

1. Define Objective
 - a. What is the goal?
The goal is to earn 2k at least from copywriting and SEO a month
 - b. How will I know I've achieved it?
I will know i achieved it when i get a client or two and i did a good work and see my money has 2 numbers added
 - c. When is my deadline?
My deadline would be the first of may which is about 3 months
2. What are the Checkpoints between my Objective and where I am?
 - a. Checkpoint 1.:
Set up an account western union or moneygram :
 - open the browser
 - search if crypto currency is valid
 - search if WU OR MG is valid
 - open the websites needed to setup an account
 - set up the account
 - I. Cause and effect : setting up an account so everything is ready for use
Then i wouldn't have to delay the work needed to get to my goal for the fear of not able to cash out
 - II. really searching up other ways to get the money in case the other options aren't valid for my country (tunisia)
 - III. searching if crypto is valid for clients to deal with cause it a smoother process for me

B. checkpoint 2. :

Get good at copywriting and solving problems

-review your lessons

-practice

-analyse top players and what they do from the template you have

-analyse top copies

Get a client

-pick a niche preferably one i have some knowledge on

-pick a sub niche

-gather 200 prospects on that same niche

-analyse the niche and the market desire and create a general avatar

-analyse the businesses of the prospects

-tailor a suitable outreach email or dm for them

-refine and repeat

-Outreach 7 a day at least

-analyse top players after getting a client

- I. Try and outreach as much as possible so then i wouldn't be putting my hope in just a small number of prospects , the more the merrier
- II. Analyse every outreach that got a review or response and that which didn't and analyse the difference
- III. Have a better understanding of what the customer wants and what the market is like so then i can approach the business with better solutions
- IV. Analyse top players in the market to understand better how they work and implement their strategies
- V. Get more followers on IG so you look more reliable or important
- VI. Be more professional
- VII. Be precise and concise and direct to the point so the customers does not get bored or ignore the message
- VIII. Practice outreaching emails or messages so you get better at it
- IX. Understand why your reaches don't even get viewed so you don't make the same mistake again
- X. Get a better understanding of SEO
- XI. Get better at designing websites

C.checkpoint 3:

Get myself out there and make accounts in linkedin and twitter

- open browser
- setup accounts in different platforms
- post every 2 days
- 15min of my time reacting and engaging with the community i am Trying to create

- I. Grow a big following with informative content to get client that might be interested in working with
- II. Better visibility over all
- III. Online presence is a must to bring authority to your work

D.checkpoint 4 :

Get the results needed for the client :

- do the job required
- analyse top players
- analyse the client business
- create an avatar or a more detailed view of the audience
- search about the subject for at least 20 min
- test the work organically
- enhance copy and send it

- I. Analyse top players copies and strategies so i can steal or use some of the tactics and apply it to my copy
- II. Gain a better understanding of copywriting so i can get better results
- III. Practice consistently to get better
- IV. Analyse what their target customers is

- V. What their customer desire is
- VI. What their target market needs and their roadblocks
- VII. Understand the customer dream state
- VIII. Learn manifesting or embodying the target market brain (live in their own shoes somehow)
- IX. Use all my resources and IA to get better analysis and better results with my copies and work
- X. Manage the time to deliver the customer with the work needed

E.checkpoint 5:

Manage the relationship with the clients i have :

- I. Get him< the results he needs
- II. Partner with him
- III. Show him your competence*
- IV. Get more prospects interested in working with you so if one fails you have a replacement
- V. Overdeliever

3. What Assumptions or Unknowns do I face?

Assumptions:

- I have a good understanding of human nature since i worked in sales before so i can apply that
- My copywriting improved since i have been the trw vastly
- Myheadline and fascinations are still bad cause i can't get clients to open my emails or reach
- I assume i might be marked as a spam in emails
- I still lack a lot of skills and mind fortitude
- Copywriting seems saturated so i have to be exceptional

Unknown :

- I don't understanding what i miss when analysing businesses , it always seems vague and seems like alot of businesses have the same thing (i can't analyse deep for some reason)
- I don't know if any businesses are willing to pay via crypto or not cause the money processing in my country is discouraging
- I don't know if my analysis of copies is a valid one i always have problems with analysing anything
- I don't know how to approach a business and get it to open my emails (or not get marked as a spam)
- I don't know what i don't know so i can't understand what aspects and things i still lack to be earning from copywriting
- i don't know how to test my copies

4. What are the biggest challenges/problems I have to overcome?

- To get a better at analysing
- To get a customer to open my emails or messages
- Overcome my mind and laziness when it comes to doing hard tasks
- To get better results with my copies

5. What resources do I have?

- **Google**
- **The real world**
- **Youtube**
- **Real world community**
- **Amazons and other platforms**
- **Businesses or business owner i know**

Calendar Work

- List out checkpoints and set time to reach them:
Checkpoint 1: within next 2 to 4 days
Checkpoint 2: within a half or a month
Checkpoint 3: with 3 weeks
Checkpoint4 : within a month
- List out tasks needed to reach each checkpoint
Creating WU or MG account or looking if business accept crypto
Do 20 outreaches daily at least
Finish my daily checklist
Post daily and in the end of the weeks post twice
Practice copywriting and test my work
Getting better at my work
Analyse top players in the niche , analyse and deep search the target market
- Identify metrics/kpis for each task.
- Allocate time on for each tasks
Not much time for the task one
An hour or less for outreach (if i couldn't get 20 daily in 1H i will allocate more time)
An hour and half for daily checklist
30 min for posting
30 min practice (might allocate more if i have more time after my work)
3h every 3 days to analyse and get a better understanding of the market and top players
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

