


















































# 100 G WORK SESSIONS AWAY

## G Work Checklist

- Set a desired outcome and plan actions
- Pick an attitude
- Hydrate, Caffeinate, Get the blood flowing
- Remove distractions
- Set a timer for 60-90 mins
- Get started
- Evaluate afterwards

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## G Work Session Tracker Template

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### **SESSION #1 - 06/20 + 1h**

#### **Desired Outcome:**

- Watch the beginner call- How to get a first client

#### **Planned Tasks:**

- Watch the video and take notes how to get a client
- Start warm outreach during the call
- Get ready for local outreach

#### **Post-session Reflection**

- I had a good G-work session- took notes, got in great attitude, understood the outreach game and am prepared to continue warm outreach. I made a mistake by underestimating how much time it took me to watch the training and I scrolled in social media for a few shorts while doing warm outreach, as I was doing it via FB. To fix that I will pick my prospects through messenger, then check their FB for any cool stories to start my conversation around, then quit FB and do WO via messenger.
- 

### **SESSION #2 - 06/20 + 1h**

#### **Desired Outcome:**

- Find 20 local businesses for outreach

#### **Planned Tasks:**

- Find 20 local businesses via Google maps or Google Search;
- Make sure those businesses do not repeat
- STRETCH GOAL - find 30 prospects,

#### **REWARDS:**

If I find 20 prospects I will make myself some coffee with a desert sandwich (goat cheese and honey). If I find 30 prospects I will buy myself some food, when I go back home.

#### **Post-session Reflection**

- Found 30 prospects in an hour, which is my personal record in finding local businesses online. Usually I managed to find 10 per hour and by creating some appealing rewards for reaching stretch goal, I found 10 prospects in the last 10 minutes and it wasn't like I was adding any business into the list. At first (while I was searching for the first 10) I was curious how I can help them, I started looking for competitors and if it was a profitable business to help. What's not so good about this, is that I usually get intimidated that I won't provide anything valuable for the business and wander off, heck maybe even slack off. But now I had a compelling and possible goal, something that I can also stretch my brain to achieve and a reward that I really wanted to get.

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## **SESSION #3 - 06/21 + 1h 30min**

### **Desired Outcome:**

- Reach out to 30 local businesses

### **Planned Tasks:**

- Check prof. Andrew's, Arno's, and Dylan's lessons on local business outreach
- Construct a few templates based on the lessons learned
- Send 30 **personalized** emails and messages to businesses

### **Post-session Reflection**

- I didn't set up a specific goal for this G-work session, but I was pushed by the daily reward of doing all the work for the day. I spent a little bit too much time looking for a template. I ended up using Prof. Andrew's template, which I could have used from the very beginning. Yet I was focused and rushed through time to create personalized emails. I sent 20 emails out of 30 outreaches, as the remaining 10 should be done via a phone call or in-person outreach (I only managed to get their phones online). Focus-wise it was a good G-work session, but I think I should improve the whole flow of sending emails by simply filtering those prospects that can receive the same email and those that should get a personalized one.

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## **SESSION #4 - 06/22 + 1h**

### **Desired Outcome:**

- Create an offer for PowerFitness starter client

## Planned Tasks:

- 20 minutes to analyze their current situation and what they are doing- ads, soc. media presence.
- 20 minutes to analyze what are their top competitors doing.
- 20 minutes to craft 3-5 offers for their current situation.

STRETCH GOAL: Prepare 2-3 SPIN questions for the upcoming call.

REWARD: If I hit my stretch goal I can then go on and learn how to create a loop of Martin Garrix - Animals instrumental beat for my next G-work sessions.

## Post-session Reflection

- The first mistake I made was getting ready for the G-work session took me way too long. I wanted to check this and follow up on that and then this and that and check the new lesson and make sure it will help me with my G-work session. This can easily be solved by allocating some amount of time to follow up with everything in the Copywriting Campus and then move on to G-work sessions.
- During the G-work session, I was focused and concentrated on work, although I wasn't really sure whether I was productive. I think the whole G-work session on creating an offer for a business I haven't asked any SPIN questions shouldn't take that long (1h). I wasn't sure what the dreams and current situation of the business were, therefore I was not sure who were the top players/competitors.
- I managed to find some ideas for the upcoming goal and hit my stretch goal by preparing some SPIN questions and I've done everything with 1 minute still on the clock. Currently, I am not 100% sure whether I was too quick or if this was genuinely a great G-work session.

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## SESSION #5 - 06/24 + 1h

### Desired Outcome:

- Find 20 new prospects

STRETCH GOAL: Find 30 new prospects

### Planned Tasks:

- Open Google Maps and find 20 new local business prospects for outreach

- Save the website URL, phone and email in a Sheet

REWARD: A breakfast sandwich

### **Post-session Reflection**

- I woke up 15 minutes late and had to quickly run through my morning routine and I only had 40 minutes left of this G-work session instead of an hour. At first, I was blaming myself for being late and wanted to completely skip this G-work session, but I did it anyway. And it was GREAT. I got a few insights that I can be much faster with my morning routine and much more efficient while searching for new prospects. Before I could only find 20 prospects in around 1 hour and during the previous G-work session stretching to find 30 in an hour was a real challenge. This time I demolished the list. Found the 20 prospects in only 33 minutes and managed to find the remaining 10 in around 10. So I had less time, but managed to hit my stretch goal within it. I will not oversleep again, but I am grateful I did today because now I know how well and fast I can search for prospects.

There was a moment where I found a terrible hotel and got hooked for a minute or 2 on reading the 1-star reviews and everyone flaming the hotel, but soon I remembered that the timer is ticking and that reading bad reviews won't make me rich so I tapped back into the G-work session quickly.

