

Strive for the Ideal

1. My Goal

I will be hitting rainmaker within 45 days

2. What it takes to get there

For client 1 - House Painter:

- Bring him new customers/ work at a value of at least 10.000 \$. Depending on the house, that is at least one or two new customers

For client 2 - Socks for women:

- Sell about 250 packages of 3 sock pairs

3. Break down objectives

For client 1:

- Finish and launch Website
- Set-up Google My Business
- Search Ads (Still need to clarify this with my client)

For client 2:

- Launch the Ads

4. Break down tasks

For client 1:

- Redo the structure of the Website
- Add CTA button
- Drop shadow card - testimonial (italic, semibold)
 - Name medium bold

- place/city normal
- Add screenshots of reviews
- Finish adding Pictures
- Connect all links and buttons
- Optimize the page for tablet/mobile phone
- Ask feedback about the design of the page and if needed to the required adjustments (in TRW chats)
- Send preview link to the client for a final feedback before publishing

For client 2:

- Write video scripts for the ads
- Take every line of the voiceover and write exactly what the video should like like in that specific moment
- Go over the scripts with my partner
- Send scripts to the client (she will make the videos herself)
- When the videos are done, make the last adjustments before launching ads
- Launch ads
- Monitor, observe, review and adapt

I cannot write down a specific date when we'll go live with the ads due to the clients' work schedule but It is very likely to do it within the next 2 weeks!