Pestaña 1

Weekly OODA loop

week: October 14th -20th

1. What is your goal?

Specific Target: Get my **second** customer to sign up for my services.
Why it's important: To keep gaining traction on building a side business
Deadline: October 31st 2024

2. What did you get done last week to progress toward your goal?

- **Delivery for Client 1:**
    - Connected Google analytics to type form and tested
    - Held meeting for expectations for ad campaign and content calendar to be ready for tomorrow to start ad campaign
    - Review and connected hubspot
    - Reviewed past campaigns and results and discovered that early this year they already conducted a campaign aimed at distributors, and got 124 prospect responses. Hubspot validated only 96 emails.
        - Not segmented by size and experience, but by location and product interest
        - Decided to conduct a mail campaign before our content review meeting
            - created email campaign with their designer
            - created whatsapp link and message for CTA to measure conversation starters to follow up
            - KPIs for success and redirect efforts on defined campaigns:
                - CTR of the list
                  25% (roughly 25 opens and clicks)
                - # of conversations to follow up
                  10% (10 conversations started to follow up)
    - Set up clarity from microsoft to be able to have unmoderated sessions recorded, as well as heat maps to analyze the visitors behavior in their website, to optimize in the future.
    - Pending:

Having a follow up call with executives to describe next projects to do a fast follow that would be required to get and scale results from the discovery project. - to schedule this within the week.

- **Plan to propose Chatbot development for the 3 use cases in the AI camp**
    - Lead capture and CRM integration
    - Customer service
    - Appointment setting
- **Goals:**
    - To have demos ready and tested for them to interact with in Spanish before the meeting.
    - Have a pricing strategy offer for them to have clarity
        - This should align with their expectation to have in the future a call center

- **Outreach**
    - Started contacting through WhatsApp and IG some of my friends
        - Contacted 5 so far, need to put in **more reps**, if I want to close the month with an extra client
            - Goal of the week: Contacting at least 50 people
            - follow up with some that showed interest in the wewame tool and pitch again services
    - Strategy
        - Build a landing page to offer the copywriting services, as well as the bots, showing the demos integrated. For those in latam or that use WhatsApp as part of their marketing invite them to use wewame as a free tool they can use for their marketing funnels.
- **MVP tool wewame.com**
  To migrate to a proprietary tool links and to have it to offer to other marketing freelancers or agencies to start conversations through WA using short links
    - Fixed code on batch link generation, since it had an issue adding proper country codes for those links to function.
    - Developed PoC for complementing the WhatsApp links with links in bio and shared with partner, to integrate it, would be easy.
    - Review with partner the analytics back office to release soon
        - Pending meeting, scheduled for Friday, TBC with partner
    - Pending:
        - Have a clear roadmap for MVP
        - Competitive analysis finalized
        - Define pricing strategy from the competitive analysis to be finalized

- ■ Define a pre-launch formal process and a launch process, define the warm up strategy - get help for this.
- **What are the biggest obstacles you need to overcome to achieve your goal?**
  - ○ Get my daily routine (sleeping, eating, exercising and praying) on point so I'm more energetic throughout the day.
    - ■ Sleep at least 6-7hrs
    - ■ Reduce distractions to a minimum level (less than 30 min a day considering social media and what not)
  - ○ **Do the reps** on the outreach, losing the fear that my number is too high to find success
    - ■ Already started some outreach, need to increase the intensity 10X, not much effort needed here, just consistency in the effort
  - ○ Getting serious and commit myself to achieve the goals I set for myself
    - ■ Work on deep work focus blocks and account for context switching in between creation task and management task, try to put creation task with more uninterrupted time allocated, figure a way around your schedule at work.
  - ○ Be more humble and ask for help when needed to either be able to delegate on my day job as well as with the client projects to be able to deliver on time and with quality
    - ■ Already asked for help and worked with ops to allocate other team members, this is already reducing my workload, still need to speed things up with some deliverables.
  - ○ Be action oriented and get things done faster, rather than thinking how I might get things done, if I make a mistake by going fast, match with the same level of urgency to correct things.
    - ■ Did with the AI campus and build a firs bot demo finalizing ⅓ from the first level in the campus
- **What is your specific plan of action for this week to move closer to your goal?**
  - Manage expectations for the testing
    - ○ Make a plan to create the creatives before the meeting
    - ○ Define what is going to be tested and why - small presentation
      - ■ What is going to be tested to then be optimized
        - Audience, where do we get the most active interest
        - To then narrow it down to test then
      - ■ Finding CAC for distributors prospects
  - Schedule a meeting with the C suit of the current client to follow up on results and next steps.

