



## YOUR ASSIGNMENT



- 1 Identify some of your most powerful, driving purposes
- 2 Revise and enhance your identity document to make it as compelling and vivid as possible.  
Should get you FIRED UP every time you read it
- 3 Make a personalized plan for how you will review and synthesize these resources moving forward
- 4 Prepare for challenges

### **3) MAKE A PERSONILZED PLAN**

- REVIEW ALL AGOGE WORK EVERY SUNDAY AND PREPARE FOR THE NEXT WEEK - THE OODA LOOP SUNDAY
- MAKE ANY ADJUSTMENTS/IMPROVEMENTS TO THE DOCUMENTS FOR THE FOLLOWING WEEK
- SET BIGGER AND BETTER GOALS AS I ACHIEVE THE CURRENT GOAL SET
- REMIND YOURSELF OF THE GOALS YOU HAVE ACHIEVED SO YOU CAN LOOK BACK AND SEE HOW FAR YOU HAVE COME

#### **1) Identify some of your most powerful driving purposes.**

- Changing My life
- Retiring MY Mother
- Breaking the limitations of my body
- Show all who doubted me that I in fact am a champion
- Escaping the Cage of the U.K (Again)

2)

# AGOGE NEW IDENTITY

Ideal Version of Yourself 3-6 Months From Now

## Power Phrases (2-3)

- I am a champion
- I will break free from this CAGE
- GET YOUR FUCKING ASS BACK TO WORK
- DO YOU WANT TO FAIL AND STAY A LOSER CUNT
- DO YOU WANT TO PROVE THE HATERS THAT THEY WERE RIGHT?
- **“Nobody is gonna hit as hard as life, but it ain't how hard you can hit.  
It's how hard you can get hit and keep moving forward.  
It's how much you can take, and keep moving forward.  
That's how winning is done.”**
  - **If you're going through hell, keep going.**
- I am Jack Downing and I am Resilient
- I am Jack Downing and I REFUSE TO LOSE
- I am Jack Downing and I REFUSE TO ACCEPT THIS IS THE SORRY EXCUSE FOR A LIFE  
I AM DESTINED TO LIVE

## Core Values (2-3)

- HARD WORK
- NEVER GIVE IN/UP
- STRENGTH AND LOYALTY
- RESILIENCE AND DETERMINATION

## Daily Non-Negotiables (2-3)

- 4am Wake up
- 200 DAILY BURPEES
- STRIVING FOR CLIENTS

- OODA LOOPING
- OODA LOOP MY APPLICATIONS BEFORE ME METHOD (WEEKLY)
- Daily checklist
- TAKING CARE OF MY DOG
- PUSHING MYSELF TO MY LIMITS

## Goals Achieved

- LANDING MORE CLIENTS
- EXPAND MY KNOWLEDGE OF HOW TO APPLY MY SKILL - LIKE LANDING PAGES
- 
- LANDING AT LEAST ONE CLIENT WHO I WORK FOR ON A DAILY/WEEKLY BASIS
- BREAKING THROUGH THE BARRIERS MY NERVE DAMAGE LIMITS ME TOO
- LOSING WEIGHT AND BEING HEALTHIER OVERALL
- MOVING FORWARD WITH HEALTHCARE
- EARNING £500 A WEEK

## Rewards Earned

- FEELING POWERFUL
- NEW WARDROBE
- MOVING OUT OF THE COUNTRY
- INCREASED INCOME
- INCREASED SOCIAL PROOF FOR SKILL
- INCREASED FITNESS
- INCREASED PAIN TOLERANCE LEVEL TO THE CHRONIC PAIN (NERVE DAMAGE)

## Appearance And How Others Perceive Him

- SOMEONE WHO IS DEDICATED TO CHANGING THEIR LIFE DESPITE ALL THE ODDS AGAINST HIM
- SOMEONE TO LOOK UP TO AND MOTIVATE THEM TO DO BETTER FOR THEMSELVES - IF HE CAN, I CAN TOO.
- RESILIENCE AND DETERMINATION

# Day In The Life

Make it as vivid as possible. What does he FEEL like as he goes through each part of his day? Add images vision board style. Use the first person and present tense, i.e. "I walk through the streets..."

