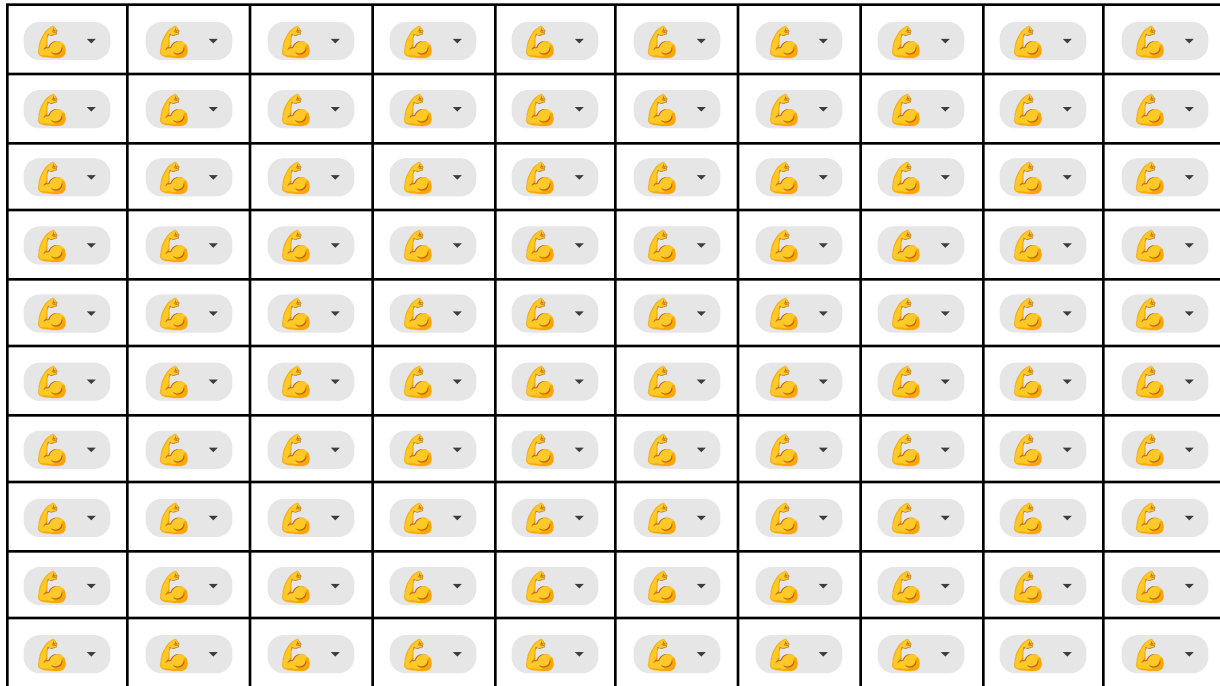


100 G WORK SESSIONS AWAY



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

G Work Session Tracker Template

SESSION #1 - 07/06 11:00

Desired Outcome:

- Objective find alternatives to client project to make the project work.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes the work was good, after comparing different email providers however it became evident that there were no better alternatives
-

SESSION #2 - 08/06 11:40

Desired Outcome:

- Objective Find new businesses to reach out to. If finished, work on winners writing process for my own company

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes solid work on prospecting, did not complete winners writing process due to the different possibilities that i had, when filling in the where they are now section.
-

SESSION #3 - 14/06 11:00

Desired Outcome:

- Objective progress in making websites, winners writing process and editing company video. Also do good copy analysis

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes
-

SESSION #4 - 14/06 11:00

Desired Outcome:

- Objective progress in making websites, winners writing process and editing company video. Also do good copy analysis

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes Worked well, got further in the website design and editing the video
-

SESSION #5 - 15/06 10:30

Desired Outcome:

- Objective Find out why outreach mails are delivered in spam mail(presumably)

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes Worked well, made good progress in the website design and editing the video
-

SESSION #6 - 17/06 15:40

Desired Outcome:

- Objective Progress in finishing services page on website. Analyze good copy for 10 mins

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes Got a fair amount done again, close to it getting finished.

SESSION #7 - 18/06 11:00

Desired Outcome:

- Objective Find prospects to partner with/decide on a niche to focus on.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes I realised that in my small city there actually are a lot of nail salons as an example, with quite poor websites and online presence. I now have quite a lot of prospects(12) from just looking at the neighbourhood is used to live in via google maps.

SESSION #8 - 19/06 11:00

Desired Outcome:

- Objective Find prospects to partner with/decide on a niche to focus on. + analyze good copy

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes Came up with new prospects from my hometown again, it is a small city so i reckon that i should start looking for slightly bigger companies in bigger cities

SESSION #9 - 20/06 11:00

Desired Outcome:

- Objective Finish services page of my drone company

Planned Tasks:

- Task 1
- Task 2

- Task 3

Post-session Reflection

- Notes Almost finished it, just have to change layout of video's

SESSION #10 - 21/06 13:00

Desired Outcome:

- Objective to have done outreach and have found a good niche.

Planned Tasks:

- Task 1 pick niche
- Task 2 Look at top players
- Task 3 Do outreach

Post-session Reflection

- Notes analyzed some good local businesses to see what they can improve

SESSION #11 - 21/06 18:00

Desired Outcome:

- Objective do outreach and find more local businesses

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes I sent 2 outreach messages and created an ad as free value for a local business in the baby apparel industry.

SESSION #12 - 22/06 19:00

Desired Outcome:

- Objective finish client project for my drone business.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes I did what i had planned out but i suppose i could have done it quicker, since the work that was done was quite shallow, due to the nature of the editing process (switching tabs)

SESSION #13 - 23/06 12:00

Desired Outcome:

- Objective Get people interested in working with me, this can be done by segmenting all the prospects into niches and analyzing from there on, and ofcourse sending the outreach.

Planned Tasks:

- Task 1 Find more online businesses(10) to partner with by picking a niche
- Task 2 Send outreach messages to them.
- Task 3

Post-session Reflection

- Notes I found 10 business to reach out to and am now thinking of idea's on how to help them before reaching out.

SESSION #14 - 23/06 16:00

Desired Outcome:

- Objective Find out how to help these businesses in the camping niche and reach out to them.