- - ○ Proposing a small fix fee retainer to continue improving the websites
  - ● Do warm outreach to get a new customer.
    - ○ Set at least **30 minutes** in a specific time during the afternoons to reach at least **10 prospects** using the outreach process - this would equal at least 50 contacted prospects through the week.

BONUS

Where are you in the process map?

5.1 Finalized (Level 3 videos) →**5.3** for first prospect
Working this week to finalize the AI module and the chatbot demos from the AI campus

How many days did you complete your daily checklist last week?

0/7
Did not put minimal reps on **outreach** prioritizing client work, progress in the campus and the MVP of the product about to launch.

What lessons did you learn last week?

- ● **Copywriting course learnings:**
  - ○ Establish trust and authority
    - ■ Know →Like →trust cycle throughout the process
    - ■ Key to make the sale
    - ■ Authority
      - ● types
        - ○ tribal
        - ○ transferred
        - ○ by association
        - ○ credentialed
        - ○ Personal public track record and body of knowledge
        - ○ Longevity
        - ○ Demonstrated superior key metric
      - ● Build trust

- remember that your audience is always at risk time and material wise
- How
  - throughout time
  - with micro interactions to build trust
  - always displaying, sharing and communicating with elements that show that you are trustworthy
- Trust building shortcuts
  - Authority
  - Empathy
  - Social proof
  - Affinity
  - Familiarity
  - Association
  - Believable claims
  - Brutal honesty
  - revealing a new and better way to understand the world
- Red flags
  - Salesman markers
  - Pushing for the sale (too needy)
  - Making recommendations before getting asked
- Remember to always give something before asking for anything
- Never betray their trust
  - Inspire belief
    - Booth emotion and logic are needed for any sale to happen
      - Emotion is the engine
      - Logic is the guide rails
    - The flow and steps to make the sale, although emotional, it has to be logical as 1 follows 2 and then 3
      - Framework → Roadblock/Solution/Product-Service logic relationship for your offer
    - List beliefs to have in order to make them take the action
    - Mental models
      - Demonstration of proof (Demo the product)
      - Layman´s explanation
      - The power of metaphors

- Social proof and respected sources
  Always answer the question "Will it work for me?"
- Use a subtle belief language constructions
  - Remember that you can only help people move to where they want to be
- Use a tone of certainty always
  ○ Get them to take action now
    ■ CTAs either to take the next step for engagement or take action (sale or otherwise)
    ■ CTA best practices
      - Matches de level and position in the funnel
      - Only one at the time ideally, the less options the less confusion
      - Repeat the CTA through the copy
      - Don´t hit them with the CTA too soon
      - Lower the friction, simplify
        ○ clear
        ○ hard to misunderstand
        ○ easy to find, read and inspiring
        ○ no new doubts and concerns
    ■ We help people make decisions
    ■ Last minute boosts
      - crank pain/desire
      - scarcity or urgency
      - leverage previous commitments or identity factors
      - shorten perceived time to result
    ■ Decrease the perceived cost
    ■ Reaffirm authority and trust
    ■ Standard closes
      - Dead simple
      - ⅔ way closes
      - success or excuses
      - Pain → Relief cycle
      - Hand hold
      - Are you serious about …?
      - Information is not enough, you need X
      - This is what money is made for, to make your life easier
      - Take away
      - Ghost CTA

