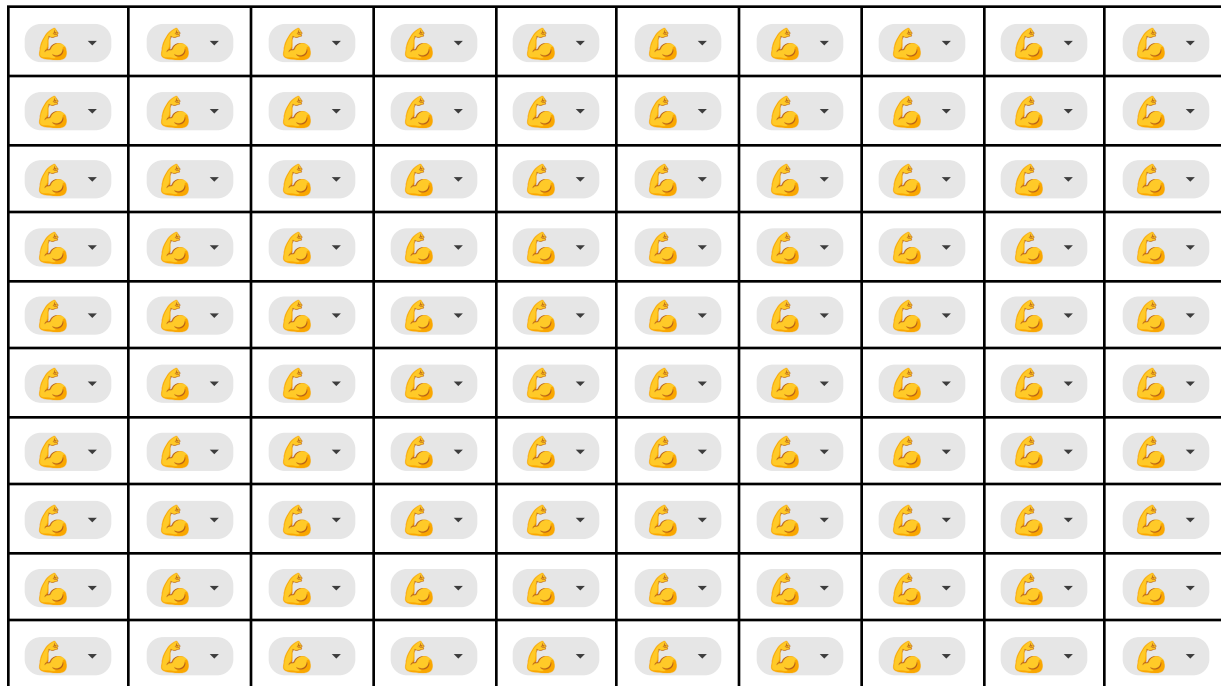


Tab 1

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

G Work Session Tracker Template

SESSION #1 - 27/08/2024 + 4:30pm - 5:50pm

Desired Outcome:

- Successfully outreach to 10 prospects

Planned Tasks:

- Review cold outreach message
- Incorporate previous client win into cold outreach message
- Send cold outreach messages to prospects

Post-session Reflection

- Outreached to the 10 prospects.
-

SESSION #2 - 28/08/2024 + 11:30am - 12:30pm

Desired Outcome:

- Follow up with previously outreached prospects

Planned Tasks:

- Rewrite follow up message.
- Review follow up message
- Follow up with prospects

Post-session Reflection

- Don't seem desperate in a follow up message. Always convey that you can be of value and that you come from a position of abundance and not desperation.
-

SESSION #3 - 29/08/2024 + 3:00pm - 4:00pm

Desired Outcome:

- Watch Arno's outreach mastery modules

Planned Tasks:

- Watch Arno's outreach mastery modules
- Understand the concepts in the videos
- Apply the concepts to your own outreach message

Post-session Reflection

- You need to come off across as valuable as possible to the prospect in order for them to want to entertain you.
-

SESSION #4 - 31/08/2024 + 8:30pm - 9:45pm

Desired Outcome:

- Refine Cold Outreach Message

Planned Tasks:

- Watch Arno's WIIFM video
- Integrate and apply changes to existing outreach message
- Make the message as concise and easy to read as possible

Post-session Reflection

- Think about the Doorbell salesmen analogy. Why did you ring the doorbell? Why would the homeowner want to change their doorbell? What benefit do you as the salesmen get for selling them the doorbell?
-

SESSION #5 - 1/9/2024 + 3:30pm - 5:30pm

Desired Outcome:

- Finalise Cold Outreach message

Planned Tasks:

- Finalise cold outreach message
- Test message on 3 prospects

Post-session Reflection

- Provide as much value as possible without overdoing it. Adding social media links to your signature is good as well.
-

SESSION #6 - 2/9/2024 + 9:00pm - 10:30pm

Desired Outcome:

- Start sales mastery in BM campus to improve outreach

Planned Tasks:

- Start sales mastery
- Watch the first couple videos
- Think about how the lessons can be applied to prospecting and outreach

Post-session Reflection

- Selling and sales is very important and once learned is one of the most important skills to have
-

SESSION #7 - 3/9/2024 + 9:00am - 10:00am

Desired Outcome:

- Continue Phase 1 of Sales Mastery in BM campus

Planned Tasks:

- Watch videos in Phase 1

Post-session Reflection

- I'm sales always agree with the prospect as they will see you in a more friendly light. Thus, making it more likely for them to buy from you.
-

SESSION #8 - 4/9/2024 + 7:15pm - 8:45pm

Desired Outcome:

- Finish phase 1 of Sales Mastery in BM Campus

Planned Tasks:

- Finish phase 1 videos
- Do research and prep for Sales Mastery Milestone task
- Submit Sales Mastery Milestone task

Post-session Reflection

- Email/DM is very common and you should not sell in the initial outreach message. Provide enough value to the prospect to show that you are serious about working with them and this will allow you to generate leads. Once you have generated leads you will then be able to sell/pitch your digital marketing or email sequences or Facebook Ads to your prospect
-

SESSION #9 - 6/9/2024 + 8:25pm - 9:25pm

Desired Outcome:

- Find 40 prospects to outreach to

Planned Tasks:

- Go on TikTok and search for yoga videos
- Use initial video creators' following list to find other potential prospects

Post-session Reflection

- 10 prospects were found. Remaining 30 will be found tomorrow
-

SESSION #10 - 6/9/2024 + 9:45pm - 10:30pm

Desired Outcome:

- Start Sales Mastery Phase 2 in BM Campus

Planned Tasks:

- Watch 5 Videos in phase 2
- Understand everything in the videos

Post-session Reflection

- Rapport and small talk is very good in sales calls/meetings to understand each better. Shows that you're a human being and it also shows that you're genuinely interested in the other person and not just there for their money.
-

SESSION #11 - 7/9/2024 + 1:30pm - 2:30pm

Desired Outcome:

- Carry on finding 40 prospects to outreach to

Planned Tasks:

- Go on TikTok and search for yoga videos
- Use initial video creators' following list to find other potential prospects

Post-session Reflection

- Another 15 prospects were found. That makes 25/40. Remaining 15 will be found tomorrow
-

SESSION #12 - 8/9/2024 + 5:15pm - 6:45pm

Desired Outcome:

- Finish finding 40 prospects to outreach to

Planned Tasks:

- Use initial video creators' following list to find other potential prospects

Post-session Reflection

- Another 15 prospects were found. That makes 40/40. Tomorrow the outreach will begin.
-

SESSION #13 - 8/9/2024 + 9:20pm - 10:20pm

Desired Outcome:

- Start Sales Mastery Phase 2 in BM Campus

Planned Tasks:

- Watch 5 Videos in phase 2
- Understand everything in the videos

Post-session Reflection

- Finished phase 2 of Sales Mastery
-

SESSION #14 - 9/9/2024 + 2:30pm - 3:45pm

Desired Outcome:

- Outreach to the 40 prospects

Planned Tasks:

- Email the 40 prospects with the constructed outreach message using the previous free value and testimonials as social proof.

Post-session Reflection

- So far 2 positive replies. One where the owner replied and stated that she didn't need my help right now but would consider me if anything changes in the future. The other reply led me to providing free value.
-

SESSION #15 - 9/9/2024 + 8:00pm - 9:30pm

Desired Outcome:

- Provide free value for prospect that replied

Planned Tasks:

- Go through notes and analyse prospect's social media to see what free value can be provided
- Use the copywriting AI tool to speed up the free value process
- Send the free value to the prospect

Post-session Reflection

- The free value sent consisted of 5 short-form video ideas that they could use to boost engagement to their online yoga business. Exemplar videos were provided and notes justifying each video's selection was provided as well. As of writing this I am awaiting a reply.
-

SESSION #16 - 10/9/2024 + 11:40am - 12:40pm

Desired Outcome:

- Finish Phase 3 of Sales Mastery in BM Campus

Planned Tasks:

- Watch all 5 videos in phase 3
- Understand everything in the videos

Post-session Reflection

- Finished phase 3 of Sales Mastery
-

SESSION #17 - 10/9/2024 + 8:45pm - 10:15pm

Desired Outcome:

- Find another 40 prospects to outreach to

Planned Tasks:

- Go on TikTok and search for yoga videos
- Use initial video creators' following list to find other potential prospects

Post-session Reflection

- 20 prospects were found. That makes 20/40. Remaining 20 will be found tomorrow
-

SESSION #18 - 11/9/2024 + 9:00am - 10:00am

Desired Outcome:

- Follow up with the 40 prospects from session 14.

Planned Tasks:

- Identify who of the 40 prospects needs a follow up message
- Use the follow up message that has a client testimonial in it
- Follow up to the prospects with the message.

Post-session Reflection

- Take the prospect's time zone into account. Outreaching to prospects in Australia will significantly increase the likelihood of them not replying as the email will reach them in an inconvenient time.
-

SESSION #19 - 11/9/2024 + 11:00am - 12:30pm

Desired Outcome:

- Find another 40 prospects to outreach to

Planned Tasks:

- Go on TikTok and search for yoga videos
- Use initial video creators' following list to find other potential prospects

Post-session Reflection

- Another 20 prospects were found. That makes 40/40. Tomorrow the outreach will begin.
-

SESSION #20 - 16/9/2024 + 2:30pm - 3:30pm

Desired Outcome:

- Outreached to 40 prospects found in session 19.

Planned Tasks:

- Email the 40 prospects with the constructed outreach message using the previous free value and testimonials as social proof.

Post-session Reflection

- No replies yet as of writing this post session reflection.
-

SESSION #21 - 16/9/2024 + 8:30pm - 9:30pm

Desired Outcome:

- Construct outreach message to previous prospect I reached out to. In the original outreach message which was two months ago. The prospect stated that he was in the process of creating online courses and could use my help in the future.

Planned Tasks:

- Create outreach message to follow up with prospect. Use Copywriting AI as well.
- Include previous work I have done for other prospects
- Prepare the message in the draft so it is ready to send first thing tomorrow morning.

Post-session Reflection

- Follow up message created will be sent in the morning.
-

SESSION #22 - 17/9/2024 + 8:25pm - 9:25pm

Desired Outcome:

- Find another 40 prospects to outreach to

Planned Tasks:

- Use initial video creators' following list to find other potential prospects

Post-session Reflection

- 10 prospects were found. That makes 10/40. Remaining 30 will be found tomorrow.
-

SESSION #23 - 5/10/2024 + 5:00pm - 6:00pm

Desired Outcome:

- Outreach to the 10 prospects found in session 22.

Planned Tasks:

- Email the 40 prospects with the constructed outreach message using the previous free value and testimonials as social proof.

Post-session Reflection

- I will move on from the online yoga trainer niche to a different niche tomorrow. It's been just over 2 weeks since I looked at copywriting and that's because I have been applying to jobs, doing the online assessments for those jobs and networking with other people/building my LinkedIn. I have completed the online assessments for the accounting big 4 so I should have more free time now to go back to copywriting.
-

SESSION #24 - 7/10/2024 + 10:30pm - 11:30pm

Desired Outcome:

- Find 20 prospects to outreach to. Only 20 prospects this time because I am trying a new niche.

Planned Tasks:

- Use the initial video creators' following list to find other potential prospects.

Post-session Reflection

- 20 prospects were found. I will outreach to them tomorrow.
-

SESSION #25 - 8/10/2024 + 4:00pm - 5:00pm

Desired Outcome:

- Outreach to the 20 prospects found in session 24. Also follow up with the 10 prospects found in session 22.

Planned Tasks:

- Email the 30 prospects with the constructed outreach message using the previous free value and testimonials as social proof.

