

# Identity DOCUMENT

## The GOALS:

NODO

- ☐ Niemcy / Austria - finding prospects (list of 500)
  - ☒ ~~25.02 - 1,5h + 1h (150)~~
  - ☒ ~~27.02 - 2h (300)~~
  - ☒ ~~27.02 - 2h (450)~~
  - ☒ ~~27.02 - 1,5h (560)~~
- ☐ Create email campaign, good video, nice pictures, all stuff.
  - ☐ 28.02 - 1,5h
  - ☐ 28.02 - 1,5h
- ☐ 29.02 - Build my website
  - ☐ I go through BIAB lessons
    - ☒ ~~24.02 - 1h~~
    - ☒ ~~25.02 - 1h~~
    - ☐ 29.02 - 1,5h - Finish
  - ☐ I go through Sales and Marketing Mastery Lessons
    - ☒ ~~23.02 - 1,5h~~
    - ☒ ~~23.02 - 1,0h + 1,0h~~
    - ☐ 29.02 - 1,0h - Finish
- ☐ Instagram profile
  - ☐ I go through lessons in Client Acquisition campus
    - ☐ 29.02 - 1,5h
  - ☐ I list out things I need in order to have a good instagram profile
    - ☐ 29.02 ?
- ☐ 29.02 - I picked a niche and know EVERYTHING about top players
  - ☐ I got a client
    - ☐ Provide amazing results
    - ☐ Get testimonial
  - ☐ I got another client
    - ☐ Provide amazing results
    - ☐ Get testimonial
- ☐ 08.03 - I start outreach
  - ☐ I did all the missions:
    - ☐ How are you actually going to find your prospects?

- ☐ List 5 things you need to know about your prospects to find out if they are a good fit or not.
- ☐ Record yourself talking to a prospect for 30 seconds and doing an introduction.
- ☐ 05.03 - My first day kickboxing
  - ☐ 04.03 - I call and ask about things I might need
- ☐ If possible build a relationship and get paid from those clients
- ☐ 31.03 - I leave Sphinx
- ☐ If I am not yet getting paid, I find a job in a restaurant starting on 24.03
- ☐ Review, resolve the unknowns and revise my plan accordingly.
- ☐ 01.04 - professional outreach, create free value and personalize messages
  - ☐ I go through Partnering with businesses lessons
- ☐ I have a GOOD and paying CLIENT on 15.04!!
- ☐ On the 1st of August I am a different MAN.
  - ☐ Build as a ROCK
  - ☐ Trained kickboxing for the past 5 months
  - ☐ I earn now \$5,000 / month
  - ☐ New apartment
  - ☐ There are people who aspire to be like me!

### **The goal:**

“Managed to leave a 9-5 job, earning \$5,000 / month!

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# AGOGÉ NEW IDENTITY TEMPLATE

Ideal Version of Yourself 3-6 Months From Now

## Power Phrases

- I am powerful and capable, and I can achieve anything in life.
- I will do what’s required to become the best version of myself.
- I am disciplined and I will go through pain and adversity to become stronger.

## Core Values

- Bravery
- Commitment
- Resilience

## Daily Non-Negotiables

- Daily checklist
  - 30 min of analyzing a good copy
  - Perform a G-work session on my client's work (1,5 hours)
  - Review my day, plan next day accordingly
  - Watching the "Morning Power Up Call" every single day
- Training
  - 1 hour of my normal training
  - 100 Burpees
- Waking up at 4 am
- 1 hour of going through the copywriting lessons

Staying away from any form of cheap dopamine; no drinking, no garbage foods, no scrolling, no nothing. Just hard work, working on myself, everyday getting better, and spending quality time with my gf and family.

## Goals Achieved

- Achieved great results for my client - successfully elevated their business, up from the shithole they're currently in, acquired 10 new customers for their modular houses, found a business to partner with and expanded our reach internationally.
- Managed to leave a 9-5 job, earning now \$5,000 / month, and have 5 more clients who are eager to work with me.
- I am 100% accountable for anything that happens in my life and super disciplined. I can do whatever I tell myself to do and there is not a single second I waste for some bullshit.