- ○ Demolishing objections
  - ■ This is our most important and single biggest area to address to make big ticket sales
  - ■ What are objections?
    - ● Internal dialog from our prospects that prevent them to take action
      - ○ Reasons why they shouln´t buy or act
      - ○ If you didn´t answer them, the sale is never going to happen
    - ● Demolishing the objections
      - ○ Identify them - for not buying
        - ■ Reasons
        - ■ Excuses
        - ■ Hidden doubts
      - ○ Identify and address both major and minor
    - ● Most common ones
      - ○ I don´t have the time
      - ○ I can´t afford this
      - ○ Lack of belief in themselves
      - ○ Afraid of change or success
  - ■ Moves
    - ● #1 Acknowledge - Reframe - Target
    - ● #2 Agree - Redefine - Target
    - ● #3 Exclusion
- ○ Storytelling 101
  - ■ We learn and transfer information and knowledge through stories

- ■ The hero's journey framework

- ■ What makes a good story
    - ● Relatable
    - ● Conflict and tension
    - ● Connected to their desires
    - ● Regular twist
    - ● Inmmersive
- ■ Frameworks and mental models
    - ● The hook - intro to the story
    - ● Sympathetic emotional response - Association with the character
    - ● Shifting beliefs - From Joe to Hero and how you can be like Joe
    - ● Building authority and trust - Amplify association and share the kernel of knowledge
 - ○ Tribal Marketing
    - ■ We are hardwired to be tribal
        - ● For survival
        - ● For belonging
        - ● For status
        - ● This drives our behavior

The strength of the pack is the strength of the wolf and the strength of the wolf is the strength of the pack
- ■ Elements
  - ● Leaders
  - ● Members
  - ● Values/Rules/Culture
  - ● Activities
  - ● Purpose
  - ● Enemies
  - ● Resources and territories
- ■ Modern tribes
  - ● Overlap
  - ● Morphed by context and technology
  - ● We are born into some, we join into others
  - ● In person vs Virtual
- ■ How do we decide to join a tribe?
  - ● Purpose resonates
  - ● Benefits
  - ● I like the leader and members and want to be like them
  - ● The relationships they have with other tribes
  - ● Test period to then be fully invested
- ■ Evaluating strength
  - ● Leader
  - ● Size
  - ● Resources
  - ● Results over conflicts : Are they winning?
- ■ How we build status
- ■ How does this affects buying decisions?
  - ● social proof
  - ● Signal membership to the tribe
  - ● Increase or decrease status
  - ● Avoid consuming things that would jeopardize tribal membership
- ○ Common outlines for copy
  - ■ Funnel copy purpose
    Identify for which part of the funnel the copy purpose is for
  - ■ Funnels
    - ● Search
    - ● Social media
    - ● Paid ads
    - ● B2B direct sales
  - ■ WWP

- ■ Short form
  - ● DIC
  - ● PAS
  - ● HSO
- ■ Long form
  - ● Overall General Structure Simplified
    - ○ Headline
    - ○ BOdy
    - ○ Close
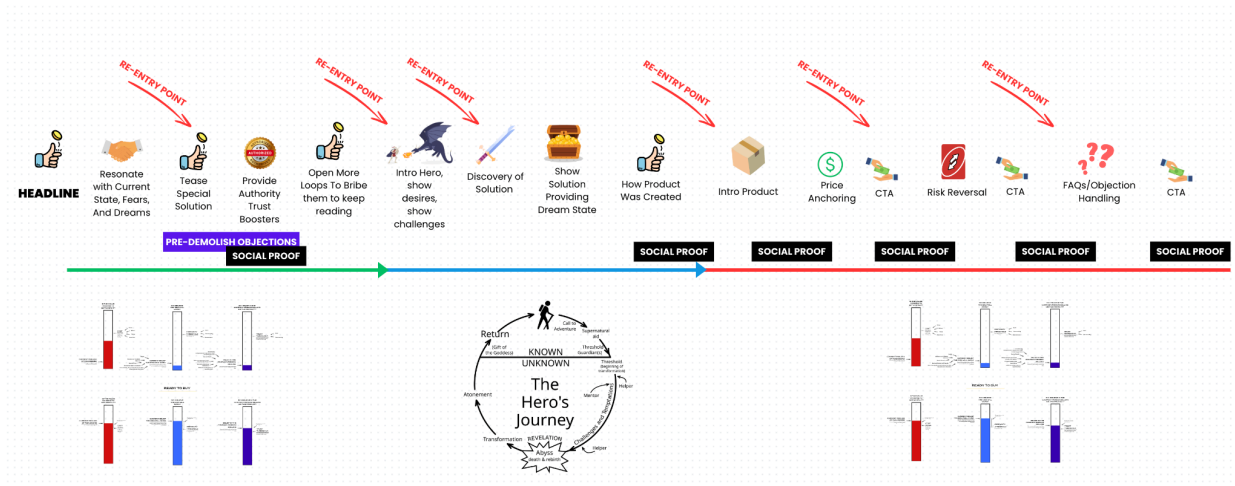
- ○ Optin Pages
  - ■ KPI aim for a **25% conversion** rate from any traffic you can get to this pages
  - ■ Use it for a free gift to get name, email and phone number
  - ■ Header should be consistent with Hook
  - ■ It should include curiosity bullets
- ○ Missions
  - ■ Empathy course:
    - ● Self awareness No iniciado ▾
      - ○ Pending exercise - novelization of my day to day
    - ● Understand your own buying behavior No iniciado ▾
      Analyze the steps you go through your buying process
      - ○ Pending exercise - List of last 5 purchases | 5 Why´s | Steps
    - ● Movie Exercise - Did watch Troy No iniciado ▾
      - ○ Pending - writing a diary page of the characters
  - ■ 📄 Mission Establish Trust En curso ▾
  - ■ 📄 Inspire belief - Mission En curso ▾
  - ■ 📄 CALL TO ACTION (CTA) - MISSION Completado ▾