Post-session Reflection

- 30 prospects outreached/followed up. Outreaching to 30 prospects manually actually doesn't take that long.
-

SESSION #26 - 17/10/2024 + 10:00am - 11:00am

Desired Outcome:

- Finish Phase 2 milestones of Sales Mastery is BM Campus

Planned Tasks:

- Watch all 5 videos in phase 3
- Understand everything in the videos

Post-session Reflection

- Completed all of Sales Mastery in BM campus
-

SESSION #27 - 19/10/2024 + 7:30pm - 8:30pm

Desired Outcome:

- Find 10 prospects to outreach to and watch Power Up Call #779 “Basic Maths To Get Filthy Rich”

Planned Tasks:

- Go through old prospect list and find 10 good prospects to outreach to
- Watch Power Up Call and make notes

Post-session Reflection

- 10 prospects found. The IG DM funnel can be used to sell a product/service to your client's audience on short notice. Huge amounts of revenue can be generated from this method if used correctly. Also, choosing the correct strategy is necessary. Ask your client what their desired outcome is and work backwards to identify how to reach their desired target. In the call, this DM funnel was used by another student to sell his clients surfboards at a high price to a large number of customers, in a short amount of time.
-

SESSION #28 - 20/10/2024 + 7:45pm - 8:45pm

Desired Outcome:

- Sort through an old prospect list and find another 10 prospects to outreach to tomorrow.

Planned Tasks:

- Go through the list and find the prospects that look the most promising and have a good following. Highlight them yellow as well.
- Any big names highlight them as green and they can be outreached to later, when I'm a better copywriter and have more social status, money and experience.

Post-session Reflection

- There are quite a few prospects who are promising. Hopefully now that my outreach message is better and I have experience under my belt I can land some of them.
-

SESSION #29 - 21/20/2024 + 11:30am - 12:30pm

Desired Outcome:

- Finalise cold outreach and outreach to 20 total prospects found in sessions 27 and 28.

Planned Tasks:

- Outreach was finalised and re-read to make sense.
- Email the 20 prospects with the constructed outreach message using the previous free value and testimonials as social proof.

Post-session Reflection

- 20 prospects outreached. I'll have to see how effective this new outreach is.
-

SESSION #30 - 21/20/2024 + 9:30pm - 10:30pm

Desired Outcome:

- Find 20 new prospects.

Planned Tasks:

- Use the initial video creators' following list to find other potential prospects.
- Find 20 prospects

Post-session Reflection

- 20 prospects were found. I will outreach to them tomorrow.
-

SESSION #31 - 22/10/2024 + 12:30pm - 1:30pm

Desired Outcome:

- Finalise cold outreach and outreach to 20 total prospects found in session 30.

Planned Tasks:

- Outreach was finalised and re-read to make sense.
- Email the 20 prospects with the constructed outreach message using the previous free value and testimonials as social proof.

Post-session Reflection

- 20 prospects outreached. The outreach used in session 29 was not effective and I changed my subject line as well. I think my emails were going into spam. I have gone back to my old outreach now, but with a few slight changes.
-

SESSION #32 - 23/10/2024 + 3:45pm - 4:00pm

Desired Outcome:

- Follow up with prospects from session 29. Watch today's Power Up Call.

Planned Tasks:

- Send follow up message to prospects from session 29.
- Watch today's Power Up Call #783 Overachiever.

Post-session Reflection

- My email address is ending up in spam so I will have to change how I outreach now. Also in order to become an overachiever you have to surround yourself with other overachievers and commit to work everyday and be consistent.
-

SESSION #33 - 24/10/2024 + 3:30pm - 5:00pm

Desired Outcome:

- Watch the Top 5 Beginner Outreach Mistakes and make notes

Planned Tasks:

- Watch the call about the Top 5 Beginner Outreach Mistakes
- Make notes
- Use the notes, lessons learnt and analyse and adjust my outreach message accordingly to get rid of any mistakes.

Post-session Reflection

- Personalisation is key. Focus on only sending outreach messages to 5 prospects at a time. The main issue with outreach was that it was generic and not tailored to what a specific prospect needed. Tomorrow I will improve my outreach message and look for 5 new prospects.
-

SESSION #34 - 25/10/2024 + 8:00pm - 9:00pm

Desired Outcome:

- Start the Empathy Mini Course and work your way through it.

Planned Tasks:

- Go through, watch the videos, make notes and complete the tasks.
- Understand the different concepts and teachings
- Watch the videos again if you have to

Post-session Reflection

- Watched most of the videos in the course. Only two remain. I have completed Tasks 1 & 2 and will complete Task 3 (The Family Conversation immersion Task) when my family is less busy.
-

SESSION #35 - 26/10/2024 + 2:00pm - 3:00pm

Desired Outcome:

- Complete Task 3 in the Empathy Mini Course in the Copywriting Campus

Planned Tasks:

- Watch the videos and make notes
- Ask my mother about her childhood experiences and growing up.

Post-session Reflection

- My mother has struggled a lot. In many different areas, family and finance wise. But she always got through it and managed to come out stronger. Also, she never gave up even in the worst of situations.
-

SESSION #36 - 26/10/2024 + 9:30pm - 12:30am

Desired Outcome:

- Complete first half of Task 4 in Empathy Mini Course. Watch Troy.

Planned Tasks:

- Watch the film Troy.
- Watch the characters, understand how they operate, what drives them, their feelings and the reason for why they are how they are.

Post-session Reflection

- Amazing film, the characters are great and the story is good as well. Paris is a nerd. Hector is good. Most importantly, justice for my boy Achilles. He's a soldier who gets orders barked at him by a coward (King Menelaus). Achilles deserved better especially since he met Briseis. She gave him peace and gave him liberty to an extent.
-

SESSION #37 - 27/10/2024 + 12:30pm - 13:30pm

Desired Outcome:

- Finish the Second half of Task 4 in the Empathy Mini Course

Planned Tasks:

- Write short journal entries about these five characters. Achilles, Hector, Hector's Wife, Paris and Odysseus.

Post-session Reflection

- All characters in the movie have different feelings and motives for the things they do. Watching this has helped me understand why some people do the things they do and also what drives them to act in certain ways. Also, what drives them to feel certain things as well.
-

SESSION #38 - 27/10/2024 + 8:10pm - 9:10pm

Desired Outcome:

- Using notes and teachings from session 33, craft a new outreach message to 3 new prospects.

Planned Tasks:

- Use new notes and teachings and find 3 new prospects
- Craft one outreach message that is tailored and personalised to one of the prospects.
- Leave the message in the draft section of your email and send it tomorrow morning.

