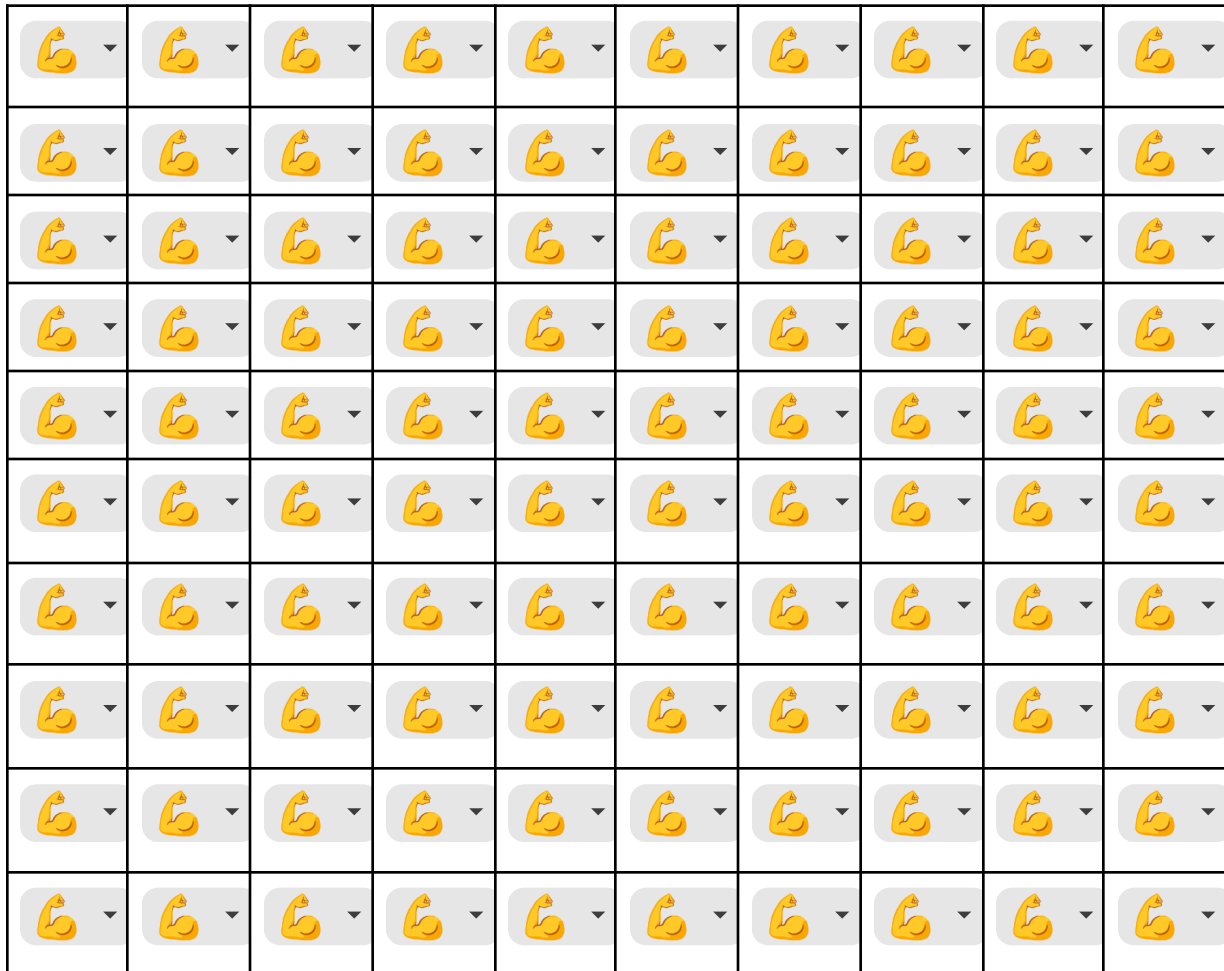


100 GWS SESSIONS AWAY



G Work Checklist

- ☒ ~~Set a desired outcome and plan actions~~
- ☒ ~~Pick an attitude~~
- ☒ ~~Hydrate, Caffeinate, Get the blood flowing~~
- ☒ ~~Remove distractions~~
- ☒ ~~Set a timer for 60-90 mins~~

☒ ~~Get started~~

☒ ~~Evaluate afterwards~~

G Work Session Tracker Template

SESSION #1 - Date + Time

Desired Outcome:

- Prep more content for my personal brand

Planned Tasks:

- Write social media content for X & LI in a way that emphasizes authority
- Also get better in AI in the meantime by practicing how to properly give it the right amount of context
- ŠesaTake notes of any potential idea for future content creation sessions

Post-session Reflection

- It all worked out nicely. I'm getting increasingly better at AI & have enough posts for the rest of the month. But I'm not satisfied. I have to do more
-

SESSION #2 - Jun 8th / 8:45 - 9:45

Desired Outcome:

- Tackle part of my daily tasks

Planned Tasks:

- Schedule emails
- Collect insights that I learned in the last 7 days

Post-session Reflection

- Working first thing waking up (after drinking water and doing pushups) is great. It's almost better than doing it while caffeinated. Almost.
-

SESSION #3 - Jun 8th / ~ 10:30 - 11:45.

Desired Outcome:

- Plan out my next week. This is the time of the day & week where I collect all notes I took & tasks I've finished.

Planned Tasks:

- Analyze the progress I made this week.
- Look for areas of improvement.
- Prep tomorrow's call.

Post-session Reflection

- Learned important lessons about a big roadblock: client management. I now have specific steps I can follow in order to decrease churn.
 - I also got further proof that I'm not using TRW's network to its full potential.
 - Don't have any unanswered questions.
 - I only have the next week all planned out. Now it's time to take action.
-

SESSION #4 - Jun 9th / 8:45 - 9:45

Desired Outcome:

- Finish a new Facebook ad for an engaged lead.