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## **SESSION #6 - 06/24 + 1h 30 min**

### **Desired Outcome:**

- Analyze Top competitors and find ways to implement what they are doing/failing to do to help PowerFitness

### **Planned Tasks:**

- Search for Top Players in the Women's Fitness niche
- Find what funnels they are using and what points they are selling on
- Gather those ideas and clear them up for the upcoming call
- Run through the SPIN questions again and make sure they are relevant.

**STRETCH GOAL:** Get fully ready for tomorrow's call after this G-work session, meaning ideas as offers are clear, the target market is clear, top players analyzed, and SPIN questions are ready

REWARD: I will grab lunch after the workout I will be doing after this G-work session

## **Post-session Reflection**

- It got hard and I got distracted quite a few times, but managed to stay on track and get some ideas about the niche and the business, even though a second G-work session on this is necessary.
- 

## **SESSION #7 - 06/25 + 1h**

### **Desired Outcome:**

- Prepare a “script” and SPIN questions for the PowerFitness call

### **Planned Tasks:**

- Watch the SPIN questions mini course
- While watching prepare questions and a “script” that I will use for the call.

STRETCH GOAL: -

REWARD: After the call I will go to a nearby forest with my dog

## **Post-session Reflection**

- Crushed this one. Got good questions and follow-up questions for the call. It’s a pity the call was delayed to tomorrow. I was nervous but I was sharp while doing those questions and visualizing the call. Before the call, I called around 10 prospects that I found earlier, just to relieve that pressure and it did help. Now calling doesn’t seem as scary as I thought it was. I am sure that before the initial call I will get nervous, but with every call it will get better and I am very excited to experience the calm and cool feeling during a call once I do 100+ of them if necessary.
- 

## **SESSION #8 - 06/27 + 3h**

### **Desired Outcome:**

- Prepare an offer and SPIN questions for Dalia interior designer

### **Planned Tasks:**

- The first 40mins will be spent watching the Top Player Analysis of interior designer during the MPUC I will also take notes
- Last 1h 20 min will be spent analysing a Top Player and taking notes/ideas for offer for Dalia

STRETCH GOAL: Prepare a "script" SPIN questions for the upcoming call

REWARD: After the G-work session, I will grab some coffee

### **Post-session Reflection**

- Got some ideas ready and felt much better than my first call this week. Didn't get distracted, maybe a few times, and that is probably because I was nervous.
- 

## **SESSION #9 - 06/28 + 1:40h**

Desired Outcome:

- Prepare an offer and SPIN questions for MezgimoManija

### **Planned Tasks:**

- I will quickly look through MPUC Top Player Analysis and check if there is anything related to eCom or similar shops.
- Analyze top player funnels and my prospects funnel and come up with a few ideas to implement them + SPIN questions.

STRETCH GOAL:

REWARD: After the G-work session and the call I will get some food and watch the latest EM.

### **Post-session Reflection**

- Had around 8 ideas prepared and felt much better than the previous calls.
- 

## **SESSION #10 - 06/29 + 1:30h**

Desired Outcome:

- Prepare an offer and SPIN questions for 1000grindu company

### **Planned Tasks:**

- Spend the first 45 minutes looking at 3 top competitors and find out their funnels (3x15)
- Gather from the top players and come up with your ideas for your prospect
- Prepare SPIN questions

### **Post-session Reflection**

- Had around 8 ideas prepared and felt much better than the previous calls.
- 

## **SESSION #11 - 07/02 + 2h**

### Desired Outcome:

- Fill at least 50% of the Market research document

### Planned Tasks:

- Analyse and extract as much information from competitors Pokalbiugidas
- Expand the research to YouTube comments, podcasts, and other platforms to gain as much insight about the target audience as possible.
- Fill in the information found in the document.

### Post-session Reflection

- Got distracted a few times, but managed to fill the document around 50%.
- 

## **SESSION #12 - 07/03 + 1h 30min**

### Desired Outcome:

- Create an offer and SPIN questions for the upcoming call with the client

### Planned Tasks:

- Analyse reviews from my prospect and competitors to get a brief understanding of how the target audience works;
- Understand how my business is working and how top players are working;
- Create an offer + SPIN questions;

Stretch Goal: Do everything in an hour

Reward: Lunch

## **Post-session Reflection**

- I got distracted a few times but got mainly enough information, SPIN, and offers for the call.
- 

## **SESSION #13 - 07/07 + 1h**

### **Desired Outcome:**

- Finish the last part of research for PakalbamApie

### **Planned Tasks:**

- Analyse reviews from my prospect and competitors to get a brief understanding of how the target audience works;

Reward: ½ part for cereal

## **Post-session Reflection**

- Got distracted a few times but had a good G-work session overall and gained some great insights into my target audience. At the end of the research found more interesting and insightful review videos. So I will be improving the document each day bit by bit.
- 

## **SESSION #14 - 07/07 + 1h 30min**

### **Desired Outcome:**

- Write 4 ads for different topics of the game

### **Planned Tasks:**

- Find successful ads to break down.
- Create a template out of them
- Write my ads, using them.

Reward: Cereal + more coffee

## **Post-session Reflection**

- During the winner's writing process, I was focused and felt good- productive and understood how I should construct the ad. When it came to actual writing (because I

couldn't find any ads to break down and create a template of) I got "tired". I couldn't generate any ideas, but started writing with one of the captain's tricks- just write and don't think- get the ball rolling. I've written 4 ads, that aren't good whatsoever, but got many ideas. What's interesting is that during my break between the last and current G-work session (15-20min), my brain was still generating and running ideas and when I got working again in about 40min it shut off. Perhaps I should increase the length of my first G-work session or do a better job at relaxing- maybe walk outside for 15min, instead of looking through the window, walk around the house, drink some water, and do push-ups.

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## **SESSION #15 - 07/07 + 45min-1h**

### **Desired Outcome:**

- Review and fix the current 4 drafts and send them for Copy review.

