61 - 30/06/2024 - 22h44

Desired Outcome:

- PRepare for strategy call 1 with TTOH

Planned Tasks:

- ☐ Watch Shuayb's Scaling videos and gain a rough understanding
- ☐ Write down key-notes to discuss tomorrow, and how I'm going to control the meeting
- ☐ Read & memorise them

Post-session Reflection

- Outcome done. The path is clear. LEt's walk it.

SESSION #62 - 01/07/2024 - 13h50

Desired Outcome:

- PRepare for sales call with barber

Planned Tasks:

- ☐ Analyse top player here, Jhb and Seattle
- ☐ Write down ideas for getting attention and monetising attention
- ☐ Prepare qualifying script
- ☐ Prepare SPIN Questions

Post-session Reflection

- All done with time to spare. MAJOR insight.

SESSION #63 - 01/07/2024 - 22h12

Desired Outcome:

- Send ads to be approved by Meta

Planned Tasks:

- Tweak final bullet of image
- Follow Arno's setup guide
- Create minimal page on Carrd

Post-session Reflection

- ROADBLOCK. ACCOUNT WAS HACKED

SESSION #64 - 02/07/2024 - 16h03

Desired Outcome:

- FInalise wix landing page

Planned Tasks:

- Add new section
- Refine copy
- Add links

Post-session Reflection

- Outcome done with time to spare.

SESSION #65 - 02/07/2024 - 17h45

Desired Outcome:

- FInalise conquest plan for client 1

Planned Tasks:

- Add whatever tasks i need to add
- Refine steps to be as specific as possible
- Add dates

Post-session Reflection

- Outcome done. The path is clear.

SESSION #66 - 03/07/2024 - 17h56

Desired Outcome:

- Create Ad campaign strategy and budget and send to Sello

Planned Tasks:

- Top player analysis to find out what offer is best
- Create full strategy and budget
- Send to Sello

Post-session Reflection

- Outcome done with time to spare. Real work begins.

SESSION #67 - 03/07/2024 - 19h16

Desired Outcome:

- LAUNCH CLIENT 1 ADS

Planned Tasks:

- Try to deactivate her ad account and see if I can launch again
- If that fails, try with mine and follow along Arno’s videos
- Refine caption when I get to that part
- Ask Jarvis for interests when i get to that part

Post-session Reflection

- Roadblock after roadblock. Need a domain. Interesting times and lesson learned.

SESSION #68 - 04/07/2024 - 14h10

Desired Outcome:

- GALLANT XP CONQUEST PLAN

Planned Tasks:

- Identify goal and reverse-engineer. We know all necessary dates

Post-session Reflection

- Clear.

SESSION #69 - 04/07/2024 - 16h19

Desired Outcome:

- GALLANT ADS 1 SA comments research

Planned Tasks:

- Check PLK comments and note them down
- Check JHB comments and note them down

Post-session Reflection

- Done. Knackered.

SESSION #70 - 04/07/2024 - 18h31

Desired Outcome:

- GALLANT ADS 1 research via Jarvis

Planned Tasks:

- Open market research doc
- Ask each question to Jarvis and note answer

Post-session Reflection

- Done even before time. But I'm f* knackered, why?

SESSION #71 - 05/07/2024 - 09h00

Desired Outcome:

- GALLANT ADS 1 WWP

Planned Tasks:

- Avatar background
- WWP Q2-4

Post-session Reflection

- Good speed and outcome. But a lot more work to do.

SESSION #71 - 05/07/2024 - 11h16

Desired Outcome:

- Answer aikido questions and begin flow

Planned Tasks:

- Answer remaining aikido questions
- Write 41 fascinations

Post-session Reflection

- Done. Got too distracted too many times talking to my friend. But wow, this market is gonna be difficult to penetrate.

SESSION #72 - 06/07/2024 - 10h37

Desired Outcome:

- Create unfiltered caption

Planned Tasks:

- Create outline (DIC or PAS)
- VOMIT EVERYTHING IN MY MIND ACCORDING TO OUTLINE

Post-session Reflection

- Good flow, let my mind run free.

SESSION #73 - 07/07/2024 - 01h45

Desired Outcome:

- REFINE AD CAPTION

Planned Tasks:

- It’s emergency times. If I get tired I do 25 pushups
- Cut out unnecessary parts
- Refine good parts
- Sprinkle fascinations
- Let jarvis review
- Review it myself again
- Check if each word is neccessary

Post-session Reflection

- Fucking killed it.

