Goal: Make $1000 with a new client

Plan for doing this:

- Ok, so I've done all of the things Andrew said to boost your status in the Dream 100 Approach. I redesigned my website, adapted my social media profiles, created a lead magnet and newsletter, have gotten over 500 Instagram and 600 Linkedin followers, and I've also started my own blog.
- I'm going to use all of the above things to my advantage. These things should make prospects trust me, meaning that the next step is the actual outreach itself.
- I must focus on two things:

Outreach:

1) Focus on the reps
2) Focus on the quality of the reps

- First, I must send more outreach. I will do this by finding more prospects on my spreadsheet using things like Google Maps, Yell, Checkatrade, etc. I have gotten results for a first client, but I want tangible results for a second local business client to really cement the social proof. Next, I must add those prospects to my spreadsheet. Now I have people to reach out to

    - Secondly, I must improve the quality of the outreach. This can be done by going through Andrew's, Arno's, and Dylan's approaches to outreach. I can rewatch the call all 3 of them did together in the Copywriting Campus a few months ago to get a good idea of this. I will analyse the prospect's problems and seek to solve them with a personalised piece of outreach which matches TRW criteria from the 3 aforementioned Professors.

Enough of this, and I'll have a sales call booked.

Sales Call:

- Go through the SPIN questions in Level 4 to prepare questions
- Get to know the prospect's problems by being genuinely interested in them. If needed, I can rewatch some of Arno's SSSS course to fully know how to understand others.
- I must then be able to create a hypothesis based on my marketing knowledge. I will go through the winner's writing process like Micah said on the call to improve my marketing knowledge.

After the sales call, I should now have a client.

Client Work:

- First, I must perform top player analysis and market research in order to understand the client's market.
- Next, I must get to work on the project we agreed upon using the research. I will use the copy review aikido channel to improve it further.
- I must make it clear that it's a draft and that we'll go through revisions together.
- After we go through some revisions, we'll be ready to launch it.
- After launch, I must analyse what goes well and double down, and remove what isn't going so well.
- After the successful launch, my client should now have more sales. This means that I get paid my $1000.

Resources to use here:
- Dylan's client communication course
- Andrew's client communication power up call