Post-session Reflection

- Only outreaching to 3-5 prospects a day will be much more effective as it will allow me to send out more targeted, specific and personalised outreach messages.
-

SESSION #39 - 28/10/2024 + 3:45pm - 4:45pm

Desired Outcome:

- Send outreach messages to the three prospects found in session 38. Also watch the live Power Up Call #789 The Best Time To Escape The Matrix.

Planned Tasks:

- Craft outreach messages for the other two prospects and send all three messages.
- Watch the live Power Up Call #789 The Best Time To Escape The Matrix.

Post-session Reflection

- Testing a new outreach message after using the teachings and notes from the Top 5 Beginner Outreach Mistakes. We will see how successful I am.
-

SESSION #40 - 29/10/2024 + 3:30pm - 4:30pm

Desired Outcome:

- Find three new prospects to outreach to. Also watch today's Power Up Call #790 CIA Inspired Tactic.

Planned Tasks:

- Find three new prospects using Instagram and TikTok.
- Watch today's Power Up Call #790 CIA Inspired Tactic and make notes if need be.

Post-session Reflection

- When looking to relate and embody an avatar when writing a piece copy, look in your network to see if there's anyone who matches the avatar. Ask them questions, run pieces of copy by them. Use them to help.
-

SESSION #41 - 30/10/2024 + 12:30pm - 1:30pm

Desired Outcome:

- Fix the outreach message using the feedback provided from the students in TRW chats. Once that is done then outreach to the three prospects found in session #40.

Planned Tasks:

- Use feedback to adjust cold outreach message
- Use the new message to outreach to the three prospects

Post-session Reflection

- With each new draft my cold outreach message is becoming more and more personalised.
-

SESSION #42 - 5/11/2024 + 11:15am - 12:15pm

Desired Outcome:

- Find 3 new prospects and identify what I can offer them in an outreach message.

Planned Tasks:

- Find 3 new prospects using the following list of a previous prospect.
- Use the copywriting chatgpt to identify what I can offer them

Post-session Reflection

- 3 prospects found. Also, I have figured out what to offer them.
-

SESSION #43 - 5/11/2024 + 3:00pm - 4:30pm

Desired Outcome:

- Make a new diagram for one of the prospects found in session 42. Send outreach message to that prospect using the new diagram.

Planned Tasks:

- Make a diagram using canva. The diagram will showcase a marketing funnel.
- Include the diagram in the outreach message as free value and send the outreach message to the prospect.

Post-session Reflection

- New funnel diagram made. Also, the outreach message was sent to prospect. I will outreach to the other two prospects tomorrow.
-

SESSION #44 - 7/11/2024 + 9:00pm - 10:30pm

Desired Outcome:

- Adjust funnel diagram for one prospect and outreach to her as well.

Planned Tasks:

- Adjust a funnel diagram that can be used to send to one of the prospects found in session 42.
- Think of an offer to send it to one of the prospects found in session 42.
- Sort out the rest of the Canva diagrams you have made.

Post-session Reflection

- Funnel diagram was adjusted but not used in the offer. It can definitely be used later though if the prospect wants to work with me. A different offer was sent to the prospect and I will wait to see if they respond.
-

SESSION #45 - 8/11/2024 + 8:45pm - 9:45pm

Desired Outcome:

- Outreach to the last prospect that was found in session 42.

Planned Tasks:

- Outreach to the last prospect that was found in session 42.
- Use previous free value written as leverage to show that I am serious.

Post-session Reflection

- Outreach message was sent. The other prospects haven't replied so I will follow up with them the day after tomorrow.
-

SESSION #46 - 9/11/2024 + 5:00pm - 6:00pm

Desired Outcome:

- Work on fixing your Instagram. Remove any unnecessary people you follow. Polish it up.

Planned Tasks:

- Work on Instagram
- Make it more presentable and polished

Post-session Reflection

- Instagram is polished up but I need to take new pictures and think about an Instagram bio to write.
-

SESSION #47 - 10/11/2024 + 8:30pm - 9:30pm

Desired Outcome:

- Start reading Alex Hormozi's book \$100 million dollar offer.

Planned Tasks:

- Start reading the book and take your time reading it.
- Make notes where necessary and look up anything you don't understand.

Post-session Reflection

- I have finished section 1 and I will move on to section 2 tomorrow. So far, I'm getting a very good feeling about this book. It's well written and there is very little waffling.
-

SESSION #48 - 12/11/2024 + 3:30pm - 4:30pm

Desired Outcome:

- Carry on reading Alex Hormozi's book \$100 million dollar offer.

Planned Tasks:

- Read through section 2 of the book.
- Make notes where necessary and research anything you don't understand.

Post-session Reflection

- Read through part 1 and 2 of section 2. Will continue reading tomorrow.
-

SESSION #49 - 13/11/2024 + 4:30pm - 5:30pm

Desired Outcome:

- Carry on reading Alex Hormozi's book \$100 million dollar offer.

Planned Tasks:

- Finish reading section 2.
- Make notes where necessary and research anything you don't understand.

Post-session Reflection

- Finished section and I am on section 3 right now. I will continue there from tomorrow.
-

SESSION #50 - 15/11/2024 + 3:35pm - 4:35pm

Desired Outcome:

- Carry on reading Alex Hormozi's book \$100 million dollar offer.

Planned Tasks:

- Begin reading section 3.
- Make notes where necessary and research anything you don't understand.

Post-session Reflection

- Finished the first 3 parts of section 3. There are only two more parts left of this section then I will move on to section 4. Also I have reached 50 GWS.
-

SESSION #51 - 16/11/2024 + 9:45pm - 10:45pm

Desired Outcome:

- Carry on reading Alex Hormozi's book \$100 million dollar offer.

Planned Tasks:

- Continue reading section 3.
- Make notes where necessary and research anything you don't understand.

Post-session Reflection

- Finished the last 2 parts of section 3. Section 3 is finished and I will move on to section 4 tomorrow
-

SESSION #52 - 17/11/2024 + 8:00pm - 9:15pm

Desired Outcome:

- Begin the self-improvement course by Luc in TRW Campus.

Planned Tasks:

- Watch the videos in the self-improvement course.
- Make notes where necessary.
- Apply teachings to your life and see where you are lacking and use the teachings to improve,

Post-session Reflection

- Halfway through the videos. The videos are short and refreshing. It's good to hear opinions and teachings from a different perspective.
-

SESSION #53 - 18/11/2024 + 12:00pm - 1:00pm

Desired Outcome:

- Finish the self-improvement course by Luc in TRW Campus.