SESSION #74 - 07/07/2024 - 12h47

Desired Outcome:

- CREATE AD CREATIVE

Planned Tasks:

- Look for Canva template
- Insert copy and images from client or Pexels

Post-session Reflection

- Outcome done with time to spare.

SESSION #75 - 07/07/2024 - 14h19

Desired Outcome:

- CREATE LANDING PAGE OUTLINE

Planned Tasks:

- WWP 2-4

Post-session Reflection

- Done. Masterpiece loading

SESSION #76 - 07/07/2024 - 15h53

Desired Outcome:

- VOMIT ONTO GOOGLE DOC

Planned Tasks:

- GO ALONG OUTLINE. AT EACH STEP, VOMIT EVERY FASCINATION YOU CAN.
- NO REFINING OR EDITING

Post-session Reflection

- Done. Masterpiece loading

SESSION #77 - 07/07/2024 - 18h06

Desired Outcome:

- CREATIVE DECORATION

Planned Tasks:

- Go along landing page. For each line, give it a hook-fascination variation

Post-session Reflection

- Outcome done. Crazy flows happening.

SESSION #78 - 07/07/2024 - 19h35

Desired Outcome:

- FINAL LANDING PAGE

Planned Tasks:

- Go along landing page.
- Trim and refine each section.
- Give it to Jarvis
- Refine it further
- repeat

Post-session Reflection

- *Ahhhhhhh could be better.*

SESSION #79 - 08/07/2024 - 10h43

Desired Outcome:

- FINAL-FINAL LANDING PAGE

Planned Tasks:

- Add identity-selling and explanation
- Go along landing page
    - Remove unnecessary parts
    - Refine message and arguments

Post-session Reflection

- Done. MVP

SESSION #80 - 08/07/2024 - 10h43

Desired Outcome:

- FINAL COPY

Planned Tasks:

- Read all comments at once
- Make changes sequentially one by one

Post-session Reflection

- Interesting. We have a video to make.

SESSION #81 - 09/07/2024 - 14h40

Desired Outcome:

- FINISH LANDING PAGE WEB DESIGN

Planned Tasks:

- Insert sections
- Insert copy
- Insert images and logo
- Insert links
- Edit colours

Post-session Reflection

- Good speed. Let's continue

SESSION #82 - 09/07/2024 - 17h02

Desired Outcome:

- FINISH LANDING PAGE WEB DESIGN

Planned Tasks:

- Insert slideshow images and logo
- Insert links

Post-session Reflection

- Good enough. Need to add the risk reversal and animations - animations can come later.

SESSION #83 - 09/07/2024 - 17h02

Desired Outcome:

- FINISH LANDING PAGE WEB DESIGN

Planned Tasks:

- Insert scroll animations
- Re-do CTA section

Post-session Reflection

- BAM. Done.

SESSION #84 - 09/07/2024 - 20h54

Desired Outcome:

- Create a video script by picking apart a top player video

Planned Tasks:

- IFind video to model
- Pick apart each scene
- Add improvements

Post-session Reflection

- BAM. Done.

SESSION #85 - 10/07/2024 - 12h50

Desired Outcome:

- Refine Gallant ad caption and creative text

Planned Tasks:

- Change 3rd line
- Give it to Jarvis
- Refine that
- Write the hook and outro text
- Give it to Jarvis
- Refine that

Post-session Reflection

- Outcome done.

SESSION #86 - 11/07/2024 - 00h50

Desired Outcome:

- Prepare Gallant Strategy Meeting Agenda

Planned Tasks:

- Write step by step in how I want the meeting to go

Post-session Reflection

- Done. Rest and make sure to turn on the charm.

SESSION #87 - 11/07/2024 - 18h42

Desired Outcome:

- Refine landing page

Planned Tasks:

- Go along TRW landing page, remove unnecessary parts and enhance

Post-session Reflection

- Done. Bruv. DONE. That's a killer.

SESSION #88 - 12/07/2024 - 14h26

Desired Outcome:

- Create ad creative

Planned Tasks:

- Watch Prof. Dylan's tutorial and execute with him step-by-step

Post-session Reflection

- Man I love creating. Was a bit slow. But we are 1GWS away from final

SESSION #89 - 14/07/2024 - 12h56

Desired Outcome:

- FINISH AD CREATIVE

Planned Tasks:

- Trim fluff
- Add transitions
- Add captions

Post-session Reflection

- Good speed.