- - - Storytelling 101 mission No iniciado ▾
    - Create a story either for a client or hypothetical
  - Tribal marketing mission   No iniciado ▾
    - Current tribes of my customers
    - Why should they join my tribe?
    - Steps I can take to increase my status in the tribes I belong
  - Using AI Module
    - Last seen: The pitfall/weakness of AI and how to fix it
      - Continue until finalized

To remember and consider every week to keep wining

How to prepare for a sales call and test ads

- Do Top Player Analysis
- USE SPIN (Situation-Problem-Implication-Needs)
- Make recommendations
- How to deal with interruptions

Run ads Make more money

- When and why
- Targeting and placement
- Anatomy of a profitable ad
  - In front of the right people
  - Stop their scroll
  - Trigger the right desire or fear
  - Match level of sophistication and awareness
  - Trigger curiosity
  - Trigger trust and other emotions
  - Drive the click - give them a good reason to click
    - scarcity
    - time bound
- How to test
  - One variable at the time in the following order:
    - Audience - 3-15 Million
    - Statement of desire or pain
    - Hook
    - Image
    - Body text
    - Landing page
  - Testing rules
    - 10 variations at each step
    - At least with 300-500 prints
    - Get a winner (CPC<$0.50 or CTR>4%)

- ○ Then move to the next step
- ○ Use clicks as a goal until having a full winning ad to then switch to conversions.
- ● After this do Page Optimization
  - ○ KISS - start with headline
  - ○ Then content
  - ○ Use heatmaps
  - ○ Iteration process
    - ■ Analyze recordings and heatmaps (at least 30 recordings)
    - ■ Hypothesis
    - ■ Change one variable
    - ■ Test with 30 more sessions
    - ■ Measure again
    - ■ Test until win

- ● **Power up calls:**
  - ○ **Move Faster** - Understanding how to think bigger in terms of possible outcomes using campus materials
  - ○ **Endless obstacle AIKIDO** - Expect obstacles, be ready to tackle them and keep going
  - ○ **Will you be able to keep up** - Be ready to take the opportunities that will come your way, you need skills to master, resources to have access to and relationships built to be able to take them as they come as fast as possible.
  - ○ **What´s your target?** - Clarity on goals will propel your actions with more determination.
  - ○ **Can you account for your time?** Be committed and consider sacred the time devoted to achieve your goals and be accountable
  - ○ **Basic Math to get filthy rich 1** - Understand how increase your skill level and your value output you can provide in the least amount of time, to provide and capture the most amount of value. Understanding compound interest
  - ○ Time Maxxin
    - ■ missed it - to catch up latter
  - ○ **Basic Math to get filthy rich 2** - The eisenhower matrix and how to prioritize your time for your set targets