Planned Tasks:

- Watch the videos in the self-improvement course.
- Make notes where necessary.
- Apply teachings to your life and see where you are lacking and use the teachings to improve,

Post-session Reflection

- Finished the whole course. I learnt many things and I will make improvements in my life from the lessons in the videos
-

SESSION #54 - 18/11/2024 + 4:45pm - 5:45pm

Desired Outcome:

- Carry on reading Alex Hormozi's book \$100 million dollar offer.

Planned Tasks:

- Begin reading section 4.
- Make notes where necessary and research anything you don't understand.

Post-session Reflection

- Halfway through section 4. This section is quite big. Scarcity urgency and bonuses are great ways to tip the prospect over the edge and get them to buy/sign up. One key takeaway is the "Deadlines Drive Decisions" - Alex Hormozi.
-

SESSION #55 - 18/11/2024 + 7:50pm - 8:50pm

Desired Outcome:

- Complete WWP for Women's hormonal health prospect. Also start TPA as well.

Planned Tasks:

- Use one of the AI chatbots to help complete WWP for the prospect.
- After initial completion, ask the chatbot to check for any mistakes or anything I left out. Add the chatbots improvements and suggestions.
- Identify 2 top players to analyse.

Post-session Reflection

- Complete WWP for women's hormonal health prospect. Also started TPA as well. 2 top players were identified and analysis will be done tomorrow.
-

SESSION #56 - 19/11/2024 + 11:30am - 12:30pm

Desired Outcome:

- Completes TPS for the women's hormonal health prospect.

Planned Tasks:

- Analysed the top players marketing machines and how they operate and grab attention.
- Identified what makes them top players.
- Identified a competitive advantage that the prospect over the top players.

Post-session Reflection

- WWP and TPA are now completed for the women's hormonal health niche.
-

SESSION #57 - 19/11/2024 + 9:20pm - 10:20pm

Desired Outcome:

- Created a landing page for the women's hormonal health prospect.

Planned Tasks:

- Use WWP and TPA to write a landing page for the prospects of online coaching.
- Use the Sales Simulator AI to help write the landing page.

Post-session Reflection

- First draft of the landing page has been written. Tomorrow I will use the AI to make improvements and a second draft.
-

SESSION #58 - 20/11/2024 + 11:15am - 12:15pm

Desired Outcome:

- Finalised landing page for women's hormone coaching.

Planned Tasks:

- Finished second draft of women's hormone coaching landing page.
- Used AI to tweak and adjust copy.
- Followed up with the prospect and sent her a pdf version of the landing page with notes attached as well.

Post-session Reflection

- Followed up with the prospect. I will wait 3-5 days for a response. If she doesn't send a response I will follow up again.
-

SESSION #59 - 21/11/2024 + 8:50pm - 10:05pm

Desired Outcome:

- Finished TPA for Online Pilates instructors whilst also listening to the Power Up Call #813.

Planned Tasks:

- Identified 2 Top PLayer who lead the Online Pilates Coaching market.
- Completed TPA analysis using the Copy Command AI.
- Started WWP but I hit a roadblock. I will finish it tomorrow morning.

Post-session Reflection

- WWP will be completed tomorrow morning.
-

SESSION #60 - 22/11/2024 + 11:00am - 12:30pm

Desired Outcome:

- Finish WWP and TPA for online Pilates coaching niche and prospect.

Planned Tasks:

- Finish WWP and TPA
- Identify what free value you need to create for the prospect.
- Brainstorm notes and ideas for the free value.

Post-session Reflection

- The free value I have made is an Opt-In Page. The first draft is completed. I will use the Copy Command Center AI to look over the free value. I will create an outreach message later and send the free value to the prospect in the message as well.
-

SESSION #61 - 22/11/2024 + 4:45pm - 5:45pm

Desired Outcome:

- Finalise Opt-In Page and create and send a follow up message to the online Pilates prospect.

Planned Tasks:

- Finalise Opt-In Page using the Copy Command Center AI
- Create and send a follow up message to the online Pilates prospect.
- Create a follow up plan for the Women's Hormone Health prospect in session #58

Post-session Reflection

- All tasks were completed today and my day is already planned out for tomorrow. If I have time I will try to finish Alex Hormozi's book \$100 million Offers.
-

SESSION #62 - 22/11/2024 + 10:00pm - 11:00pm

Desired Outcome:

- Watch the video with Professor Andrew and Professor Dylan about life lesson living with the Tates.

Planned Tasks:

- Watch the video
- Make notes and write down all key information

Post-session Reflection

- Everyday you start from zero. Everyday you start back on the streets. Whatever you did yesterday doesn't matter. Only today matters. You have to get out of the streets everyday.
-

SESSION #63 - 23/11/2024 + 12:50pm - 1:50pm

Desired Outcome:

- Create a quiz for the women's hormone health prospect. Send the quiz to the prospect in a follow up message.

Planned Tasks:

- Use The Copy Command Center to create the quiz.
- Adjust the quiz accordingly and include notes for the prospect.
- Send the quiz to the prospect in a follow up message.

Post-session Reflection

- Quiz has been sent. I followed up with this prospect after 3 days. We'll see if she responds now.
-

SESSION #64 - 23/11/2024 + 8:30pm - 9:30pm

Desired Outcome:

- Watch Power Up Call #815 and work through Professor Dylan's lessons in the Client Acquisition campus.

Planned Tasks:

- Watch Power Up Call #815
- Begin watching the lessons in the Client Acquisition campus
- Make notes and research anything you don't understand.

Post-session Reflection

- Client Acquisition looks promising. There are a lot of lessons to dive into. Hopefully I can add on to my marketing knowledge.
-

SESSION #65 - 25/11/2024 + 12:30pm - 1:30pm

Desired Outcome:

- Start Dream 100 outreach approach.

Planned Tasks:

- Fix my Instagram account. Get it to at least 75 followers.
- Add prospects that you would like to work with to a spreadsheet.

Post-session Reflection

- Reached 75 followers. I also added 10 prospects to a spreadsheet.
-

SESSION #66 - 26/11/2024 + 3:30pm - 5:00pm

Desired Outcome:

- Complete TPA for the online yoga instructor niche and think about what free value you could give the prospect.

Planned Tasks:

- Identify 2 Top Players in the online yoga instructor niche.
- Complete TPA using the The Copy Command Center AI Bot.
- Think about what free value you can create for this prospect.

Post-session Reflection

- I wanted to do TPA for this niche and I completed it. I'll stick with the women's hormonal health niche and the pilates niche as well.
-

SESSION #67 - 26/11/2024 + 8:30pm - 9:45pm

Desired Outcome:

- Practice writing copy for Maja the Women's hormonal health coach.