### **Planned Tasks:**

- 10 minutes to look for any successful ads, if there are none, instead of writing try to imagine and create a template yourself, by highlighting the dream state or current state.
- Write the actual ads

**Reward:** Go to a forest + swimming with my family + a quick snack to get some dopamine for my brain for the work done.

### **Post-session Reflection**

- I spent way over 45 minutes and only wrote 3 ads. I underestimated how long it would take me to write 1 ad. So it took me around 1h 30min.
- 

## **SESSION #16 - 07/08 + 1h - 1h 30min**

### **Desired Outcome:**

- Review and fix mistakes, consider suggestions for *PakalbamApie* ads

### **Planned Tasks:**

- Read the ad copy
- Review and fix mistakes using suggestions from comments
- Write the 4th ad and send the ads back for review

Reward: I will get some more coffee and a small snack with it

### **Post-session Reflection**

- In the beginning, I had a hard time focusing, but once I got into the flow state it got much better and easier. I made the mistake of trying to correct my copy with a good line instantly. I should have started writing anything in context to get the ball rolling and get some ideas and I would have come up with some good faster than simply looking at the screen and thinking of a good line. Managed to finish the full session.
- 

## **SESSION #17 - 07/08 + 1h - 1h 30min**

Desired Outcome:

- Review and fix mistakes, consider suggestions for *PakalbamApie* ads

### **Planned Tasks:**

- Read the ad copy
- Review and fix mistakes using suggestions from comments
- Write the 4th ad and send the ads back for review

Reward: I will get some more coffee and a small snack with it

### **Post-session Reflection**

- In the beginning, I had a hard time focusing, but once I got into the flow state it got much better and easier. I made the mistake of trying to correct my copy with a good line instantly. I should have started writing anything in context to get the ball rolling and get some ideas and I would have come up with some good faster than simply looking at the screen and thinking of a good line. Managed to finish the full session.
- 

## **SESSION #18 - 07/09 + 1h 30min**

Desired Outcome:

- Fill 40-50% of market research for VocalBloom. It doesn't necessarily matter how much the document is filled, but I should have a brief understanding of how the target audience acts and write 3 ad copies

### **Planned Tasks:**

- Look at my customer's testimonials
- Look at competitors' testimonials
- Find testimonials online

### **Post-session Reflection**

- This was a very hard G-work session, I couldn't focus for a long time and was very sleepy at first so ended up, napping for 1h. I think I made the mistake of waking up early again. I woke up at 5. a.m. for 2 days before today and I felt that lack of sleep. Yet I wanted to push myself through and I failed that. I definitely could have woken up 1h 1h 30 min later, gotten some more sleep, and just started working with fresh.
- 

## **SESSION #19 - 07/10+ 1h 30min**

### **Desired Outcome:**

- Fill 40-50% of market research for VocalBloom. It doesn't necessarily matter how much the document is filled, but I should have a brief understanding of how the target audience acts and write 3 ad copies

### **Planned Tasks:**

- Look at my customer's testimonials
- Look at competitors' testimonials
- Find testimonials online

Stretch Goal: Do it in 1h

**Stretch Reward:** Breakfast pancakes

### **Post-session Reflection**

- Got some great insight but caught myself half-assing in the middle of the session. I remembered that everything must be done with speed. The best G-work sessions were the ones I pushed myself to do everything quickly.
- 

## **SESSION #20 - 07/11 + 1h**

### Desired Outcome:

- Learn everything about FB ads manager and learn how to fully navigate in there

### Planned Tasks:

- Look everything inside TRW about it
- Google and how to manage inside
- Find testimonials online

### Post-session Reflection

- This was a very hard G-work session, I couldn't focus for a long time and was very sleepy at first so ended up, napping for 1h. I think I made the mistake of waking up early again. I woke up at 5. a.m. for 2 days before today and I felt that lack of sleep. Yet I wanted to push myself through and I failed that. I definitely could have woken up 1h 1h 30 min later, gotten some more sleep, and just started working with fresh.
- 

## SESSION #21 - 07/11 + 1h 30min

### Desired Outcome:

- Get fully ready for the upcoming call with VocalBloom- a post for FB/IG, design and copy for FB ad.

### Planned Tasks:

- Finish the copy revision, and send it one more time to TRW to get the last tweaks.
- Create design for the ad;
- Create a post for social media

### Post-session Reflection

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## SESSION #22 - 07/16 + 1h

### Desired Outcome:

- Get ready for Militra call for tomorrow

### **Planned Tasks:**

- Analyze the target market for 20 minutes look at reviews
- Look at what top players are doing 30 min;
- Connect what top players are doing with Milkrita to get an understanding of how to help.

Stretch goal: Finish the offer and start getting some SPIN questions ready

Reward: Breakfast + surelis

### **Post-session Reflection**

- Got distracted a few times, but at the end of the session, when the due date is close, I got my shit together.
- 

## **SESSION #24 - 07/30 + 1h 30min**

Desired Outcome:

- Create a presentation of Top Players in similar, same niches

### **Planned Tasks:**

- Start a Google presentation for Top Players and what they are doing

Stretch goal: Analyze 2 top players

Reward: Ice cream

### **Post-session Reflection**

- I got distracted a few times, but managed to complete the presentation with 2 top players;
- 

## **SESSION #25 - 08/05 + 1h 30min**

Desired Outcome:

- Fill out the target market research doc. gaps that Andrea has pointed out.

### **Planned Tasks:**

- Read some Amazon reviews, comments;
- Speedrun through the 3 podcasts, that the target market watches;
- Fill the research document alongside;

Reward: -

### **Post-session Reflection**

- I couldn't find much information on the podcasts and the comments, therefore that part of the G-work session was the slowest. My mind was slowly turning off and I found myself getting distracted. Left the podcasts early and went to read some more Amazon reviews. Find some more information on the target audience pains. In my recent G-work sessions, I have missed the stretch goal and the objective to run through the task with speed. This is what I will add from now.
- 

## **SESSION #26 - 08/07 + 1h 30min**

Desired Outcome:

- Review the 1 testing batch, and create the 2 testing batch. and prepare it for review.