SESSION #90 - 15/07/2024 - 12h00

Desired Outcome:

- 40 fascinations

Planned Tasks:

- Let brain flow, choose best 3

Post-session Reflection

- MVP

SESSION #91 - 17/07/2024 - 11h15

Desired Outcome:

- New facial ad outline

Planned Tasks:

- Re-do WWP 3-4
    - Outline: FB ads
    - Plan B: Swipe file

Post-session Reflection

- Awesome. Done with 34m to spare. Let's not waste it.

SESSION #92 - 17/07/2024 - 12h38

Desired Outcome:

- Create new ad caption

Planned Tasks:

- Follow outline. At each step, just vomit
- Break
- Refine and remove
- Send to Jarvis
- Final refinement

Post-session Reflection

- Longer than usual. But done.

SESSION #93 - 17/07/2024 - 15h27

Desired Outcome:

- Create new creative

Planned Tasks:

- Vomit benefit bullets
- Refine
- Send to jarvis
- Refine
- Create design

- 40 fascinations and get 3 hooks
- Review and Send to copy review channel

Post-session Reflection

- Multiple detours but got there in the end. Good speed and resilience.

SESSION #94 - 18/07/2024 - 16h06

Desired Outcome:

- Improve Caliente product descriptions

Planned Tasks:

- Go through Shuayb's product video and follow step-by-step

Post-session Reflection

- A lot of mental resistance, but there is improvements.

SESSION #95 - 19/07/2024 - 19h37

Desired Outcome:

- Improve Gallant ad video

Planned Tasks:

- Change hook
- Change outro text
- Insert final product

Post-session Reflection

- Outcome achieved

SESSION #95 - 20/07/2024 - 21h30

Desired Outcome:

- Improve Gallant ad caption

Planned Tasks:

- Model supplement ad

Post-session Reflection

- Outcome achieved

SESSION #96 - 21/07/2024 - 17h30

Desired Outcome:

- Create Caliente bespoke funnel

Planned Tasks:

- Analyse Top player funnel ads
- Copy and write down their funnel

Post-session Reflection

- Lots learnt. PAth is clear.

SESSION #97 - 22/07/2024 - 17h38

Desired Outcome:

- Caliente market research

Planned Tasks:

- Analyse Top player comments and write down avatar notes

Post-session Reflection

- Interruptions killed flow. But major insights and information gathered and written.

SESSION #98 - 23/07/2024 - 20h02

Desired Outcome:

- LAUNCH BOTH CLIENT ADS

Planned Tasks:

- Edit Gallant caption
- Crop Gallant video
- Launch for Touch
- Launch for Gallant

Post-session Reflection

- Roadblocks uncovered and demolished. P2 tomorrow.

SESSION #99 - 24/07/2024 - 19h38

Desired Outcome:

- BEGIN GALLANT RETARGETING AD

Planned Tasks:

- Finish release of Touch ad
- Find new WWP diagram
- Begin answering

Post-session Reflection

- Shouldn’t have done 2 tasks in 1, but finished regardless

SESSION #100 - 25/07/2024 - 20h15

Desired Outcome:

- Caliente market research II

Planned Tasks:

- Market research template
    - Current state

Post-session Reflection

- Number 100. Lots learnt, more to do.

SESSION #101 - 26/07/2024 - 19h41

Desired Outcome:

- Caliente market research III + WWP

Planned Tasks:

- Market research template
    - Dream State
    - Values & Beliefs
- Begin WWP

Post-session Reflection

- Fast, concise. Onto the next.

SESSION #102 - 25/07/2024 - 20h50

Desired Outcome:

- Ask Ognjen how to scale ads to $3000.

Planned Tasks:

- Ask Jarvis
- Create my own hypothesis
- Show Ognjen, and ask him for his thoughts

Post-session Reflection

- SENSATIONAL. LET'S FEAST..

SESSION #103 - 27/07/2024 - 12h43

Desired Outcome:

- Submit Touch Growth Plan for review

Planned Tasks:

- Upload video
- Open Doc
- Fill out sequentially FAST

Post-session Reflection

- Fast and persistent.

SESSION #104 - 28/07/2024 - 11h07

Desired Outcome:

- Finish Caliente WWP

Planned Tasks:

- Find and break down top player outlines and write them down

Post-session Reflection

- Didn't quuiiiite get it done…number 4 needs revision.