- NOTHING IS IMPOSSIBLE -
- DRIVE AND FOCUSED TOWARDS THE GOALS I HAVE SET BEFORE ME
- AN UNSTOPPABLE FORCE
- DOING EVERYTHING AND ANYTHING ACCOMPLISHING EVERY TASK WITH EASE
- HIS EYES ARE STEADY FOCUSED ON THE TASK AND HAND AND NOTHING CAN DISTRACT HIM
- 
- 
- 
- THIS IS DIFFICULT TO ANSWER, WITH MY HEALTHCARE I KNOW FOR A FACT I WILL BE SPENDING SOME TIME IN HOSPITAL.
- I HAVE A TWO WEEK STAY COMING AND NUMEROUS HEALTHCARE APPOINTMENTS
- BUT WALKING THROUGH THE REST OF THE DAILY LIFE I WILL BE FINDING TO COMPLETE ALL OF THE ABOVE MUCH EASIER AND QUICKER.
- BE MORE CONFIDENT IN MY ABILITY AND APPROACH WITH MY SKILL.
- FREEING UP MORE TIME TO TO IMPROVE MYSELF IN OTHER ASPECTS OF MY LIFE
- I WILL BE RE-EVALUATING THIS DOCUMENT AND APPLYING HOW I WANT TO SEE MYSELF IN THE NEXT 3/6 MONTHS
- THEN APPLYING EVERYTHING I NEED TO DO TO REACH THOSE GOALS
- THE OODA LOOP/HERO'S JOURNEY



## Day In The Life REVISITED:

I WAKE UP AT 4AM, MAKE COFFEE AND LOG INTO TRW, CHECK MY SCHEDULE.

CHECK ALL ANNOUNCEMENTS AND GO THROUGH WHAT IS NECESSARY TO START THE WORKING DAY.

START THE WORK FOR MY CURRENT CLIENT(S)

WALK THE DOG FOR AN HOUR OR MORE

DRESS TO IMPRESS EVEN IF NO-ONE SEES ME, IT ABOUT MAKING MYSELF FEEL MORE POWERFUL

BREAKFAST FOR MYSELF AND THE DOG AND CONTINUE THE WORK I HAVE SET OUT FOR THE DAY - INCLUDING DAILY CHECKLIST.

SMASHING THROUGH ALL THE WORK I HAVE TO DO AS I HAVE NOW MORE CONFIDENCE IN MY WORK AND ABILITY HAS FREED UP SOME MORE TIME

NOW I HAVE MORE FREE TIME IT OPENS UP SOME MORE ROOM FOR ADDED CLIENTS

FIND AND LAND MORE CLIENTS TO INCREASE MY INCOME

ALSO FIND WAYS I CAN IMPROVE MY KNOWLEDGE AND SKILLS WITHIN COPYWRITING

EXPANDING MY SKILLS WILL MAKE ME EVEN MORE VALUABLE TO A BUSINESS



DOUBLING DOWN ON EXPANDING MY SKILLS MAKES ME FEEL EMPOWERED AND UNSTOPPABLE.

FEELING EMPOWERED I USE THIS FUEL IN A G WORKOUT SESSION IN THE GYM

ATTEND ANDREWS POWER-UP CALL

HAVE A HEALTHY MEAL - NO SHIT FOODS

WALK DOG IN THE EVENING AGAIN FOR AN HOUR OR SO

NIGHT WORKOUT - FEELING FUCKED BUT PUSH THROUGH ALL THE BARRIERS AND REACH THE END GOAL

DAYS THAT I HAVE PHYSIOTHERAPY OR HOSPITAL APPOINTMENTS:

COMING OUT OF PHYSIOTHERAPY I FEEL SHATTERED, BREAKING THROUGH THE PAIN BARRIERS THAT I HAVE BEEN HOLDING ME BACK FOR 5 YEARS HAVE BEEN ACCOMPLISHED BY PUSHING MYSELF EVERY SINGLE DAY DURING MY WORKOUTS.

ALTHOUGH IT IS STILL UNKNOWN WHETHER THIS TORTURE WILL PERSIST FOR THE ENTIRETY OF MY LIFE OR NOT I REFUSE TO LET IT GET THE BETTER OF ME AND BREAK DOWN THOSE WALLS THAT ONCE WERE THOUGHT TO BE IMPOSSIBLE TO BREAK.

WHEN I LEAVE ANY HOSPITAL AFTER RECEIVING TREATMENT OR SURGERY I WILL LEAVE EMPOWERED. SURVIVING DAILY TORTURE OVERCOMING PAIN MOST COULDN'T EVEN BEGIN TO IMAGINE I LEAVE VICTORIOUS.



