

Cause and Effect Chain

Goal: Make 2k a month as a copywriter

What cause and effect chains will generate this outcome?

Effect:

Client pays me 2000 for making 20000 worth value to their business

Cause:

I need to over deliver and exceed promised results so that they want to keep working with me

Effect:

I need to be skilled in copywriting and marketing to provide 20000 worth value

Cause:

I need to precisely implement everything learned in the level 3 bootcamp and practice writing copy everyday

Effect:

Be confident in my copy

Cause:

Write copy for client and get it reviewed in copy review aikido channel

Effect:

I need to identify problems they are facing and solve them and make free value for clients for 1 month (Emails, landing pages sales pages,etc)

Cause:

Implement client requirements and roadblocks with my strategies to help them grow

Effect:

Ask clients SPIN questions to identify so i will have a clear picture of where they are and how they are currently making money

Cause:

Be confident and hop on sales call with client

Effect:

Make good outreaches to prospects and and get them to have sales call to work things out

Cause:

Find good free value to provide prospects

Effect:

I need to find prospects online through social media

Cause:

I need to be an expert in a specific niche so i can position myself that way when reaching out

Effect:

I need to analyze market and see what is working for top players in that niche

Cause:

I need to pick a profitable niche and break it into sub niches and study it

Unknowns

I don't know if my clients would be satisfied with me or if they already have a copywriter working for them

I don't know the problems clients are facing

I don't know if the client would book a call with me

Assumptions