## Rewards Earned

- I have a lot of time now to pursue my goals as I don't have to waste 10 hours a day for a 9-5.
- My parents, my family and my girlfriend are super proud of me, myself included.
- I've managed to join the "War Room" and I can be the part of like-minded people.
- The biggest reward is that I can finally be myself, be successful and have a big reason to move forward, create something, be a part of something great and live a fulfilled and meaningful life. I did not have that before, I was chasing a short term pleasure, doing all kinds of drugs and abusing alcohol. I am finally free from all that crap and that makes me proud and content.

## Appearance And How Others Perceive Me

- Appearance: Groomed, well dressed, stoic, calm, composed, strong, capable.
- It's like you said Prof. When something bad happens and someone has a problem in their life, they look directly at me for help, to find hope and light in a dark ass tunnel. I am the guy they call when they struggle with something, everyone knows I can handle everything and everyone. No matter how hard and painful the struggle, "I will find a way or make a way".

## My Day In Life 2 - improved version

At 4 am, the world lies shrouded in silence, but I'm wide awake, embracing the cool darkness as I prepare to embark on a journey within myself. I step into the training arena. With each push and pull, I navigate through the pain, feeling the intensity surge through me.

This session, the best and toughest I've ever had, leaves me soaked but empowered. As I catch my breath, I glance out the window, greeted only by the melody of birdsong.



In that moment, I feel the gratitude filling up my body for the gift of life and everything I have achieved.

Transitioning seamlessly from the physical to the mental, I plunge into the world of copywriting insights. The next few hours become a brain workout, an intricate dance with challenges. It takes me over three hours, two G-work sessions, to finish off the project for my client. In the midst of it, I interrupt with 100 burpees, completed in a mere 3 minutes and 45 seconds—effortlessly. I feel proud, I feel like I am reaching the top of the mountain, even though there is so much hard work ahead of me.

With the sun's gentle ascent, I pause, bathing in the rays of the sun, softly fondling my face.

I meticulously plan the day ahead, fortifying my resolve with another dose of new insights from the morning powerup call, now at an impressive #669 titled "How to become THE MAN." Professor Andrew's words resonate deeply, amplifying the

realization that I am indeed THE MAN and I understand exactly what new students are going through, I was like them just 6 months ago.



Discipline reigns supreme as I reject distractions and avoid the call of cheap dopamine. No junk food, no mindless scrolling—just a relentless pursuit of improvement.

In this focused state, my efforts bear fruit. I've transformed my client's business, managed to pull it off, and are now venturing into international territories like the Netherlands and Germany. The prospect of conquering the US market looms on the horizon.

The momentous occasion arrives as I board a first-class flight to Romania for my inaugural War Room meeting, generously sponsored by Tate. In just an hour, I'll be face-to-face with the people who sparked this metamorphosis, the catalysts of my change, my success, my life as a G. The excitement bubbles inside me, like a rollercoaster climbing to the top, heading into the unknown.

To be continued... (I will write the rest of the story by myself in 6 months from now)

# My Day In Life 1

It's 4 am, the world is still asleep, but I'm wide awake, ready to kick off my day.

I dive straight into the training, soaking wet, pushing through the pain, the best and the hardest one I ever did. I feel powerful, I look out through the window, only birds are singing, I am grateful to be alive.

After that, it's work time. I spend 30 minutes getting the hang of some new copywriting insights, then dive right into the project for my client. It's a bit of a brain workout, but I'm all in, facing challenges head-on. It took me over 3 hours to finish it off, two G-work sessions, but it was worth it. Threw 100 burpees in between, I do them in 3 min 45 sec now, easy.

As the sun comes up, I take a breather, plan my day, and catch another morning power up call, it's already #669 called "How to become THE MAN". Prof Andrew hypes me up even more, because I know that I am THE MAN now and I understand exactly what new students are going through, I was like them just 6 months ago.