Planned Tasks:

- Task 1 Analyze top players in the niche (US)
- Task 2 Send interesting and compelling outreach messages to them.
- Task 3

Post-session Reflection

- Notes I found 10 business to reach out to and am now thinking of idea's on how to help them before reaching out.

SESSION #15 - 23/06 19:00

Desired Outcome:

- Objective Do OODA loop analysis

Planned Tasks:

- Task 1 Analyze top players in the niche (US)
- Task 2 Send interesting and compelling outreach messages to them.
- Task 3

Post-session Reflection

- Notes came up with a deep analysis on what should change in my life, to get ahead.

SESSION #16 - 24/06 14:00

Desired Outcome:

- Objective Find ways to help the businesses in my newly chosen niche

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes hit quite some roadblocks along the way, analyzing top players did not bring me anything valuable so the ideas had to come from my own knowledge only. After the session I asked fellow students in TRW for advice after coming up with only 2 ways of helping these businesses.

SESSION #17 - 24/06 16:00

Desired Outcome:

- Objective Find more businesses to partner with in the camping niche.

Planned Tasks:

- Task 1
- Task 2
- Task 3

Post-session Reflection

- Notes added 13 prospects to my document, which i can start reaching out to, once i know how to help them grow.

SESSION #18 - 25/06 17:00

Desired Outcome:

- Objective Find ways to help businesses in the camping niche, by using TRW resources, Tao of marketing, live calls, etc.

Planned Tasks:

- Task 1 Go over tao of marketing diagrams
- Task 2 watch TRW content related to, how to find growth opportunities for any business
- Task 3

Post-session Reflection

- Notes tried reading bad reviews from companies in the companies aswell as watching a part of the ULTIMATE GUIDE - how to find growth opportunities for any business video. Mainly the bad reviews are because of goods breaking in transit, or customers just being dumb honestly, complaining when they themselves took too long returning their product while the time limit in which it must be returned is stated clearly. Reading the bad reviews did not bring me that much value, the video has and can give me more value.

SESSION #19 - 25/06 20:00

Desired Outcome:

- Objective Find ways to help businesses in the camping niche, by using TRW resources, Tao of marketing, live calls, etc.

Planned Tasks:

- Task 1 watch TRW content related to, how to find growth opportunities for any business
- Task 2 ask students and captains for advice.
- Task 3

Post-session Reflection

- Notes watched part of the how to steal ideas from top players video and started trying to find growth opportunities using the tactics discovered in that video.

SESSION #20 - 26/06 09:00

Desired Outcome:

- Objective Find ways to help businesses in the camping niche, by using TRW resources, Tao of marketing, live calls, etc.

Planned Tasks:

- Task 1 look at other countries in this camping niche to see what I can learn from them.
- Task 2
- Task 3

Post-session Reflection

- Notes i have looked at other countries camping niche, did not find any additional opportunities, except some good examples of sm posts. Then i looked it dutch online brands from other niches, and again did not find any additional opportunities.

SESSION #21 - 26/06 15:00

Desired Outcome:

- Objective Reach out to businesses in the camping niche.

Planned Tasks:

- Task 1 OUTPUT, OUTPUT, OUTPUT
- Task 2

- Task 3

Post-session Reflection

- Notes sent 7 outreach messages.

SESSION #22 - 27/06 11:00

Desired Outcome:

- Objective Reach out to businesses in the camping niche.

Planned Tasks:

- Task 1 Reach out to all businesses on my prospecting document, if finished, find more prospects
- Task 2
- Task 3

Post-session Reflection

- Notes sent 7 outreach messages.

SESSION #23 - 28/06 22:00

Desired Outcome:

- Objective Reach out to businesses in the camping niche.

Planned Tasks:

- Task 1 Reach out to all businesses on my prospecting document, if finished, find more prospects.
- Task 2
- Task 3

Post-session Reflection

- Notes sent 14 outreach messages.

SESSION #24 - 29/06 16:00

Desired Outcome:

- Objective Reach out to businesses in the camping niche.

Planned Tasks:

- Task 1 Reach out to all businesses on my prospecting document, if finished, find more prospects.
- Task 2
- Task 3

Post-session Reflection

- Notes sent 16 outreach messages.

SESSION #25 - 30/06 22:00

Desired Outcome:

- Objective OODA LOOP TIME

Planned Tasks:

- Task 1 OODA LOOP
- Task 2
- Task 3

Post-session Reflection

- Notes i KNOW what to do for next week.

SESSION #26 - 01/07 11:00

Desired Outcome:

- Having refined my outreach so that it creates positive replies

Planned Tasks:

- Watch lessons on outreach
- Grab pen and paper, come to a solution.
- Refine existing message

Post-session Reflection

- I started working on pen and paper (basically taking notes), while watching the top 5 beginner mistakes in outreach. Got some value from it and saw some immediate things i could change to my message.

SESSION #27 - 01/07 14:00

Desired Outcome:

- Having refined my outreach so that it creates positive replies

Planned Tasks:

- Finish Watching lessons on outreach
- Fill out the paper i got in front of me.
- Refine existing message

Post-session Reflection

- Finished watching the lessons and wrote down some valuable aspects to keep in mind while writing outreach, next is to actually fix my outreach message and let it get reviewed by the students.

SESSION #28 - 02/07 11:00

Desired Outcome:

- Having refined my outreach so that it creates positive replies

Planned Tasks:

- Refine existing message
-

Post-session Reflection

- Refined my outreach message and got into some interesting conversation about the message with TRW students, I have submitted it for review

SESSION #29 - 04/07 11:00

Desired Outcome:

- Learn about how i can find growth opportunities for any business + analyze good email copy from top players

Planned Tasks:

- Watch TRW content regarding this topic
- Analyze good email copy from my dedicated email address

Post-session Reflection

- Came to some interesting ways of reasoning on what clients actually need

SESSION #30 - 06/07 11:00

Desired Outcome:

- Learn about how I can find growth opportunities for any business.

Planned Tasks:

- Watch TRW content regarding this topic
-

Post-session Reflection

- Refined my outreach message and got into some interesting conversation about the message with TRW students, I have submitted it for review

SESSION #31 - 07/07 11:00

Desired Outcome:

- Do OODA Loop, find ways to help businesses, analyse good copy, and write a concept warm outreach message

Planned Tasks:

- Watch TRW content regarding growth opportunities
- OODA LOOP
- Write warm outreach message
- Analyze good copy from swipe file

Post-session Reflection

- Refined my outreach message and got into some interesting conversation about the message with TRW students, I have submitted it for review

SESSION #32 - 08/07 10:00

Desired Outcome:

- Find proven marketing systems in the online camping niche

Planned Tasks:

- Top player analysis of Rei (company).

Post-session Reflection

- Refined my outreach message and got into some interesting conversation about the message with TRW students, I have submitted it for review

SESSION #33 - 09/07 11:00

Desired Outcome:

- Analyse prospects from the document to see where they can improve.

Planned Tasks:

- Come up with growth opportunities for the businesses in the doc.

Post-session Reflection

- Came with specific ideas for the specific businesses in the document

SESSION #34 - 11/07 20:00

Desired Outcome:

- finish analyzing prospects from the document to see where they can improve.

Planned Tasks:

- Come up with growth opportunities for the businesses in the doc.

Post-session Reflection

- Refined my outreach message and got into some interesting conversation about the message with TRW students, I have submitted it for review

SESSION #35 - 12/07 20:00

Desired Outcome:

- Craft a better outreach message following the principles Jason taught in the #smart-student lessons.

Planned Tasks:

- Plan execute iterate, message

Post-session Reflection

- Crafted a new outreach message with Jason's knowledge which will hopefully, get me positive responses. I asked him a question about a part that was unclear, hope to receive a reply any time soon.

SESSION #36 - 12/07 20:00

Desired Outcome:

- Craft a better outreach message following the principles Jason taught in the #smart-student lessons.

Planned Tasks:

- Plan execute iterate, message

Post-session Reflection

- Crafted a new outreach message with Jason's knowledge which will hopefully, get me positive responses. I asked him a question about a part that was unclear, hope to receive a reply any time soon.

SESSION #37 - 12/07 21:00

Desired Outcome:

- Get feedback on my outreach message, have done warm and local outreach

Planned Tasks:

- Put my outreach message up for review
- Ask for contact info of an acquaintance of my dad and reach out.
- Focus on crafting a good offer for local nail salons.

Post-session Reflection

- Reached out to an acquaintance, put the message up for review. Brainstormed and gotten feedback on an offer for local nail salons

SESSION #38 - 13/07 10:00

Desired Outcome:

- Have refined outreach message, reviewed local service business marketing guide, to see where i can improve my offer

Planned Tasks:

- Take a look at the feedback i got from students
- Review local business marketing guide
- Improve offer for nail salons.

Post-session Reflection

- Refined the outreach message and put it up for review again, came up with other ideas for local nail salons because of the local service business guide.

SESSION #39 - 13/07 12:00

Desired Outcome:

- Refresh my mind on how to handle unknowns, since im facing quite some when crafting my offer for local businesses

Planned Tasks:

- Go through the AGOGE lesson on Unknowns
-

Post-session Reflection

- Remembered that i have not been using the scientific method a lot, but it also applies to outreach (OBVIOUSLY) now i know that i also can use the scientific method when doing outreach to see what works best.

SESSION #40 - 13/07 10:00

Desired Outcome:

- Have created an actual local outreach message that i can send to any local business (with of course customizable elements) depending on niche etc.

Planned Tasks:

- Build outreach message
-

Post-session Reflection

- Got some new prospect on my list + have made a simple local outreach message to start reaching out.

SESSION #41 - 14/07 10:00

Desired Outcome:

- Find out which local businesses from my prospecting doc i can reach out to

Planned Tasks:

- Find which businesses have the biggest growth potential
-

Post-session Reflection

- Found some of them, have to write down clearly what they can improve on. To have a clear image on what they can improve and do to win.

SESSION #42 - 14/07 11:00

Desired Outcome:

- Reach out to a local business in the nail salon niche.

Planned Tasks:

- Send my outreach message to the salon which has some clear opportunities
-

Post-session Reflection

- Sent the message to the salon which has the biggest opportunities to grow and become the dominant force in the market. Also have some backup players marked down, who i can reach out to, in case it is needed.

SESSION #43 - 14/07 14:00

Desired Outcome:

- Found more local businesses from different niches out of the get your first client presentation

Planned Tasks:

- Fill up the prospecting document more
-

Post-session Reflection

- Found some more businesses in all kinds of different niches

SESSION #44 - 15/07 11:00

Desired Outcome:

- Find people to do warm outreach via my dads linkedin network.

Planned Tasks:

- Make warm outreach document.
-

Post-session Reflection

- Found some more businesses in all kinds of different niches

SESSION #44 - 15/07 14:00

Desired Outcome:

- Filter the businesses till there are 5 left with the most growth potential + have got an outreach message ready for the online camping niche

Planned Tasks:

- Select businesses from the warm outreach doc (5) and mark them green
- Consider feedback I got on my outreach message.
- IF DONE EARLY do local outreach to new niche (3) messages and send outreach for my drone company

Post-session Reflection

- Found some more businesses in all kinds of different niches
-

SESSION #45 - 15/07 16:00

Desired Outcome:

- Find local businesses in one of the niches that andrew laid out in the presentation,

Planned Tasks:

- Use google maps to find businesses in different niches in my local area

Post-session Reflection

- Found some extra businesses that i can now start reaching out to

SESSION #46 - 15/07 19:00

Desired Outcome:

- Reach out to businesses in the camping webshop niche and do local outreach.

Planned Tasks:

- Send 5 outreach messages in the camping webshop niche
- Do local outreach

Post-session Reflection

- Sent 7 outreach messages, overcame a mental hurdle.

SESSION #47 - 16/07 10:00

Desired Outcome:

- Reach out to businesses in the camping webshop niche + add businesses to the prospecting document i have for that niche

Planned Tasks:

- Send outreach messages to businesses in the camping webshop niche
-

Post-session Reflection

- Sent 7 follow-up outreach messages, chances of reply must be higher than the first try.

SESSION #48 - 16/07 11:00

Desired Outcome:

- Do local outreach to another business in the nail salon niche + yoga niche. After that watch live beginner call 6 to learn about target audience which can help me to further improve my outreach and better help a future client.

Planned Tasks:

- Send outreach messages to local businesses.
- Watch part of beginner call 6

Post-session Reflection

- Sent 7 follow-up outreach messages, chances of reply must be higher than the first try.

SESSION #49 - 16/07 20:00

Desired Outcome:

- Do some local prospecting in another city (20 km away)

Planned Tasks:

- Find businesses in the city of Zwolle, similar niches to the ones in Meppel.
-

Post-session Reflection

- Found some interesting nail salons, because its a bigger city the search volume is also bigger.

SESSION #50 - 17/07 11:00

Desired Outcome:

- Find growth opportunities for businesses in my warm outreach prospecting doc

Planned Tasks:

- Analyze top players in these different niches
- Ask TRW for help, if needed

Post-session Reflection

- Found out that i actually have a nice opportunity on hands in regards to a warm (ish) prospect.

SESSION #51 - 17/07 14:00

Desired Outcome:

- Reach out to businesses in the camping niche.

Planned Tasks:

- Send outreach messages
-

Post-session Reflection

- Sent about 20 follow up outreach messages with 2 negative replies.
-

SESSION #52 - 18/07 10:00

Desired Outcome:

- Find (local) businesses in the city of Zwolle.

Planned Tasks:

- Fill up the prospecting doc, with businesses in similar niches to the businesses based out of Meppel.

Post-session Reflection

- Found 27 beauty salons and yoga studios.
-

SESSION #52 - 18/07 13:00

Desired Outcome:

- Find ways to help the selected people from my warm outreach prospecting doc and reach out.

Planned Tasks:

- Analyze top players in their respective niches
- Use some common sense and figure out who they are talking to.
- Once those steps are figured out, reach out.

Post-session Reflection

- There are no real top players in the horse coaching niche, i think it is best to determine if an *independent* element is suitable and valuable for this prospect
- Steam cleaning is more of a brick and mortar business and i think there it is easier to find growth opportunities.

SESSION #53 - 18/07 19:00

Desired Outcome:

- Find ways to help the selected people from my warm outreach prospecting doc and reach out.

Planned Tasks:

- Analyze top players in their respective niches
- Use some common sense and figure out who they are talking to.
- Once those steps are figured out, reach out.

Post-session Reflection

- Wrote an outreach message for a prospect.

SESSION #54 - 19/07 10:00

Desired Outcome:

- Find ways to help the selected people from my warm outreach prospecting doc and reach out.

Planned Tasks:

- Get pen and paper, put on it growth opportunities for every of the 4 businesses

Post-session Reflection

- Came to growth opportunities for 2 of the 4 businesses, and asked TRW for some questions I had. I think this is enough to reach out to them.

SESSION #55 - 19/07 11:00

Desired Outcome:

- Have reached out to two warm ish prospects and came up with growth opportunities for the other businesses in the prospecting doc

Planned Tasks:

- Send LinkedIn messages to the 2 prospects
- Write down growth opportunities for the other 2 businesses.

Post-session Reflection

- Sent 1 outreach message with one message up for review for students, found some growth opportunities for the other businesses

SESSION #56 - 19/07 13:00

Desired Outcome:

- Have reached out to two warm ish prospects and find more prospects in the local area of Zwolle

Planned Tasks:

- Send message to warm outreach prospect
- Find businesses to partner with in the city of Zwolle

Post-session Reflection

- Sent the message and found quite some hairsalons.

SESSION #57 - 20/07 09:00

Desired Outcome:

- Send a reply to prospect, reach out to more people.

Planned Tasks:

- Send reply
- Find some basic growth opportunities for local businesses
- REACH OUT

Post-session Reflection

- Sent a reply to my prospect. + sent another outreach message Should have moved with more speed. This is how it must be; find growth opportunities → BOOM reach out

SESSION #58 - 21/07 10:00

Desired Outcome:

- Reply to prospect, reach out to other warm prospect via mail, since she does not reply to whatsapp. Find out how i can help another local business (B2B via LinkedIn)

DO THE WORK, WITH A DETACHED, CLEAR PERSPECTIVE

Planned Tasks:

- Send reply + other message.
- Look for a strategy to grow a LinkedIn account

Post-session Reflection

- Got the clear part done, only the find growth opportunities not. Will look for main competitors tomorrow to see what they are doing with their LinkedIns
-

SESSION #59 - 22/07 10:00

Desired Outcome:

- Find growth opportunities for a specific business
DO THE WORK, WITH A DETACHED, CLEAR PERSPECTIVE

Planned Tasks:

- Find competitors
- Look for a strategy to grow a LinkedIn account
- Ask TRW

Post-session Reflection

- Asked TRW for advice after looking at competitors and found some good opportunities for this company to grow, now i can start to begin reaching out to them

SESSION #60 - 22/07 20:00

Desired Outcome:

- Reply to a prospect, in which I schedule a call. After that, come up with a growth plan for this business.

Planned Tasks:

- Reply
- Find competitors of this businesses
- Write down some concrete ideas
- Pick a small one for a discovery project.

Post-session Reflection

- Replied to a prospect to schedule a call in 2 days. Put my growth ideas in TRW for review, should be reviewed by tomorrow.

SESSION #61 - 23/07 10:00

Desired Outcome:

- Know what to pitch my prospect as a project.

Planned Tasks:

- Convert the growth ideas into a stepwise plan
- Pick what to do for a discovery project
- Use TRW for if i have questions

Post-session Reflection

- Did not get to a stepwise plan, but got some more ideas about how to gain more attention and how to monetize it a bit better. Put some things on paper, to clear it up.

SESSION #62 - 23/07 12:00

Desired Outcome:

- Know what to pitch my prospect as a project.

Planned Tasks:

- Work out the document i have in front of me.
- Convert the growth ideas into a stepwise plan
- Pick what to do for a discovery project
- Use TRW for if i have questions

Post-session Reflection

- Came up with a plan on what to pitch my client, mainly thanks to TRW

SESSION #63 - 24/07 21:00

Desired Outcome:

- Find another client to partner with + Look into some details regarding website maker for a client
-

Planned Tasks:

- Look for a possible client i can partner with in my warm outreach document, when i have found one, reach out
- Find out main functionality about the jouwweb website builder

Post-session Reflection

- Looked into a specific business from the document, but found out it was quite hard to find some concrete opportunities. Asked TRW for help, this helped me a bit further but have not yet came up with something specific that could definitely help this business. Poured all the time into the first task, did not get to the second task.

