

## 1. Live alone

2. **Cause effect/chain:** Live alone → be able to pay for food and my own apartment → have enough money to survive and be motivated to earn more but more than minimal living to avoid cheap food stress etc. → 2000\$ - 2500\$ per month → Client/s have to send me 2000\$ - 2500\$ per month → I need to find the right clients → I need to make a sale of the idea on the sales call → Make my one good client 20000\$ - 25000\$ per month or 2 clients both making them 20000\$ - 25 000\$ → *\*Side step\** I need to be able to provide such value with my skills → I need to convince them that I can achieve those results → I can do it from emails/DMs (very hard) or get them on the sales call → to get them to this point They already need to see that I am the right person for the job and not another copywriter who begs them for money → I need to make them interested with the idea that they also believe is right for them - even if they need FB ads, but they don't think so they'll still ignore me → Discovery Project → They need to say yes to the sales call/DM close → For them to even see the idea they need to Open My Message → For them to open my message it either has to stand out from 101 others or the message has to be something else than the "typical way" → I have to test a lot of approaches → for distant clients I create outreach that stands out → To do it for DM's the first couple of words have to intrigue them so they open and the rest of the DM has to be as short as possible (miniskirt rule); When we talk about Emails the email can be A LITTLE BIT longer than DM, but has to have way better Subject Line; I can do various tactics with both emails for example a "Funnel": Message → Loom Video → Sales Call → Sale;
- for closer clients, I can do something more personal like a package or a letter → I Do As Much outreach as possible → I have to keep EVERY outreach up to STANDARDS because I'm

a professional → I need to get the actual work done  
(outreach/skill improvement) → I need to stop wasting time on  
“mental masturbation” like watching too much content in TRW → I  
need to “reserve” at least 6 hours a day to do outreach and 2  
hours a day to improve my skills.

### **3. Assumptions/Unknowns:**

- I assume I'm able to provide 20k-25k \$ value per month to my clients
- I assume that 2k-2,5k\$ is enough to live off
- I assume that I'll be able to, after analysis of the business, get the right ideas for their businesses according to them (after 1st project doesn't matter)
- I assume clients will give me 10% of the value I provide but if I get bad prospects they won't
- I assume I will land a sales call even though English is my 2nd language
- I assume I'll be able to reserve 8 hours a day for this particular activities