Planned Tasks:

- Ask the The Copy Command Centre the best approach to practice copy and whatever it says.
- **Exercise** - Write 5-10 attention-grabbing hooks specifically for hormonal health.
- Use the AI to refine the copy.

Post-session Reflection

- I wrote 40 fascinations before coming up with 5 hooks. I used the AI to refine the 5 hooks but we continue to practice tomorrow. I'm setting myself the challenge of practicing copy for a whole week. To get into the habit.
-

SESSION #68 - 27/11/2024 + 12:15pm - 1:15pm

Desired Outcome:

- Practice writing copy for Maja the Women's hormonal health coach.

Planned Tasks:

- Write 3 social media captions with slightly different tones
- One **educational** one (facts about hormonal health).
- One **emotional** (empathizing with struggles).
- One **empowering** (focusing on results).

Post-session Reflection

- I completed the 3 different captions. I also used The Copy Command Centre AI bot to review the captions.
-

SESSION #69 - 27/11/2024 + 3:30pm - 4:30pm

Desired Outcome:

- Watch the videos of Professor Andrew breaking down different successful landing pages, ADs and sales pages.

Planned Tasks:

- Watch video series in the archived content section.
- Make notes and research anything you don't understand

Post-session Reflection

- I watched the video about the dollar sales page and the video about how to become a man who earns over \$500,000 in a year.
-

SESSION #70 - 28/11/2024 + 8:00pm - 9:15pm

Desired Outcome:

- Practice writing copy for Maja the Women's hormonal health coach.

Planned Tasks:

- Complete the exercises that The Copy Command Centre has suggested to do.
- Write 3 outreach message variations, One **direct** (straight to the point). One **soft** (collaborative tone) and One **bold** (high-energy and confident).

Post-session Reflection

- I have completed this exercise. This means out of the 5 practice exercises the AI told me to do I have completed 3. Slowly but surely I will improve my copywriting ability and knowledge.
-

SESSION #71 - 29/11/2024 + 12:15pm - 1:15pm

Desired Outcome:

- Continue practicing writing copy for Maja the Women's hormonal health coach.

Planned Tasks:

- Create an Instagram AD for her coaching
- Write 2-3 versions of Instagram ad copy with different hooks and slightly varied tones (e.g., bold vs. empathetic).

Post-session Reflection

- I completed the practice exercise. I wrote 3 different Instagram ADs. A bold approach, an empathetic approach and an empowering approach.
-

SESSION #72 - 29/11/2024 + 4:40pm - 5:40pm

Desired Outcome:

- Watch the daily PUC and also continue watching the breakdown of "How to Become a Half a Million Dollar Man" by Professor Andrew.

Planned Tasks:

- Watch PUC #820 Golden Honour
- Watch the copy breakdown of "How to Become a Half a Million Dollar Man" by Professor Andrew.
- Make notes and research anything you don't understand.

Post-session Reflection

- All men should strive for honour and glory. It will help change us from little rats to high calibre successful men who don't shy away from struggle and difficulty. Every task you do, every GWS you should strive to make your ancestors proud, your God proud and the Universe proud. You are working for them also.
-

SESSION #73 - 30/11/2024 + 4:20pm - 5:20pm

Desired Outcome:

- Finish practicing writing copy for Maja the Women's hormonal health coach.

Planned Tasks:

- Finish the last task (Exercise 5).
- Write 5 FAQ questions and answers, focusing on addressing objections and inspiring trust.
- Use The Copy Command Centre AI Bot to help refine your copy.

Post-session Reflection

- Finished all 5 exercises. I also put all my answers to exercises in the AI Bot and it gave me recommendations on what I should improve. I asked the AI what I should do now and the main takeaway I got was to build my portfolio and become a master of the Women's Hormonal Health Niche. These are my next 2 goals now.
-

SESSION #74 - 30/11/2024 + 7:40pm - 8:40pm

Desired Outcome:

- Watch PUC #822. Finish watching the breakdown of "How to Become a Half a Million Dollar Man" by Professor Andrew. Start the "His Secret Obsession" copy breakdown.

Planned Tasks:

- Watch PUC #822 "Are You Trying Your Best?"
- Finish the breakdown of "How to Become a Half a Million Dollar Man"
- Begin watching the "His Secret Obsession" copy breakdown.

Post-session Reflection

- I don't have a daughter yet but my FREEDOM FROM SLAVERY is on the line. That is my reason for always trying my best. To try my best to secure my freedom. To try and secure a better future for me and my family. To be as financially secure, fit and healthy as possible. My FREEDOM FROM SLAVERY is on the line.
-

SESSION #75 - 1/12/2024 + 3:30pm - 4:30pm

Desired Outcome:

- Find another 10 prospects in the women's hormonal health niche

Planned Tasks:

- Go on TikTok and search up "women's hormonal health"
- Identify potential prospects to reach out to and add them to the spreadsheet.

Post-session Reflection

- Found 10 prospects. Next GWS will be looking at their social media and think about what I can offer them as free value. Also I have reached 75 GWS. I think this is the quickest milestone I've reached and I'm proud of it. But now it's the final stretch till I hit 100 GWS.
-

SESSION #76 - 1/12/2024 + 8:15pm - 9:15pm

Desired Outcome:

- Watch PUC #823 and finish watching the "His Secret Obsession" copy breakdown.

Planned Tasks:

- Watch PUC #823 "Break Records Build Empires?"
- Finish the breakdown of "His Secret Obsession."
- Make notes and findings for later research and writing purposes.

Post-session Reflection

- Price anchoring is a great technique to boost a product/service's value. Also using the highest form of Maslow's hierarchy of needs in the closing of a sales page is an excellent way to get them to buy/click.
-

SESSION #77 - 2/11/2024 + 12:00pm - 1:00pm

Desired Outcome:

- Analyse the profiles of the 10 prospects found yesterday and think about what free value you could offer them.

Planned Tasks:

- Go through each of the 10 prospects and look at their social media and websites.
- Identify gaps or where you could improve their copywriting.
- After analysing, write down what free value you are going to create for them.

Post-session Reflection

- All 10 prospects have been analysed. I have identified areas where they could use copywriting or where I can improve their existing copywriting. I will get started on the free value later.
-

SESSION #78 - 2/12/2024 + 7:40pm - 8:40pm

Desired Outcome:

- Watch PUC #824 and continue watching the copy breakdowns by Professor Andrew.

Planned Tasks:

- Watch PUC #824 "How To Generate A Hot Streak."
- Start watching the copy breakdown of "When I See My Ex-Husband, I Have This Secret Trick I Play On Him."
- Make notes and research anything you don't understand.

Post-session Reflection

- Using Maslow's hierarchy of needs will help your client's product/service stand-out. The status part of the hierarchy is so powerful that it will make your client's product/service be perceived of higher value. This ties into the value equation where you need to maximise the amount of the value a customer can receive with as little time and effort to put in as possible.
-

SESSION #79 - 3/12/2024 + 2:45pm - 3:45pm

Desired Outcome:

- Complete WWP for Alexa (Women's Health Coach) and start writing fascinations for the Landing Page.

Planned Tasks:

- Complete WWP for Alexa (Women's Health Coach)
- Use the divergent thinking method to make notes and fascinations for the landing page.

Post-session Reflection

- I've completed the WWP for the Landing Page and I have also written 40 fascinations for the landing page. I will write more later.
-

SESSION #80 - 3/12/2024 + 8:25pm - 9:25pm

Desired Outcome:

- Watch PUC #824 and finish the copy breakdown of "When I See My Ex-Husband, I Have This Secret Trick I Play On Him."

Planned Tasks:

- Watch PUC #824
- Finish the copy breakdown of "When I See My Ex-Husband, I Have This Secret Trick I Play On Him."
- Make notes and research anything you don't understand.

Post-session Reflection

- A testimonial that specifically targets a customer's pain points or deepest desires will drastically amplify the effectiveness of your copy. Understanding the proud pain/desires of your avatar is necessary to ensure your copy is amazing and extremely effective. Also, what I learnt from the PUC was that I need to become the man in every aspect of life so that AI won't eradicate me. For example, get to peak physical condition, get money, strong digital presence, become a man who is of value and adds value.
-

SESSION #81 - 4/12/2024 + 11:30am - 12:30pm

Desired Outcome:

- Do further market research on the women's health coaching niche.

Planned Tasks:

- Go on amazon and search for popular women's health/ hormonal books.
- Read the 5 star and 1 star reviews.
- Add the good reviews to the notes and update the WWP for the landing page.

Post-session Reflection

- Looking at the reviews was brilliant. It helped me understand a woman's darkest pains and deepest desires when it comes to improving their health. The preparation for the landing page is looking good.
-

SESSION #82 - 4/12/2024 + 3:00pm - 4:30pm

Desired Outcome:

- Write the first draft of the landing page for the women's health coach (Alexa).

Planned Tasks:

- Review your WWP, notes and findings.
- Using your fascinations, notes and reviews write the landing page.
- Get The Copy Command Centre AI Bot to review the landing page.

Post-session Reflection

- I have finished the first draft and I will get the AI Bot to look at it later.
-

SESSION #83 - 5/12/2024 + 8:30pm - 9:50pm

Desired Outcome:

- Write a second draft of the landing page for the women's health coach (Alexa).

Planned Tasks:

- Review what you wrote yesterday and improve the copy.
- Add in pictures, change the font size to emphasise certain sentences and make it more appealing.
- Get rid of any sentences that don't make sense.

Post-session Reflection

- I have finished the second draft. The landing page is looking more like a landing page now. I would say it's like 80% complete but the remaining 20% is where the landing page will take off. I will complete the third and final draft tomorrow.
-

SESSION #84 - 6/12/2024 + 2:30pm - 3:30pm

Desired Outcome:

- Watch PUC #827 and record outreach video to send to the women's health coach prospect.

Planned Tasks:

- Watch PUC #827 Sympathy Won't Build Your Bank Account.
- Record outreach video to send to the women's health coach prospect.
- In the outreach message ensure that you are providing as much value as possible.

Post-session Reflection

- Outreach is done and ready to go. Took me a couple of attempts but I finally got there. Also, the key point from the PUC is to stop looking for excuses and to stop looking for sympathy. Those things only apply to women and children.
-

SESSION #85 - 6/12/2024 + 7:30pm - 8:45pm

Desired Outcome:

- Write the third draft for the landing page using the help of The Copy Command Centre AI Bot.

Planned Tasks:

- Get the Copy Command Centre AI Bot to review the second draft from yesterday.
- Use the suggestions from the AI to improve the landing page.
- Read the landing page multiple times out loud.

Post-session Reflection

- I have finished the landing page but I have sent it for review in TRW chats. Tomorrow I will adjust the page with the feedback from the other students and then I will outreach to the prospect.
-

SESSION #86 - 7/12/2024 + 4:00pm - 5:30pm

Desired Outcome:

- Use feedback from other students to finalise the landing page and send it to the prospect.

Planned Tasks:

- Look at the feedback from the other students in the TRW
- Make the adjustments and read the landing page out loud multiple times.
- Send the landing page with the video message to the prospect.

Post-session Reflection

- I sent the landing page with my video outreach message. I hope it doesn't go into spam because apparently emails with google drive links go into spam if you don't have previous correspondence with the recipient beforehand but we'll see what the outcome is.
-

SESSION #87 - 7/12/2024 + 7:30pm - 8:30pm

Desired Outcome:

- Watch PUC #828 and begin the copy breakdown of “Vert Shock.”

Planned Tasks:

- Watch PUC #828 “Push This Button To Make Money.”
- Begin watching the copy breakdown of “Vert Shock.”
- Make notes and research where necessary.

Post-session Reflection

- I need to go for the 10 minute walk to think about my future goals. It will allow me to find the solution and find the best way to complete the goals. It will allow me to make more money.
-

SESSION #88 - 8/12/2024 + 3:25pm 4:55pm

Desired Outcome:

- Fix my cold outreach message using the lessons learnt from all the copy breakdowns and the empathy mini course.

Planned Tasks:

- Review existing outreach message
- Incorporate new learnings such as a think like the business owner and give them a reason to carry on reading.

Post-session Reflection

- I have written a new outreach message which incorporates all the factors of the value equation. Minimising time delay and sacrifice whilst increasing dream outcome and likelihood of success. I think I finally cracked how to do cold outreach. Actually recording myself in a selfie-from video made me realise where I was going wrong with my existing cold outreach. When I was recording the video I couldn't think of a reason for actually reaching out in the first place so I had to take a step back and actually think. I learnt that every outreach message should warrant a reason for reaching out. Coupling this with the value equation this outreach has to be a winner.
-

SESSION #89 - 8/12/2024 + 7:40pm - 8:50pm

Desired Outcome:

- Complete WWP and Market Research for Zoe (Women's health coach)

Planned Tasks:

- Answer the 4 questions in the WWP process.
- Use the market research questions to help identify the avatar's frustration, desires, values, belief and dream state and dream outcome.
- Look for opinions on the internet to get real-life evidence and insights into the avatar's deepest and darkest desires.