No time for slacking off, though – it's all about hard work and saying no to distractions. No junk food, no pointless scrolling – just hustling to get better every day. All the cheap dopamine and garbage doesn't even cross my mind. I'm focused on my goals, I'm disciplined.

It's paying off. I've turned around my client's business, got many new customers and even expanded internationally. We are working now in the Netherlands and Germany and are thinking about conquering the market in the US.

It's time for my first War Room meeting. Tate's paid for my flight in the first class, in 1 hour I will be in Romania and I will finally meet the people it all started from. My change in life, my success, my life as a G, can't wait.

To be continued... (I will write the rest of the story by myself in 6 months from now)

## Cause / Effect

**11. Cause : If I consistently generate an income of \$5,000 / month**

Effect : Then I will leave my garbage 9-5 job.

Effect 2: Then I will fully focus on my copywriting journey and self development.



**Assumption:** Earning \$5,000 / month is sufficient to support myself financially.

**Unknowns:** Unexpected expenses, changes in my living situations, any other issues (health or financial)

**Unknown 2:** How hard is it to maintain an income of \$5,000 / month?

**Assumption 2:** Not fucking hard if you are a G.

**Assumption 3:** Assumption 2 is not really an assumption, it's actually a FACT.

**10. Cause :** If I manage to increase the revenue by \$50,000 for my client, over the period of one month

Effect : Then I will get paid \$5,000

**Assumption:** I will acquire 5 new customers in 1 month

**Unknown:** How difficult is it to find a potential customer in the Home Construction Industry?

**9. Cause :** If I acquire 5 new customers for a business

Effect: Then I will increase their revenue by \$50,000

**8. Cause :** If I analyze and optimize the sales funnel to improve conversion rates

Effect : Then I will Increase the overall efficiency of the sales process

Effect 2: Then I will convert a higher percentage of leads into customers.

**Unknown:** What parts of the sales funnel I need to improve?

**Unknown 2:** How to correctly analyze the funnel, which of the lessons from the bootcamp should I revise?

**7. Cause:** If I consistently dedicate time in a G-work session to create

**new and compelling ads or enhance existing ones**

Effect: Then I will develop impactful materials that resonate with the target audience, thereby increasing the likelihood of acquiring more customers.

**Unknowns:** *What's the impact of new ads on customer acquisition and what factors determine their success?*

**Unknown 2:** *What kind of ads should I focus on? Which ads will generate the best results for my client?*

**6. Cause: If I establish a strong online presence through social media and other platforms.**

Effect: Then I will increase visibility and credibility of my client and attract new customers.

**Unknown:** Which specific social media platform aligns best with the target audience and goals of my client's business?

**Unknowns 2:** Is it better to prioritize growth on a single social media platform initially, or should I grow my client's online presence simultaneously on a few different ones?

**5. Cause: If I explore additional digital marketing strategies**

Effect: Then I will be able to attract a broader client base.

**Unknown:** *The effectiveness of these strategies may depend on market trends, client needs, and the competitive landscape.*

**4. Cause: If I dedicate my time daily to analyze and improve my copywriting skills**

Effect: Then I will create more compelling and effective marketing content.

**3. Cause : If I strategically present additional services or plans that align with the client's goals**

*Effect : Then I will be able to grow his business*

**Assumption:** Aligning services with client goals will lead to business growth.

**Unknown:** What are other factors that may influence the success of these plans?

**2. Cause: If I communicate with the client, understand their evolving needs, and provide excellent service**

*Effect: Then I will strengthen the relationship, fostering trust and loyalty.*

*Effect 2: Then he will agree with my future plans and potential ideas*

**Unknown:** How the client's evolving needs and market dynamics will impact their perception and commitment?

**1. Cause : If I do a deep market research and find out what other Top players are doing,**

*Effect : Then I will know exactly what kind of services I have to provide for my client.*



