

GOAL : get my first client and get paid around 500\$/month.

- receive the 500\$
- bring to my client at least 500\$ of value. Again making sure he is satisfied with my work before asking for the payment.
- If the current client wants to work with me again, I'll ask him for 500\$/month. If not, I'll do some outreach and charge my next client 500\$/month. Which I can do because I got a testimonial from a business that proves I am capable of growing and improving someone's business.
- After 1 month of hard work, I'll ask him if he is satisfied with my work (I'll do it on a regular basis but at the end of the month, it will be more like a review of the month and the improvements made in his business) and if he can give me a testimonial.
- I can now start working based on what he needs. More attention, monetizing attention, sales funnel, landing page... I'll do my best to satisfy my client's needs using what I learnt from the bootcamp and leveraging the copywriting campus for help. My goal is to first help people, then make money. So once I finish the work, I'll send it to him. If he doesn't like it, I'll restart. I will also offer him more than what he asked. Need a landing page? No problems, I gave you an ad to promote your product in addition to the requested landing page. My goal is to give him so much value, I don't have to ask him to pay me. He wants to pay me.
- If the client doesn't like my suggestions and doesn't want to work with me anymore => analyze. Was my offer valuable enough, was it relevant ? Am I the one who fucked up or is he

just not interested anymore? After finding out, I'll start outreaching again and repeating the previous process but this time I am better.

- First, we'll discuss a little bit about his business and how he came up with this idea. The goal being to build a trustful relationship with my client. Then we'll move on to the serious part. I will make sure that he has an avatar of the people who buy his product. It will allow me to better understand his situation. I'll tell him what's excellent about his current marketing strategy. Then what's good but can be improved. And finally what's useless or what he is not doing.
- From now on I got a positive answer. I'll ask the client if he wants to jump on a zoom call (or any other platform) to discuss my plans for his business. Or if he wants to do it via DM.
- Time for outreach : I'll send 30 DMs using a particular template. Then see how many answers I get. No answers => change the template and repeat. If positive answers => move on to the next step.
- While growing my account, I'll be looking for potential prospects and adding them on a list if they meet some criteria: 1k followers at least, decent engagement compared to the amount of followers (2likes/post for 1k followers is bad) and they must have a relevant product (not some stupid garbage product that doesn't help people)
- I'll write some mock DM and ask for a review, so I know what's good / bad and what can be improved. The main point of this is to avoid embarrassing myself with inadequate DMs. I won't wait until I get the perfect DM template, but a decent one to maximize my chances.

- I will also put all of the previous work in a portfolio, on my account so the people can check my copy and see what I'm capable of.
- Meanwhile, I'll be creating an X account and going through the client acquisition campus. Allowing me to set up a professional profile and to properly DM prospects to maximize my chances of getting a response.
- practice again till I can write decent copy which satisfies Andrew and the captains (at least with no major mistakes)
- getting reviewed by Andrew or the captains. This will help me identify my mistakes and understand the market dynamics better.
- practice => writing copy (doing the missions or taking a product and writing a copy on it) using what I learnt in bootcamp to make a copy as effective as possible to sell the product. I will have to create an avatar for the product (the kind of person who might buy the product), identify their current situation, their problems and show them a way to solve the problem. Using different languages (kinesthetic, visual...) to trigger some specific emotions. I'll learn how to end a copy properly (2 way close, success vs excuses...)
- going through bootcamp to learn the basics of copywriting (emotions, language, persuasion, etc)

Unknowns :

- I don't have a clue about how to lead a sales call.
- I don't know how long it will take to find someone who wants to work with me.

- How fast is my X account going to grow? => the more followers and engagement I get, the more credibility I get.
- I don't know how to write a professional DM.
- I don't know exactly how to set up my X profile. I've got mere ideas but nothing too fancy.
- Why does a prospect don't want to work with me?

Assumptions :

- practicing a lot : writing a lot of copy, applying what I learnt will allow me to do the work efficiently and qualitatively.
- Building my brand on X will allow me to reach more businesses.
- Having a professional profile picture (me, dressed well, serious), a representative banner of the niche I'm working in. And a description in which, from the first glance, people can tell I'm specialized in X, Y, Z and can easily access my previous work.
- I think basic design knowledge can prove extremely useful. Or at least know how to use AI (what prompts to use...) to get some designs for my work.