#### THE MASTER WAR MODE DAY PLAN + REPORT

### □ The Mastery Checklist Explained to achiev...

<b>☑/</b> ×	<b>D/10</b>	I/10	/20	Master Checklist:	Task Time:
<b>V</b>	4 ·	8 -	12 ·	Meditate	20m
<b>V</b>	1.	8 -	9 ·	Gratitude journal	5 <b>m</b>
<b>V</b>	1	10 -	11 -	100 pushups	10m
<b>V</b>	1 -	8 -	9 -	Cold shower	5 <b>m</b>
<b>V</b>	7 ·	8 -	15 -	Review 1 piece of student copy (timebox to 30 mins)	35m
<b>V</b>	7 ·	8 -	15 -	Breakdown a piece of copy from my TODO stash	25 <b>m</b>
<b>V</b>	2 ·	7	9 ·	Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences	15m
V	2 -	7 -	9 -	Watch morning power-up call and write down the lesson learned in 1-2 sentences	15m
<b>V</b>	6 -	7 -	13 -	Hire an OG copywriter: generate copy	1h
×	8 -	7 -	15 -	Hire an OG copywriter: refine copy	2h
<b>V</b>	4 -	7 -	11 -	Hire an OG copywriter: analyze research	15m
<b>V</b>	3 -	6 -	9 -	Send a follow-up message to Igor	10m
×	7 -	7 -	14 -	Write outreach message for Lee	1h
×	8 -	7 -	15 -	Refine outreach message for Lee	30m
×	1	7 -	8 -	Send free gift to Lee	5 <b>m</b>
<b>V</b>	2 ·	5 -	7 -	Read blog post on follow-ups	30m
<b>V</b>	1	3 -	4 ·	Sprint planning meeting	1h
<b>V</b>	5 -	6 -	11 -	Gym workout	1h
<b>V</b>	1.	10 •	11 •	Reflection: Day 17 of the Real War Mode	15m
<b>V</b>	3 -	10 -	13 -	Plan out Day 18 of the Real War Mode	30m

	DAY NUMBER + DATE + TIME
Day Number:	17
Date:	03/29/23
Start Time:	8 am

	🙏 3 Things That I Am Grateful To Have In My Life 🙏
1.	I am grateful for Maria - my team lead
2.	I am grateful or all the fellow Gs sharing their copy in the chats
3.	I am grateful for the 500g nut package that I bought on Monday

1.	Send a follow-up message to Igor
2.	Hire an OG copywriter challenge
3.	Send free gift to Lee



\$ Task:	\$ Task = Set The Task That I Intend To Complete This Hour?
🔔 Sub-Task:	Sub-Task = What Is My Plan Of Action To Complete This Task For This Hour?

Reflection:

Reflection = Did I Complete This Task For This Hour? If Not, Then Why?

# MY MORNING WAR PLAN

🧠 What Do I Plan To Accomplish This Morning? 🧠

#### Improve my marketing IQ by:

- Breaking down a piece of student copy
- Breaking down a piece of copy from my TODO stash

Stay in sprint planning meeting and make myself useful.

⊚What Is The Main Goal For This Morning?⊚

Improve my marketing IQ

🔑 How Will I Start My Morning With Power? 🔑

"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."

# DELETE BOXES THAT ARE BEFORE YOU WAKE UP!

8 am: Task \$	Wake up, morning routine
Sub-Task's 🔔	<ul> <li>Cold shower</li> <li>Coffee</li> <li>Morning hygiene</li> <li>Meditate for 15-20 mins</li> <li>Gratitude Journal</li> </ul>
Reflection /	Everything done
9 am: Task \$	<ul> <li>Review 1 piece of student copy (timebox to 30 mins)</li> <li>Breakdown a piece of copy from my TODO stash</li> </ul>
Sub-Task's 🔔	<ul> <li>Pick a piece of short-form copy from the chats</li> <li>Set a timer for 30 mins</li> <li>Review copy and leave feedback</li> <li>Pick a piece of copy from my TODO stash</li> <li>Set a timer for 15 mins</li> <li>Break it down and extract IDEAS</li> <li>Place it inside my swipe file</li> </ul>
Reflection /	<ul> <li>Student copy review done in 40 mins</li> <li>What I learned from reviewing a piece of DIC copy:         <ul> <li>Disruptive opening: address two mainstream solutions the avatar has already tried and tease a third one (Latch onto the reader's distrust and doubts on an authority figure, feed off of it - agitate his pain, and offer hope - third solution)</li> </ul> </li> <li>Didn't review the piece of copy from my TODO stash (delayed too much)</li> </ul>
10 am: Task \$	Sprint planning