### **Planned Tasks:**

- Quickly scan through the first testing batch of ads and get a clear understanding of the results;
- Send an email about the results to my client;
- Take 2 of the best-performing ads, i.e. *Pain & Desire statements*, and create 10 hooks for each of them- 20 in total.
- Send the 20 hooks for review in the copy-review channel.

Stretch goal: Do everything in an hour

Reward: If I do the work quickly and run through my 2 G-work sessions with speed, I will be able to go for a swim in the evening.

## **Post-session Reflection**

- Ran through the task and was 100% focused on the work. Just happened to write 10 and not 20 hooks, because I took too much time polishing the analysis of the ad batch.
- 

## **SESSION #27 - 08/08 + 1h**

### **Desired Outcome:**

- Write 20 hooks+ a body text for ads to test

### **Planned Tasks:**

- Spit out a lot of hooks that are good and bad- regardless.
- Filter the good ones and delete the bad ones;
- Use the Mega Hook library to see how can the hooks be improved;

Stretch goal: No stretch goal, just do everything as fast as humanly possible.

Reward: If I do the work quickly and run through my 2 G-work sessions with speed, I will be able to go for a swim in the evening.

## **Post-session Reflection**

- Spent more time than I wanted to. But managed to write 11 hooks and get on a call with my client to review them. Got a bit confused but since I have a few calls coming up today, I can feel the fire burning in me.
- 

## **SESSION #28 - 08/08 + 1h 30min**

### **Desired Outcome:**

- Prepare for the call with SmartDog

### **Planned Tasks:**

- Analyze what the top competitors in the niche are doing

- Analyze what SmartDog is doing
- Create a few offers and S-P-I-N questions

Stretch goal: No stretch goal, just do everything as fast as humanly possible.

Reward: I will make myself some more coffee, but the big reward is that if I do all the G-work sessions I will watch the new Tate-Morgan interview in the evening.

### **Post-session Reflection**

- I got distracted
- 

## **SESSION #29 - 08/09 + 2h**

Desired Outcome:

- Complete the most important tasks for the client - *PakalbamApie* and lead *SmartDog*.

### **Planned Tasks:**

- Write the ad copy for the upcoming test of hooks- hooks, body text, cta. Send them to TRW for a review;
- Send the results of the test to *PakalbamApie*;
- Ask for the best strategy to get the best results for *SmartDog*, ask for a guide on the best strategy at his current moment, and include your thoughts and ideas.

Stretch goal: BEAT THE CLOCK!!!

Reward: I will visit my grandma.

### **Post-session Reflection**

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## **SESSION #30 - 08/12 + 2h**

### **Desired Outcome:**

- Complete an in-depth SmartDog top-player analysis.

### **Planned Tasks:**

- Analyze what funnel they are using, how they are attracting new customers, getting attention;
- Create a presentation based on each player.;
- Send the new information to TRW, and ask for help and guidance on the best move on the board.

Stretch goal: BEAT THE CLOCK!!!

Reward: Home-made pizza for breakfast

### **Post-session Reflection**

- Crushed this G-work session, with a few distractions on social media while analyzing competitors' soc. media, I not only did I analyze the competitor but created a presentation based on the results.
- 

## **SESSION #31 - 08/13 + 1h**

### **Desired Outcome:**

- Write a copy for a review and create 10 images to test.

### **Planned Tasks:**

- Make a first draft with ChatGPT and give it a quick fix.
- Create 10 images in Canva. Start with getting some free stock images and images of the game and upload them to Canva.
- Find inspiration from competitors and if they are using any particular image.
- Create 10 images
- Review the body copy written before, fix the current copy, and ask for some more feedback in TRW.

Stretch goal: BEAT THE CLOCK!!!

Reward: If I do every task today with speed I will reward myself with Tates EM in the evening.

### **Post-session Reflection**

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## **SESSION #32 - 08/15 + 1h 30min**

Desired Outcome:

- Create 10 images for the new ad test

### **Planned Tasks:**

- Upload all photos from Pakalbamapie to Canva
- Ask ChatGPT to generate photos and ideas for the creative;
- Put everything together into ads;

Stretch goal: Run the test

Reward: The goat cheese sandwich on the kitchen table;

### **Post-session Reflection**

- Got distracted a few times, but managed to run the test.
- 

## **SESSION #33 - 08/19 + 1h**

Desired Outcome:

- Write 5 body text copies and send them for a review

### **Planned Tasks:**

- Create 5 different body copies with AI;
- Review and correct the copy with AI;
- Take a quick break;

- Comeback and review it yourself
- Send to TRW for feedback;

Stretch goal: Beat the clock

Reward: I will get some breakfast

### **Post-session Reflection**

- I was focused on doing it and did so in a short period of time. Although I could not fully finish the task, I managed to do most of my work.
- 

## **SESSION #34 - 08/19 + 2h**

Desired Outcome:

- Filled document on [SmartDog market research](#)

### **Planned Tasks:**

- Check SmartDog's reviews;
- Check top competitors reviews:
  - Reksas;
  - DogPunk;
  - Other 1-2 top players;
- Check Spirit Dog training reviews;
- Check American Top Dog Trainer reviews, maybe YouTube comments.
- Check for any subreddits, quora digests or anything similar;
- Fill the document alongside;

Stretch goal: Have enough information to write ads

Reward: Something from the coffee shop

### **Post-session Reflection**

- Had a really good G-work session. Was focused and only for a short period I was distracted (1-2 minutes). Made some good progress in the research document and am pretty- confident that I know what makes the audience judge good and bad coaches.

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## **SESSION #35 - 08/20 + 1h 30**

Desired Outcome:

- Write 10 PakalbamApie ad body copies using the copywriting bot.

### **Planned Tasks:**

- Feed the bot as much information as possible, and make him the expert in the niche.
- Write 5 more new draft copies;
- Review, analyze, and rewrite the previous 5.
- Do a quick break, some push-ups and etc;
- Comeback and review all 10 copies and send them to TRW for review;

Stretch goal: Have enough information to write ads

Reward: Something from the coffee shop

### **Post-session Reflection**

- Had a good G-work session, but got distracted a few times. I ate some light breakfast today, so I am not sure whether that is the reason I finished the G-work session later than expected.
- 

## **SESSION #36 - 08/20 + 1h 30**

Desired Outcome:

- Create 10 new images and run a test with them

### **Planned Tasks:**

- Create 10 new ad images for PakalbamApie
- Choose a body text and run the test

Reward: Lunch + coffee

### **Post-session Reflection**

- Had a harder time focusing. I kind of skipped my break and had a hard time refocusing on the new task and it led me to touch myself. Even though I completed the task and manage to create all of the images and ran the test.
- 

## **SESSION #37 - 08/20 + 2h**

### Desired Outcome:

- SmartDog Market Research 2.0- completed SmartDog market research document. Fully understand the sophistication, and awareness of current/dream states, roadblocks, and solutions presented.

### Planned Tasks:

- Analyze DogPunk reviews;
- Analyze SpiritDog reviews and comments on videos;
- Analyze American Top Dog K9 Trainer reviews and comments.

Reward: Coffee

### Post-session Reflection

- I had a harder time focusing than yesterday. I wanted some coffee because I did not drink before leaving. Other than that I managed to create 3 ads and send them for review, but I still need to fill in the document with some parts.
- 

## **SESSION #38 - 08/21 + 1h 30min**

### Desired Outcome:

- Run a new 10 image to test for PakalbamAPie

### Planned Tasks:

- Analyze the results and see what kind of images got the most results
- Create images based on those images found in the task above;
- Run a new test.

Stretch goal: BEAT THE CLOCK!

Reward: Coffee + call my father and congratulate him on his birthday

## **Post-session Reflection**

- Did not get distracted and managed to do all the images and run the test. Took a little bit longer than expected. I went on to Facebook to check for some inspiration from my top competitors but found nothing.
- 

## **SESSION #39 - 08/21 + 2h**

### **Desired Outcome:**

- Send all body text copies for reviews both for PakalbamApie and SmartDog.

### **Planned Tasks:**

- Go through the 9 body text copies and review them yourself without AI.
- Review them with AI.
- Create a new 10th ad, review it with AI, and send all 10 for a review
- Review the 3 SmartDog ads by yourself, and review them with AI and your girlfriend.
- Send them for a TRW review.

Stretch goal: BEAT THE CLOCK!

Reward: Lunch after I do legs

## **Post-session Reflection**

- Wasn't the easiest task but I did it. Going out to a cafe shop helped, where I beat myself not to buying anything before XYZ achieved during the G-work session.
- 

## **SESSION #40 - 08/22 + 1h**

### **Desired Outcome:**

- Review all 3 SmartDog body copies with AI, yourself and send them to TRW for feedback

### **Planned Tasks:**

- Translate 3 body copies and ask for girlfriends' reviews for at least a few.
- Review them with AI.
- Review it by yourself and send some feedback

Stretch goal: BEAT THE CLOCK!

Reward: Coffee

### **Post-session Reflection**

- Done. Had a good time focusing and creating ideas.
- 

## **SESSION #41 - 08/22 + 1h**

Desired Outcome:

- Fix any strategic issue that you have with ads.

### **Planned Tasks:**

- Stop the test and inform Gabija about the current ad results.
- Create short but informative questions for TRW.
- Ask Agoge students who run FB ads using the directory
- Ask Luke about ads
- Prepare for the call with SmartDog once you get the answers

Stretch goal: BEAT THE CLOCK!

Reward: Coffee

### **Post-session Reflection**

- Got a few answers, but it did more than enough
- 

## **SESSION #42 - 08/23 + 1h**

Desired Outcome:

- Review all 3 SmartDog body copies with AI, yourself and send them to TRW for feedback

### **Planned Tasks:**

- Translate 3 body copies and ask for girlfriends' reviews for at least a few.
- Review them with AI.

- Review it by yourself and send some feedback

Stretch goal: BEAT THE CLOCK!

Reward: Coffee

### **Post-session Reflection**

- Had a really hard time focusing. But I almost managed to do it. I know where I failed and how to fix it.
- 

## **SESSION #43 - 08/29 + 2h**

Desired Outcome:

- Rewrite the current ads of SmartDog

### **Planned Tasks:**

- Go through the winner's writing process for a Top Competitor- find one in Lithuania or abroad.
- Use the outline to create 1 compelling ad
- Review all ads with AI.
- Review it by yourself and send Karolis for some feedback

Stretch goal: BEAT THE CLOCK!

Reward: Coffee

### **Post-session Reflection**

- Great work session, did some pushups and stopped me from getting distracted, which results in 3 ads.
- 

## **SESSION #44 - 08/29 + 2h**

Desired Outcome:

- Run SmartDog ads

### **Planned Tasks:**

- Review the copy analysis of Ronan and Jordan
- Review with AI
- Create an image or a video for the ad.
- Run all 3 texts as 3 ads

Stretch goal: BEAT THE CLOCK!

Reward: Smoke + apple

### **Post-session Reflection**

-

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## **SESSION #45 - 08/29 + 1h**

Desired Outcome:

- Review all 3 SmartDog body copies with AI, yourself and send them to TRW for feedback

### **Planned Tasks:**

- Translate 3 body copies and ask for girlfriends' reviews for at least a few.
- Review them with AI.
- Review it by yourself and send some feedback

Stretch goal: BEAT THE CLOCK!

