a. **Checkpoint #9 - The client agrees to the next project and I get paid 380 BD.**
    - Meet with the client to discuss the next project.
    - Go back and forth with the client to set up a meeting
    - Figure out what should be the next project.
b. **Checkpoint #8 - The first project is successful and the client is satisfied with the results**
    - Gather all metrics and stats to measure the success of the project and send them over to the client.
    - See if there are any changes I can make to the project
    - Keep checking in on the project to see if there's anything I can do to make it better.
    - Launch project.
    - Get the client's approval and make changes according to the client's wants regarding the project
    - Figure out which version is the best
    - Send different versions of the copy to the Aikido review channel.
    - Find the best way for the project to be done.
    - Get the client's approval to launch the project.
    - Go back and forth with the client on matters relating to the project and gather resources for the project.
c. **Checkpoint#7 - Get the client's approval to start working on the project on the sales call. (Low cost/free)**
    - Make him understand why he needs this project and how it will help him.
    - Depending on the sales call/ in-person meeting outcome suggest a project for him
    - Go through the SPIN questions.
    - Hop on the call.
    - Watch sales call review.
    - Prepare questions for sales call.
    - Go through all resources about sales calls.
    - Prepare for the sales call.
d. **Checkpoint#6 - I have a sales call/ in-person meeting scheduled**
    - Go back and forth with the prospect about the day, time, and place of the in-person meeting/ sales call.
e. **Checkpoint#5 - I found a prospect who is interested in hopping on a sales call or in-person meeting.**
    - Reply to prospect replies
    - Follow up with prospects already reached out to

- Send email outreaches/ cold calls
- Find out what type of outreach works best in this niche
- Gather metrics and stats for outreach tests
- Test a different type of outreach every single day for 7 days.
- Keep posting FV in the Aikido copy review channel.
- Test different types of FV and see what works best.
- Go online and find out the pain, desires, fears, etc. of business owners in this niche.

f. **Checkpoint#4 - I have a 100-prospect list**
- Paste their name, business name, and contact information in a spreadsheet.
- Search for businesses on the platform they are in.
- Use AI to find better search terms

g. **Checkpoint#3 - I understand how the top players market their business**
- Write down in a doc/book everything they do.
- Find successful copy from the niche even if it's from the 1930s
- Go through every piece of their marketing asset.
- Find top players

h. **Checkpoint#2 - I have a clear understanding of the market**
- Come up with an avatar for this target audience.
- Note them down in the market research doc
- Highlight pains, fears, desires, frustrations, etc.
- Paste all info in separate Google docs based on the source.
- Perform market research by going through competitor testimonials, reviews, amazon books, comments, etc.

i. **Checkpoint#1 - I have a niche**
- Check out if there are enough local prospects for me to reach out to.
- Go through niche domination notes to figure out what exact type of niche it is.
- Analyze how profitable different niche options are
- Pick a few that I like
- Ask Chatgpt to spit out some local business niches