- Sort through files in google drive and clean up

- Sort through files on computer and clean up - Basically occupy my time with shallow work

Sub-Task's 🔔

	- Go through chats in TRW
Reflection /	- Went over chats in TRW
	- Sorted through ideas in my TODO and put them in my Swipe file
11 am: Task \$	Sprint planning continuation
Sub-Task's 🔔	- Sort through files in google drive and clean up
	- Sort through files on computer and clean up
	- Basically occupy my time with shallow work
	- Go through chats in TRW
Reflection /	- Broke down 2 headlines from my TODO stash
	- Added them to my Swipe File
	- Cleaned up some files and folders from Downloads
	<u> </u>
11:30 am: Task	Hire an OG copywriter
\$	<redacted> Ticket</redacted>
Sub-Task's 🔔	- Analyze audience research
	- Analyze prospect research
	- Generate first email, acting as Gary Halbert
	- Refine first email to sound more human and more persuasive
Reflection /	Worked on <redacted> Ticket</redacted>
12 am: Task \$	Hire an OG copywriter

- Generate second email, acting as Gary Halbert

<REDACTED> Ticket

Sub-Task's 🔔

	- Refine second email to sound more human and more persuasive - Generate third email, acting as Gary Halbert - Refine third email to sound more human and more persuasive
Reflection /	Finish <redacted> Ticket</redacted>
	Did a blitz fascination challenge.

## **©END-OF-THE-MORNING REPORT**

#### 🧠 What Did I Learn This Morning?🧠

- Disruptive opening: address two mainstream solutions the avatar has already tried and tease a third one (Latch onto the reader's distrust and doubts on an authority figure, feed off of it - agitate his pain, and offer hope - third solution)
- I can subtly include a price anchor, right from the headline

#### XWhat Problems Did I Face This Morning?X

Sprint planning took a lot of time which lead to me doing more shallow work than intended.

Got assigned a new ticket and decided to quickly finish it, rather than leaving it for another day.

🔑 How Will I Solve These Problems For This Afternoon? 🔑

N/A



	What Do I Plan To Accomplish This Afternoon?
- Hire an O	G copywriter: complete challenge
	nyself on the different follow-up messages
	ther follow-up to Igor
- Write an	outreach message to Lee and send the free gift
	⊚What Is The Main Goal For This Afternoon?⊚
Hire an OG cop	ywriter: complete challenge
	Phow Will I Start My Afternoon With Power?
"It is the inters strongest rews	nal struggles, when fought and won on their own, that yield the ards."
1 pm: Task \$	Cook luenh
Intention 🔔	Cook lunch
Reflection /	Cooked two pork neck steaks with a side of potatoes and carrots.
2 pm: Task \$	Eat lunch
z pm. rask 🏺	Lat Autica
Intention 🔔	Eat lunch
Reflection /	Ate lunch.
	<u>I</u>

3 pm: Task \$	<ul> <li>Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences</li> <li>Watch morning power-up call and write down the lesson learned in 1-2 sentences</li> </ul>
Intention 🔔	<ul> <li>Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences</li> <li>Watch morning power-up call and write down the lesson learned in 1-2 sentences</li> </ul>
Reflection /	<ul> <li>What I've learned.</li> <li>Lesson from Kyle Milligan video: Everything is sold with NESB emotions.</li> <li>Lesson from morning power-up call #217: Turn statements into "How might I" questions.</li> <li>Lessons written down respectively as #51 and #52 in</li> <li>Quick Lessons Learned</li> </ul>

