



## THE EXERCISE

- 1 Identify a problem you are facing (bad outcome/symptom)
- 2 Walk the factory line
- 3 Ask why until you find the root causes. Use outside resources if needed.
- 4 Create or update your strategy and tasks to solve the problem and get your outcomes

### Problem

My main problem is – Even after starting my copywriting journey in September, I haven't made a single cent from here.

### Factory Line

- I learnt copywriting stuffs
- I made my plans, that on January 1st I'll leave my normal job and become remote.
- I started outreaching to different businesses.
- But I didn't get a single positive reply. Even though I reached out to almost 350 businesses.

### Why

- I did some outreach on day 1,2, but after I got distracted.

- I used different methods of outreaching, but I always outreached at a bulk rate.
- I used the same templates to outreach every single business, I didn't personalize anything.
- I didn't provide enough value to them .
- I couldn't grab their attention enough.
- I also tried to copy the templates provided by different marketers, like Sabri Suby and Alex Hormozi.
- Before doing the outreach, I didn't do the research on what exactly the business needed.
- I also reached out to wrong businesses, who don't have that much high ticket program or anything.
- Some of my outreach messages were AI rewritten or too long.
- Sometimes I tried to sell them my service, not the meeting.

## New Strategy

- I'll do enough research about the business before outreaching.
- I won't use the same template for everyone. I'll make it more personalized.
- My message shouldn't be very long, and I need to sell the meeting, not the service.
- I need to provide enough value to them, so they are more curious.
- I will outreach DAILY at a consistent rate.