

## OODA Loops 22/09/24

1) a) My target for this week is:

- Revise the WWP and create another 3-5 Ads for my client.
- Use the video reviews i have been provided to create 5-10 pieces of short form video content with accompanying copy for my client to be used in this weeks and next weeks ads
- Revise the lessons i have learned in Sections 1 - 3 of the Copywriting Campus and apply to the copy i write this week
- Continue work on the "Conquer the world using AI" Module of Section 4 of the Copywriting Campus and apply where possible to my client project

b) It is important to get these task completed because:

- By creating 3-5 Ads for my client to keep in reserve and put out over the next few weeks, it will allow me to free up sometime to then focus on other areas of the project such as refining the website experience and creating new product photos for existing and new products
- By using the video reviews to create short form content, it will allow me to begin work on my clients TikTok page. The video reviews will also be useful to build trust within my ads and make it more likely for people to purchase from my client.
- By revising the lessons learned from previous sections of the copywriting campus, it will ensure that any lessons i havent touched on in a while are now fresh in my brain again, allowing me to effectively apply them to the copy i write this week.
- By continuing work on the AI section, it will allow me to utilise AI to aid in writing copy for my client and will in turn make the process more efficient.

c) The deadline for these targets is : 28/09/24

2) Last week i:

- Watched PUC 745, 746, 747, 748, 750
- Submitted first draft of WWP to TRW for review and amended based on feedback left.
- Created and posted "Discover our Secret" Ad and Landing page for my client
- Improved sections of my clients website
- Began work on "Conquer the world using AI" Modules
- Designed product labels for my client
- Completed OODA Loops 22/09/24
- Trained at gym 3/7 days

3) The biggest obstacle i need to overcome this week is ensuring i spend every available hour working on my tasks for the week without being distracted

4) PLAN FOR THE WEEK

- **MON** - Work, Gym, PUC, Revise WWP, Plan ads for the week
- **TUE** - Work, Gym, PUC, Revise WWP, Plan ads for the week
- **WED** - PUC, Work on creating Short form Content out of the video reviews i received last week, Revise previous Copywriting Lessons, Read The Bible

- **THU** - PUC, Begin creating ads using the video content in accordance with the Ad plan, Gym, Read The Bible
- **FRI** - PUC, Continue work on ads from day before, Revise any Copywriting lessons and apply to the copy for my client project, Work on AI Module.
- **SAT** - PUC, Finish any work left to be done on clients Ads and send into TRW for review, Continue work on AI Module, Gym, Read The Bible
- **SUN** - OODA Loops, Gym, work

#### Process Map:

[https://www.canva.com/design/DAGKlr8Rm0w/VJ6x-urL2v0ipXeBt9Ogag/view?utm\\_content=DAGKlr8Rm0w&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor](https://www.canva.com/design/DAGKlr8Rm0w/VJ6x-urL2v0ipXeBt9Ogag/view?utm_content=DAGKlr8Rm0w&utm_campaign=designshare&utm_medium=link&utm_source=editor)

#### BONUS

- Section 5 of the Process Map
- Completed Daily Checklist 3/7 days
- I learned that I am too easily distracted by outside sources and that I need to work on having better focus on my work to achieve the results I need.