SESSION #104 - 28/07/2024 - 12h20

Desired Outcome:

- Touch OODA LOOP

Planned Tasks:

- Review doc and Micah's comments
- OODA LOOP way forward

Post-session Reflection

- Good work. Can streamline the funnel though.

SESSION #105 - 29/07/2024 - 10h09

Desired Outcome:

- CALIENTE AD DRAFT

Planned Tasks:

- Refine WWP number 4 in more detail
- Ask jarvis to write
- Refine it
- Ask him to make it better
- Refine it finally

Post-session Reflection

- FAST AND COMPETENT

SESSION #106 - 29/07/2024 - 21h45

Desired Outcome:

- TOUCH SALES CALL DRAFT

Planned Tasks:

- WWP
- Ask jarvis to write

- Refine it
- Ask him to make it better
- Refine it finally

Post-session Reflection

- Should have stuck to segregating, but I managed to reach baseline.

SESSION #107 - 30/07/2024 - 19h46

Desired Outcome:

- TOUCH SALES CALL DRAFT

Planned Tasks:

- Refine Jarvis' draft with my own brain
- Ask him to make it better
- Refine it finally
- Send to brothers

Post-session Reflection

- Awesome perseverance.

SESSION #108 - 29/07/2024 - 21h45

Desired Outcome:

- WWP for Caliente landing page

Planned Tasks:

- WWP 1-3
- Choose outline online
- Give Jarvis his information

Post-session Reflection

- Well done boy. You deserve to feast. FORWARD ONLY

SESSION #109 - 31/07/2024 - 20h16

Desired Outcome:

- CALIENTE LANDING PAGE DRAFT

Planned Tasks:

- Verify if I can make a quiz
    - Check for “shopify quiz”
- Copy and enhance Wove page

Post-session Reflection

- A bit slow, but there were still decisions being made.

SESSION #110 - 31/07/2024 - 21h30

Desired Outcome:

- REFINE CALIENTE PAGE

Planned Tasks:

- GIVE JARVIS TO REVIEW
- Refine it myself finally

Post-session Reflection

- Ended up becoming GWS109 P2. Will refine tomorrow.

SESSION #111 - 31/07/2024 - 21h30

Desired Outcome:

- REFINE CALIENTE PAGE

Planned Tasks:

- Add in relevant avatar benefits
- Refine it myself
- GIVE JARVIS TO REVIEW
- Refine it myself finally

Post-session Reflection

- .quicker than i thought - good.

SESSION #112 - 02/08/2024 - 22h09

Desired Outcome:

- Create Caliente quiz

Planned Tasks:

- Model top player questions
- Add my “SPIN” to it

Post-session Reflection

- SPIN is ineffective and unnecessary. I was lethargic and lacking in belief and it made me slow. This is a low-thinking activity, I will do it once i’m done writing copy for the funnel.

SESSION #113 - 03/08/2024 - 12h28

Desired Outcome:

- WWP for retargeting email 1

Planned Tasks:

- WWP 1-4
- Give Jarvis all his info
- Give Jarvis an outline
- Have him spit out an outline for me

Post-session Reflection

- Good speed. Outcome achieved.

SESSION #114 - 04/08/2024 - 17h06

Desired Outcome:

- RCA + conquest planner for Caliente

Planned Tasks:

- RCA
- Conquest planner

Post-session Reflection

- Quick and thorough. Good.

SESSION #115 - 04/08/2024 - 18h20

Desired Outcome:

- RCA + conquest planner for Touch

Planned Tasks:

- RCA
- Conquest planner

Post-session Reflection

- Also quick and also thorough. Well f* done.

SESSION #116 - 05/08/2024 - 15h28

Desired Outcome:

- Prepare pitch for new domain and funnel tweaks

Planned Tasks:

- Write the pitch
- Plan how to conduct the meeting

Post-session Reflection

- Mid but job done.

SESSION #117 - 06/08/2024 - 20h17

Desired Outcome:

- Caliente email 1 draft

Planned Tasks:

- Edit Jarvis' draft
- Give it back to him
- Refine it finally

Post-session Reflection

- Shit session. Outcome not done.

SESSION #118 - 06/08/2024 - 20h28

Desired Outcome:

- NEW IDENTITY DOCUMENT

Planned Tasks:

- FOLLOW OUTLINE AND JUST DO WHAT IT SAYS.

Post-session Reflection

- TOO MUCH POWER.