SESSION #64 - 25/07 11:00

Desired Outcome:

- Discover how tiktok ads work, come up with some ideas on what to post as an ad.
- Find out how the website builder jouwweb works.
- Find other businesses to partner with

Planned Tasks:

- Watch 8 min youtube video about TikTok ads
- Find out main functionality about the jouwweb website builder, via youtube/google
- Dive into the prospecting document and find some growth opportunities

Post-session Reflection

- Functionality + tiktok ads are more cleared up now. Have to dig a bit deeper into a company I had in mind of reaching out, because how to help them is not clear → i can find out by finding some top players in big cities for the different services he offers.

SESSION #65 - 25/07 15:00

Desired Outcome:

- Sign a client
-

Planned Tasks:

- Look into the prospecting documents i have and find at least 5 companies to help
-
-

Post-session Reflection

- Sent 1 outreach message + find some areas of improvement for 2 other companies .

SESSION #66 - 26/07 14:00

Desired Outcome:

- Sign a client.
-

Planned Tasks:

- Ask a prospect if she wants to work with me or not.
- Find more prospects with concrete ideas i can help them with
-
-

Post-session Reflection

- Got a reply of a prospect about a sales call we had, looked at some top specific service providers, to see if i can help a local business who does both, but i don't think I can.

SESSION #67 - 26/07 21:00

Desired Outcome:

- To find another client to partner with.

Planned Tasks:

- Look into one of the beginner live calls presentation to find the kinds of businesses listed out there.
-

Post-session Reflection

- Found a car dealership which i might be able to help.

SESSION #67 - 27/07 10:00

Desired Outcome:

- To find another client to partner with.

Planned Tasks:

- Dive into the car dealership I found yesterday a bit more.
- Look into one of the beginner live calls presentation to find the kinds of businesses listed out there.
-

Post-session Reflection

- Sent an outreach message to a car dealership, looked for local businesses to partner with.

SESSION #68 - 27/07 21:00

Desired Outcome:

- Reply to prospect/client for another call, have a goal

Planned Tasks:

- Reply to prospect to schedule a call
- Come up with some short term and long term goals and have those reviewed by TRW

Post-session Reflection

- Came up with a short term goal, the review brought me the insight that my urgency was too low, so now the urgency is higher to get after it.
Also sent a message to my prospect for another call.

SESSION #69 - 28/07 11:00

Desired Outcome:

- Sign another client

Planned Tasks:

- Reach out to people from my local prospecting documents, find 3 good ideas and reach out, dont fool around.

Post-session Reflection

-Sent 3 outreach messages to local businesses

SESSION #70 - 29/07 11:00

Desired Outcome:

- Sign another client

Planned Tasks:

- Send at least 3 outreach messages to local businesses.

Post-session Reflection

- Sent 3 outreach messages + watched copy domination call about local outreach, can improve my local outreach now.

SESSION #71 - 29/07 13:00

Desired Outcome:

- Sign another client.

Planned Tasks:

- Send atleast 5 outreach messages to local businesses

Post-session Reflection

- Sent 6 outreach messages to local businesses

SESSION #72 - 29/07 19:00

Desired Outcome:

- Sign another client.

Planned Tasks:

- Send atleast 5 outreach messages to local businesses

Post-session Reflection

- Sent 2 outreach messages, other than that I found b that other neighboring cities also have some potential for me, with quite some businesses.

SESSION #73 - 30/07 10:00**Desired Outcome:**

- Have an improved plan to get my client results

Planned Tasks:

- Watch loom video with breakdown of my client, see what i can learn from that
- Use the information learnt in the video, to improve my growth plan

Post-session Reflection

- Watched the video and started working on the winners writing process.

SESSION #74 - 30/07 12:00**Desired Outcome:**

- Have an improved plan to get my client results

Planned Tasks:

- Further add to the winners writing process.

Post-session Reflection

- Basically got my winners writing process done. Will put it up for review.

SESSION #75 - 30/07 18:00

Desired Outcome:

- Enrich my knowledge of doing the winners writing process + be able to get my clients better results

Planned Tasks:

- Review winners' writing process with feedback I got from students.
- If done early → Local outreach.

Post-session Reflection

- Improved winners writing process, a few things have to changed still

SESSION #75 - 31/07 10:00

Desired Outcome:

- Have a clear plan for call with prospect tonight.

Planned Tasks:

- Ask TRW students and captains for help on my plan for the sales call
- IF done early, i will continue watching the identity play tao of marketing call, to find out how I can implement that with my client as well.

Post-session Reflection

- Asked trw, will have to wait for some answers.
- Finished the whole tao of marketing call regarding ID plays, this gave me better perspective on how to make such play work with my client.

SESSION #76 - 31/07 13:00

Desired Outcome:

- Have a clear plan for call with prospect tonight.

Planned Tasks:

- Come up with payment options for the homepage
- Write down elements of the homepage
-

Post-session Reflection

- Came up with a price for discovery project, and how to handle the objection that it may be too much
- Put the homepage elements in a row.

SESSION #77 - 31/07 15:00

Desired Outcome:

- Have some free value ready for client
- Land another client

Planned Tasks:

- Prepare some free value/ideas for my client to work on herself.
- Do local outreach

Post-session Reflection

- Prepared the free value i can give to my client
- Sent 3 local outreach messages.

SESSION #78 - 01/08 10:00

Desired Outcome:

- Have admins access to clients website
- Have a good reply for a prospect who is shit testing me

Planned Tasks:

- Ask TRW for advice on what the best approach is to a reply a prospect sent me
- Figure out how i can get access to clients website

Post-session Reflection

- Had some interesting conversations with TRW students about the best approach to the reply I got from a prospect. Will send the message in the next GWS. Did not get to the access part for clients website, will take up that task in the next GWS aswell

SESSION #79 - 01/08 14:00

Desired Outcome:

- Have admins access to clients website
- Have a good reply for a prospect who is shit testing me
-

Planned Tasks:

- Analyze top 3 top players in the niche of the respective prospect, write down what can be used.
- Find out how I can get access to website of a client.

Post-session Reflection

- Found some interesting ideas that work in the respective niche of a prospect, also found out that getting admins access to my clients website is dead easy, only she is taking quite long.

SESSION #80 - 02/08 11:00

Desired Outcome:

- Have a complete winners writing process done on my client, so that i can make my project as successful as it can be.

Planned Tasks:

- Adjust Winners writing process to identity play with 2 levels.
- Go through every purchase step like layed out in the live TAO of marketing calls

Post-session Reflection

- Have adopted it to where it is adjusted to an identity play with 2 levels, also added all the specific steps from the purchasing process.

SESSION #81 - 02/08 15:00

Desired Outcome:

- Gain more knowledge on the topic of homepage design, since that is what i will be providing for my client

Planned Tasks:

- Watch copy domination calls on homepage design

Post-session Reflection

- Have adopted it to where it is adjusted to an identity play with 2 levels, also added all the specific steps from the purchasing process.

SESSION #82 - 03/08 11:00

Desired Outcome:

- Gain more knowledge on the topic of homepage design, since that is what i will be providing for my client

Planned Tasks:

- Watch copy domination calls and watch for elements i can use in for my clients homepage

Post-session Reflection

- Realised that the overall vibe of a page is very important when offering mental health services, i reckon that with identity plays like my client, this overall vibe also is really important.
-

SESSION #82 - 03/08 14:00

Desired Outcome:

- Gain more knowledge on the topic of homepage design, since that is what i will be providing for my client

Planned Tasks:

- Watch copy domination call and look for elements i can use in for my clients homepage.
- Ask client if i need to help her with getting access to website, because she does not respond.
- Find and solve issue for other client.

Post-session Reflection

- Got the first 2 tasks done, but the last task is quite difficult to solve, but im working with support on a fix.

SESSION #83 - 04/08 10:00

Desired Outcome:

- Have access to clients website

Planned Tasks:

- Get the access needed to start working a new homepage
- Once access is covered, start working on the page.

Post-session Reflection

- Got access to the website and started working on the outline straightaway.

SESSION #84 - 04/08 11:00

Desired Outcome:

- Have a first draft of the homepage finished.

Planned Tasks:

- Work on the reviews section where i want to add all custom made reviews
- Work on the overall design and feel of the homepage

Post-session Reflection

- Got the outline finished, now its time to focus on some of the details and little design/text on the site.
-

SESSION #85 - 04/08 14:00

Desired Outcome:

- Have more insights into orders and traffic for my client etc.
- Progress in client project

Planned Tasks:

- Work on the reviews section where i want to add all custom made reviews
- Work on the overall design and feel of the homepage

Post-session Reflection

- Got some product backgrounds changed to fit the design, made a banner. Asked for more permission

SESSION #86 - 04/08 21:00

Desired Outcome:

- Have more insights into orders and traffic for my client etc.
- Have a first draft of a first page finished.

Planned Tasks:

- Improve colors of banner design to fit website color
- Fix categories with right color.

Post-session Reflection

- Changed the main color of the banner and the product background colors so that it fits better with the design.

SESSION #87 - 05/08 10:00

Desired Outcome:

- Improve website, have more insight into all different kinds of client data

Planned Tasks:

- Change color of banner
- Create draft 2 of homepage, with a different vibe to it.
- Look at client data and calculate average order value etc

Post-session Reflection

- Ran into some issues regarding finding the right font and quality, so the color change of the banner is still not done correctly. The specific statistics were quite valuable, now its possible for me to make my plans even more tailored to her needs.

SESSION #88 - 05/08 11:00

Desired Outcome:

- Improve website, have more insight into all different kinds of client data

Planned Tasks:

- Change color of banner
- Create draft 2 of homepage, with a different vibe to it.
-

Post-session Reflection

- Got the second draft almost done banner color change was also done, have to think about a specific font i want to use for this one tho.

SESSION #89 - 05/08 14:00

Desired Outcome:

- Get another client

Planned Tasks:

- Pick out 5 local / warm prospects
- Send them an outreach message.

Post-session Reflection

- Sent 5 local outreach messages

SESSION #90 - 05/08 16:00

Desired Outcome:

- Progress with client work

Planned Tasks:

- Add specific products to bestseller/must-have section
- Add quote to banner
- Fill in the FAQ's
- Improve headers for all section

Post-session Reflection

- Only thing that is not yet finished is the FAQ's have to ask my client what questions she gets the most.

SESSION #91 - 06/08 10:00

Desired Outcome:

- Progress with client work

Planned Tasks:

- Go over feedback i got from a student about my client work (make changes if needed)
- Find a better font for the second page draft
- Add another (and design) image to banner

Post-session Reflection

- Got every task done, made some design changes to enhance the overall vibe. Looks way better now.

SESSION #92 - 06/08 11:00

Desired Outcome:

- Get feedback on homepage drafts, finish both the homepage drafts

Planned Tasks:

- Ask for feedback in TRW chats
- Analyze both the pages to see what improvements i can make.

Post-session Reflection

- Asked for a review in the chats, started watching the how to demolish objections call to see how to counteract the objections page visitors might have.
-

SESSION #93 - 06/08 14:00

Desired Outcome:

- Revise homepage draft
- Get another client

Planned Tasks:

- Implement the feedback i got from TRW
- When done early, i will focus on doing local outreach.

Post-session Reflection

- Considered some of the feedback i got from TRW students, i found some local businesses i can reach out to

SESSION #94 - 06/08 15:00

Desired Outcome:

- Get another client

Planned Tasks:

- Send 5 local outreach messages
-

Post-session Reflection

- Sent 5 local outreach messages, was done early so watched the beginner live call on objections which is related to my client work
-

SESSION #95 - 07/08 10:00

Desired Outcome:

- Have an improved version of the homepage drafts

Planned Tasks:

- Go over the feedback i got from TRW students about my homepage drafts.
-

Post-session Reflection

- Looked at the feedback i got from students regarding an USP, asked my client a question, she answered, after that i designed a new banner with an USP.
-

SESSION #96 - 07/08 11:00

Desired Outcome:

- Have an improved version of the homepage drafts

Planned Tasks:

- Review the banner I just made with a TRW student.
- Ask about my plan of action for showing the homepages to my client.
- Prospecting for local / warm outreach

Post-session Reflection

- Got some interesting ideas from going back and forth with a fellow student, asked about the plan of action i currently have in mind, waiting for it to get reviewed. Put some companies in my prospecting document.
-

SESSION #97 - 07/08 14:00

Desired Outcome:

- Get another client.