3:30 pm: Task \$	Send a follow-up message to Igor
Intention 🔔	<ul> <li>Read blog post on follow-ups</li> <li>Write an appropriate follow-up message to Igor</li> <li>Send a follow-up message to Igor</li> <li>25 pushups</li> </ul>
Reflection /	<ul> <li>Massively took me more time to view the follow-up document resource and write a follow-up message</li> <li>25 pushups</li> </ul>

4 pm: Task \$	Hire an OG copywriter
Intention 🔔	<ul> <li>Analyze audience research</li> <li>Analyze prospect research</li> <li>Generate first email, acting as Gary Halbert</li> <li>Refine first email to sound more human and more persuasive</li> </ul>

	- 25 pushups
Reflection /	<ul> <li>Spent this time educating myself on follow-ups and writing a follow-up for Igor</li> <li>25 pushups</li> </ul>
5 pm: Task \$	Hire an OG copywriter
Intention 🔔	<ul> <li>Generate second email, acting as Gary Halbert</li> <li>Refine second email to sound more human and more persuasive</li> <li>Generate third email, acting as Gary Halbert</li> <li>Refine third email to sound more human and more persuasive</li> <li>25 pushups</li> </ul>
Reflection /	<ul> <li>Audience research analyzed</li> <li>Prospect research analyzed</li> <li>3 outputs generated: 1 by chatGPT3 and 2 by chatGPT4</li> </ul>
6 pm: Task \$	Write outreach message for Lee
Intention 🔔	Write outreach message for Lee 25 pushups
Reflection /	Ate afternoon snack.
	Didn't write an outreach message. No pushups
7 pm: Task \$	Commute to gym

Start workout

Intention Go to gym - Warm up  Reflection / Done  8 pm: Task \$ Gym workout  Intention Upper body workout  Reflection / Done + 50 pushups  9 pm: Task \$ Commute back home  Intention Commute back home  Reflection / Done  10 pm: Task \$ Eat dinner  Intention Eat dinner  Intention Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that: - Triggering disgust with a bold statement in the headline is an effective disrupt		
8 pm: Task \$ Gym workout  Intention Done	Intention 🔔	
Intention Done + 50 pushups  9 pm: Task \$ Commute back home  Intention Commute back home  Reflection / Done  10 pm: Task \$ Eat dinner  Intention Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that: - Triggering disgust with a bold statement in the headline is an	Reflection /	Done
Intention Done + 50 pushups  9 pm: Task \$ Commute back home  Intention Commute back home  Reflection / Done  10 pm: Task \$ Eat dinner  Intention Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that: - Triggering disgust with a bold statement in the headline is an		
Intention Done + 50 pushups  9 pm: Task \$ Commute back home  Intention Commute back home  Reflection / Done  10 pm: Task \$ Eat dinner  Intention Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that: - Triggering disgust with a bold statement in the headline is an		
Intention Done + 50 pushups  9 pm: Task \$ Commute back home  Intention Commute back home  Reflection / Done  10 pm: Task \$ Eat dinner  Intention Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that: - Triggering disgust with a bold statement in the headline is an		
Reflection / Done	8 pm: Task \$	Gym workout
+ 50 pushups  9 pm: Task \$ Commute back home  Intention  Commute back home  Reflection Done  10 pm: Task \$ Eat dinner  Intention  Eat dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an	Intention 🔔	Upper body workout
9 pm: Task \$ Commute back home  Intention A Commute back home  Reflection / Done  10 pm: Task \$ Eat dinner  Intention A Eat dinner  Reflection / Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an	Reflection /	Done
Intention  Commute back home  Reflection Done  10 pm: Task \$ Eat dinner  Intention Eat dinner  Reflection Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a feet for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an		+ 50 pushups
Intention  Commute back home  Reflection Done  10 pm: Task \$ Eat dinner  Intention Eat dinner  Reflection Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a feet for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an		
Intention  Commute back home  Reflection Done  10 pm: Task \$ Eat dinner  Intention Eat dinner  Reflection Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a feet for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an		
Intention  Commute back home  Reflection Done  10 pm: Task \$ Eat dinner  Intention Eat dinner  Reflection Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a feet for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an		
Reflection / Done  10 pm: Task \$ Eat dinner  Intention  Eat dinner  Reflection / Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an	9 pm: Task \$	Commute back home
10 pm: Task \$ Eat dinner  Intention  Eat dinner  Reflection / Ate dinner  Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an	Intention 🔔	Commute back home
Intention	Reflection /	Done
Intention		
Intention		
Intention		
Reflection / Also, had to review Ali's current sales page (he sent it to me to get a fee for my work) and I learned that: - Triggering disgust with a bold statement in the headline is an	10 pm: Task \$	Eat dinner
Also, had to review Ali's current sales page (he sent it to me to get a feet for my work) and I learned that:  - Triggering disgust with a bold statement in the headline is an	Intention 🔔	Eat dinner
for my work) and I learned that: - Triggering disgust with a bold statement in the headline is an	Reflection /	Ate dinner
- Triggering disgust with a bold statement in the headline is an		Also, had to review Ali's current sales page (he sent it to me to get a feel for my work) and I learned that:
		- Triggering disgust with a bold statement in the headline is an
		I .

