























































































































Click “File” → “Make A Copy” to create your own editable copy

100 G WORK SESSIONS AWAY

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

GOAL: Sign a local client (massage business) and get them 20 new customers with a discovery project.

SESSION #1 - 21.6.2024 + 100 minutes

Desired Outcome:

- ☐ OODA Loop: See what you have been doing and what's the best way forward.

Planned Tasks:

- ☐ Watch PUC
- ☐ Study the process map
- ☐ Study what you did in the past months
- ☐ Aleš Lisac mail
- ☐ Set your priorities

Post-session Reflection

- ☐ Didn't set a clear "YES or NO" outcome - so I need to make my outcomes binary. Working, studying and analyzing felt great so I did it for around 100 minutes. I still have to come up with priorities, see Lisac's mail and study the past months. I see that serious OODA Looping takes quite some time.

SESSION #2 - 21.6.2024 + 1 hour

Desired Outcome:

- ☐ Know what you learned in the past 2 months
- ☐ Have established priorities
- ☐ Have a prepared message

Planned Tasks:

- ☐ Analyze what you learned in the past 2 months
- ☐ Establish your priorities
- ☐ Write a message

Post-session Reflection

- ☐ Deeply analyzed 3 priorities in my life. Once again, analysis takes quite some time
-

SESSION #3 - 21.6.2024 + 1 hour

Desired Outcome:

- Analyze what you learned in the past 2 months
- Write a message
- Have an idea of how you will run your side hustle business while crushing the marketing game for your next client

Planned Tasks:

- Write down everything you learned in the past 2 months
- See how the pressure washing business is done
- Finish a message

Post-session Reflection

- Finished the session at 50 minutes. Why? I set a timer for analyzing past 2 months which made me do it quickly and efficiently. The rest of 10 minutes were spent analyzing and being inside TRW.
-

SESSION #4 - 22.6.2024+ 70 minutes

Desired Outcome:

- Watch 2 Beginner Live calls so that you get back into strategic marketing

Planned Tasks:

- Quickly go over the 1st one you already watched
- Watch the 2nd one
- Watch the 3rd one

Post-session Reflection

- Relearning the basics after a long time was a great decision. Every time you rewatch a lesson, you get almost a new insight into it.

SESSION #5 - 22.6.2024 + 70 minutes

Desired Outcome:

- Refresh your knowledge of strategic marketing by going through 3 beginner live lessons

Planned Tasks:

- Finish 3rd
- Watch 4th
- Watch 5th/go through appropriate resources

Post-session Reflection

- Only finished the 3rd. The mission took a long time but was definitely worth doing. I learned how bad local businesses are at online marketing and funnels - definitely a gold mine.

SESSION #6 - 22.6.2024 + 70 minutes

Desired Outcome:

- Watch Live Beginner Call #4 and understand its concept

Planned Tasks:

- Watch the video
- Implement the mission

Post-session Reflection

- Watched the Winner's writing process (call #4). It took a long time as it is really valuable so the next 2 gws will be about me modelling a successful copy aka finishing the mission.
-

SESSION #7 - 22.6.2024 + 1 hour

Desired Outcome:

- Create the winner's writing process

Planned Tasks:

- Shortly go over what exactly the mission requires you to do
- See how Andrew did it
- Start the analysis

Post-session Reflection

- Mostly studied their current and dream state. If this would be a real client, I would do it in greater depth but will now focus on completing the mission and creating the copy. I can also see if any G already did the analysis.

SESSION #8 - 22.6.2024 + 1 hour

Desired Outcome:

- Write a sales page

Planned Tasks:

- Finish the Winner's Writing Process
- Create a copy

Post-session Reflection

- Finished the analysis and created a rough draft of the copy very fast. Then, because I couldn't believe it was so simple, I checked other massage centres (not spas) and saw they had even worse sales pages.

SESSION #9 - 23.6.2024 + 60 minutes

Desired Outcome:

- Have an analysed week
- Have goals for 100 GWS

- Have plans for the next week

Planned Tasks:

- Weekly OODA Loop
- Set a specific goal for 100 gws
- Plan the next week

Post-session Reflection

- Did all the tasks fast because I had clarity.
-

SESSION #10 - 23.6.2024 + 60minutes

Desired Outcome:

- ☐ Watch Beginner Live Call 5

Planned Tasks:

- ☐ Watch Beginner Live Call 4 and take notes

Post-session Reflection

- ☐ Watched and got insights into how I can walk into a local massage centre. Because I am refreshing my knowledge it's best to download the pdf and write down only the stuff that is not on the pdf.
-

SESSION #11 - 24.6.2024 + 60 minutes

Desired Outcome:

- ☐ Go over the Local Service Business Document

Planned Tasks:

- ☐ Read and highlight important parts
- ☐ If you have time, find a video of Andrew breaking down massage business/cosmetic salon

Post-session Reflection

- ☐ Read the Local Service Business Document and had time to find videos of Andrew breaking down businesses in my market. Now I will watch those.

SESSION #12 - 24.6.2024 + 60 minutes

Desired Outcome:

- ☐ Watch both PUCs about Andrew breaking down top players in my niche
- ☐ Understand their tactics

Planned Tasks:

- ☐ Watch PUC #606
- ☐ Watch PUC #622

Post-session Reflection

- ☐ Watched only PUC #606, took notes and searched for top-performing players in some towns - now I see how fast I can find them via Google Maps. Learned that I don't need to watch PUC#622 as I don't have to learn how to steal customers yet. Will move to re-learning how to analyze a top player.

SESSION #1313 - 24.6.2024 + 70min

Desired Outcome:

- ☐ Have the knowledge to analyze the top player
- ☐ Find the right top player

Planned Tasks:

- ☐ Search and watch the resources on analyzing a top player
- ☐ Find a top player in the massage niche

Post-session Reflection

- ☐ Didn't find the right top player because I overthought it. My brain are blocking my progress so it's best to take time to rest (after 70 minutes) and then return to finding the right top player - heck, I might do more of this research.

- ☐ Spent some time with chat GPT analyzing the massage niche and looking over top players - have some in mind but still have to pick one.
- ☐ Spent some time overthinking and didn't watch the video of Andrew analyzing everything about the business

SESSION #14 - 25.6.2024 + 60min

Desired Outcome:

- ☐ Understand how Andrew analyzes everything about the top player

Planned Tasks:

- ☐ Watch the video
- ☐ Take notes on his steps

Post-session Reflection

- ☐ When I watched the video, Andrew said that you should find the business's structure (funnels, machine parts) and how they speak to customers. That's when I decided that I first have to perform market and avatar research. That's what I started - it's going slow because it's the first time I'm doing this properly but am absolutely sure I will get better at it after this project.

SESSION #15 - 25.6.2024 + 60 minutes

Desired Outcome:

- ☐ Take valuable market research information from your 1st client
- ☐ Identify a Slovenian massage brand and analyse its customers

Planned Tasks:

- ☐ Finish with researching 1st client
- ☐ Pick 1 successful Slovenian business and analyse its reviews and social media

Post-session Reflection

- ☐ There were so many valuable pieces of information on my 1st client's page that I kept digging and didn't come to the end.

- ☐ In the session, I also remembered that there are external factors that can impact the potential customer's decision-making (such as Christmas), so I made a list of those as well.
- ☐ Ideas are flying everywhere - that's great.

SESSION #16 - 25.6.2024 + 65 minutes

Desired Outcome:

- ☒ ~~Gather all the valuable market research material from your 1st client~~
- ☒ ~~Identify a Slovenian massage brand and analyse its Google reviews~~

Planned Tasks:

- ☒ ~~Look over her FB~~
- ☒ ~~Google Maps and find a business with most reviews~~

Post-session Reflection

- ☐ Wasn't able to look over all the reviews because there is a ton of them. Have to ask in TRW how many reviews should we read and which ones - reviews from top players or any other.