Planned Tasks:

- Send 5 local outreach messages.
- After that is done, look at options for an opt-in page for a client.

Post-session Reflection

- Sent 5 local outreach messages, reached out to website building platform to ask about the opt-in form after i could not find anything specific on whether what i wanted was possible or not.

SESSION #98 - 07/08 17:00

Desired Outcome:

- Have 2 finished homepage drafts i can send to my prospect

Planned Tasks:

- Make a banner image design with quote above and brand name underneath
- Move the FAQ

Post-session Reflection

- I did the tasks and got some other feedback on the page, also put it up for review in the ecom campus. Will make some changes to improve readability.

SESSION #99 - 07/08 20:00

Desired Outcome:

- Have 2 finished homepage drafts i can send to my prospect

Planned Tasks:

- Change color of text for one draft
- Design another banner image? with a single product on sale (Micah's idea)
- Put a product that's on sale between the bestseller products.

Post-session Reflection

- Sent the Homepage drafts to my client for review

SESSION #100 - 08/08 10:00

Desired Outcome:

- Get a better understanding of what my client likes in a homepage.

Planned Tasks:

- Read the feedback she send me
- Reply
- Improve on the feedback she gave me.

Post-session Reflection

- Got going implementing the feedback she sent me and we went back and forth about what she wanted to change etc.

SESSION #101 - 08/08 12:00

Desired Outcome:

- Redesign homepage to client's liking.

Planned Tasks:

- Improve the banner image(s).
- Remove little text below headers
- Ask her about reviews

Post-session Reflection

- Made the changes according to the clients liking

SESSION #102 - 08/08 12:00

Desired Outcome:

- Redesign homepage to client's liking.

Planned Tasks:

- Redesign banner image special collection
- Send 5 local outreach messages
- Redesign category images

Post-session Reflection

- Did all the tasks i need and wanted to do.

SESSION #103 - 09/08 12:00

Desired Outcome:

- Redesign homepage to client's liking.

Planned Tasks:

- Redesign category images
- Ask about reviews
-

Post-session Reflection

- The next thing I have to do is make some new designs for the review section, my idea got approved. The category images problem is fixed now.

SESSION #104 - 09/08 14:00

Desired Outcome:

- Redesign homepage to client's liking.

Planned Tasks:

- Redesign homepage reviews
- Send 5 local outreach messages
-

Post-session Reflection

- The next thing I have to do is make some new designs for the review section, my idea got approved. The category images problem is fixed now.

SESSION #105 - 11/08 11:00

Desired Outcome:

- Deliver client project.

Planned Tasks:

- Add all homepage reviews
- Look at FAQ section feedback and implement.
-

Post-session Reflection

- Designed and added all homepage reviews, went back and forth with client about final details of the homepage, almost got a new FAQ section finished.

SESSION #105 - 11/08 13:00

Desired Outcome:

- Deliver client project.

Planned Tasks:

- Build FAQ page and add to website
- Design banner, special collection
- If done early, I will spend my time looking for local businesses to partner with.

Post-session Reflection

- I finished the FAQ page, designed the banner with new pictures, just how my client liked it. Ne

SESSION #106 - 11/08 14:00

Desired Outcome:

- Deliver client project. Get a new client

Planned Tasks:

- Build review page

- Ask the client if we have finished the first project
- When done early i will focus my time to find and reach out to local businesses.

Post-session Reflection

- Did the client work but did not get to the outreach yet.

SESSION #107 - 11/08 20:00

Desired Outcome:

- Deliver client project.

Planned Tasks:

- Change header menu
- Switch over reviews to other page
-

Post-session Reflection

- Boom first project for this client, delivered.

SESSION #108 - 12/08 10:00

Desired Outcome:

- Get another client

Planned Tasks:

- Send at least 6 local outreach messages
- Reply to client if she responds in due time
-

Post-session Reflection

- Sent 3 local outreach messages, hitting a roadblock of not finding enough businesses i can help.

For next GWS i will fix this with coming up with 5 search terms for different niches beforehand which i could use in different cities. This way this problem could easily be solved.

SESSION #109 - 12/08 13:00

Desired Outcome:

- Get another client

Planned Tasks:

- Will use these search terms → Meubels (...), Nagelstudio (...), Schoonheidssalon (...)
- Fill up my prospecting documents for companies in different cities
- Send at least 3 more outreach messages
-

Post-session Reflection

- Got the planned tasks done.

SESSION #109 - 12/08 13:00

Desired Outcome:

- Get into the new agoge challenge

Planned Tasks:

- Will watch required videos to be most successful at the challenge.
-

Post-session Reflection

- Almost got the first wwp walkthrough done from the Index doc, not joined the challenge yet tho.

SESSION #110 - 13/08 10:00

Desired Outcome:

- Pitch new project with client, Get a new client

Planned Tasks:

- Send 6 outreach messages
- schedule call with client if she responds in due time
-

Post-session Reflection

- Sent all the messages, call is almost scheduled.

SESSION #111 - 13/08 16:00**Desired Outcome:**

- Have an organic content marketing strategy to gain followers on social media platforms.

Planned Tasks:

- Start making a content plan to gain followers organically and increase website traffic for client's website.
-
-

Post-session Reflection

- Made a first draft of a social media plan to start growing, got some cool recommendations from a fellow student which i could use.

SESSION #112 - 13/08 16:00**Desired Outcome:**

- Have an organic content marketing strategy to gain followers on social media platforms.

Planned Tasks:

- Start making a content plan to gain followers organically and increase website traffic for client's website.
-
-

Post-session Reflection

- Made a first draft of a social media plan to start growing, got some cool recommendations from a fellow student which i could use.