Planned Tasks:

- Conduct market research
- Build the first draft
- Leverage AI as I do it

Post-session Reflection

- It was pretty bad. Output was at like 30%. I struggled staying awake doing the research & writing the copy. Not sure why this happened as I always go to bed at the same time and do everything in the same order. I've never written this kind of copy at this time as I usually outreach at this hour, so maybe that's why. I'll keep getting more data. Very disappointed.
 - Post-reflection reflection: that was unacceptable behavior. 30% output during a deep work session is absolutely unacceptable. I will not allow this.
-

SESSION #5 - Jun 9th / ~ 10:30 - 12:30

Desired Outcome:

- Finish two special kinds of outreach to clients I had one year ago.
- Finish the Facebook ad from earlier.

Planned Tasks:

- Review the draft of the outreach.
- Prep the final ver.
- Repeat this for the other ex client.
- Work on the FB draft.
- Finish and incubate it.

Post-session Reflection

- I went for way longer than planned because I was not going to break the flow. If I stopped, I'd lose momentum.
 - I didn't get to finish the FB post because the outreach thought process of the other ex clients took a lot more effort than planned. That being said, I'm confident that I came up with two "grand slam offers" (as Hormozi calls them), and they can't say no.
 - All in all, it took me longer than I expected, but I'm confident of the output from this session.
-

SESSION #6 - Jun 10th / ~ 8:45 - 9:45

Desired Outcome:

- Batch create social media content for my client

Planned Tasks:

- Come up with ideas
- Create the first drafts
- Leverage AI

Post-session Reflection

- It was alright. Rather disappointed with the everything, but it wasn't as smooth as I expected.
 - "How could I have done it better?" Not entirely certain to be honest. The energy wasn't quite there. All in all, it's just a matter of doing more. It's still more than what I used to do months ago, but I know I can do better.
-

SESSION #7 - Jun 10th / ~ 10:30 - 11:30

Desired Outcome:

- Client work. Finish polishing the email flows according to their instructions

Planned Tasks:

- Create an in-depth lis

Outcome:

- Goal.

Steps:

- Task.

Review:

- Note.

Session #9/100 - June 10th @ 5:30 - 6:30.

Outcome:

- Make progress with the client's 12 email flow list & some housekeeping.

Steps:

- It's just some monotonous tasks that require doing. Nothing exciting, but it's necessary to scale.
- Prep tomorrow's checklist in advance.

Review:

- Went better than I thought. I felt like shit at first, but that's how it goes, it's part of the process. I broke through the "suck" and kept working on the outcome. Things went smooth in the end.

Session #10/100 - June 11th ~ 8:45 - 9:45.

Outcome:

- Finish the first draft of the client's social media posts for the next ~ 20 - 30 days.

Steps:

- Do it one by one, systematically.
- Leverage AI to improve my skills with it as well.

Review:

- It was alright. Got about halfway through. The process went a bit more smoothly than yesterday but energy got low by the end.
- I also realized I should update my custom AI prompt for writing copy in this brand's language. This kind of stuff is high-leverage improvements.

Session #11/100 - June 11th @ 10:30 - 11:30.

Outcome:

- Make progress with the 12-email flow sequence for my client.

Steps:

- Just some monotonous thing I don't want to do, same as yesterday. I'll just finish this quick so I can move on to the next level.

Review:

- Went well. No major breakthroughs in this session as it was just some housekeeping that's necessary in order to help scale this brand.

Sesh #12/100 - June 11th @ 11:50 - 12:50.

Outcome:

- Literally the same as last session. Just do more of it because I'm halfway there.

Steps:

- Same as before.

Review:

- Finished the flow 10 min earlier. I expected this would've taken longer.
- Again, no new breakthroughs with this one, just housekeeping so we can get momentum with the biz.

Sesh #13/100 - June 11th @ 5:55 - 6:55.

Outcome:

- Client work.
 - Work on the client's email flows.
 - Double check the scheduled FB posts to make sure all's good.

Steps:

- Same as before, nothing new.

Review:

- Most of the work is done. Now I'll leave there for a while, then triple check tomorrow and update the client via email.
- Finally done with this shit lol.

Sesh #14/100 - June 11th @ 8:05 - 9:25.

Outcome:

- Come up with a tangible roadmap to improve my client's website.

Steps:

- Go through the whole funnel and break it down:
 1. Look for areas of improvement & break em down.
 2. Add em to a doc.
 3. Analyze competitors and compare it with the client, and use that data to find out if I missed anything.
 4. Review the file and prep it for the client so we can go over it next call.
 5. Win lol.

Review:

- Things went pretty bad. I barely did anything. I mean, I did work, but it was all abstract. Could be because it's the first time I do this kind of stuff on this level. No excuse of course.
- I'll keep attacking this tomorrow with the lesson I learned: if it's too abstract (I was looking at the entire website *while* comparing competitors), it's likely that I won't make as much progress as if I had a more tangible goal.

Sesh #15/100 - June 12th @ 8:50 - 9:50.

Outcome:

- Finish the latest batch of SM posts for my client.

Steps:

- Have AI open on the side to help get through it quicker.

Review:

- It was a lot like the sessions from previous days at this time - low output. I think this might be because the task is rather abstract, there's a ton of stuff I could write about. I did do a little better than two days ago though. So that's progress.

Sesh #16/100 - June 13th @ 8:48 - 9:58.

Outcome:

- Work on a lead's Facebook ad - free value.

Steps:

- Conduct market research with the Tao in mind.
- Come up with the first draft.
- Leverage AI as I do it.

Review:

- Went alright. Got pretty sleepy for a while as seems to be a common thing in the first sesh of the day. But I was able to finish quickly thanks to the help of AI.
- All in all, it was one of those moments where you got a tiny bit better, but better nonetheless.

Sesh #17/100 - June 13th @ 10:30 - 11:45.

Outcome:

- Brainstorm website improvements for my client.

Steps:

- Keep working on where I left off yesterday.
- Win lol.

Review:

- Went well. I came up with a series of actionable steps by leveraging what I found out about top players using the data I found on Similar Web.

Sesh #18/100 - June 13th @ 11:55 - 12:59.

Outcome:

- Finish the Meta ad from earlier.

Steps:

- Review the copy and move on from the draft.
- Add emoji and check the grammar.
- Prep it for delivery to the lead.

Review:

- I finished way earlier and moved onto the next task which was finishing the setup process of my email domain. It all seems to be working now.

Sesh #19/100 - June 13th @ 8:40 - 9:44.

Outcome:

- Analyze the client's footing on Brevo and look for improvements.

Steps:

- One hour will likely be too much, so I'll use the remaining time to create SM posts for my personal brand.

Review:

- Went well. It was my first time using Brevo and I learned a lot. Got quite a few ideas on how to 100X their biz. This is a big moment.

SESSION #20 - June 14th + 8:55 - 9:55.

Desired Outcome:

- Conduct client work

Planned Tasks:

- Finish the client's social media posts for the next month
 - Polish the text
 - Add emoji
 - Check grammar
 - Prep it for delivery
- Start writing the first draft of the next set of emails for their newsletter
 - Ideate stuff
 - Write the first ver
 - Write down any new ideas I might have

Post-session Reflection

- Went pretty good, made more progress than I expected. I made some changes to the tasks but it's all working out
- Most importantly, I didn't feel like sleeping today (not much anyway), so that's that.

SESSION #21 - June 14th + 10:35 - 11:35.

Desired Outcome:

- Finish coming up with website improvements for my client.

Planned Tasks:

- Work on yesterday's file and brainstorm improvements by comparing the website with other players
- Build a doc about these ideas for the client

Post-session Reflection

- Ez. I'm leveraging bigger brands as examples. So it's a no brainer for the client and I've no doubt they'll agree with the project.
- The hardest step is telling them their website looks like shit in a nice way.

SESSION #22 - June 14th + 11:45 - 12:45.

Desired Outcome:

- Come up with a winner outreach email format.

Planned Tasks:

- Schedule the other two pieces of FV for the engaged leads.
- Analyze ALL results from ALL the outreach emails I've sent recently in order to determine what outreach format outperformed the others.
- There's no magic, it's just analyzing the thing and brainstorming a better way with the data I gathered.

Post-session Reflection

- Didn't get to finish the analysis because writing the outreach replies took longer than I expected. I'm relatively bullish about it, so it's progress

SESSION #23 - June 15th + 8:50 - 9:50.

Desired Outcome:

- Make progress with client work

Planned Tasks:

- Work on the client's newsletter emails. Simple stuff

Post-session Reflection

- Went well. Didn't feel sleepy whatsoever even though I slept like crap last night. Got most emails done
- I used AI quite well in this session. I'm getting better at prompting

SESSION #24 - June 15th + 10:30 - 11:30.

Desired Outcome:

- Plan out the next seven days.

Planned Tasks:

- Analyze the results of my last experiment with cold emails
- Note down what I learned this week

Post-session Reflection

- Went well but I got unfinished business with the analysis. Output was decent. Nothing noteworthy to report

SESSION #25 - 8:45 + 9:45.

Desired Outcome:

- Finish some client work

Planned Tasks:

- Finish writing the copy for the next three emails for the newsletter
- I might finish early so I'll invest the remaining time setting up the emails on Klaviyo ahead

Post-session Reflection.

- Went pretty well. The copy is all finished. Now I only have to send it to the client and start moving things to Klaviyo

SESSION #26 - June 16th + 10:25 - 11:25.

Desired Outcome:

- More client work

Planned Tasks:

- Finish the Google doc with ideas for how to improve their website

Post-session Reflection

- Got some great ideas for the client. Their website looks terrible right now. If they apply the changes, there's gonna be a lot more cashflow coming
- Decided to do more work and work on the product pages as well

SESSION #27 - June 16th + 10:25 - 11:25.

Desired Outcome:

- More client work

Planned Tasks:

- Finish the Google doc with ideas for how to improve their website

Post-session Reflection

- Got some great ideas for the client. Their website looks terrible right now. If they apply the changes, there's gonna be a lot more cashflow coming
- Decided to do more work and work on the product pages as well

SESSION #28 - June 16th + 11:40 - 11:40.

Desired Outcome:

- Good ol outreach

Planned Tasks:

- Just gonna write some cold outreach emails for my new domain. Nothing magical about it

Post-session Reflection

- Output was very low. I'm disappointed with the results. Next time I should do some pushups if I find myself not working hard enough

SESSION #29 - June 17th + 8:59 - 9:59.

Desired Outcome:

- Outreach

Planned Tasks:

- Send 2 - 4 highly targeted cold outreach emails

Post-session Reflection

- Took me a lot longer than expected. I haven't sent this kind of outreach in a way, so I think it's a matter of volume. I'll just do more
- One side note, I'm bullish about those emails. I'm trading volume for quality (that will also help me improve my email deliverability), so we'll see how it turns out
- And as a final note, I moved to a new domain because I'm trying something new outside of what I was used to, a new outreach method. And this kinda sucks. And the fact that it sucks is a sign I'm out of my comfort zone
- Also this whole section was just uncomfortable
 - Sore throat from cold exposure
 - Some knee injury from running for like 90 min yesterday with minimal rest
 - Felt hot for some reason and I'm showing some symptoms of the flu
 - Doesn't matter tho. This is awesome. Pain is awesome

SESSION #30 - June 18th + 10:40 - 11:40.

Desired Outcome:

- Client work. Finish the third project

Planned Tasks:

- Finish website optimization doc
- Get the copy of the next batch of emails ready for delivery
- Slap everything on a folder and get it ready for delivery

Post-session Reflection

- Went well. It was my biggest “new” kind of project so far because it’s the first time I break down a website like I did (for a client)

SESSION #31 - June 18th + 11:45 ~ 12:45.

Desired Outcome:

- Tackle some weekly tasks that were bottlenecked from last week.

Planned Tasks:

- These are some minor, lower priority tasks. Which is why I'm doing them on the second sessions after I had coffee

Post-session Reflection

- Went well and I got basically all done. Finished earlier which was surprising

SESSION #32- June 19th + 8:50 - 9:55.

Desired Outcome:

- Get things done with outreach

Planned Tasks:

- Start practicing with the new format

Post-session Reflection

- Went alright. It took time but I hit a PR. Progress is there, albeit small
- Most importantly, it's a matter of getting feedback from this format and then improve on it

SESSION #33 - June 19th + 10:30 - 11:30.

Desired Outcome:

- Write social media posts for my personal brand

Planned Tasks:

- Ideate stuff
- Write the first drafts
- Use AI to get things done faster

Post-session Reflection

- Disappointed with the outcome to be honest. The output wasn't there

SESSION #34 - June 19th ~ 9:00 - 10:00

Desired Outcome:

- Finish loose ends - schedule emails, schedule follow-up's. Prep tomorrow's stuff

Planned Tasks:

- Schedule everything for tomorrow
- Prospect for new leads I'll write emails to, tomorrow

Post-session Reflection

- Went surprisingly well. Nothing huge to report on this

SESSION #32- June 19th + 8:57 - 9:57.

Desired Outcome:

- Outreach

Planned Tasks:

- Write emails. Simple stuff

Post-session Reflection

- Output wasn't there. I moved on and did prospecting instead

SESSION #33- June 20th + 10:35 - 12:25

Desired Outcome:

- Main GWS of the day

Planned Tasks:

- Finish today's batch of outreach emails
- Batch write social content for my personal brand
- Brainstorm the path forward regarding my client (simple stuff, only 15 min)
- Download emails to reverse engineer

Post-session Reflection

- Went well. Did everything with no problem. Lightwork sesh

SESSION #34 - June 20th + 13:40 - 14:40

Desired Outcome:

- Competing scouting

Planned Tasks:

- Breakdown marketing assets (welcome emails)
- Analyze what makes them good/bad
- Turn that into a simple framework I can use with my client
- Write social media posts for personal branding if I finish earlier

Post-session Reflection

- Went well. Got some good ideas worth testing (that I can already tell will work beautifully)

SESSION #35 - June 20th + 17:45 - 19:50

Desired Outcome:

- Outreach session

Planned Tasks:

- Schedule emails + work on social media posts for my PB (for inbound leads)
- Engage on LI for no more than 10. Only enough to get seen by some people
- Pretty sure I'll get that post-gym crash soemtime. I'll aikido this with pushups + based music

Post-session Reflection

- It went quite well. ClaudeAI was extremely helpful and I ended up with a few days' worth of content

SESSION #36 - June 21th + 8:45 - 9:45

Desired Outcome:

- Prospect

Planned Tasks:

- Scout for leads with the Apollo method

Post-session Reflection

- Went well, nothing noteworthy to report

SESSION #37 - June 21th + 10:30 - 11:30

Desired Outcome:

- Outreach

Planned Tasks:

- Write cold emails

Post-session Reflection

- Went well. Some bullshit happened but I kept going regardless – as I always do.

SESSION #38 - June 21th + 11:30 - 12:30

Desired Outcome:

- Writing sesh

Planned Tasks:

- Batch-write some more SM posts for my PB
- Use AI to ideate stuff

Post-session Reflection

- Went pretty good. Doing better than last PB SM post sesh.
- Claude AI my beloved.

SESSION #39 - June 22nd + 08:45 - 09:45

Desired Outcome:

- Prospect for leads

Planned Tasks:

- Look for portuguese speaking leads as well

Post-session Reflection

- Went alright. Nothing to report
-

SESSION #40 - June 22nd + 10:30 - 12:30

Desired Outcome:

- Analyze stuff from last week + plan out the next

Planned Tasks:

- Analyze results from cold emails
- Analyze what I learned this week.
- Use that info to prep next week

Post-session Reflection

- Went well but I'm always hungry. I want more progress, more quickly
-

SESSION #41 - June 23rd + 08:50 - 10:03

Desired Outcome:

- Outreach

Planned Tasks:

- No magic. Just outreach. It's our bread and butter

Post-session Reflection

- Went well but not as well as I want to. You can always do more

-

SESSION #41 - June 23rd + 08:50 - 9:50

Desired Outcome:

- Outreach

Planned Tasks:

- Just write cold emails

Post-session Reflection

- Finished early so I took care of some prospecting + follow ups.

SESSION #... - June ...th + ... - ...

Desired Outcome:

- ...

Planned Tasks:

- ...

Post-session Reflection

- ...

-

SESSION #... - June ...th + ... - ...

Desired Outcome:

- ...

Planned Tasks:

- ...

Post-session Reflection

- ...

-

SESSION #... - June ...th + ... - ...

Desired Outcome:

- ...

Planned Tasks:

- ...

Post-session Reflection

- ...

SESSION #X - June 25rd + 08:50 - 9:50

Desired Outcome:

- Prospect

Planned Tasks:

- Simple stuff. Prospect for ecom leads via the Apollo method

Post-session Reflection

- Went alright, found about ~ 7 leads. Nothing noteworthy to report.
-

SESSION #41 - June 26th 10:21 - 11:20

Desired Outcome:

- Outreach

Planned Tasks:

- Write cold emails & follow ups

Post-session Reflection

- Went okay. Not as well as I expected, but okay nonetheless
-

SESSION #42 - June 26th ~ 11:30 - 12:30

Desired Outcome:

- Outreach (more)

Planned Tasks:

- Keep working through this batch of leads

Post-session Reflection

- Had some major “brain fog” and some bullshit going on. Productivity plummeted, but I kept writing emails either way

SESSION #43 - June 26th ~ 13:45 - 14:45

Desired Outcome:

- Housekeeping

Planned Tasks:

- Prep follow ups
- Break down marketing assets
- Prospect if I have time left

Post-session Reflection

- Went alright, finished sooner than I expected
- Learned some interesting insights thanks to one of Arno's marketing talks. Will be testing.

SESSION #44 - June 26th ~ 17:24 - 18:24

Desired Outcome:

- Outreach & prep

Planned Tasks:

- Review emails
- Schedule em
- Prospect

Post-session Reflection

- Went well, same as always. Nothing to report

SESSION #45 - June 27th ~ 08:45 - 09:45

Desired Outcome:

- Prospect

Planned Tasks:

- Prospect for ecom leads using Apollo

Post-session Reflection

- Went alright, found a decent number of leads in the sporting niche
-

SESSION #46 - June 27th ~ 10:30 - 11:30

Desired Outcome:

- Outreach

Planned Tasks:

- Write 5 cold emails & 5 follow up's

Post-session Reflection

- Went decently. Didn't get to write all the 5 emails but I'm confident about the ones I've finished. I'll keep workin on the other ones in the next sesh
-

SESSION #46 - June 27th ~ 10:40 - 11:40

Desired Outcome:

- Outreach part 2

Planned Tasks:

- Same as before.

Post-session Reflection

- Went alright. Bullish about the emails
-

SESSION #47 - June 27th ~ 5:30 - 6:30

Desired Outcome:

- Assemble LM for golfing lead

Planned Tasks:

- Do the research on their ICP
- Build the first draft

Post-session Reflection

- Went well. Ez stuff.
-

SESSION #48 - June 27th ~ 7:37 - 10:05

Desired Outcome:

- Needle movers + housekeeping

Planned Tasks:

- Finish LM draft
- Schedule emails
- Engage on social media (gay) for inbounds (based)

Post-session Reflection

- All done. Went well, making progress. Not much else to report
-

SESSION #49 - June 28th ~ 8:50 - 9:50

Desired Outcome:

- Get more leads

Planned Tasks:

- Prospect on Apollo

Post-session Reflection

- Went alright. Had some issues with meta ads and the ads page wasn't showing in any brand. So I wrote some SM posts for my PB instead
-

SESSION #50 - June 28th ~ 10:20 - 12:00

Desired Outcome:

- Improve copy skills & chances of getting another client

Planned Tasks:

- Build LM for (another) engaged lead

Post-session Reflection

- Took slightly longer than expected, but I made progress. I'll be scheduling the FV to Monday

SESSION #51 - June 28th ~ 16:40 - 17:43

Desired Outcome:

- Work on inbound leads

Planned Tasks:

- Write social media posts for my X & LI pages in order to fish for inbound leads

Post-session Reflection

- Went well. Got some nice data I can use to feed AI

SESSION #52 - June 29th ~ 08:50 - 09:50

Desired Outcome:

- Improve inbound lead systems.

Planned Tasks:

- Write SM posts for my PB on X & LI.

Post-session Reflection

- Didn't get as much output as expected, but it FELT relatively easy. Not sure why output was low, but I can tell I'm getting better at this. I'll take it.

SESSION #53 - June 29th ~ 10:25 - 11:40

Desired Outcome:

- Get clarity over the road ahead

Planned Tasks:

- OODA loop for the week
- Collect lessons I learned
- Prep next week's tasks

Post-session Reflection

- Went well. Got some BIG plans for the near future.
-

SESSION #54 - June 29th ~ 16:40 - 17:40

Desired Outcome:

- Work on inbound systems.

Planned Tasks:

- Build SM posts for my PB.

Post-session Reflection

- Went alright. But I'm not satisfied with the level of output. I know I can do more.

SESSION #54 - June 30th ~ 08:50 - 09:50

Desired Outcome:

- Make progress towards getting another client.

Planned Tasks:

- Write cold outreach emails.

Post-session Reflection

- Quite disappointed with the output level.
- I didn't get sleepy or anything. I wasn't distracted either. I just didn't have enough creativity for the moment.
- I started noting down which parts of the email take the longest to write and I'll use that data to improve future frameworks.

SESSION #54 - June 30th ~ 10:30 - 11:54

Desired Outcome:

- Make progress towards getting a new client.

Planned Tasks:

- Write cold emails.

Post-session Reflection

- Went well.
- Can't say I am totally satisfied with the level of output, but progress has been made.
- I had some insights regarding the new outreach format. I've yet to see how well it performs, but I am bullish about it.
- Progress might appear slow, but it is there.

SESSION #55 - June 30th ~ 12:04 - 13:04

Desired Outcome:

- Make progress with outreach systems and improve skills.

Planned Tasks:

- Build follow-up emails.
- Break down marketing assets.
- Build SM posts for LI & X for inbound leads.

Post-session Reflection

- Went well. Didn't get to do the other two tasks because I found a bigger opportunity in analyzing my follow-up strategy.
- I had the OODA loop in mind and came up with a whole new framework for follow ups.
- I also asked for feedback in TRW and from AI.
- Bullish about the new strat.

SESSION #56 - June 30th ~ 14:55 - 15:55

Desired Outcome:

- Make progress with inbound systems and practice skills.

Planned Tasks:

- That was just a fancy way to say I'll write social media posts for LinkedIn lol.
- Break down copy.

Post-session Reflection

- Went well. Output was a bit higher than I expected. But I still think I'm doing less than 20% of what I can do – of what I should do.

SESSION #56 - June 30th ~ 18:10 - 19:35

Desired Outcome:

- Make progress with outreach systems and tackle some lower-priority tasks.

Planned Tasks:

- Schedule emails.
- Engage on SM for inbound leads.
- Prospect for leads via Apollo.
- Work on this week's mid-term tasks.
- Tackle bottlenecked tasks from last week.

Post-session Reflection

- Prospect for leads via Apollo.
 - Went alright and I found more leads than I expected. Moreover, seeing how much value I can bring to businesses only made me hungrier.
- It all went well, but I'm far from satisfied. I wish there were more hours in the day. I just want to do more and more and more.
-

SESSION #57 - July 1st ~ 08:50 - 08:50

Desired Outcome:

- Make progress with outbound systems.

Planned Tasks:

- Write cold outreach emails.
- Hit some pushups between each email.
- Prep post for the lead that might check out my social media pages.

Post-session Reflection

- Went alright. Again, not exactly satisfied with the output level. The quality is there, but the speed isn't – yet.

SESSION #58 - July 1st ~ 10:20 - 12:20

Desired Outcome:

- Make progress with outbound systems.

Planned Tasks:

- Write more cold outreach emails.
- Hit some pushups between each email.

Post-session Reflection

- Went well but some emails took way, way longer than I expected. I noted down the reasons why I think these bottlenecks happened. This lack of speed is an outlier right now, so I won't worry about it.
- Moreover, I collected data for future OODA loops in order to find better ways to get through this faster.
- All in all, I'm bullish about these outreaches.

SESSION #58 - July 1st ~ 13:30 - 14:34

Desired Outcome:

- Improve skills and find more leads.

Planned Tasks:

- Break down marketing assets.
- Scout on Apollo for ecom leads.
- Win.

Post-session Reflection

- Went well. Nothing major to report.

SESSION #59 - July 2nd ~ 08:50 - 09:50

Desired Outcome:

- Make progress toward a new client.

Planned Tasks:

- Write cold emails.
- Do pushups between each one.

Post-session Reflection

- Had some very low output levels this time. I'm wondering how I can aikido this.
- I'll ask for help in TRW and perhaps prospect by this time instead.

SESSION #59 - July 2nd ~ 10:45 - 12:42

Desired Outcome:

- Make progress towards a new client.

Planned Tasks:

- Write more cold outreach emails.

Post-session Reflection

- Took way too fucking long. I hate it when these sessions have low output.
- I do believe the quality was there, just not the quantity.
- This honestly irritates me. I will not tolerate being slow.
- If it doesn't improve, I'll simply start sacrificing other things.

I will do what it takes.

SESSION #60 - July 2nd ~ 16:25 - 17:25

Desired Outcome:

- Make progress towards getting a new client as well as well working in inbound systems.

Planned Tasks:

- Write follow ups.
- Schedule emails.
- Schedule post on LI.

Post-session Reflection

- Went well. Nothing to report.
-

SESSION #61 - July 3rd ~ 08:50 - 09:50

Desired Outcome:

- Work on a potential new project with an engaged lead.

Planned Tasks:

- Build FV for them.

Post-session Reflection

- Managed to get only the research done. Not happy with the output level. It's an L.

SESSION #62 - July 3rd ~ 10:20 - 12:50

Desired Outcome:

- Make progress with outreach.

Planned Tasks:

- Write cold emails.
- I don't want to see any bullshit today. No taking too long to write an email, not overthinking, no fancy stuff. Just step in, get things done, and get out so I can move onto other tasks. No bullshit.

Post-session Reflection

- Took a long time. Had a lot of bullshit going on in my head, and speed wasn't there, again, but I wrote what I consider the best outreach email from the 600 plus emails I've manually written so far.
- In either case, whatever. I will make it no matter what.

SESSION #62 - July 3rd ~ 18:20 - 20:00

Desired Outcome:

- Make progress with outbound systems.

Planned Tasks:

- Work on the piece of FV for a warm lead.
- Schedule emails.

Post-session Reflection

- Went alright. Still got some emails to schedule but progress is being made, even though it sometimes doesn't feel like it.

SESSION #63 - July 3rd ~ 20:36 - 21:36

Desired Outcome:

- Advance with outbound systems and tackle other, lower priority tasks.

Planned Tasks:

- Finishing scheduling follow-up's.
- Schedule LM.
- Engage on LI and schedule tomorrow's post in order to attract inbounds.
- ~~— Break down marketing assets for about 15 min.~~

Post-session Reflection

- Went alright, didn't get to finish everything in that hour. But progress has been made.

SESSION #64 - July 4th ~ 08:53 - 10:00

Desired Outcome:

- Build FV for engaged lead.

Planned Tasks:

- Conduct market research.
- Build the first draft.
- Win.

Post-session Reflection

- Went well. Had okay output. Can't say I'm satisfied though.
- Moreover, I went ahead and only did divergent thinking in the draft. I think that may speed up the whole thing if I only edit things in the final ver.

SESSION #64 - July 4th ~ 10:30 - 13:10

Desired Outcome:

- Advance with outbound systems.

Planned Tasks:

- Write cold outreach emails.

Post-session Reflection

- Took way longer than expected. But I am highly bullish about these outreaches.
- The “sniper method” feels like the way forward since I prefer not leveraging CRM software to mass email leads, so I’m doubling-down on it.

SESSION #65 - July 4th ~ 17:25 - 19:38

Desired Outcome:

- Build LM's for leads and schedule emails.

Planned Tasks:

- Stuff above.

Post-session Reflection

- Went well. It was fairly simple and easy, even though it was the biggest workload I've had in a while.
- Lightwork day.

SESSION #66 - July 4th ~ 20:05 - 22:45

Desired Outcome:

- Make progress towards getting another client.

Planned Tasks:

- Schedule initial emails.
- Schedule follow ups.
- Schedule pieces of FV.
- Conduct market research for the BR engaged lead.
- Win lol.

Post-session Reflection

- ...
-

SESSION #67 - June 5th + 08:53 - 10:28

Desired Outcome:

- Build marketing asset

Planned Tasks:

- Finish the FV for the engaged lead.

Post-session Reflection

- Went well enough. Nothing to report.

SESSION #68 - June 5th + 10:58 - 11:58

Desired Outcome:

- Advance with outbound systems.

Planned Tasks:

- Write cold emails.

Post-session Reflection

- Had some problems on the way and ended up having to deal with my domain.
- I got through that roadblock.

SESSION #68 - June 6th + 08:55 - 09:55

Desired Outcome:

- Progress with outbound systems

Planned Tasks:

- Batch create the first drafts of LI & X posts

Post-session Reflection

- Went alright. Started working on my personal swipe of hooks for SM. Nothing major to report.

SESSION #68 - June 6th + 10:30 - 11:30

Desired Outcome:

- Prep next week

Planned Tasks:

- Collect all I learned this week
- Analyze progress
- Prep the next week's tasks

Post-session Reflection

- ...

SESSION #69 - June 6th + 20:41 - 21:41

Desired Outcome:

- Grab more leads

Planned Tasks:

- Prospect on FB via Apollo

Post-session Reflection

- Went well. But Facebook had a minor problem so I couldn't access any page's ads, so I decided to break down copy instead.

SESSION #70 - June 7th + 08:48 - 10:09

Desired Outcome:

- Progress with outbound systems.

Planned Tasks:

- Prospect on Meta via Apollo.

Post-session Reflection

- I found a bunch of leads quicker than expected, so I moved onto the next phase which was writing emails.

SESSION #71 - June 7th + 10:35 - 12:30

Desired Outcome:

- Make progress towards getting a new client.

Planned Tasks:

- Write cold emails with a new framework I have.

Post-session Reflection

- Took a long time, but there was one particular email I'm bullish about. I'll keep testing this new format.

SESSION #72 - June 7th + 16:30 - 17:30

Desired Outcome:

- Get new leads to outreach to

Planned Tasks:

- Prospect on FB via apollo

Post-session Reflection

- Worked well. Got new leads. Nothing else to report

SESSION #73 - June 8th + 08:50 - 9:58

Desired Outcome:

- Make progress with inbound & outbound systems

Planned Tasks:

- Prospect for leads
- Prep post for my SM pages & leverage AI for visuals

Post-session Reflection

- Worked nicely. Didn't find much in this niche, but that's okay. I'll keep moving.

SESSION #74 - June 8th + 10:30 - 12:30

Desired Outcome:

- Make progress towards getting a new client

Planned Tasks:

- Conduct research and build draft for an engaged lead
- Write cold emails

Post-session Reflection

- Went well but I'm not satisfied with the level of output.

SESSION #75 - June 8th + 13:55 - 14:55

Desired Outcome:

- Finish the LM for engaged lead.

Planned Tasks:

- Work through the draft and build the final ver.

Post-session Reflection

- Went well, albeit output could have been way better.
- Lessons learned:
 - Gotta do more so I can get more skilled at this.
 - I tried a new thing with this one where I'm mostly selling to the lead, not the customer. It's an experimental thing.

SESSION #76 - June 8th + 18:45 - 19:45

Desired Outcome:

- Finish lead work & tackle some lower-priority, maintenance tasks.

Planned Tasks:

- Finish FV for lead.
- Schedule emails.
- Advance with lower priority tasks such as engaging on LI for inbounds.

Post-session Reflection

- Went well. Nothing to report.

SESSION #77 - June 8th + 20:30 - 21:55

Desired Outcome:

- Wrap up for the day & finish remaining “housekeeping” tasks.

Planned Tasks:

- Finish scheduling emails
- Prep tomorrows ops
- OODA loop with the new insights

Post-session Reflection

- Went well. I’m bullish. I’m going up. I am keeping my promise.

SESSION #78 - June 9th + 08:50 - 09:55

Desired Outcome:

- Make progress with FV's for two engaged leads.

Planned Tasks:

- Conduct research and build the first draft of the first FV.
- Conduct research on the second FV.

Post-session Reflection

- Went alright and got about 75% of it done.

SESSION #79 - June 9th + 10:30 - 12:30

Desired Outcome:

- Make progress with the second Meta ad copy via research.

Planned Tasks:

- Research their TA through the Tao & not use any AI this time in order to take note of the difference in time so I can leverage this in the future in order to optimize speed.

Post-session Reflection

- Went well and I did everything. Also build a relatively bullish outreach with the new framework I'm working on.

SESSION #80- June 9th + 13:45 - 14:45

Desired Outcome:

- Make progress towards getting another client.

Planned Tasks:

- Finish final drafts of both FV's I've build earlier.
- Win lol.

Post-session Reflection

- Went very well. Could've finished faster though. I can do better.

SESSION #81- June 9th + 17:51 - 19:14.

Desired Outcome:

- Finish & send the FV's
- Upsell current client via email

Planned Tasks:

- It's simple.

Post-session Reflection

- Went well but I believe I could have done better. I could have finished the copy faster.

SESSION #82- June 9th + 20:18 - 22:00.

Desired Outcome:

- Press on with housekeeping tasks.

Planned Tasks:

- Schedule emails
- Engage on SM.
- Schedule post for SM.

Post-session Reflection

- Went quite well. Wish I could've done more, but I traded most of my time today for higher-ROI tasks such as working on the FV's for engaged leads.

SESSION #83 - June 10th + 8:55 - 9:55

Desired Outcome:

- Work on marketing asset for engaged lead

Planned Tasks:

- Conduct research around their TA

Post-session Reflection

- ...

SESSION #84 - June 10th + 10:30 - 12:30

Desired Outcome:

- Make progress with lead work

Planned Tasks:

- Finish the final draft of the FV

Post-session Reflection

- Went well but it took longer than expected. I am not satisfied.
-

SESSION #85 - June 10th + 13:30 - 14:45

Desired Outcome:

- Make progress towards getting another client

Planned Tasks:

- Write cold emails
- Send FV to client
- Win

Post-session Reflection

- Went well but I'm not satisfied with the output.
-

SESSION #86 - June 10th + 18:30 - 19:30

Desired Outcome:

- Write cold emails.
- Tend to PB stuff.

Planned Tasks:

- Mentioned above.

