

100 G WORK SESSIONS AWAY

									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									
									

G-Work-FOCUS Routine

- ☒ Set a desired outcome and plan actions
- ☒ Pick an attitude
- ☒ Hydrate, Caffeinate, Get the blood flowing
- ☒ Remove distractions and start the music
- ☒ Focus on one part of the screen physically for 30 seconds
- ☒ Commitment to staying focused + Aggressive positive self-talk
- ☒ Set a timer for 60-90 mins
- ☐ Push through initial 10-min difficulty with positive mental self-talk
- ☐ Evaluate afterwards

G Work Session Tracker Template

DAY 1

SESSION #1 - 06 June + 9am ~90m

Desired Outcome:

- I want to have a clear plan (overview) and the new systems (daily planner update, new doc, habits, etc.) in place to conquer the “100 Sessions Away” Challenge 

Planned Tasks:

- ☒ Finish brainstorm and writing down ideas from the resources 
- ☒ Create the plan overview and put focus system in place 
- ☒ Create the 100 sessions doc 
- ☒ Update the daily conquest planner and make it simpler to navigate 

Post-session Reflection

- Boom. Finished the plan for the 100 sessions away challenge, set up the docs and systems, and updated my daily conquest planner.
- I will use this new challenge as an opportunity to finally break through and escape this ugly jail cell.

SESSION #2 - 06 June + 11am ~90m

Desired Outcome:

- I want to know exactly what to do weekly for the 1st client to get him amazing results (e.g. update the conquest planner and roadmap) 

Planned Tasks:

- ☒ Review my conquest planner and the client roadmap ✓
- ☒ Set a new exciting goal to move towards and set the checkpoints ✓
- ☐ Define the tasks and allot time + plan them ✗

Post-session Reflection

- Haven't achieved the planned outcome yet. I went through my conquest planner and the client roadmap + the brainstorm notes from yesterday about the growth opportunities. Once I finished I set a new exciting goal to move towards, defined the checkpoints and started with defining the daily, weekly, and side/dynamic tasks to achieve the exciting goal.
 - The first 30 minutes were a bit slow and I didn't get much done as I didn't know what new exciting goal to pick. Once I finally had a good one I doubled down and got really good work done.
 - Will achieve this outcome in the next G-session I allot for this.
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SESSION #3 - 06 June + 13:30 ~90m

Desired Outcome:

- Finish agency conquest plan ✓

Planned Tasks:

- ☒ 10min Follow up tax accountant + Alternativplan überlegen ✓
- ☒ 50min Conquest plan fertig,
 - 10min Kalender übersicht erstellen ✓
 - 10min KPIs überlegen + aufhängen ✓
 - 10min Document Refinen und formatieren ✓
 - 10min Tasks sortieren & Übersicht ✓
 - 10min Restliche tasks planen ✓
- ☒ 30min Outreach plan planen ✓

Post-session Reflection

- Good G-session. We cleared off many tasks we postponed for a few days now. Now we have a clear overview of the next big tasks and know what to do.
- Stood up once to go to the toilet. It was needed. Sometimes I am unsure if I should go or not but I believe it depends on the kind of G-session. If I'm in a really really deep flow

state I should not get up. But if I'm in a brainstorming session, going to the toilet might give some more ideas. Hmm... interesting.

SESSION #4 - 06 June + 17:30 ~120m

Desired Outcome:

- I want to finish the 1st client conquest planner and weekly tasks overview so I pick my tasks a lot more thoroughly and won't go through the motions anymore. ✓
- I also want to set a tangible goal for the "100 sessions away" challenge ✓

Planned Tasks:

- ☑ Finish the tasks and subtasks + evaluate and finalize them ✓
- ☑ Go through the conquest planner template and fill in each section to follow Andrew's advice and have a solid plan ✓
- ☑ Go through the document one more time and finalize all of the sections + create an overview of the tasks for simpler navigation ✓

Post-session Reflection

- Needed to extend this G-session. The task was open to goal because it had the highest urgency currently. So, I did exactly that and now have a really clear overview of the next few months. I know where to take my 1st client, I know what to do with the 2nd, and roughly how I will acquire the 3rd.
 - Entered a really really deep state of focus.
 - So, this G-session was about 2h long. Could count it as two... but that's gay. Let's go!
-

DAY 2

SESSION #5 - 07 June + 7am ~90m

Desired Outcome:

- Finish the uploading task of the day and engage in the comments from yesterday to trigger the next stage of virality ✓

Planned Tasks:

- ☒ ~~Pick a video from the folder, review it and revise if needed~~
- ☒ ~~Find a song that fits + write engaging title~~
- ☒ ~~Upload the video + post engaging comment~~
- ☒ ~~Upload to other platforms and use the remaining time to engage with audience~~

Post-session Reflection

- Good. went through the planned tasks/ action steps one by one and killed this objective.
 - Did some really solid editing aikido to improve the videos my client edited even more and uploaded them to all 4 platforms. Very good execution.
 - For now, everything is going as planned.
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SESSION #6 - 07 June + 9am ~90m

Desired Outcome:

- Update the website footer to make the site more credible ✓
- Get at least 1 tactical improvement or insights for the next content cycle by analyzing top players, the video performance from last week and other good performing videos in the ecom space. ✓

Planned Tasks:

- ☒ ~~Open Shopify gempages, create the imprint page and update the footer (15m)~~
- ☒ ~~Analyze the good performing videos (scripts & editing) and gain tactical improvements (45m)~~
- ☒ ~~Analyze the bad performing videos and find out why they didn't perform (45m)~~
- ☒ ~~Analyze other good performing ecom ads and find tangible insights (45m)~~
- ☒ ~~Analyze current trends, topics and songs for the next cycle (45m)~~

Post-session Reflection

- Good. Initially I had planned to get 1 tangible insight/ improvement/ idea for the next content cycle. Now I have over a page full of insights I will apply for the next cycle. Very solid execution.
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SESSION #7 - 07 June + 11am ~90m

Desired Outcome:

- Create 14 solid hooks I can use in the scripts to sell my clients products with organic social media content ✓

Planned Tasks:

- ☒ ~~Go on a perspicacity walk with voice to text and brainstorm hooks (30m)~~
- ☒ ~~Write the hooks down at home and pick the best ones (15m)~~
- ☒ ~~Write variations of those hooks until you have about 14 solid ones (45m)~~

Post-session Reflection

- Perfect. I went through the tasks like planned, achieved the outcome and even started with writing body copy and CTAs.
 - I didn't do a long perspicacity walk as I couldn't really come up with good ideas for the hooks. So I went back inside, and analyzed the other hooks that performed well and also analyzed competitor/tp hooks to come up with more and better ideas.
 - Overall have about 20 pretty solid hooks, started with the body copy and wrote the CTAs. Good work.
-

SESSION #8 - 07 June + 13:30 ~90m

Desired Outcome:

- Finish the Agency Conquest Plan ✓

Planned Tasks:

- ☒ 10min Finish conquest plan step 1-3
- ☒ 15min Finish conquest plan step 4-6
- ☒ 40min Finish conquest plan step 7 and 8
- ☒ 25min Plan conquest plan step 9

Post-session Reflection

- Very good. I'm starting to really notice the difference between the G-sessions now and the "G-sessions" in the past. Everything is so much clearer. Everything has a reason why. Every outcome is necessary to achieve my objectives. GOOD. Again, followed the tasks as planned and achieved the outcome. We have finished the agency conquest plan and defined the tasks for the first checkpoint thoroughly.
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SESSION #9 - 07 June + 19:00

Desired Outcome:

- Okay, because of some dynamic OODA looping from the PUC lesson I only have one more 90m G-session instead of the two planned ones. Thus, I will find a way to kill off my tasks in 90m. It must be possible.
- So, outcome: Do my daily skills improvement routine, create the email 1st drafts for the client and finish writing the body copy 1st drafts for the content scripts. A lot. Will I be able to kill everything?

Planned Tasks:

- ☒ Daily Skills Improvement (Accountability, Daily Marketing Mastery, Note Cards Review)
- ☒ TRW Chats, Andrew's lessons
- ☐ Write the email copy 1st drafts
- ☐ Write the body copy 1st drafts for the content scripts

Post-session Reflection

- Okay. Mid-g-session reflection. I faced an unknown and formed my question in the chats and while reviewing my message I found the solution. So, this consumed about 25 minutes. I then also got the message from Andrew in the 100 sessions away chat and read that as well. This was another 5-10 minutes in this chat.
- I have conquered the first task. I have about 15 more minutes in this G-session. I will now read through the 100 sessions away chat and watch Andrew's short lessons video.

- Finished. Didn't get to attack the copy part of this g-session. Had some great lessons though.
 - Lesson 1: Write out your problems and turn them into a question. While reviewing it, you will realize, at least most of the times, that you already know what to do or how to solve this or that it's not worth solving.
 - Lesson 2: I need better quality mental resets. Either brain ON or OFF. No in between.
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DAY 3

SESSION #10 - 08 June + 7am

Desired Outcome:

- Upload the video to all accounts & engage with audience to sell the clients products ✓

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience

Post-session Reflection

- Perfect. All tasks finished. The video review and revision took a bit longer but I believe it was worth it. Can't upload a mediocre video.
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SESSION #11 - 08 June + 9am

Desired Outcome:

- Outcome: Have at least 14 solid scripts finished and revised at least once ✗

Planned Tasks:

- ☒ Write the body copy 1st drafts

- ☒ Write variations until you have at least 3 different types of body copy
- ☐ Assemble the scripts (hooks + body copy + CTA)
- ☐ Review and revise them once + get outside opinions
- ☐ Review and revise them a 2nd time and finalize them

Post-session Reflection

- Okay... like I thought, I didn't get to finish the 14 scripts in this G-session. I attacked with ultra focus but my ideas just didn't come. I needed to adjust my strategy a bit and after some time, research and creative thinking I got out of writer's block. I have 3 body copy variations now and also some more hooks. In the next G-session I will write more variations, pick the best ones, then assemble the 14 scripts, review, revise, and then finish them. Let's go.
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SESSION #12 - 08 June + 11am

Desired Outcome:

- Outcome: Have at least 14 solid scripts finished and revised at least once ❌

Planned Tasks:

- ☒ Quick customers support message
- ☐ Assemble the scripts (hooks + body copy + CTA)
- ☐ Review and revise them once + get outside opinions
- ☐ Review and revise them a 2nd time and finalize them

Post-session Reflection

- Again. Not finished. I haven't achieved the outcome yet. The week before it took more than a few days to finish 12 scripts. And now I plan to do it in two G-sessions? This was a bit silly.
 - But actually? This way it's better. Because I can and must write faster.
 - I continued with assembling the 14 different scripts but haven't finished yet. Will finish this tomorrow.
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SESSION #13 - 08 June + ~14:00

Desired Outcome:

- Outcome: Went through all the remaining BIAB lessons and wrote down how to apply the lesson after every lesson. ✓
- Why is it important?: Because we need it to create the strategy plan for our outreach/ agency plan.

Planned Tasks:

- ☒ Go through the lessons one by one and write down you will apply the lessons

Post-session Reflection

- Good. Went through all the lessons AND all the other courses on outreach/ strategizing, prepared the plan for the agency and know the next steps. Good.
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SESSION #14 - 08 June + 17:00

Desired Outcome:

- Outcome: Watch the PUC, do the daily skills improvement and apply for rainmaker, to gain a new insight for my daily schedule and a new insight in copywriting and influence PUC HATL: ✓ New insight into copywriting: ✗

Planned Tasks:

- ☒ PUC + HATL (Chats observation)
- ☒ Daily Skills Improvement
- ☐ Apply for rainmaker

Post-session Reflection

- Everything is dynamic currently. The chat observation, the tate crypto thing, the unfair advantage, dynamic client tasks...
- It would be stupid to ignore this big wave of opportunities and only focus on what I have planned.
- Okay... needed to perform some AIKIDO. I had a dynamic client tasks (quick product page aikido) so we can continue selling even though we are out of stock. (pre-order aikido)

- I will now adjust my plan for the rest of the day, call this my last G-session and perform the rest of the tasks as shallow work. (apply for rainmaker, unfair advantage, note cards review, etc.)
 - Flexible plans are best. Thus... let's sail in high winds.
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DAY 4

SESSION #15 - 09 June + 7am

Desired Outcome:

- Outcome 1: Upload the video to all accounts & engage with audience ✓

Planned Tasks:

Outcome 1:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience

Post-session Reflection

- Good session. Created a really solid video, uploaded it and responded to all the comments.
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SESSION #16 - 09 June + 9am

Desired Outcome:

- Outcome: Finish the 14 scripts for the client

Planned Tasks:

- ☒ Finish assembling the scripts to have 14 1st drafts

- ☒ Review and revise all 14 1st drafts
- ☐ Get an outside opinion after 1st revision ✖
- ☐ Review and revise a 2nd time and finish the scripts ✖

Post-session Reflection

- Boom. Finished writing the 1st drafts and revised them once. I will get an outside review in the next G-session and then finish the scripts.
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SESSION #17 - 09 June + 11am

Desired Outcome:

- Outcome: Finish the 14 scripts for the client

Planned Tasks:

- ☒ Revise the scripts once by yourself
- ☒ Take a quick break then review and revise it again
- ☐ Review and revise a 3rd time and finish the scripts ✖

Post-session Reflection

- Not fully finished. I don't want to half-ass this. Why are these scripts taking me so long? What am I doing wrong? I first created the hooks, then the body copy, then assembled them and then revised all of it. I gotta get better at this. I must find a better way to write these scripts faster. Maybe take a video that performed well and just change the hook? Leave everything else the same?
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SESSION #18 - 09 June + 14:30

Desired Outcome:

- Outcome: Finish the outreach strategy so we can start outreaching on monday
- Why is it important?: So we can land a new client and achieve our goal of 2k profit after the 100 G-sessions.

