SUNDAY OODA LOOP
18/8/24

What is your Goal:
- Specific Target
    - Come up with a winning Facebook Ad (Complete the testing phase)
- Why is it important
    - This is the only type of project I can do
        - I can't do SEO because client already has someone else doing that for him
    - I need to bring in results so that I can get a testimonial to go out there and get more clients and bring in more money
    - I need to come up with a proven strategy that works so that I can copy and paste and take on more clients and make more money
- Deadline
    - 18/9/24

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What did you get done last week to progress towards your goal:
- I was slightly more productive this week
- I fell off on friday
    - I became lazy
    - I didn't want to work anymore
    - I wanted to take a "break" → I wanted Friday to be my rest day
    - Friday was also the day I asked to remove my screen time so that I can watch the facebook tutorial
- I had a meeting with my client to send out the facebook ads
    - I messed up this one
    - I realised that there was a lot about the facebook ads manager interface that I was unfamiliar with although I had watched many facebook ad tutorials prior to this
    - Lessons learnt from this
        - I learnt that I have a desktop at home that I can use to access facebook ads manager
            - I can use this to familiarise myself with the interface
            - I can just briefly go through the process and take down all of the roadblocks that I encountered and find a way to get them solved

- Sometimes, getting advice from youtube and platforms that don't require any action isn't enough... sometimes, I simply need to take action and get familiar with the reality of what I'm trying to do
- I completed 13 GWS (100 GWS milestone completed)
    - I realised that 2 GWS on a normal school day is possible
- I watched some of the timestamped parts of the live domination calls
    - I watched the bolded ones and learnt a bunch of new stuff
    - I learnt how to conduct my WWP better
    - I learnt that I can access these timestamped parts whenever I run into a roadblock when conducting a WWP on my own
- I'm still in the "where are they now", "Product" part of the "problem → Mechanism → Product" part of the WWP
    - I'm quite sure I was at the "problem" part at the start of this week and I'm currently still working on the "product" part
        - I'm moving too slowly
    - Although each section of the WWP is done with EXTREME DETAIL, I still could have made a few changes to be more effective
        - I could have not farted around and focused and concentrated
        - I could have typed faster
        - I could have set my mind to the tasks and dedicated myself towards it

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What are the biggest roadblocks you need to overcome to achieve your goal?
- I need to bring back my warrior attitude
- I need to set higher standards
    - Have them written down somewhere
- I need to learn to focus and concentrate better
- I need to stop craving breaks and craving comfort
- I need to go back to being a phone addict
    - I need to be working during every single second of spare time
        - Increasing my power levels inside of TRW
        - Looking through notifications that I have
        - Organising things
        - Posting stories
        - Coming up with a bunch of X post ideas
        - Coming up with ideas for DWS posts

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What is your specific plan of action this week to move closer towards your goals:
- Monday:
    - Come up with another new checklist
        - No fluff → get straight to the point
            - Eliminate all of the bullshit tasks
            - Find out what my plans are for DWS and create tasks around that
    - Go to the desktop and spend as much time as I can (the time before 8pm) identifying as many roadblocks as possible and writing it down in a google document
    - Go to the desktop and solve the duplicating ads within ad set problem
- Tuesday:
    - Finish the "where are they now" part of the WWP
- Wednesday:
    - Come up with a content planner for DWS organic facebook content
    - Find out the requirements I have for my client
- Friday:
    - Complete the "What do I want them to do" Part of the WWP
- Saturday:
    - 3 GWS
        - Complete the specific steps part of the WWP
- MINI GOALS FOR THE WEEK:
    - 15 GWS
        - 45 minute sessions
    - Complete the WWP by this week
    - Keep all entertainment software screen time below 30 minutes in total
    - Spend every single second I have working on something