Reward: Coffee

### **Post-session Reflection**

-

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## **SESSION #45 - 09/03 + 2h**

Desired Outcome:

- Review all 10 PaklabamApie body copies with AI, yourself and send them to TRW for feedback

### **Planned Tasks:**

- Go through the winner's writing process for a few foreign ads
- Rewrite the current 5 ads
- Review them with AI.
- Review it by yourself and send some feedback

Stretch goal: Write 5 more

Reward: Coffee

### **Post-session Reflection**

- I wasn't distracted, but I missed the clock by 15+ minutes. The one distraction I got was a YouTube video with a couples therapist that I watched for a few minutes and got some ideas for my ads.
- 

## **SESSION #46 - 09/03 + 2h**

Desired Outcome:

- Find 30 new prospects and contact them

### **Planned Tasks:**

- Find 30 new prospects on Google Maps
- Contact them via email

Stretch goal: Beat the clock!

Reward: Coffee

### **Post-session Reflection**

- Great G-work session. I managed to find 30 new prospects and send outreaches to 28 of them in around **1h 15 minutes**
- 

## **SESSION #47 - 09/03 + 2h**

Desired Outcome:

- Review and revise PakalbamApie ads and send run a test with them

### **Planned Tasks:**

- Review current ad copies with text
- Run the first body copy text

Stretch goal: Run the first body copy text

Reward: I will go to a nearby forest with my dog

### **Post-session Reflection**

- It took me a bit longer than 2 hours as I was getting distracted by someone coming in and getting out of the cafe (maybe it is because I was sitting next to the entrance). Even though I finished my work and am now going to run ads.
- 

## **SESSION #48 - 09/04 + 1h**

Desired Outcome:

- Find 30 new prospects and contact them

### **Planned Tasks:**

- Find 30 new prospects on Google Maps
- Contact them via email

Stretch goal: Beat the clock!

Reward: Some tea + food

### **Post-session Reflection**

- I demolished this G-work session and did it in around 40 minutes. I am happy with the speed and attitude and took on to destroy outreach today.
- 

## **SESSION #49 - 09/04 + 2h**

Desired Outcome:

- Prepare 3-5 copies + 3-5 images for the next ads campaign toward sales

### **Planned Tasks:**

- Gather information from the current ad test
- Revise the copies
- Create 3-5 images
- Send the copies for a review

Stretch goal: Beat the clock!

Reward: Lunch

### **Post-session Reflection**

- This is a 50/50, because I didn't create 3-5 images, but created 2 videos and I barely hit the flow state. Even though I managed to create the videos I wanted to.
- 

## **SESSION #50 - 09/05 + 1h**

Desired Outcome:

- Find 3 pages as examples for SmartDog webpage and write some example copies to give a general view for Karolis on Saturday

### **Planned Tasks:**

- Find 3 Top Players and their websites
- Analyse them with AI and your own knowledge
- Write a few example copies, as to how the website should look

Stretch goal: Write a few copies for SmartDog page

Reward: Breakfast ½ + Forest 1/2!

### **Post-session Reflection**

- My mother in law visited and I was distracted for quite a few moments, yet I managed to do some job with AI.
-

## **SESSION #51 - 09/06 + 1h**

Desired Outcome:

- Revise and start the test

**Planned Tasks:**

- Revise the winning 3-5 ads with AI.
- Set up the campaign, ad set, and ads.

Stretch goal: Beat the clock

Reward: -

**Post-session Reflection**

- Done. Did it quite fast. I wouldn't count it as a G-work session, but I managed to do it.
- 

## **SESSION #52 - 09/06 + 1h**

Desired Outcome:

- Write a post about the SmartDog competition and send it to TRW chats for review;

**Planned Tasks:**

- Create the copy with ChatGPT;
- Do some push-ups;
- Revise the copy and send to TRW;

Stretch goal: Beat the clock

Reward: Forest with my dog

**Post-session Reflection**

- Done. I am happy with the post I've written and I was focused most of my time.
-

## **SESSION #53 - 09/12 + 2h 30 min**

Desired Outcome:

- Prepare for a call with PakalbamApie

**Planned Tasks:**

- Analyze a Top Competitor's page with AI;
- Have 2-3 examples of pages for Gabija;
- Create some text for your page to have examples

Stretch goal: Write a full sales page

Reward: Coffee + smoke

**Post-session Reflection**

-

---

## **SESSION #54 - 09/13 + 1h 30min**

Desired Outcome:

- Write PakalbamApie page draft.

**Planned Tasks:**

- Go through WWP with ChatGPT through the SkinDeep Game;
- Go through WWP with ChatGPT through the PokalbiuGidas;
- Go through WWP with ChatGPT through the Dusios;

Stretch goal: Do it until 13h

Reward: Forest with my dog

**Post-session Reflection**

- Only written one part, as I was doing it not fully focused.
-

## **SESSION #55 - 09/13 + 1h**

Desired Outcome:

- Outreach 30 new local businesses.

**Planned Tasks:**

- Find 30 new prospects;
- Outreach to 30 new prospects;

Stretch goal: Beat the clock!!!

**Post-session Reflection**

- Done, but done it slower than last time.
- 

## **SESSION #56 - 09/14 + 1h 30min**

Desired Outcome:

- Finish the PakalbamApie page draft.

**Planned Tasks:**

- Finish writing the product and the home page.;

Stretch goal: Do it until 11:30

Reward: Forest with my dog

**Post-session Reflection**

- Only wrote one part, as I was doing it not fully focused.
- 

## **SESSION #57 - 09/16 + 1h 30min**

Desired Outcome:

- Finish the PakalbamApie page draft.

