

1. Pick one of the goals that your ideal self is going to achieve in the next 3-6 months

- closing 3-6 clients

2. Identify as many of the cause-and-effect chains that will lead to the desired result.

If I get 3-6 clients

1. And If I provide value in my copies, and my outreach
2. And If I practice my copy and see how other good player do their copies (or read books about copywriting) and get great ideas from them in my way.
3. And If I send 2-10 outreach to the prospect
 - Then I will have a 3-6 client.

and If I made great work(copy) for them and they love it

1. then they will get value from my copies
2. then they will earn 10K a month

and If I made a good relationship with them

1. Then they will introduce me to another client OR friends they know.

3. Identify any potential "unknowns" or assumptions in your understanding of the cause-effect chains

unknowns

1. if they like the work or not
2. finding companies that fit my work
3. I may face a roadblock that I dont know
4. I may have a lack of creativity in my way of writing the copy
5. I dont know how to keep up with the market because it changes so often.
6. I may not know how to handle 6 or 12 clients