

1. Identify a problem you are facing (bad outcome/symptom)

No clients:

- I'm not able to land a client, despite having worked with a couple of prospects of free projects who already ghosted or rejected me.

Time management:

- I'm not able to fully utilize my time.

2. Walk the factory line.

Time management:

- I wake up at 8:30-9:00 AM but sometimes lose too much time preparing to do my work (Power-up calls, prospecting).
- I sometimes procrastinate on some tasks, and at noon, I go out to eat as I usually skip breakfast because I feel better and work better when fasting.
- Afterwards, I go back and do additional tasks related to copywriting, and at 2:30-3:00 PM, I go to the gym.
- After the gym, I sometimes find myself losing time speaking with random people or doing some BS stuff, and as Professor Andrew said, sometimes we don't realize how we waste our time.
- Then I sit to do the rest of my work, the burpees, and attend the Agoge call, which happens at 8:00 PM in my time zone.
- After I finish my work, I analyze a piece of copy, read my notes, and go to bed, but sometimes I struggle to go to bed early, especially if I allow myself to go out when done, and this plays a role in the bad sleeping habits I have.

Outreach:

- I usually send 3-5 messages per day.
- I try different cold outreach strategies way too often.
- I send a small amount of messages.

3. Ask why until you find the root causes. Use outside resources if needed.

No clients:

- I couldn't deliver value to my prospects and was ghosted.
- I couldn't reach people with valuable offers.
- My message lacks personalization.

Time management:

- I go to bed late, leading to late awakening.
- I was using my phone way too much and got distracted easily.
- I spend too much time eating in restaurants and going to the gym.

4. Create or update your strategy and tasks to solve the problem and get your outcomes.**No clients:**

- I must try a single outreach strategy with at least 20 people before tweaking it.
- I must focus on delivering more value.
- I noticed the usage of "I" on my outreach is too often. The focus should be switched on them, not me.
- I must reach more people as 5 or 6 people are way too low for all day.
- I must improve my skills on solving marketing and copywriting skills every day.

Time management:

- My strategy to be more efficient with my time management is to go to bed earlier and wake up earlier to gain a few more hours.
- I must stop wasting too much time eating outside and going to the gym as this is leading to too much time wasted traveling and spending hours in the gym and restaurants while being broke.