Post-session Reflection

- Got a bottleneck. I need more “initial” emails & more qualified leads. I’ll tend to this in the next sesh.
-

SESSION #87 - June 10th + 20:15 - 21:30

Desired Outcome:

- Get more leads & finish most of the remaining tasks

Planned Tasks:

- Prospect & engage on LI + schedule post for tomorrow.

Post-session Reflection

- Went alright. Found more leads than I expected. But this niche has given me plenty of leads before, so it's nothing surprising.
- Slow but steady growth on LI. That place is long term. I want clients now - cold email it is.

SESSION #X - June 11th + 08:55 - 9:55

Desired Outcome:

- Outreach

Planned Tasks:

- Write cold emails. Dead simple

Post-session Reflection

- Had to finish this one 10 min earlier, so I'm not counting it
- Very low output. Writing cold emails right after waking up often leads to lower output. It wasn't like this a few weeks ago. I'm wondering what changed

SESSION #88 - June 11th + 10:30 - 12:30

Desired Outcome:

- Outreach part 2

Planned Tasks:

- Write cold emails. But more.

Post-session Reflection

- Received a positive email reply so I went ahead and started doing market research for FV as well. Progress is being made.
-

SESSION #89 - June 11th + 13:43 - 14:43

Desired Outcome:

- Finish current batch of emails & prep FV for the engaged lead.

Planned Tasks:

- Mentioned above. It's lightwork.

Post-session Reflection

- Went well. Did everything but it's barely any work. I can always do more. I'm not pushing myself enough.
-

SESSION #90 - June 12th + 08:45 - 9:59

Desired Outcome:

- Handle bottlenecked tasks and prep ahead

Planned Tasks:

- Schedule emails from yesterday
- Send FV
- Prospect
- Report data

Post-session Reflection

- Went alright. Nothing noteworthy.

-

SESSION #91 - June 13th + 10:20 - 12:30

Desired Outcome:

- Plan out next week

Planned Tasks:

- Collect lessons learned.
- Organize tasks for next week.
- Review tomorrow's call script.
- Analyze cold email results.
- OODA loop for the week.

Post-session Reflection

- Went well and I leveraged AI by having it compare a bunch of emails to output me with a specific list of what the winning emails have in common.

SESSION #X - June 13th + 16:34 - 17:34

Desired Outcome:

- Get leads

Planned Tasks:

- Prospect for qualified leads on FB via apollo

Post-session Reflection

- Super low output on this one. Felt some sort of post gym crash. So I won't count this as GWS.
-

SESSION #X - June 14th + 10:30 - 12:30

Desired Outcome:

- Make progress towards next client.

Planned Tasks:

- Write cold emails.

Post-session Reflection

- Didn't work very well and output was extremely low. So I won't count this one.
-

SESSION #92- June 14th + 16:00 - 17:30

Desired Outcome:

- Housekeeping with leads

Planned Tasks:

- Schedule emails & follow ups

Post-session Reflection

- Went alright. Nothing to report.
-

SESSION #93- June 15th + 08:55 - 09:55

Desired Outcome:

- Start next project client.

Planned Tasks:

- Move emails to klaviyo.
- Sign up for Brevo
- Sitrep him the progress

Post-session Reflection

- Went alright. Got the initial structured done.
-

SESSION #93- June 15th + 10:20 - 12:30

Desired Outcome:

- Client + lead progress.

Planned Tasks:

- Write cold emails.
- Tackle the client's project.

Post-session Reflection

- All worked out. Made progress.

SESSION #94- June 15th + 18:31 - 19:30

Desired Outcome:

- Client work progress & housekeeping.

Planned Tasks:

- Finish client work.
- Schedule cold emails.
- Advance with lower priority dailies.

Post-session Reflection

- Went quite well. But I am not satisfied.

SESSION #94- June 16th + 08:32 - 09:33

Desired Outcome:

- Make progress towards landing a new client.

Planned Tasks:

- Write cold emails.

Post-session Reflection

- Went well, nothing else to report.

SESSION #95- June 16th + 10:35 - 12:30

Desired Outcome:

- Make progress with the main needle-movers.

Planned Tasks:

- Leverage what I learned in the AI campus to come up with creatives for my client.
- Prospect for leads.

Post-session Reflection

- Went well and I got an inbound referral without even asking for it lol.

SESSION #96- June 17th + 18:35 - 19:30

Desired Outcome:

- Client work

Planned Tasks:

- Mass-schedule a month's worth of content through SocialBee.

Post-session Reflection

- Went well but I'm not satisfied with the progress.

SESSION #97- June 17th + 20:30 - 21:30

Desired Outcome:

- Housekeeping on LI & email scheduling.

Planned Tasks:

- Schedule outreaches.
- Reply to leads.
- Housekeeping on LI.
- Scheduled tomorrow's post.

Post-session Reflection

- Went well but I'm really not satisfied. I'm not doing enough.

SESSION #98 - June 18th + 08:34 - 10:31

Desired Outcome:

- Advance with cold email systems.

Planned Tasks:

- Outreach to leads.

Post-session Reflection

- Finished well. I'm bullish.

SESSION #99 - June 18th + 10:37 - 12:31

Desired Outcome:

- Client work

Planned Tasks:

- Move things from G-drive to brevo & klaviyo
- Finish up the design

Post-session Reflection

- Went well and I can tell I'm making progress

SESSION #100 - June 18th + 13:33 - 15:35

Desired Outcome:

- Client work

Planned Tasks:

- Create the design of the last email for the client
- Double-check everything on the email platforms
- Schedule SM posts for client

Post-session Reflection

- Progress feels slow, but I can tell I'm improving
- The client seems very satisfied with my work

- Final thoughts.

Things feel very different compared to when I began.

I made a lot more progress and reached a new “baseline”

My biggest insights:

- Came up with an outreach system with a ~ 20% reply rate.
- Learned a lot about email marketing, enough to achieve experienced and soon rainmaker.
- Just feel better overall.
- Got a referral without even asking for it.