I STAND BEFORE YOU AS A TESTAMENT OF MY RESILIENCE AND ABILITY TO OVERCOME ANY OBSTACLE

## Cause and effect assignment

1 - Pick one of the goals that your ideal self is going to achieve in the next 3-6 months

2 - Work backwards from your goal and identify the as many of the cause and effect chains that will lead to the desired result.

3 - Identify any potential "unknowns" or assumptions in your understanding of the cause effect chains

4 - Share your cause and effect chain, assumptions and unknowns in # | agoge-chat

(Obviously you still have to do burpees today and post the timer screenshot in # | agoge-accountability )

1 - Pick one of the goals that your ideal self is going to achieve in the next 3-6 months

- EARNING £500 A WEEK

2 - Work backwards from your goal and identify the as many of the cause and effect chains that will lead to the desired result.

- 1 OR 2 CLIENTS PAYING FOR COPYWRITING SERVICES THAT AMOUNT TO £500 A WEEK.
- PROVIDING THE CLIENT WITH THE END PRODUCT ( END PRODUCT COULD BE ANYTHING FROM BLOGS,NEWSLETTERS,EMAIL MARKETING SERVICES, GHOST WRITING ETC.



- ASKING THE CLIENT IF THE FINAL DRAFT IS TO THEIR SATISFACTORY AND IF ANY FURTHER AMENDMENTS ARE NEEDED
- AMENDING ANYTHING THE CLIENT DESIRES FROM THE DRAFT OF THE WORK I HAVE PUT FORWARD TO THEM.
- PROVIDING THE CLIENT WITH THE DRAFTED VERSION OF THE WORK
- CONFIRMATION AND EXPECTATIONS OUTLINED AFTER AGREEMENT HAS BEEN MADE TO PAY FOR MY SERVICES. THIS WILL INCLUDE WHAT IT IS EXACTLY I AM PROVIDING, THE TONE AND AGENDA OF THE WORK THEY WISH TO BE PRODUCED
- SALES CALL ( DURING THIS SALES CALL I NEED TO DISCOVER THE PROBLEMS THE CLIENT HAS, THE SOLUTIONS I CAN PROVIDE, THE DREAM STATE OF WHERE THE CLIENT WANTS TO BE, HOW I FIT INTO THEIR BUSINESS, THE OFFER I WANT TO PRESENT THEM ETC.....
- AGREEMENT TO A SALES CALL AFTER EMAIL CORRESPONDENCE (SET TIME AND DATE)
- CORRESPONDENCE BETWEEN MYSELF AND THE PROSPECT FOLLOWING MY OUTREACH
- FIRST EMAIL/OUTREACH TO A POSSIBLE PROSPECT - THIS WILL INCLUDE THE WRITING OF THE OUTREACH, EVALUATING MY OUTREACH AND MAKING CHANGES THAT WILL IMPROVE THE OUTCOME OF BEING RESPONDED TO. HELP WITHIN TRW - COPY REVIEW, ASK THE EXPERTS ETC.
- LOG THEIR DETAILS IN GOOGLE SHEETS FOR LATER REFERENCE INCASE I NEED TO RE-EVALUATE THEIR BUSINESS OR REMIND MYSELF WHO I AM ACTUALLY TALKING TO
- ANALISE PROSPECTS ONLINE PRESENCE IN A PARTICULAR NICHE AND WORKOUT WHERE THEY CAN IMPROVE. ONCE YOU HAVE THIS YOU CAN NOW OFFER A SERVICE THAT FITS AROUND THEIR WEAKNESSES IN THEIR ONLINE PRESENCE.
- SEARCH AND FIND A PROSPECT IN A PARTICULAR NICHE

### 3 - Identify any potential "unknowns" or assumptions in your understanding of the cause effect chains

POSSIBLE UNKNOWNNS OR ASSUMPTIONS:



1. THE OFFER TO THE CLIENT IS WHAT THEY WANT OR NEED
2. THAT THEY HAVE THE MONEY TO SPEND FOR MY SERVICES
3. THAT I AM WRITING IN THE TONE, THE VOICE THAT THEY WISH TO PRESENT
4. THAT MY WORK REACHES THE EXPECTATIONS OF THE CLIENT
5. THE CLIENT COULD WANT SOMETHING OUTSIDE OF MY CURRENT UNDERSTANDING/EXPERTISE
6. THE DREAM STATE OF THE CLIENT IS NOT WHAT I EXPECTED
7. THE PROBLEMS THE THE CLIENT IS FACING
8. MY OFFER IS REJECTED
9. I HAVE NO CORRESPONCE AT ALL (GENERALLY THE CASE 😊)