### **Planned Tasks:**

- Finish writing the product and the home page.;

Stretch goal: Do it until 11:00

Reward: Forest with my dog

### **Post-session Reflection**

- Did it in 2 sessions, but my client was happy with the work.
- 

## **SESSION #58 - 09/17 + 1h 30min**

Desired Outcome:

- Finish the PakalbamApie page draft.

### **Planned Tasks:**

- Fully finished writing the product and the home page.;

Stretch goal:

Reward:

### **Post-session Reflection**

- Was distracted a little bit, but managed to do it and complete the Page.
- 

## **SESSION #59 - 09/17 + 1h 30min**

Desired Outcome:

- Write 3 emails Danui- 3 for abandoned carts and 3 for abandoned checkout. Choose which one to write

### **Planned Tasks:**

- Write 3 drafts with ChatGPT for abandoned cart;
- Write 3 drafts with ChatGPT for abandoned checkout;

Stretch goal: Write 6 letters instead of 3

Reward: Going to NV 1/2

### **Post-session Reflection**

- I miscalculated that I had to do some research and didn't write anything. I spent my time scrolling through comments and creating documents that I will later on use for reviews and etc
- 

## **SESSION #60 - 09/17 + 1h**

Desired Outcome:

- Write 3 emails Danui- 3 for abandoned carts and 3 for abandoned checkout. Choose which one to write

### **Planned Tasks:**

- Write 3 drafts with ChatGPT for abandoned cart;
- Write 3 drafts with ChatGPT for abandoned checkout;

Stretch goal: Write 6 letters instead of 3

Reward: Some snack or food

### **Post-session Reflection**

- Wrote only 2 and got distracted many times
- 

## **SESSION #61 - 09/18 + 45min**

Desired Outcome:

- Outreach 30 new clients and follow up with old ones

### **Planned Tasks:**

- Find 30 new prospects;
- Outreach to them;
- Follow up with old clients

Stretch goal: BEAT THE CLOCK!

Reward:

### **Post-session Reflection**

- Done. Did it quite fast, even though the first few customers were hard to find
- 

## **SESSION #62 - 09/18 + 1h**

Desired Outcome:

- Write the last 4 emails Danui- the last one for abandoned carts and 3 for abandoned checkout.

### **Planned Tasks:**

- Write the last draft with ChatGPT for the abandoned cart;
- Write 3 drafts with ChatGPT for abandoned checkout;

Stretch goal: Beat the clock

Reward: Some snack or food

### **Post-session Reflection**

- I did the work but this was a terrible G-work session. I got distracted numerous times.
- 

## **SESSION #63 - 09/19 + 1h 30min**

Desired Outcome:

- Rewrite the abandoned cart and checkout emails

### **Planned Tasks:**

- Use the feedback from the Gs and rewrite the letters

Stretch goal: Beat the clock

Reward: Will go to the forest with my dog

### **Post-session Reflection**

-

---

## **SESSION #64 - 10/02 + 1h 30min**

Desired Outcome:

- Update Karolis on these things: 2 emails - 1 registration success email and the other tips and tricks before starting.
- Check if you can automate the letters via the Google Form
- Rewrite SmartPup's description and send Karolis for a review;
- Rewrite the Loose Leash description and send Karolis for a review;
- Write a few ideas about the potential strategy

### **Planned Tasks:**

- All the tasks mentioned above

Stretch goal: Beat the clock

Reward: More tea

### **Post-session Reflection**

- Done
- 

## **SESSION #65 - 10/02 + 1h 30min**

Desired Outcome:

- Have the drafts of the Homepage and Product page sent to TRW

### **Planned Tasks:**

- Write the draft with ChatGPT;
- Walk my dog;
- Review the written copy by yourself;

Stretch goal: Beat the clock

Reward: Breakfast

### **Post-session Reflection**

-

---

## **SESSION #66 - 10/15 + 1h 30min**

Desired Outcome:

- Outreach to 20 local businesses and offer the DM funnel project.

### **Planned Tasks:**

- Write the script/email with ChatGPT;
- Write personalized emails to the businesses;

Stretch goal: Beat the clock

Reward: Going to the forest with my dog

### **Post-session Reflection**

- I did cold calls instead of cold emails and I am very happy with it. I am glad that stepped over myself and won this battle of fear.
- 

## **SESSION #67 - 10/15 + 1h 30min**

Desired Outcome:

- Finish the home page, SmartPup, and SmartJunior descriptions and send to TRW for review

### **Planned Tasks:**

- Write the SmartPups description;
- Write the SmartJuniors description;
- Fix the current issues by looking at the feedback you have.

Stretch goal: Beat the clock

### **Post-session Reflection**

- Done
- 

## **SESSION #68 - 10/15 + 1h**

Desired Outcome:

- Fix SmartPup, and SmartJunior descriptions by the feedback and create SmartOpen and Individual Lessons descriptions

### **Planned Tasks:**

- Fix the SmartPups and SmartJuniors descriptions;
- Write SmartOpen's and Individual Lesson descriptions

Stretch goal: Beat the clock

### **Post-session Reflection**

- Done
- 

## **SESSION #69 - 10/15 + 1h**

Desired Outcome:

- Find 40 new prospects to cold call tomorrow

### **Planned Tasks:**

- 

Stretch goal: Beat the clock

## **Post-session Reflection**

- Only found 20, but I was planning to find only 10 that day, so I am not that mad and happy that I tried pushing myself
- 

## **SESSION #70 - 10/16 + 45min**

Desired Outcome:

- Write 3 descriptions for the upcoming SmartDog event

### **Planned Tasks:**

- Create a description for the exam
- Create a description for the competition
- IGP apsaugos treniruotės

Stretch goal: Create a successful email

## **Post-session Reflection**

-

---

## **SESSION #71 - 10/16 + 1h**

Desired Outcome:

- Find 40 more prospects to call

### **Planned Tasks:**

- Extract the rest of the prospects from my prospecting document
- Find the rest on Google Maps

Stretch goal: Find 65

## **Post-session Reflection**

- Done, but only found 20. I overslept and got distracted a few times.
-

## **SESSION #72 - 10/16 + 1hmin**

Desired Outcome:

- Prepare S-P-I-N questions and offer for Želda

### **Planned Tasks:**

- Prepare S-P-I-N questions for Želda;
- Prepare potential offers we could offer to new customers;
- Wrap up the project and prepare to present it

Stretch goal: Find 65

### **Post-session Reflection**

- Done
- 

## **SESSION #73 - 10/20 + 1h**

Desired Outcome:

- Create a post for SmartDog, post the reel of SmartDog on Facebook + create a SmartBH exam description;

### **Planned Tasks:**

- Generate a few post ideas and write a post from one of them;
- Generate a few post ideas about the reel;
- Create SmartBH description;

Stretch goal:

### **Post-session Reflection**

- Done
-

## **SESSION #74 - 10/20 + 1h**

Desired Outcome:

- Fix any feedback on the page and translate the SmartDog's page;

### **Planned Tasks:**

- Fix the copy with any feedback you have;
- Translate the page;
- Prepare any additional information and examples for Justinas;

Stretch goal:

### **Post-session Reflection**

---

## **SESSION #75 - 10/20 + 1h**

Desired Outcome:

- Create a communications plan for SmartDog;

### **Planned Tasks:**

- Quickly review the organic growth document and get an understanding of the idea how it works;
- Set dates for posts in the communications calendar;

Stretch goal:

### **Post-session Reflection Done**

---

## **SESSION #76 - 10/20 + 30 min**

Desired Outcome:

- Sunday OODA Loop

### **Planned Tasks:**

- Analyze your week and create a post to post in Sunday OODA Loop;

REWARD:

**Post-session Reflection Done**

---

## **SESSION #77 - 10/20 + 30 min**

Desired Outcome:

- Fix any ongoing tasks for SmartDog

**Planned Tasks:**

- Create a post and a visual to post today;
- Create an in-depth communication;
- Add any details and directions for Justinas for SmartDog's page;

REWARD: Proud of myself

**Post-session Reflection Done**

---

## **SESSION #78 - 10/20 + 30 min**

Desired Outcome:

- Post Top 3 Dog challenges when growing a puppy

**Planned Tasks:**

- Write a post with ChatGPT
- Create a slide show in Canva
- Send Karolis for a review
- Post it on FB

REWARD: Coffee

## Post-session Reflection Done

---

### **SESSION #79 - 10/20 1h**

Desired Outcome:

- Gather the 400+ numbers of previous prospects to call

**Planned Tasks:**

- Interact with ChatGPT using the Prospecting doc.

REWARD: Coffee

**Post-session Reflection** Not fully, but did it

---

### **SESSION #80 - 11/19 1h**

Desired Outcome:

- Write 2 new posts for SmartDog;

**Planned Tasks:**

- Fix the current socialization post;
- Create a new post from scratch;
- Ask for visuals;
- Fix the 3 challenge post;

REWARD: Coffee

**Post-session Reflection**

---

### **SESSION #81 - 11/19 1h 30min**

Desired Outcome:

- Daily outreach

**Planned Tasks:**

- Cold call 40 businesses;
- Follow-up with them by email;
- Prepare 40 new calls for tomorrow;

REWARD: Coffee

**Post-session Reflection** I called only 20 businesses. The main roadblock was my not having a script prepared beforehand. It was a very weak one and I told myself that I could simply skip this process and do it tomorrow(today). I will create a more compelling script and better organize the next 40 calls.

---

**SESSION #82 - 11/19 2h**

Desired Outcome:

- Write 3 ads for PakalbamApie

**Planned Tasks:**

- Using the new copywriting bot 3 ads for PakalbamApie;
- Review the copies yourself after some push-ups and playing with the visual design
- Make the 3 visuals for the ad;

REWARD: Work man. You need to work man. The reward will come.

**Post-session Reflection** I called only 20 businesses. The main roadblock was my not having a script prepared before-hand. It was a very weak one and I told myself that I could simply skip this process and do it tomorrow(today). I will create a more compelling script and organize the next 40 calls better.

---

## SESSION #83 - 11/20 2h

Desired Outcome:

- Write a Loose Leash description

### Planned Tasks:

- Using AI to scrape and check other trainers walking off-leash copies- write our own copy with AI;
- Refine that piece of copy by yourself;
- Turn it into a Google Form;
- Create a short and catchy phrase for the reel;
- Set up a success email for Loose Leash so you can easily copy-paste the template

REWARD: Coffee with a sandwich

**Post-session Reflection** I took too much time in the morning, it felt like I was in a dream and not fully awake. And that might be because I didn't take a shower. It took me a lot of time to progress it and perhaps I took the wrong step by opening unnecessary tabs and apps before starting to work.

---

## SESSION #84 - 11/20 1h

Desired Outcome:

- Create 3 PakalbamApie ads visuals and launch ads;

### Planned Tasks:

- Use Canva on photos;
- Improve it with AI;
- Send it to Gabija for a review because she asked.

REWARD: Coffee

**Post-session Reflection** Only created one

---

# **SESSION #85 - 01/11 1h 30 min**

Desired Outcome:

- Fully create customer purchase sequence and flows with a calendar.

## **Planned Tasks:**

- Test Calendly as the calendar for the page;
- If it does not suit the needs, test others, that GPT suggested;
- Try the GPT workaround without the calendar;
- Write copies for emails, notifications, confirmations;
- Send the Good News of a prepared page to Karolis and earn big money;

REWARD: Pasivaikšciojimas ir game

**Post-session Reflection** Only created one

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