Post-session Reflection

- After going through the WWP and market research I have identified a secret driving factor for women (that is not even implied) wanting to optimise their health, looks and mood to attract the opposite gender.
-

SESSION #90 - 8/12/2024 + 9:40pm - 10:40pm

Desired Outcome:

- Watch Rapid Copy Review IG Captions and continue looking for opinions on the internet to get real-life evidence and insights into the avatar's deepest and darkest desires.

Planned Tasks:

- Watch Rapid Copy Review IG Captions and make notes where necessary.
- Continue looking for customer language, values, beliefs, desires and pains on the internet.
- Utilise YouTube, Reddit and Amazon book reviews.

Post-session Reflection

- I have collected a lot of research from the internet. Also, what I learnt from the copy breakdown is that if you don't fully understand what the roadblock of the avatar is, then you won't be able to fully connect to them through the copy. For women's cycle and hormonal coaching their roadblock is that they fear to talk about their struggles because it will make them seem weak and vulnerable. Therefore, if they had someone to open up to and learn from then they could master their cycle and balance their hormones.
-

SESSION #91 - 9/12/2024 + 11:30am - 12:30pm

Desired Outcome:

- Finalise market research and write the first draft of the first video script for Zoe (Women's Health Coach).

Planned Tasks:

- Finalise market research using the internet.
- Create general notes and fascinations using the research.
- Write the first video script using all the notes, fascinations and research.

Post-session Reflection

- First draft of the first video script is complete.
-

SESSION #92 - 9/12/2024 + 5:00pm - 6:00pm

Desired Outcome:

- Write the first draft of the second video script for Zoe (Women's Health Coach).

Planned Tasks:

- Write the second video script using all the notes, fascinations and research.

Post-session Reflection

- First draft of the second video script is complete.
-

SESSION #93 - 9/12/2024 + 8:00pm - 9:15pm

Desired Outcome:

- Write the first draft of the third and final video script for Zoe (Women's Health Coach) and use the AI Bot to optimise all three scripts.

Planned Tasks:

- Write the third video script.
- Use the AI Bot to get rid of any vagueness, ambiguity or waffle.
- Using the AI's feedback, create second drafts of all three video scripts.

Post-session Reflection

- All three second drafts have been created and finalised. I will now send them into TRW chats to be reviewed.
-

SESSION #94 - 10/12/2024 + 3:00pm - 4:00pm

Desired Outcome:

- Using feedback from the students in TRW improve all 3 of the video scripts for Zoe (Women's Health Coach).

Planned Tasks:

- Look at the feedback from the other students.
- Analyse the feedback and make the adjustments that they suggested.

Post-session Reflection

- I have taken the feedback on board and I have improved all 3 video scripts. The students said they were pretty good so at least I'm getting better as a copywriter. I'm one step closer to freedom.
-

SESSION #95 - 10/12/2024 + 9:30pm - 10:30pm

Desired Outcome:

- Finalise outreach message to Zoe and finalise video script 1 as it sounds robotic and AI like.

Planned Tasks:

- Read the outreach message out loud and get rid of anything that doesn't add value.
- Read video script 1 out loud and get rid of anything that doesn't add value.
- Focus on providing as much value as possible in both the script and the message.

Post-session Reflection

- The outreach message and the scripts are ready for tomorrow. I will send Zoe the email tomorrow.
-

SESSION #96 - 11/12/2024 + 4:10pm - 5:10pm

Desired Outcome:

- Send the outreach message to Zoe and follow up with Alexa about the landing page.

Planned Tasks:

- Use the outreach message I created last night and send it to Zoe alongside the video scripts.
- Write a follow up message for Alexa utilising the value equation and resend her the landing page.

Post-session Reflection

- I have emailed both prospects and we will see what happens. In the meantime, I will move on to the next prospect.
-

SESSION #97 - 12/12/2024 + 11:30pm - 12:50pm

Desired Outcome:

- Complete WWP for Aurora (Women' health coach).

Planned Tasks:

- Complete WWP for Aurora (Women' health coach).
- The goal of this WWP is to get in the mood/flow to write Instagram captions to send to Aurora.

Post-session Reflection

- I have finished the WWP but I still have to do market research. For example, look at YouTube, TikTok and Instagram comments to get real life evidence of avatar struggles, pains and language. I will also need to look at Reddit as well.
-

SESSION #98 - 12/12/2024 + 8:00pm - 9:10pm

Desired Outcome:

- Finish market research for Aurora (Women's health coach) and continue watching Professor Andrew's copy breakdown of "Vert Shock."

Planned Tasks:

- Conduct market research using YouTube, TikTok and Instagram comments to get real life evidence of avatar struggles, pains and language.
- Continue watching Professor Andrew's copy breakdown of "Vert Shock."
- Make notes where necessary and research anything you don;t understand.

Post-session Reflection

- I have finished the market research for Aurora. I will write the first draft of the Instagram captions tomorrow. Also, I am halfway through the copy breakdown of the "Vert Shock."
-

SESSION #99 - 13/12/2024 + 11:00am - 12:15pm

Desired Outcome:

- Using the WWP, Fascinations and Notes create 3 Instagram captions to send to Aurora

Planned Tasks:

- Finalise notes, fascination and market research.
- Use The Copy Command Centre AI to speed up the writing process.
- Read over the Instagram Captions and make them human like if they are too robotic.

Post-session Reflection

- I wrote the Instagram Captions using the AI Bot. The Copy Command Centre. I also reached out to Aurora as well.
-

SESSION #100 - 13/12/2024 + 9:05pm - 10:15pm

Desired Outcome:

- Watch PUC #834 "Find Your Popeye Spinach" and continue watching Professor Andrew's copy breakdown of "Vert Shock."

Planned Tasks:

- Watch PUC #834 "Find Your Popeye Spinach"
- Continue watching the copy breakdown of "Vert Shock."
- Make notes and research where necessary.

Post-session Reflection

- I have completed 100 GWS and what a way to complete them. PUC #834 "Find Your Popeye Spinach" helped me identify my Sources of Power. Now I can tap into them whenever I need to push through a difficult task, challenge or workout. It's been a crazy journey. I started to develop consistency as I wasn't working everyday. It can only be up from here now, I've already had so many low points. My inflection point is coming soon. I can feel it. Thank you Professor Andrew for creating this task.
-