10:30 pm: Task \$	Reflection + Plan
Intention 🔔	<ul> <li>Reflection: Day 17 of the Real War Mode</li> <li>Plan out Day 18 of the Real War Mode</li> <li>Send both to # Accountability Roster</li> </ul>
Reflection /	Both done

11 pm: Task \$	Cool down and go to bed
Intention 🔔	<ul> <li>nighttime hygiene</li> <li>10 min of yoga nidra</li> <li>and go to bed.</li> </ul>
Reflection /	Stayed up till 12:30 am
	Still. I'm full of energy and I don't really want to go sleen.



#### ≪What Did I Learn Today? ≪

- I can sell everything with NESB emotions
- Turn statements into "How might I..."
- Disruptive opening: address two mainstream solutions the avatar has already tried and tease a third one (Latch onto the reader's distrust and doubts on an authority figure, feed off of it - agitate his pain, and offer hope - third solution)
- Disruptive headline: trigger disgust with a bold statement
- I can subtly include a price anchor, right in the headline

#### $\times$ What Problems Did I Face In The Day? $\times$

- Didn't include in TODO stash file breakdown in the same timeslot as the student copy review (I had to go to the meeting in the next timeslot)
- I underestimated how much time I would need to read the follow-up article and get an idea of what to write as a follow-up to Igor.
- Again, I stayed up late
- Again, I was sluggish after lunch (and didn't do my pushups)
- Out of nowhere Ali sends me his sales page for review. It caught me completely off guard, but luckily I review copy each day so it was a piece of cake.

#### How Will I Solve These Problems Tomorrow?

- Start the task of the given timeslot 5 mins earlier
- Better estimate how much time it takes me to view resources
- Don't fucking stay up late, get some sleep
- N/A
- I must present myself as the expert on sales and marketing. Expect to get asked about review, opinions and suggestions on sales videos, sales pages, emails, etc.

#### 🔤 What Do I Plan To Do Differently Tomorrow?🔤

- Start the task of the given timeslot 5 mins earlier
- Complete the student copy review and Swipe file breakdown in the same 1 hour timeslot
- Get to sleep before 12 am
- Be prepared at all times to be asked for advice on sales and marketing

#### 🖏 What Do I Plan To Do The Same Tomorrow? 🛟

- Review student copy
- Breakdown TODO stash copy

Who Do I Need To Update, Contact, Ask A Question To, And Share Feedbac	k With? 📧
Check out Ali's comments on my feedback and set a call with him.	
	_
<b> ⅓What Tasks Were Left Undone? ⅓</b>	

- Write outreach message for Lee
- Refine outreach message for Lee
- Send free gift to Lee
- Hire an OG copywriter: refine copy

Brain Dump: