

# Root Cause Analysis

Bad Outcome: I did not achieve my goal this week yet

Review factors lead to achieving goal during miracle week

1. True attention to the actual cost
2. Specific binary targets
3. Urgency
4. Use public accountability
5. Use all the tools in The Real World to the max

Review schedule for the last week

1. Wake up 3 am
2. Go to work
3. Take sister to school
4. Get most of my checklist done
5. Work on daily tasks
6. Work on goal for the week

Root Cause Problem:

- Did not set specific times for micro tasks to get done. Example: I worked on finishing my website but did not set specific times for when each micro task needed to be done.
- This lead me to not achieve my goal on time and be ambiguous with timeline to have goal achieved

Root Cause Solution:

- Set estimate for how long you think each task is going to take and try to beat the clock (AKA continued G work Sessions)

New standard I am setting for myself:

- Set estimates of how long each task takes me and push to beat the clock

Guidelines to follow this week:

1. True attention to the actual cost
  - a. If I do not fix this character defect in myself, I will without a doubt fail in life. Lose
2. True attention to actual reward
  - a. If you sell a foot massager for \$29.95 to approximately 4,566,667 people, you would make a gross revenue of approximately \$136,771,676.65.
  - b. You can be a millionaire by the end of this year

### 3. Specific Binary target

#### a. Objective: Get first sale from launching my own product

- i. Finish breaking down Top Player Website Copy
  1. Estimated time: 2 hours
    - a. Done by end of Monday
- ii. Market research
  1. Estimated time: 4-8 hours
    - a. Done by end of Monday
- iii. Make draft of outline for website based on top player
  1. Estimated time: 4-8 hours
    - a. Done by end of Tuesday
- iv. Revisions to draft to get final draft
  1. 1-2 hours
    - a. Done by end of Wednesday
- v. Remove Mat from store
  1. 15-30 mins to figure out
    - a. Done by end of Wednesday
- vi. Add EMS foot massager as hero product
  1. 30 mins
    - a. Done by end of Wednesday
- vii. Add compression socks as upsell item
  1. 30 mins
    - a. Done by end of Wednesday
- viii. Update website with new outline
  1. 4 hours
    - a. Done by end of Thursday
- ix. Receive ad and make edits
  1. 1 hour
    - a. Done by end of Friday
- x. Test to see if ads are approved by facebook
  1. 30 mins - 1 hour depending on system wait
    - a. Done by end of Friday
- xi. Launch ads/Product and run
  1. 2-3 days to see results
    - a. Done by end of Monday

### 4. Urgency

- a. Deadline June 10

### 5. Public accountability

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6. Leverage the power of the real world and taking advantage of the resources at hand
  - a. Use E-commerce campus for products and the copywriting campus for things marketing related (Ex: Website copy review)