

Recap & Actions – [Aug 19, 2025](#)

Aug 19 with Kev | Builder Week 3

Context & Goals

This week is about **choosing ONE mission** (Mind / Message / Magnet), **time-boxing the work**, and **sharing progress in the community** so we build evidence, not overwhelm. We also flagged **office hours on Friday** as your progress checkpoint.

We reinforced **Parkinson's Law** (work expands to fill the time available), so time-blocking is non-negotiable this week.

Key Topics Covered

- **Mission paths (slide deck):** Mind for clarity, Message for content & conversations, Magnet for assets & attraction.
- **DM strategy:**
 - Daily goal: **start 5 conversations** with zero sales pressure; use **message starring + mark unread** to track. Send **one follow-up that takes the blame** (e.g., “realised I didn’t circle back”).
 - Use **RAIN** to guide DMs (Rapport → Aspirations → Interest → Negotiation).
- **Content system (Signature System):**

- Weekly cadence via **ICE**: Pain (Mon), New perspective (Tue), Process (Wed), Proof (Thu), Story (Fri). Evaluate every 1–2 weeks.
- **High-leverage post types (slides + transcript):**
 - **Incident posts**: paint their version of hell, end with a clear DM CTA; do one weekly (carousel works well when adding in the offer).
 - **Carousels** increase dwell time and content performance/distribution.
 - **Repurposing**: turn one older winner into a **DM opener**, **magnet intro**, or **carousel**; test which format bites.
- **Lead magnet + profile integration:**
 - Validate the idea first (quick poll), then **ship a mini asset** and **optimize profile** (banner, headline, featured, about) so your “entry point” is obvious. Also **DM 30+ dream clients** offering the magnet.
- **Research → content loop:**
 - Interview/survey prospects; **transform client work into magnets**; keep a **monthly repurposing rhythm**.
- **Muse Map & client archetypes**: build an empathy-rich **Dream Client** profile; we’ll circulate the **Muse Map guide** in the recap below.
 - Use **Four Forces** style prompts to map fears, frustrations, desires, aspirations for sharper messaging.

- **Community & tools:** commit to mission, **block calendar time**, and leverage **community GPTs**; **share wins/what worked** for accountability.

Personal Commitments (by mission)

- **Daryl — Mind Mission: Market research + ICP clarity.**
 - Actions: interview/survey 3 prospects; map empathy; build initial ICP notes.
 - Tie-in: turn early insights into next week's content batch.
- **Christian — Message Mission: Conversations + an incident post.**
 - Actions: 5 new convos/day using engagement signals; publish 1 incident carousel with a DM CTA; guide DMs with RAIN. Also honour your "pink space" for sustainable energy.
- **Maria — Message Mission: Reconnection reps (3+ convos/day).**
 - Actions: re-engage past clients, poll voters, profile viewers; document what opens replies; share best opener in the community.
- **Fadila — Magnet Mission: Tapping video + profile CTA.**
 - Actions: record a short tapping video (mini magnet), add to banner/featured, and start soft DMs offering it; follow up 2–3 days later.

Tools & Resources Mentioned

- **Muse Map** ([Dream Client archetype builder](#)). Might build a GPT for this?
- **RAIN** (DM flow) for natural conversations that lead to calls/offers.
- **Incident post & repurposing menu** (slides).
- **Lead magnet play + profile optimization** (slides).

Direction We're Headed

Ship the mission, **collect proof**, and share progress so we can tune the September plan in next week's MasterMind.

Action Plan: Next 7 Days

From Kev → Daryl, Christian, Maria, Fadila

Hey team — loved how focused you were. Let's keep it simple, disciplined, and evidence-driven before our MasterMind next week.

0) Non-negotiables (for everyone)

- **Post mission progress** in the community
- **Time-block** it (daily 30–60 min max). Parkinson's Law is a tax; don't pay it.
- **Share progress** (what worked + a screenshot/link) in the thread for accountability.

1 Daryl — Mind Mission: Market Research → ICP

Do this:

- Continue market research with ideal prospects / competitor research; record bullets for fears, frustrations, desires, aspirations (use 4 Forces prompts).
- Post a **1-page summary** in the community; extract **3 content angles** for next week.
- Optional: repurpose a high-performing carousel into a text + image post.

Why it matters: This fuels sharper positioning and content that feels “for me.”

2 Christian — Message Mission: Daily Conversations + Incident Post

Do this:

- Start **5 new convos/day** using **engagement signals** (profile views, poll votes, comments). Track with **star + mark unread**.
- Publish **one incident post** talking about ‘hell’ for your potential dad clients.
- Guide DMs with **RAIN**; send **one “my bad” follow-up** if left hanging.

Why it matters: Conversations + a resonant incident post produce hand-raisers quickly.

3 Maria — Message Mission: 3+ Reconnection Conversations / Day

Do this:

- Reconnect with **past clients/warm leads & poll voters/profile viewers**; aim for **3+ per day**. Log what opens replies.
- Repurpose an older post into a **DM opener** and **magnet intro**; test which pulls more responses.

Why it matters: Micro-consistency rebuilds momentum and warms the pipeline without heavy lifts.

4 Fadila — Magnet Mission: Tapping Video + Profile CTA

Do this:

- Record a **3-9 min tapping video** (mini magnet).
- **Feature it on profile:** banner, headline, featured, and about. Add a clear **CTA**.
- **Offer it to 30+ dream clients** via short personalised DMs; follow up **2–3 days later**.

Why it matters: A tangible asset + visible CTA creates an “entry point” and gives you a DM reason to connect.



What I'll Do

- I'll review your mission posts in the community and drop comments.
- We'll use **Friday office hours** to troubleshoot and finalise your September focus.



Reminder

Keep it **tight** and **time-boxed**. If you hit friction, post in the thread or DM me and we'll unblock it together. Let me know how it goes or post in Skool. Excited to see what you ship this week!

~ Kev