

Goal Cause And Effect Chain

GOAL: Create a marketing agency doing 10k a month.

Then I create a system to get inbound leads and add products to my agency's value ladder.
UNKNOWN: How?

After I onboard more clients, ASSUMPTION: I might need to hire an employee to service.

ASSUMPTION: Now I should get more calls from fewer outreaches.

Once I get them the success I can put them on a retainer contract and leverage the success with other prospects. UNKNOWN: How to actually leverage previous work.

Once I close a client I focus completely on getting them massive results. UNKNOWN: I might need to work with this client for free.

I get prospects to hop on a meeting with me to see if and how I can help them. UNKNOWN: I don't know how to conduct a sales call. I know it's in the boot camp but I must practice it.

Now I start prospecting and sending outreach messages. ASSUMEMENT: If I send more outreach messages I will get more replies.

Then I will create a website for my agency, and find a way to bring free value to the businesses to start the conversation.

First I will pick a niche, and research it to understand how to reach the owners of the businesses and how to help them

Starting Point (Now): Completed boot camps and some experience in marketing and copywriting for a local marketing agency.