SESSION #113 - 14/08 12:00

Desired Outcome:

- Have a growth plan for a prospect.

Planned Tasks:

- Look for and analyze top players
- Ask AI
- Look at the feedback I got from students.

Post-session Reflection

- Ai did not give me anything valuable, i looked for top players and a few additional ideas i can pitch which are building a blog and offering a giveaway of shopping credit in combination with a percentage off.

SESSION #114 - 14/08 16:00

Desired Outcome:

- Have a growth plan for a prospect.

Planned Tasks:

- Delve deeper into top players
- Look at the feedback I got from students.

Post-session Reflection

- Got a good enough growth and call plan for this prospect, a fellow student brought me some good perspectives.

SESSION #115 - 15/08 10:00

Desired Outcome:

- Get a new client

Planned Tasks:

- Do prospecting in my local prospecting doc.
- Send 12 outreach messages.

Post-session Reflection

- Sent 4 outreach messages and found some more prospect, i took in another city as well.

SESSION #115 - 15/08 13:00

Desired Outcome:

- Get a new client

Planned Tasks:

- Do prospecting in my local prospecting doc.
- Send the needed 8 outreach messages. outreach messages.

Post-session Reflection

- Completed sending 8 more outreach messages, this completed my daily target.

SESSION #115 - 15/08 13:00

Desired Outcome:

- Get a new client

Planned Tasks:

- Do prospecting in my local prospecting doc.
- Send the needed 8 outreach messages. outreach messages.

Post-session Reflection

- Completed sending 8 more outreach messages, this completed my daily target.

SESSION #116 - 16/08 11:00

Desired Outcome:

- Get a new client

Planned Tasks:

- Find 3 better niches in which i can do local outreach.
- Find those businesses and put them in my doc.
- If there is time left, reach out.

Post-session Reflection

- Found 2 good niches, which is good enough for now. Now its time to start reaching out to them.

SESSION #117 - 16/08 16:00

Desired Outcome:

- Get a new client

Planned Tasks:

- Do prospecting in the doc i have
- reach out to twelve businesses.

Post-session Reflection

- Sent 12 outreach messages to businesses in one particular niche.

SESSION #118 - 17/08 16:00

Desired Outcome:

- Get a new client

Planned Tasks:

- Do prospecting in the doc i have, look for new niches where a customer stop is not possible
- reach out to twelve businesses.

Post-session Reflection

- Sent 12 outreach messages to businesses in one particular niche.

SESSION #119 - 18/08 11:00

Desired Outcome:

- Get a new client, move towards objective with current client

Planned Tasks:

- Send message to client to plan call.
- Prepare call with prospect.
- When done early, send 12 outreach messages.

Post-session Reflection

- Send the message to my client to plan next call. Prepared the a grand outline of the call i will have with a prospect.

SESSION #120 - 18/08 18:00

Desired Outcome:

- Get a new client,

Planned Tasks:

- send 12 outreach messages.

Post-session Reflection

- Done

SESSION #120 - 19/08 10:00**Desired Outcome:**

Help a current client, get a new one.

Planned Tasks:

- Access staging server.
- Ask support for help.
- Send 12 outreach messages / do prospecting

Post-session Reflection

- Sent 12 outreach messages, planned a call with a client, asked the support team for help. Got more done than anticipated.

SESSION #121 - 19/08 16:00**Desired Outcome:**

- Help a current client, get a new one.

Planned Tasks:

- Access staging server.
- Ask support for help.
- Send 12 outreach messages / do prospecting

Post-session Reflection

- Sent 12 outreach messages, planned a call with a client, asked the support team for help. Got more done than anticipated.

SESSION #122 - 20/08 10:00

Desired Outcome:

- Have design ready for client, provide so much free value so that she has to say yes to my project.

Planned Tasks:

- Design new website post
- Send over organic content strategy
- Find growth opportunities for prospects.

Post-session Reflection

- Designed the new website posts, and sent it over, the client liked it.

SESSION #122 - 20/08 14:00

Desired Outcome:

- Get new client.

Planned Tasks:

- Reply to prospects
- Ask TRW for help on situation
- Send over organic content strategy
- Find growth opportunities for prospects.

Post-session Reflection

- Designed the new website posts, and sent it over, the client liked it

SESSION #123 - 25/08 12:00

Desired Outcome:

- Get new client.

Planned Tasks:

- Find growth opportunities for prospects
- Reply to 4 new prospects

Post-session Reflection

- Found growth opportunities for 2/4 prospects, got some interesting feedback from fellow students on what to consider when proposing some opportunities.

SESSION #124 - 02/01/2025 10:30

Desired Outcome:

- Finish both proposals for 2 prospects.

Planned Tasks:

- Finish presentation for project with interior accessories shop, include price.
- Send email to schedule call
- Start presentation for camping prospect
- Analyze 5 top players and write down what they do for their marketing.
- Ask Ai and chats for advice on my proposal.

Post-session Reflection

- Got to interesting feedback from fellow students and acted on it, my specific question is sent to the prospect, waiting for a reply before i can determine what im going to do.

SESSION #124 - 02/01/2025 11:40

Desired Outcome:

- Finish proposal for prospect

Planned Tasks:

- Start presentation for camping prospect
- Analyze 5 top players and write down what they do for their marketing.
- Ask Ai and chats for advice on my proposal.

Post-session Reflection

- Found what other top players use and got some inspiration in on what to propose. Definitely not final tho.

SESSION #125 - 02/01/2025 14:00

Desired Outcome:

- Finish proposal for prospect

Planned Tasks:

- Get specific about my proposal by listing out all options on paper, then picking best fit.
- Ask Ai and chats for advice on my proposal.

Post-session Reflection

- Listed out many options on paper, still struggling with the pitch and implications of a possible project.

SESSION #126 - 03/01/2025 10:20

Desired Outcome:

- Finish proposal for prospect

Planned Tasks:

- Go over feedback I got and make a first proposal draft.
- Ask Ai and chats for advice on my proposal.

Post-session Reflection

- Made a first draft of a proposal and sent it into the chats.

SESSION #126 - 06/01/2025 10:00

Desired Outcome:

- Get a new client

Planned Tasks:

Use extension to send 15 outreach messages.

Post-session Reflection

- Done