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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

SESSION #1 - Sunday 10/11/24 3:30pm-4:30pm

Desired Outcome:

- Start the copywriting course videos and take as many notes as possible

Planned Tasks:

- Watch introduction
- Start the basics
- Have the notes organised and easily accessible

Post-session Reflection

Marketing 101 - Helping other businesses increase their sales

To get people to buy a business needs to:

- Get people in the market's attention
- Persuade them to buy

How to get people's attention:

Active - High intent

- People who are actively looking to solve their problem or desire
- They want to buy, find where and how they are looking for their desire then stand out

Passive - Low intent

- Get in front of people who are casually going about their day
- Snap their attention and dangle the carrot

Figure out which type of intent your business needs to target

What makes people want to buy?

1. Do they see the value in the product or service for the cost they are spending?
2. Do they believe the product or service will work?
3. Do they trust the company or person selling the product or service

Your goal is to get people to the buying level of *Value, Trust and Belief*.

Increasing desire - Tapping into emotional desires - social status, pride
Increasing belief - Facts, logical explanation, certainty in the product
Increasing trust - Social proof

Get good at getting attention

Get good at monetizing attention

SESSION #2 - Monday 11/11 2pm - 3pm

Desired Outcome:

- Learn the fundamentals of marketing funnels

Planned Tasks:

- Watch live training funnels video
- Patrol business 101 chats

Post-session Reflection

- Many different types of funnels
 - Funnels help businesses take customers on the buying journey
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SESSION #3 - 12/11/24 3:40pm - 4:40pm

Desired Outcome:

- Funnels mission

Planned Tasks:

- Map out sales funnel for a business
- List out any 'moves' they use at each step to grab attention

Post-session Reflection

- Noted funnel for EKK
 - Started the writing process journey
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SESSION #4 - 7:15pm - 8:15pm

Desired Outcome:

- Understand the writing process
- Understand business model and getting first client

Planned Tasks:

- Watch training video
- Do mission
- Start next chapter of journey

Post-session Reflection

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