SESSION #17 - 25.6.2024 + 60min

Desired Outcome:

- ☒ ~~Have a clearer understanding of your target market~~

Planned Tasks:

- ☒ ~~Read the lowest reviews of the top rated Slovenian massage company~~
- ☒ ~~Read the reviews from 1 other Slovenian massage company~~

Post-session Reflection

- ☐ It's interesting how that Thai massages have a lot of foreigners. That was not the most focused gws probably because of the work and low energy after lunch.
-

SESSION #18 - 26.6.2024 + 60min

Desired Outcome:

- ☒ ~~Look for any piece of information that can be useful to your target market research~~

Planned Tasks:

- ☒ ~~Find a video explaining how massage relieves pain~~
- ☒ ~~Read the comments~~
- ☐ Repeat

Post-session Reflection

- ☐ I noticed that when I find something useful, I start to dig into the topic, which is really useful.

SESSION #19 - 26.6.2024 + 60min

Desired Outcome:

- ☐ Analyze trends that people who want a massage follow and know.

Planned Tasks:

- ☒ ~~With ChatGPT roughly determine trends in Slovenia for people who want massage~~
- ☐ Google those Slovenian trends and connect them to your target market

Post-session Reflection

- ☐ Went deeply into probably the most common trend in Slovenia, "dolge čakalne dobe". I see that analysis is going well when I truly focus on 1 aspect of it.

SESSION #20 - 26.6.2024 + 65min

Desired Outcome:

- ☒ ~~Have a finished analysis of trends that people who want a massage follow and know.~~

Planned Tasks:

- ☒ ~~Go through Chat GPT~~
- ☒ ~~Search those trends and break them down~~

Post-session Reflection

- ☐ In the session, I noticed it was not that big of a deal, so I worked faster to finish it up in this session. I already know some of the trends they are following.

SESSION #21 - 26.6.2024 + 65min

Desired Outcome:

- ☐ Re-watch Target Market lessons from Bootcamp and fix any mistakes you've been doing

Planned Tasks:

- ☐ Look at your notes
- ☐ Watch the videos if necessary
- ☐ Continue with analysis of testimonials

Post-session Reflection

- ☐ Messy session. The Matrix attack happened so I could only watch 2 videos. That got me off track so I looked for market research information on YT (določil, da je masaža specifično za mišice) and performed market awareness but not market sophistication - have to do that.

SESSION #22 - 26.6.2024 + 60 minutes

Desired Outcome:

- ☒ ~~Re-watch Target Market lessons from Bootcamp and fix any mistakes you've been doing~~

Planned Tasks:

- ☒ ~~Set rough market sophistication~~
- ☒ ~~Watch the videos~~
- ☒ ~~Write down everything you have to do~~

Post-session Reflection

- ☐ Until I learn these mechanisms, I'll have to rewatch some lessons until I truly get them.

SESSION #23 - 27.6.2024 + 65 minutes

Desired Outcome:

- ☒ ~~Have transferred information from your 1st client to~~
- ☒ ~~Learn how to use Amazon to find their pains, frustrations, desires, emotions, etc~~

Planned Tasks:

- ☒ ~~Transfer information to the Google Doc~~
- ☒ ~~Open Amazon~~
- ☒ ~~Imagine you are your avatar (pain in muscles, wants relief, etc)~~
- ☒ ~~Find products related to their pain and read reviews~~

Post-session Reflection

- ☐ Achieved my goals. Now I will explore Amazon reviews further in the next G Work Session

SESSION #24 - 27.6.2024 + 60min

Desired Outcome:

- ☒ ~~Have a deeper understanding of your target market by searching Amazon~~

Planned Tasks:

- ☒ ~~Read reviews on Amazon~~

Post-session Reflection

- ☐ Found a goldmine of reviews on Amazon. Now that I am writing this post-session reflection, I remembered I could use Chat GPT to give me best search terms. I also need to have a glass of water when working so that I can drink water and keep working.
-

SESSION #25 - 28.6.2024 + 60 minutes

Desired Outcome:

- ☒ Find 2 qualified reviews and extract the information into your analysis

Planned Tasks:

- ☒ Extract the information from the review you found yesterday
- ☒ Scroll through reviews and extract the useful information until you find a qualified review
- ☐ Extract the information from the review

Post-session Reflection

- ☐ Extracted the information about avatar's almost daily life from 1 long review. Found some other reviews that are great. This is boring work which will pay off later on.

SESSION #26 - 28.6.2024 + 65minutes

Desired Outcome:

- ☒ Read and extract valuable market research information from 2 reviews

Planned Tasks:

- ☒ Find 2 lengthy reviews
- ☒ Extract the valuable information

Post-session Reflection

- ☐ I think I finished on Amazon as I extracted a lot of useful information. Ready for the next stage.

SESSION #27 - 29.6.2024 + 65min

Desired Outcome:

- ☒ Know where masseurs hang (Reddit, FB Groups) and have appropriate information extracted

Planned Tasks:

- ☒ Find FB Groups and join them
- ☒ See if there is any valuable information
- ☒ Find Reddit conversations about massage

Post-session Reflection

- ☐ Even though I haven't found any useful market research info, I found ways to find masseuses online (FB and Reddit). Then I noticed there is not much to find there so I checked YT "What to Expect For Your First Massage" and found a real goldmine. Good thing that I was perspicacious enough to see that there is not much to be found on FB or Reddit.

SESSION #28 - 29.6.2024 + 60 minutes

Desired Outcome:

- ☐ Have performed an OODA Loop with a plan for the next week

Planned Tasks:

- ☒ O - observe/gather info
- ☒ O - orient/process info
- ☒ D - decide/make a hypothesis plan
- ☐ A - act and perform for the next week

Post-session Reflection

- ☐ It was good that I took a whole hour for an OODA Loop because I found some resources that made me question some of my plans - that's why I need to get Andrew's opinion on that.

SESSION #29 - 30.6.2024 + 60minutes

Desired Outcome:

- ☐ Have an avatar created

Planned Tasks:

- ☐ Task 1: Go over your notes on market analysis
- ☐ Task 2: Fill out those which you think you can do with your imagination
- ☐ Task 3: Start creating an avatar (watch resources if necessary)

Post-session Reflection

- ☐ Started creating avatar but have to complete it in the next session.
-

SESSION #30 - 30.6.2024 + Time

Desired Outcome:

- ☒ ~~Have created an avatar~~

Planned Tasks:

- ☒ ~~Task 1: Use GPT and your analysis to create an avatar~~

Post-session Reflection

- ☐ With the help of Chat GPT, it was easy to create and picture her life. I finished Avatar early so I will plan for the next G Work Session - Top Player Analysis.
-

SESSION #31 - 1.7.2024 + 60min

Desired Outcome:

- ☐ Understand how top player analysis is done

Planned Tasks:

- ☐ Task 1: Watch the video and take notes

Post-session Reflection

- ☐ Didn't finish the video but got a lot of insights into how Top Player research is done - enough analysis is when you identify weak points and solutions in your prospects.
-

SESSION #32 - 1.7.2024 + 60min

Desired Outcome:

- ☒ Find a top player in a big city

Planned Tasks:

- ☐ Task 1: Finish watching the video
- ☐ Task 2: Ask chat GPT for big cities where massages are popular
- ☐ Task 3: Find a top player in that big city
- ☐ Task 4: If you have time, find more top players in different cities

Post-session Reflection

- ☐ Found one of the top players in NYC. Found out that loud conquering music wakes me up really well. Tomorrow I'll have to analyze it and see everything about it.

SESSION #33 - 2.7.2024 + 65min

Desired Outcome:

- ☐ Have a general understanding of the structure of the business

Planned Tasks:

- ☒ Task 1: Create a Drive folder for your research
- ☒ Task 2: Find top players in NYC
- ☒ Task 3: See who has the most traffic
- ☐ Task 4: Analyze the top player's parts/structure/"machines"

Post-session Reflection

- ☐ Was overthinking the process. Now I know that I don't really have to go through all the winner's writing process when I'm analyzing their funnels - sure, I need to know who am I talking to and what is the objective of that part of the funnel, but the main thing should be its messaging. Ah yeah, I forgot to even map out their structure/funnels. I should do that before I even do their messaging. Next gws should be about mapping their business on paper
-

SESSION #34 - 3.7.2024 + 60min

Desired Outcome:

- ☒ ~~Map their business structure (funnel) on paper~~
- ☒ ~~Start analyzing their landing page~~

Planned Tasks:

- ☒ ~~Task 1: Review your notes on funnels~~
- ☒ ~~Task 2: Map their funnel on paper~~
- ☒ ~~Task 3: Start their landing page analysis~~

Post-session Reflection

- ☐ Ohhh, how it felt great - analyzing a great copy. Man, I didn't want to analyze this top player because I didn't like their page design. But as Andrew said, if somebody is successful, you need to find WHY. That's my lesson forward - if somebody is successful and you don't know why they are, open Google docs and analyze their business - it will pay off. Everything is on their page - I will steal their copy and design from sb. else. Also learned that Blog articles help with SEO and are great for authority boosting.

SESSION #35 - 4.7.2024 + 60min

Desired Outcome:

- ☐ Finish the landing page analysis and have a blueprint they use

Planned Tasks:

- ☒ ~~Task 1: Analyze part by part~~
- ☒ ~~Task 2: Write down the formula in Google Docs~~

Post-session Reflection

- ☐ Didn't come to the end - there is more valuable text to analyze than I thought. I will also get faster and more efficient through practice. Was not the best gws because I woke up tired and even though I started with visualization and energy, I could feel not being 100% focused. I also had to shit and pause the timer for 10min. Now I think it's best if I work gws in the morning if I am well rested and if not, I go train to get some energy. And if I'm still tired, take some more time to rest and recharge - if possible, approach gws with energy.

SESSION #36 - 5.7.2024 + 60min

Desired Outcome:

- ☒ ~~Have a finished page analysis~~

Planned Tasks:

- ☒ ~~Task 1: Shortly go over the analysis you made yesterday~~
- ☒ ~~Task 2: Start analyzing the new parts~~

Post-session Reflection

- ☐ Done the analysis. It was OK, but mom interrupted me because I worked in kitchen - have to work somewhere else if possible.

SESSION #37 - 6.7.2024 + 67 min

Desired Outcome:

- ☒ ~~Learn how Massage businesses leverage their social media~~
- ☐ Learn how Massage businesses use ad funnels

Planned Tasks:

- ☒ ~~Task 1: Check how the top player you analyzed is running their social media~~
- ☒ ~~Task 2: Search for other successful massage brands on IG and FB~~
- ☒ ~~Task 3: Check which top players are running ads~~
- ☒ ~~Task 4: Analyze their funnel~~

Post-session Reflection

- ☐ Learned that massage businesses, unless they are personal brands, do not have strong social media. Therefore I assume, social media funnels are not working well for massage businesses.

SESSION #38 - 7.7.2024 + 90 min

Desired Outcome:

- ☒ ~~Have an analyzed week and a clear plan forward aka OODA Loop~~

Planned Tasks:

- ☒ ~~Task 1: Look at everything you did this week~~
- ☒ ~~Task 2: List out your wins~~
- ☒ ~~Task 3: Analyze how well you did those tasks~~
- ☒ ~~Task 4: Based on that information, create a plan for the next week (use resources if needed)~~

Post-session Reflection

- ☐ Did an OODA Loop and set a reward for getting a client - a protein shake package.

SESSION #39 - 8.7.2024 + 60 min

Desired Outcome:

- ☐ Send first 2 local business outreaches with the template Andrew gave us

Planned Tasks:

- ☐ Task 1: Open the template
- ☐ Task 2: Open the first business, quickly analyze it (on paper) and send the outreach with a testimonial
- ☐ Task 3: Open the second business, quickly analyze it (on paper) and send outreach with a testimonial

Post-session Reflection

- ☐ Sent only 1 outreach and started with the 2nd. The first one took some time because I had to look up the problem they were actively trying to solve so I positioned myself as a professional. But when it came to translating for the 2nd outreach, I hit some roadblocks. I need to position myself as a marketing student who also has real life experience with working with a masseuse.

SESSION #40 - 8.7.2024 + 65 minutes

Desired Outcome:

- ☐ Finish the 2nd outreach and send the 3rd

Planned Tasks:

- ☒ Task 1: ~~Translate the template with an addition of your experience (use Chat GPT to connect those)~~
- ☒ Task 2: ~~Send to 2nd business~~
- ☐ Task 3: Find the 3rd business, quickly analyze it (on paper) and send outreach with a testimonial

Post-session Reflection

- ☐ After the therapy I had, I sat down and translated the outreach template much easier than before. Then (I assume it's because I'm starting out with templates), I spent a lot of time perfecting it - but now that I am writing this post-session reflection, I remembered that there is no perfect template. You just have to focus on what value you provide and how you can solve their problems. So yeah, 3rd business will come in the next session.

SESSION #41 - 8.7.2024 + 75 min

Desired Outcome:

- ☒ ~~Send 2 outreach messages - a war I need to win in this session~~

Planned Tasks:

- ☒ Task 1: ~~Find a new massage business, quickly analyze it (on paper) and send outreach with a testimonial~~
- ☒ Task 2: ~~Find a new massage business, quickly analyze it (on paper) and send outreach with a testimonial~~

Post-session Reflection

- ☐ Sent 2 outreaches but my brain is fried. It's like every prospect needs the same - web redesign and ads. I am starting to think that I am looking only for the business machines/parts and not the messaging they pass over - might have to reanalyze another top player. But I think it would be best if I do that when somebody gets interested.

SESSION #42 - 8.7.2024 + 65 min

Desired Outcome:

- ☒ ~~Send 3 outreach messages~~

Planned Tasks:

- ☒ ~~Task 1: Find a new massage business, quickly analyze it (on paper) and send outreach with a testimonial~~
- ☒ ~~Task 2: Find a new massage business, quickly analyze it (on paper) and send outreach with a testimonial~~

Post-session Reflection

- ☐ Sent 5 outreaches - I figured out it's very simple once you have:
 - 1) An outreach template
 - 2) A mindset of testing that template out

In the past, I thought too much of "spending the leads" by writing the "wrong" outreach message but now I figured out that sending outreaches is just a way of refining your message and tactic. It's a war you need to win - test and win.

SESSION #43 - 9.7.2024 + 60 min

Desired Outcome:

- ☒ ~~Have 5 outreaches sent~~

Planned Tasks:

- ☒ ~~Task 1: Check if anybody responded from yesterday~~
- ☒ ~~Task 2: 5x Find a new massage business, quickly analyze it (on paper) and send outreach with a testimonial~~

Post-session Reflection

- ☐ Sent 6 outreaches. I will send the same template to around 8 new prospects and then look at how I can see if somebody opened an email and reanalyzed my approach. Alright, 1 prospect answered my SMS "Are you [business]?" question. Let's answer that.

SESSION #44 - 9.7.2024 + 60 minutes

Desired Outcome:

- ☐ Close a client on SMS
- ☐ Send 8 emails

Planned Tasks:

- ☐ Task 1: Personalize the template you sent out to that prospect
- ☐ Task 2: Send it
- ☐ Task 3: Send 8 emails

Post-session Reflection

- ☐ Holly sh*t, that was a messy GWS. First, I responded to 2 SMS messages by trying to present myself as a student that can help them - was ghosted both times. Then, I sent 1 more email but figured out that SMS messages actually work. So I messaged another prospect who called me, but was too busy to accept the offer due to health issues. And then, when he gave me a lot of advice, I noticed that cold calling could be a great option, so I watched a video on how to cold call. Danes bi lahko probal poklicati vse prospecte, ki sem jim včerja poslal email ali SMS in videl, kakšen bo odziv na ta sporočila. Še prej pa bi se moral pripraviti na phone call.

SESSION #45 - 9.7.2024 + 65 min

Desired Outcome:

- ☒ Create a phone call template
- ☒ Cold call 1st prospect from yesterday

Planned Tasks:

- ☐ Task 1: Ask for advice in TRW
- ☐ Task 2: Rewatch the video and create a template
- ☐ Task 3: Phone call - test the template

Post-session Reflection

- ☐ RAW ACTION! So I created the template and while doing it, I thought of Tate - "speeeed". So I stopped overthinking it, created a rough template and called. The first 2 didn't answer so I called the 3rd and booked a call. Now I have to figure out how to send a Calendly link to them ASAP.

SESSION #46 - 9.7.2024 + 60 min

Desired Outcome:

- ☐ Test a Calendly link with Jakob

Planned Tasks:

- ☐ Task 1: Open Calandly and read their instructions
- ☐ Task 2: If you need help explaining the process, go on YouTube
- ☐ Task 3: Set an arrangement for Tuesday 3 pm and test it with Jakob

Post-session Reflection

- ☐ Set the arrangements for 1 hour later. Now I'll go for lunch and then test Google Meets and Zoom. After the calls are scheduled, I'll have to deeply analyze their situation and how I can help them.

SESSION #47 - 9.7.2024 + 70 minutes

Desired Outcome:

- ☒ ~~Set up Google Meets for the call~~

Planned Tasks:

- ☒ ~~Task 1: Test Google Meets with Jakob~~
- ☒ ~~Task 2: If mic doesn't work, figure out the problem~~
- ☒ ~~Task 3: Solve the problem and test it out~~
- ☒ ~~Task 4: Send link to Zen Therapy~~

Post-session Reflection

- ☐ The copy for the call and email took me soooo long. Good thing it's the first time - I'll be better and faster the next time.

SESSION #48 - 10.7.2024 + Time

Desired Outcome:

- ☐ Find all the resources for your prospect's analysis and make a rough plan of what you will do to have a successful call

Planned Tasks:

- ☐ Task 1: Look what Ognjen and guy in BIZ mastery answered
- ☐ Task 2: Explain your situation in TRW chats, aiming to get guidance
- ☐ Task 3: Search TRW resources and write them on paper

Post-session Reflection

- ☐ Found the resources and remembered yesterday how I moved with speed. So after 15 minutes I stopped searching, OODA Loop a little and started doing an analysis for the Advanced Copy review which is super important to get the best feedback.

SESSION #49 - 10.7.2024 + 60 min

Desired Outcome:

- ☐ Finish the requirements for Advanced Copy Review Channel

Planned Tasks:

- ☒ Task 1: Watch the video on the Winner's writing process
- ☒ Task 2: Continue with requirements
- ☐ Task 3: if you find any info gap, watch content to fill it

Post-session Reflection

- ☐ Will have to work faster to finish the breakdown... Will get better!

SESSION #50 - 10.7.2024 + Time

Desired Outcome:

- ☐ Know what exactly you can improve on website by watching Arno's review

Planned Tasks:

- ☐ Task 1: Watch the review video
- ☐ Task 2: Meanwhile do the requirements

Post-session Reflection

- ☐ Not the most focused GWS because was checking when will Arno go live.

SESSION #51 - 11.7.2024 + 60 min

Desired Outcome:

- ☐ Have SITUATION and PROBLEM questions written out

Planned Tasks:

- ☒ Task 1: ~~SPIN notes and SPIN mini-masterclass~~
- ☐ Task 2: Write out SITUATION questions
- ☐ Task 3: Write out PROBLEM questions

Post-session Reflection

- ☐ Watched videos for more info and when it came to writing down problems, I just couldn't do them fast enough. I will adapt the strategy - write questions on PC and then print them out.

SESSION #52 - 11.7.2024 + Time

Desired Outcome:

- ☒ ~~Have SPIN questions written out~~

Planned Tasks:

- ☒ Task 1: ~~Write situation questions~~
- ☒ Task 2: ~~Write problem questions to determine problems~~
- ☒ Task 3: ~~Write implication questions~~
- ☒ Task 4: ~~Write needs-payoff questions~~

Post-session Reflection

- ☐ It was very easy when I refreshed the knowledge about SPIN questions, so I've almost done the whole sales prep. Execution is very easy once you have a well-established plan.

SESSION #53 - 11.7.2024 + 90 minutes

Desired Outcome:

- ☐ Close a client

Planned Tasks:

- ☐ Task 1: Finalize preparations
- ☐ Task 2: Have a call, be an expert and close that client

Post-session Reflection

- ☐ Didn't close the client because of some confusion - will send him an offer that he requested (is already bought on the idea, but needs to be more sure/less confused).

Sales call analysis:

- A messy one - my 2nd one
- Didn't ask the needs-payoff questions because I didn't know how much would a discovery project make money
- Before the call, I need to be well prepared and rested - keep in mind for the next time
- Need to bring more energy at the start of it - if you pitched him with website improvements, you should start with that (connect the known with the known)
- For the next sales call, I need to ask in TRW how to determine the price for a discovery project as it's very small

SESSION #54 - 11.7.2024 + 75 minutes

Desired Outcome:

- ☒ Gain clarity

Planned Tasks:

- ☒ Task 1: Analyze how the sales call went.

- ☒ Task 2: ~~Post questions in chats~~
- ☐ Task 3: Start writing an email

Post-session Reflection

- ☐ I should set only 1 objective - explain the situation and ask questions. When I wrote down the situation, it got a lot clearer.

SESSION #55 - 12.7.2024 + 80 minutes

Desired Outcome:

- ☐ Send an email

Planned Tasks:

- ☒ Task 1: ~~Look the answers to yesterday's questions~~
- ☒ Task 2: ~~Look your notes on the call~~
- ☒ Task 3: ~~Write an email with the help of Chat GPT~~
- ☐ Task 4: Check the email with GPT
- ☐ Task 5: Send it

Post-session Reflection

- ☐ Have to check and simplify email with GPT - will think during the breakfast how necessary it is.

SESSION #56 - 12.7.2024 + 60 min

Desired Outcome:

- ☐ Be logged in WordPress and know on a basic level how it works

Planned Tasks:

- ☐ Task 1: Ask for roles in chats
- ☐ Task 2: Log in WordPress and poke around for 5 minutes
- ☐ Task 3: Watch tutorial video

Post-session Reflection

- ☐ Figured out that Andrew probably announced what's been with the chats in yesterday's PUC. I really liked this GWS just because I didn't rush into DO IT NOWWWW - ACT FFAST - DOWNLOAD NOOWWW! I see that it's crucial when learning new mechanisms to take time and explore it - read the website, watch youtube videos - so that I don't fall for any traps and really know what it's all about. Next GWS I'll download it.

SESSION #57 - 12.7.2024 + 60 min

Desired Outcome:

- ☒ ~~Answer the email and further analyze the deal~~

Planned Tasks:

- ☒ ~~Task 1: Read email again~~
- ☒ ~~Task 2: Go over resources~~
- ☒ ~~Task 3: Respond~~

Post-session Reflection

- ☐ Didn't respond as I still need to ask mom and Nik about tomorrow's plans. TRW chats helped me out with this one. Answer the email after GWS.

SESSION #58 - 12. 7.2024 + 70 MIN

Desired Outcome:

- ☐ Have a clear discovery project plan

Planned Tasks:

- ☒ ~~Task 1: Go over emails~~
- ☐ Task 2: Set the discovery project - what, price, why, how

Post-session Reflection

- ☐ I see that I didn't have a clear binary desired outcome. I gained clarity about the discovery project, but some things still have to be considered. I will ask in TRW for help.

SESSION #59 - 13.7.2024 + 60 min

Desired Outcome:

- ☐ Step by step how the meeting will go

Planned Tasks:

- ☐ Task 1: Look over emails
- ☐ Task 2: Create steps
- ☐ Task 3: Make them in the best order

Post-session Reflection

- ☐ Almost finished with step by step meeting. I have to leave the room so that brother has a sales meeting. Then, in the next GWS, I will finalize the preparations in the next GWS + prepare the speech.

SESSION #60 - 13.7.2024 + 60 min

Desired Outcome:

- ☐ Winner's writing process for massage owner

Planned Tasks:

- ☐ Task 1: Understand who you're talking to
- ☐ Task 2: Their culture, etc
- ☐ Task 3: And how you will influence him

Post-session Reflection

- ☐ Doing a winner's writing process to influence people is actually REALLY good.

SESSION #61 - 13.7.2024 + 60 minutes of being in salon

Desired Outcome:

- ☐ Close a client on a discovery project

Planned Tasks:

- ☐ Task 1: Introduce yourself in person, complement, smile
- ☐ Task 2: Ask him for his side of the story
- ☐ Task 3: Make it easy with your discovery project

Post-session Reflection

- ☐ Closed a client on the discovery project. Let's goooo

SESSION #62 - 13.7.2024 + 60 min

Desired Outcome:

- ☐ Understand WordPress better

Planned Tasks:

- ☐ Task 1: Look the competitor for 5 min
- ☐ Task 2: Open site in WordPress and poke around
- ☐ Task 3: Watch YT videos if necessary

Post-session Reflection

- ☐ Leveraged the power of community - should have done it faster. Next time when you encounter a new mechanism, first think of "who can help me learn it faster?"

SESSION #63 - 14.7.2024 + Time

Desired Outcome:

- ☒ ~~GODA Loop~~

Planned Tasks:

- ☒ ~~Task 1: Look at what you did in this week~~
- ☒ ~~Task 2: Lessons learned and victories achieved~~

- ☒ Task 3: Plan for the next week

Post-session Reflection

- ☐ Completed the OODA Loop in 40 minutes. For the remaining 15 minutes, I will look into WordPress and see how much time it will take me to really do the page. I think it's best to say that it will take me 10 days but I will overdeliver by making it even faster.

SESSION #64 - 14.7.2024 + 70 minutes

Desired Outcome:

- ☒ Send an email

Planned Tasks:

- ☒ Task 1: Go over everything you will need to do + look into his online shop orders
- ☒ Task 2: See what the shop error could mean
- ☒ Task 3: Send email to the client

Post-session Reflection

- ☐ Organizing and doing things for the first time takes quite some time haha.

SESSION #65 - 14.7.2024 + 60 min

Desired Outcome:

- ☐ Learn how to map a site

Planned Tasks:

- ☐ Task 1: Watch the video on mapping the site
- ☐ Task 2: Learn the programme
- ☐ Task 3: Make a plan of an existing massage site

Post-session Reflection

- ☐ Went from being tired to being super awake. Mapped their page on paper, organized a Google Drive folder (everything about massage and Zen Therapy) and found their mapped page in Google docs. I think that as fun as it is getting those ideas, it would

probably be best if I understand their target market the best. Will do a quick OODA Loop in the next session

SESSION #66 - 14.7.2024 + 60 minutes

Desired Outcome:

- ☒ ~~Know what to do as the first part of signing the client~~

Planned Tasks:

- ☒ ~~Task 1: Look through video lessons and notes~~
- ☒ ~~Task 2: Act on the first step~~
- ☐ Task 3:

Post-session Reflection

- ☐ So yeah, the first step is to analyze their target market, products and services. The ideas were generated while I was reading reviews. This project is going to be epic.

SESSION #67 - 15.7.2024 + 60 min

Desired Outcome:

- ☒ ~~Beat the clock: Read and analyze all their reviews~~

Planned Tasks:

- ☒ ~~Task 1: Open their Google account~~
- ☒ ~~Task 2: Study their reviews and what makes them click~~

Post-session Reflection

- ☐ Worked with desire to beat the clock and successfully did - so there was enough time left to start analyzing their services (home and about page). Now before writing I need to analyze their business with an emphasis on massage services.

SESSION #68 - 15.7.2024 + 60 minutes

Desired Outcome:

- ☒ ~~Beat the clock: Read over their entire website~~

Planned Tasks:

- ☒ ~~Task 1: Read their website~~
- ☒ ~~Task 2: Write down any important informations~~
- ☐ Task 3:

Post-session Reflection

- ☐ Scanned their whole website in 40 minutes. Now I will also scan their social media. Scanned their online presence, saw that he is preparing the photos, so I better get started with the work. Now I will deeply research competitors and see how I would lay out the page - basically model the best parts. I will probably look over 25+ businesses.

SESSION #69 - 15.7.2024 + 60 min

Desired Outcome:

- ☐ Beat the clock: Find 10 massage businesses you can later model

Planned Tasks:

- ☐ Task 1: Find businesses with top reviews
- ☐ Task 2: Find businesses that are paying for Google and Meta ads
- ☐ Task 3: Add them to a Google Doc

Post-session Reflection

- ☐ Clock beat me. Found some sharks. In the next GWS I'll find 5 more so I'll have enough ammunition to start the magic of copywriting.

SESSION #70 - 15.7.2024 + 60 min

Desired Outcome:

- ☐ Beat the clock: Find 5 massage businesses you can later model

Planned Tasks:

- ☐ Task 1: Find businesses with top reviews
- ☐ Task 2: Find businesses that are paying for Google and Meta ads
- ☐ Task 3: Add them to a Google Doc

Post-session Reflection

- ☐ The most painful GWS so far. My brain is cooked. Also, didn't set an appropriate GWS goal (it wasn't necessary) as my brain was too cooked to think of a better GWS goal.

SESSION #71 - 16.7.2024 + 60 min

Desired Outcome:

- ☐ Send help messages (about price list positioning) to every good network you think of

Planned Tasks:

- ☐ Task 1: Think who can help you
- ☐ Task 2: Send him a message
- ☐ Task 3: Repeat

Post-session Reflection

- ☐ Got my question I asked yesterday in the Ask Expert Ognjen answered by 2 experts - both said to double down on the USP (price list). That's why I quickly OODA Looped (was extremely delighted by having a question answered by 2 experts) and started creating a page layout. I also was in convo with GPT to identify other USPs they might have.
- ☐ POST-POST REFLECTION: When analyzing the layout, I should have screenshoted the whole page and asked chat GPT "What are the best elements on this page that I can use as their USP? How would you create this layout if you could add and change blocks?"

SESSION #72 - 16.7.2024 + 60 minutes

Desired Outcome:

- ☐ Have a page layout written on paper

Planned Tasks:

- ☐ Task 1: Identify the USPs GPT wrote and write them down
- ☐ Task 2: Go through the winner's writing process and start comparing what top players are doing to handle their desires, pains, objections, etc.
- ☐ Task 3: Create the page layout on paper

Post-session Reflection

- ☐ Created a rough draft on paper. I'm really happy that I found great websites I can model. This is going to be great.

SESSION #73 - 16.7.2024 + 60 minutes

Desired Outcome:

- ☐ Know how to edit a WordPress site

Planned Tasks:

- ☐ Task 1: Ask for feedback on your page layout
- ☐ Task 2: Ask Jakob on how to edit WordPress page
- ☐ Task 3: Watch a WordPress beginner video

Post-session Reflection

- ☐ Was a little scary GWS - I don't want to fuck his website up. But that fear soon turned into excitement when I realised that I will be able to edit his page without changing anything live or fucking up - I just need to back it up. Jakob helped me with the layout (can adjust it later). It's a new mechanism that I need to take time to learn. After I am able to access WordPress editing software, I might have to go through the design course and the winner's writing process again.

SESSION #74 - 16.7.2024 + 60 min

Desired Outcome:

- ☐ Download a website into a FlyWheel

Planned Tasks:

- ☐ Task 1: Follow Jakob's instructions
- ☐ Task 2:
- ☐ Task 3:

Post-session Reflection

- ☐ Some bullshit didn't allow me to get a website into Flywheel so I continued to watch a general tutorial - it might not be the most efficient task. I need to learn how to edit a website without changing it live.

SESSION #75 - 16.7.2024 + 60 min

Desired Outcome:

- ☒ ~~Know how to edit a site without live changes and that changes are saved for tomorrow~~

Planned Tasks:

- ☐ Task 1: Search YouTube
- ☐ Task 2:
- ☐ Task 3:

Post-session Reflection

- ☐ I fucking knew it - I somehow knew I will do 5 GWS today and that I will be the guy picked by Andrew. I fucking knew it. There is something above that is telling us something - we just need to be prepared to listen. Learned how to make changes as drafts and duplicate pages as a draft. I believe I'll be able to start doing some site changes tomorrow - will have to create a backup as well

SESSION #76 - 17.7.2024 + 60 min

Desired Outcome:

- ☒ ~~Know what Andrew would do (by watching a replay) and have a site backup~~

Planned Tasks:

- ☒ ~~Task 1: 2x speed on yesterday's call~~

- ☒ Task 2: ~~Create an offline backup~~
- ☐ Task 3:

Post-session Reflection

- ☐ Did the backups. Now I have to figure out how can Justin send me the pictures and info.

SESSION #77 - 17.7.2024 + Time

Desired Outcome:

- ☐ Make a page in WordPress Andrew did yesterday

Planned Tasks:

- ☐ Task 1: Start creating the page
- ☐ Task 2:
- ☐ Task 3:

Post-session Reflection

- ☐ A messy GWS. Didn't create the page Andrew created yesterday - "it's hard". It's something new and I am consciously incompetent to create that design. I first need to get clear on what I want. I am doing a copy without a baseline - Winner's Writing Process. For this project specifically, I need to take a step back and start with the Winner's Writing Process and then learn about the design and then how to get that design live.

- 1) Winner's Writing Process
- 2) Design Mini Course - create a design on paper
- 3) Learn how to create that design on WordPress

SESSION #78 - 17.7.2024 + 60 min

Desired Outcome:

- ☐ Have a step-by-step plan of what you will do to create that site

Planned Tasks:

- ☐ Task 1: Look at the process map

- ☐ Task 2: Determine time, steps you need to do, things you will need to learn
- ☐ Task 3: Start with the first one

Post-session Reflection

- ☐ Gaining clarity is always a great feeling. I am internalizing the concept of speed - even though I am beginning, I have to first stay calm and then raise the levels of speed. Because if I don't stay calm while increasing speed, my performance drops. A clear plan is a must. Also noticed that I should have done this in a OODA Loop session 4 days ago - when determining a goal, I should create a step-by-step plan to get there.

SESSION #79 - 17.7.2024 + 80 minutes

Desired Outcome:

- ☐ Have a clear Winner's Writing Process for this project and watch the AI video

Planned Tasks:

- ☐ Task 1: Gather all the information for the Winner's Writing Process you already have
- ☐ Task 2: Organize a specific document for this project
- ☐ Task 3: Watch the AI video and experiment with AI
- ☐ Task 4: Start a Design video

Post-session Reflection

- ☐ Couldn't finish the AI video because the Winner's Writing Process took me an hour - but I'm glad I did it as I should.

SESSION #80 - 17.7.2024 + 90 minutes

Desired Outcome:

- ☒ ~~Have a deeper understanding of how you can use AI and how you create design for your page~~

Planned Tasks:

- ☒ ~~Task 1: Finish the AI video and test the techniques Andrew shows~~
- ☒ ~~Task 2: 2x through design video~~

- ☒ Task 3: Create a web design you want on paper

Post-session Reflection

- ☐ Now I'm starting to feel that pressure that I need to work faster. Design on paper is OK, but now we have to get it on PC. I'm getting fired up because of all the things I don't know and have to learn.

SESSION #81 - 18.7.2024 + 60

Desired Outcome:

- ☐ Figure out how you can create the design you want

Planned Tasks:

- ☐ Task 1: Review yesterday's design
- ☐ Task1.1: Ask Chat GPT
- ☐ Task 2: Search YT
- ☐ Task 3: Test it WP

Post-session Reflection

- ☐ Wanted to make sure the backups are safe so I wasted a lot of time there. I shall not be afraid so much. Now I will play with WP and GPT to create a new site

SESSION #82 - 18.7.2024 + 60 min

Desired Outcome:

- ☐ Do the layout as GPT said to do

Planned Tasks:

- ☐ Task 1: Follow GPT instructions
- ☐ Task 2:
- ☐ Task 3:

Post-session Reflection

- ☐ I'm spinning in circles. So many GWSs were destroyed because I didn't tackle the root problem - backup and plug-in updates. That's why I'll focus on settling this first and then finally going with the design

SESSION #83 - 18.7.2024 + 60 min

Desired Outcome:

- ☐ Update major plugins

Planned Tasks:

- ☐ Task 1: Watch the YT video
- ☐ Task 2: Test updates on staging site
- ☐ Task 3: Update on the main site

Post-session Reflection

- ☐ Updated major plugins and then started working on the site - AI will be my best friend and Jakob will help me build it up.

SESSION #84 - 18.7.2024 + 60 min

Desired Outcome:

- ☐ Design the first part of the page (H1, video, H2, text, CTA, testimonial)

Planned Tasks:

- ☐ Task 1: Play with AI and WordPress
- ☐ Task 2:
- ☐ Task 3:

Post-session Reflection

- ☐ I became addicted to this after I figured out I first need to watch the basic WordPress design tutorial - there is so much possibilities.
-

SESSION #85 - 18.7.2024 + 60 min

Desired Outcome:

- ☐ Watch the video to 80 minutes and create the page as he shows you

Planned Tasks:

- ☐ Task 1: Watch the video
- ☐ Task 2: Do as he does
- ☐ Task 3:

Post-session Reflection

- ☐ Reached only 60 min. Wanted to test out some things but I am getting ideas to move forward.

SESSION #86 - 18.7.2024 + 60 min

Desired Outcome:

- ☐ Finish watching the tutorial

Planned Tasks:

- ☐ Task 1: Watch tutorial and perform the action tasks
- ☐ Task 2:
- ☐ Task 3:

Post-session Reflection

- ☐ Finished watching and then searched for further design content - there is SO much on YT. I can do this!

SESSION #87 - 19.7.2024 + TIME

Desired Outcome:

- ☐ Find 2 gold nugget videos about Elementor and play around with them

Planned Tasks:

- ☐ Task 1: Finish yesterday's video
- ☐ Task 2: Find another video and design with him (if possible)
- ☐ Task 3:

Post-session Reflection

- ☐ Didn't finish any video because I was working while watching. I think it's best if I first watch the video, if there are any great ideas, I would write them down and then rewatch the video.

SESSION #88 - 19.7.2024 + 75 min

Desired Outcome:

- ☐ Understand the video till 20 min

Planned Tasks:

- ☐ Task 1: 2x video watch
- ☐ Task 2: 1x implement what he does
- ☐ Task 3:

Post-session Reflection

- ☐ I don't think it's worth doing everything in the tutorials. Yes, watch them, implement cool features and then start creating your own design.

SESSION #89 - 19.7.2024 + 65

Desired Outcome:

- ☐ Finish watching the video, implement any useful tactics and find a video about flexboxes and grids

Planned Tasks:

- ☐ Task 1: Finish video
- ☐ Task 2: Implement useful stuff
- ☐ Task 3: Find an explaining video of how to create templates with flexboxes/grids

Post-session Reflection

- ☐ Now I somehow understand the difference between flexboxes and grids. I also performed complex layout using both but I think it's better to learn these tricks when you actually need them. The next and I assume the last video before actually building the page will be "how to know if your design can be built with Elementor". Then it will be much better when I'll consume targeted content and get feedback much quicker.

SESSION #90 - 19.7.2024 + 90 min

Desired Outcome:

- ☒ ~~Get started on your actual page~~

Planned Tasks:

- ☐ Task 1: Watch "How to know if your design can be built with Elementor"
- ☐ Task 2: Create a new page and start working there
- ☐ Task 3:

Post-session Reflection

- ☐ Now this is actual work. Videos definitely helped but now creating the page is what I would consider real work. Also, to get inspiration, remember to look over existing Elementor templates.

SESSION #91 - 20.7.2024 + 75 min

Desired Outcome:

- ☐ Have a rough Andrew's layout done - it doesn't have to be perfect, it just needs to be done on the page

Planned Tasks:

- ☐ Task 1: Look what Jakob already created and see which parts you will be able to take
- ☐ Task 2: Start creating the page
- ☐ Task 3:

Post-session Reflection

- ☐ It's pretty easy now that I have a design on paper and can copy Jakob's work as well. The harder part is perfecting everything - I did most of the design but still have to add some parts. I think it's best if I first bring all of the elements in the page and then focus on the details.

SESSION #92 - 20.7.2024 + 60 min

Desired Outcome:

- ☐ Have a finished design you have on paper

Planned Tasks:

- ☐ Task 1: Don't worry about other parts - just focus on adding the design you have on paper
- ☐ Task 2: Watch YT if necessary
- ☐ Task 3:

Post-session Reflection

- ☐ Created the layout I had on paper but I am not satisfied. I might have to change the layout.

SESSION #93 - 10.7.2024 + 65 MIN

Desired Outcome:

- ☐ Insert copy up to the "other messages" section

Planned Tasks:

- ☐ Task 1: Insert copy
- ☐ Task 2: Ask GPT
- ☐ Task 3: Fix design if you have to

Post-session Reflection

- ☐ Spent the majority of the GWS on testimonials. Hmmmm, this is a minor addition that shouldn't have taken so much - I was focusing on the details too much. Now I know that this kind of details will come in last.

SESSION #94 - 20.7.2024 + 60 min

Desired Outcome:

- ☐ Create a "What makes us unique" section

Planned Tasks:

- ☐ Task 1: Watch 1 video on YT 2x speed
- ☐ Task 2: See if there are any good pre-existing templates for that
- ☐ Task 3: Created a design - 3 bullet points with pictures

Post-session Reflection

- ☐ This GWS was much better because I truly focused on 1 specific task - about us. Used templates and AI as much as I could and it paid off. Even though I am not finished yet, I got a sense of using resources to the max.

SESSION #95 - 20.7.2024 + 70 min

Desired Outcome:

- ☐ Finished about us section

Planned Tasks:

- ☐ Task 1: Finish about us section with GPT and copy thinking
- ☐ Task 2: Watch videos on layout for website
- ☐ Task 3: See how others label their testimonials

Post-session Reflection

- ☐ Finished the about us section, watched that YT video and worked a little on testimonial layout. In the next session, I will have to look over the general structure and find its weak points (before focusing on the details).

SESSION #96 - 20.7.2024 + 60 min

Desired Outcome:

- ☐ Name out all the other services with that churchy automation

Planned Tasks:

- ☒ Task 1: ~~Figure out how to access it~~
- ☐ Task 2: Edit the for service names
- ☐ Task 3: Figure out how to add new ones

Post-session Reflection

- ☐ Bravvv, my eyes are burning. Almost gave up 30 minutes in but am VERY proud I kept going. If I start I finish. I also learned a valuable trick - now I know how to shape the background Andrew did in Canva - the moments you want to give up but rather stick to the end open doors to a new reality. To a clearer reality.

SESSION #97 - 21.7.2024 + 70 min

Desired Outcome:

- ☐ Name out all the other services with that churchy automation

Planned Tasks:

- ☐ Task 1: Create new churchy columns
- ☐ Task 2: Write names for each service
- ☐ Task 3:

Post-session Reflection

- ☐ Messy GWS. The churchy columns took a lot of time which killed my focus.

SESSION #98 - 21.7.2024 + 60 min

Desired Outcome:

- ☐ Create all the columns for messages with pictures and names

Planned Tasks:

- ☐ Task 1: Create all the columns for messages with pictures and names
- ☐ Task 2: Edit the headline
- ☐ Task 3:

Post-session Reflection

- ☐ Finished the columns but when it comes to overall design, I'm stuck - I have no idea on how I could make this design work. So if I cannot produce the design myself, I need to copy it. That's why I should look at the templates and choose from there.

SESSION #99 - 21.7.2024 + 75 min

Desired Outcome:

- ☐ Find a pre-existing template and paste it into your page

Planned Tasks:

- ☐ Task 1: Search through existing templates
- ☐ Task 2: Find the one you like
- ☐ Task 3: Fill it with information

Post-session Reflection

- ☐ Before this GWS, I was at my lowest - had NO idea how to go on and the only thing I could think of was to look at templates. And it helped! When you are stuck, you shouldn't stay in your mind but rather see what others are doing well and then copy it. I'm so glad I looked at the templates and then naturally used my mind to combine 2 of them to create the intro part I have been struggling with for days. So yeah, whenever you are learning and beginning, make sure to look at other players.

SESSION #100 - 22.7.2024 + 65 min

Desired Outcome:

- ☐ Create/improve/choose the About Us/Why Choose Us section

Planned Tasks:

- ☐ Task 1: Look at your and Jakob's work
- ☐ Task 2: Look at templates
- ☐ Task 3: Decide and improve
- ☐ Task 4: **FIX LINK ISSUES**

Post-session Reflection

- ☐ Figured out how easy it is if you just follow the templates and not overthink. That's it, 100.
-

SESSION #101 - 22.7.2024 + 60 - 75 min

Desired Outcome:

- ☐ Add testimonials and map in the page

Planned Tasks:

- ☐ Task 1: Find the best template to add testimonials
- ☐ Task 2: Add map
- ☐ Task 3: Add another section if necessary
- ☐ Task 4: Decorate

Post-session Reflection

- ☐ Forgot to track time. I am not completely satisfied with the layout which I will fix later today when I get more ideas. Up until then, I will focus on the details of the page. I see that I need to be more like a lion - see 1 goal and chase it, do not change directions.
-

SESSION #102 - 22.7.2024 + 80 min

Desired Outcome:

- ☐ Customized Intro Part, About Us and Why Us parts

Planned Tasks:

- ☐ Task 1: Look for power lines for the intro part, find the best testimonial for that part and design the best layout
- ☐ Task 2: Look for power lines for the About Us section
- ☐ Task 3: Change icons
- ☐ Task 4:

Post-session Reflection

- ☐ Customized all those parts and noticed that 1 part is missing - the audience is not aware of the massage benefits. That's why I imported a template for a new section.
-

SESSION #103 - 22.7.2024 + TIME

Desired Outcome:

- ☐ Finished Benefits Page

Planned Tasks:

- ☐ Task 1: Find benefits of that massage
- ☐ Task 2: Paste them into the site
- ☐ Task 3: Prepare the site for submission
- ☐ Task 4:

Post-session Reflection

- ☐ Reflection
-

SESSION #104 - 23.7.2024 + 70 min

Desired Outcome:

- ☐ Customize a tablet layout

Planned Tasks:

- ☐ Task 1: Play with settings and customize the first part

- ☐ Task 2: Then repeat for every other part
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- ☐ Learned quite a few things, wanted to work longer but noticed that I was just damping my current design so I decided it was better to stop. Learning takes time.
-

SESSION #105 - 24.7.2024+ 70 min

Desired Outcome:

- ☐ Send a call summary and analyze the call (what went wrong)

Planned Tasks:

- ☐ Task 1: Write everything out
- ☐ Task 2: Analyze why you forgot the payment part and ear cleaning
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- ☐ Why did I forget the payment?
 - I didn't take time to prepare for the call
 - Didn't look at the start and the finish of this project/aka Winner's Writing Process for this call
 - Forgot ear cleaning because I thought I had everything. Now I know that I should have created a clear draft of what the page should include and then check. It was my first project - a little messy one - but I still nailed it.
- ☐ Reward for the done project: 1 week of working and doing whatever you want
 - Yes, that's what I've been looking for. Combination of work and fun. That will be a whole week - do the work you like to do and are driven to and also have fun which you earned
- ☐ Analyze the 10 days of that project:
 - Grew SO much. I worked like never before and I learned like never before. I proved to myself I am COMPETENT.
 - Where did I start?
 - No clients
 - No experience in website and project planning

- Thinking that I was doing real work when instead it was just lite work
- Unconsciously incompetent in websites, design and real copywriting
- Little to no social proof
- Didn't know what real copywriting work is
- Where am I now?
 - Sitting on a chair with hurting lower back
 - Barely Consciously competent in design and copywriting
 - Proved I am competent and can do the hard work
 - Know that I can solve a lot of problems on my own and by leveraging my network
 - I want to do the last bits of work and then idk - whatever as a reward
 - Was blessed with an opportunity to work on this project without Jakob's help
 - Know that in the real world you need to find the answers yourself and ask them. School is a lazy approach to that and is nowhere near the real world.
 - Able to work almost twice as much as I did before
- What did I learn?
 - What is real work - learning a new skill under time and social pressure
 - How to use templates and structure design
 - When you are stuck, be social and look for help (ask network, ask chat GPT and search online)
 - If you create a really good product, you can even impress people who don't want to be impressed
 - Learning takes time and you cannot rush it. Stick to the process, learn the basics and work as fast as you can while maintaining quality.
 - Don't cut sleep - rest when you are tired
 - We take life seriously - it's a play for the Gods
 - The power of true friendship with Nik and Jakob and how much valuable quality time is
 - Rewards are sooo powerful to drive you forward
 - The power of purpose
 - How to approach the Winner's Writing Process
 - When shit get's real, your whole life is impacted - you get serious and more proactive (and sometimes even an eating disorder)
 - Use rage to complete tasks you are unconsciously competent in or at least consciously competent in
 - "Even though I don't necessarily agree with you, I might be wrong. In fact, I am often wrong. Let's look at the details and see what is really the truth - you may be right."
 - Having a loving support during rough times is crucial - give love to people in need
 - Learned which parts are crucial and which are considered as details (e.g. testimonials)

- On the calls, be more friendly and human. Smile more. Arouse in others an eager want - he who can do this has the whole world with him, he who cannot, walks a lonely way.
- Going through hell opens you a new world view. It's like the whole new and better world is on the other side of hell.
- When anxiety hits, go train, cool down (walk, breath) or write in a journal. You can do the combination of all 3.
- The feeling "when work takes over your life" - there's only work, nothing else

☐ Nice GWS, the new perspectives I have are so pleasant to my soul.

SESSION #106 - 25.7.2024 + 75min

Desired Outcome:

☐ Add a google 5 star review in the site (if it looks decent)

Planned Tasks:

- ☐ Task 1: See tutorials
- ☐ Task 2: Add and customize

Post-session Reflection

☐ Didn't imagine myself as a lion and therefore worked too slow.

SESSION #107 - 27.7.2024 + 65 min

Desired Outcome:

☐ Have a finished website with all the details my client wants

Planned Tasks:

- ☐ Task 1: Read the email again
- ☐ Task 2: Change service descriptions
- ☐ Task 3: Change pictures

- ☐ Task 4: Answer an email

Post-session Reflection

- ☐ I need more tiger-like focus.
-

SESSION #108 - 31.7.2024 + 90 min

Desired Outcome:

- ☐ Analyzed home page and answered tactical questions

Planned Tasks:

- ☐ Task 1: Odgovori očiju glede prevoda
- ☐ Task 2: Vprašaj Ognjena za pojasnitev
- ☐ Task 3: Winner's Writing Process za Massage Envy Home Page
- ☐ Task 4:

Post-session Reflection

- ☐ Chat GPT helped me clarify the situation very much. I see that the crucial thing I need to learn is SEO and how the translation would go - not so much what others are doing, unless they are doing what I want to do.
-

SESSION #109 - 1.8.2024 + 70 min

Desired Outcome:

- ☐ Extract the lessons from the Website Call Andrew did yesterday

Planned Tasks:

- ☐ Task 1: Watch the call
- ☐ Task 2: Write down the lessons
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- ☐ The more that I explore this website topic, the less I know. There's a lot of things I need to learn and master. I guess it would be nice if I could write down the process of making the website. Yeah, I need a tangible website creation process and have it checked by other people.
-

SESSION #110 - 1.8.2024 + 90 min

Desired Outcome:

- ☐ Create a website designing process

Planned Tasks:

- ☐ Task 1: Watch the YT video
- ☐ Task 2: Ask for feedback TRW Copywriting Expert and in Business Mastery campus
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- ☐ There's a lot of useful content on YT. Now that I have the project plan, I can get into the details. There are cool web designs on Pinterest. I still need to figure out the pricing.
-

SESSION #111 - 2.8.2024 + 65 min

Desired Outcome:

- ☐ Have a finished PowerPoint presentation in Canva for the client

Planned Tasks:

- ☐ Task 1: Open Canva template
- ☐ Task 2: Start to fill in the project details
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- ☐ Didn't finish the Canva presentation as I figured out how much more there is to this preparation. I also figured out that it's much easier to work if you know you'll have to present the information to somebody else. Because then you are forced to create a detailed plan. Planning just in my head is difficult. That's why I should plan in my head and then ASAP start writing it down for colleagues to make them understand the plan. When we start writing for somebody else, social pressure creeps in you makes you be more precise.
-

SESSION #112 - 7.8.2024 + TIME

Desired Outcome:

- ☐ Decide on summer job and copywriting

Planned Tasks:

- ☐ Task 1: Analyze the pros and cons of summer job
- ☐ Task 2: Analyze the pros and cons of copywriting
- ☐ Task 3: Compare them and decide on the best financial decision
- ☐ Task 4:

Post-session Reflection

- ☐ Was interrupted but ultimately came to decision
-

SESSION # - DATE + TIME

Desired Outcome:

- ☐ Desired outcome

Planned Tasks:

- ☐ Task 1:
- ☐ Task 2:
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

☐ Reflection
