

Trenton's 60 Day Rainmaker Challenge

Accountability Document

Whats up G's. This will be the accountability document you will use to keep yourself on track and also accountable to your fellow G's to hold up your commitment to become a Rain Maker.

Upload this to the Agoge Competitions Chat at the end of every day so we can monitor your progression and help you where you need it.

Tag me when you upload this. This will help us all better understand the situation you are in and how to help you GET WHAT YOU WANT.

Show Agoge 01 who owns this campus.

What is the critical task you completed today that is moving the needle most?

- I wrote first drafts for the cold outreach campaign I'm going to launch next week for my client.

I revised 1 of them and got it reviewed

What were your achievements today?

- I trained
- Wrote up 6 first drafts for my emails (a little revision on each)
- Finished 1 email
- Created 5 social media posts for my client to grow their FB & IG
- Helped TRW Student
- (Could've gotten more done)

Twilight review on the day:

-  **What lessons did I learn today?** 

- a. The first lesson I learned is that my main motivator that causes me to work is urgency...by far.

And I learned that this can sometimes be destructive to me because I subconsciously push off work until the last second so that it creates urgency.

When I'm constrained for time I seem to be more creative, but I don't want to keep pushing off work like that.

Which means I need to be able to create enough urgency in other ways...like achieving my short term goals and I need to really envision what would happen if I didn't hit them.

- b. The second lesson I learned is that I often get caught up in the details when I'm writing copy and I get "autistic" about it.

This is not good because it prevents me from writing from the perspective of the customer and I end up writing from the perspective of the business.

I need to be able to spit out bad ideas without judging myself for them so I can have a zoomed out view of the project and stay in the mind of the reader.

-  **What roadblocks did I face?** 

- a. The roadblock I faced was the same one I faced yesterday...

Not knowing how to structure B2B email campaigns.

I know how to structure the individual emails, but the campaign/sequence as a whole I find difficult to structure correctly.

-  **What worked well and will be repeated?** 

- a. What worked well and will be repeated is using the new AI tool that Prof. Andrew created to answer a lot of my questions and confirm/disprove my assumptions.

- b. Another thing that worked well is, of course, getting my copy reviewed by my fellow Agoge 02 students.

Wins:

- I successfully finished the first drafts for all 6 of the emails in the campaign I'm running
- One of the posts I made for my client got 18,757 reach on FB, and they only have 803 followers.

Losses:

- I worked too slow because I got "caught up in the details" with my client projects.

Insights learned today and how you will apply them to hit your goal:

- The insight I learned today is that I had not been utilizing the power of TRW chats as much as I should've been up until now.

It truly helps me see my blindspots sooooo much and keeps me focused.

Tomorrow's tasks:



Wake Up/Shower 8 - 9am
Get to Martins, 9:30am
Create Social Media Posts For SAP 10 - 11am
Break/Walk, 11am
Create Social Media Posts For SAP 11:15am - 12:15pm
Break, 12:15pm
Create Social Media Posts For SAP 12:30 - 1:30pm
Break, 1:30pm
First Drafts For Dealer Campaign 1:45 - 2:45pm
Break, 2:45pm
First Drafts For Dealer Campaign 3 - 4pm
Break, 4pm
First Drafts For Dealer Campaign 4:15 - 5:15pm
Train 5:45 - 7:15pm
Daily OODA Loop, 7:45pm
GW Account/Patrol Chats, 8pm
PLOT, 8:15pm