Planned Tasks:

- ☒ Kill the last preparation tasks
- ☒ Plan out the strategy and action steps to land the next client
- ☐ Begin with the first steps if we more time (exploratory g-session)

Post-session Reflection

- Killed of the last preparation tasks and planned how to get the next client. There are many opportunities and ways to do it. Nothing is stopping us. Good G-session.
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SESSION #19 - 09 June + 17:30

Desired Outcome:

- Outcome: Have the rainmaker application sent off + gain a new insight into copywriting and influence ✓
- Why is it important?: Because I need to become better at copywriting so I can get more results.
- How does this link to my larger goals?: Applying for rainmaker is a checkpoint in my conquest planner, skill improvement goes without saying.

Planned Tasks:

- ☒ Write the rainmaker application and send it off
- ☒ Review note cards for at least 10 minutes and find a new insight into copywriting and influence I can apply to my work

Post-session Reflection

- Finally applied for rainmaker. It took some time to form this message but I didn't want to half-ass this as it's an important standard for me to write good messages.
 - New insight into copywriting I can apply to my work: When I rewrite the store copy for my client, I gotta follow the rainmaker's "dumbfuck & geek" strategy. + After finishing the 1st drafts, I gotta go through the bootcamp lessons and after every lesson ask myself how I could apply this principle/concept in the copy.
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DAY 5

SESSION #20 - 10 June + 7am

Desired Outcome:

- Outcome 1: **Upload the video to all accounts & engage with audience** ✓
- Why is it important?: To get more attention to the online store and so we can maintain sales.
- How does this link to my larger goals?: So that I can achieve my money goal of 2k profit at the end of the 100 G-sessions.

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience

Desired Outcome:

- Outcome 2: **I want to have a clear overview of this weeks outcomes and the actions needed to achieve them**
- Why is it important?: So the certainty of my plans and miracle to pull off increases and to be faster in my planning tasks
- How does this link to my larger goals?: The more efficient and faster I am in my planning tasks and the higher the certainty in my plans the more likely it is to achieve my larger goals.

Planned Tasks:

- ☒ Organize the docs, review conquest planners, revise daily docs and clean everything up, plan the next steps
- ☐ Take this weeks goals and define the actions needed to achieve them
- ☐ Allot time to each action and plan this in the calendar
- ☐ Review and revise one last time of there is time for it

Post-session Reflection

- Nice. Took a video, reviewed it one more time, did some editing to enhance it, uploaded it, responded to all the comments and did some managing, downloaded the video and uploaded it to the other accounts.
- I now have about 35 more minutes so I will start with the next tasks. I need to plan the week ahead and plan out the miracle. I won't go too much into detail though. The objective is to have

a clear overview of this weeks outcomes and what I need to do to achieve them. Once that objective is achieved the task is done.

- Haven't achieved the 2nd objective yet. It takes about 20 to 30 more minutes I believe. I will do this in the start of the next G-session.

SESSION #21 - 10 June + 9am

Desired Outcome:

- Outcome: **I want to have a clear overview of this weeks outcomes and the actions needed to achieve them + I want to have a clear overview of the next client goals, checkpoints and actionables**  
- Why is it important?: So the certainty of my plans and miracle to pull off increases and to be faster in my planning tasks + So we progress with the business
- How does this link to my larger goals?: The more efficient and faster I am in my planning tasks and the higher the certainty in my plans the more likely it is to achieve my larger goals.

Planned Tasks:

- ☒ Organize the docs, review conquest planners, revise daily docs and clean everything up, plan the next steps
- ☒ Take this weeks goals and define the actions needed to achieve them
- ☒ Allot time to each action and plan this in the calendar
- ☐ Review and revise one last time if there is time for it

Reward:

- ☒ Outside nature walk and TRW chats patrolling

Post-session Reflection

- Okay. I still haven't finished with the week plan. It takes about 20 more minutes to have a really clear overview of what I want to achieve this week and how I will do it.

- The call with the client was really good. I improved in the planning of those calls. Way more structured, way more objective focus, way faster than usually, AND we got a lot done. We decided on the payment strategy, did some rebranding brainstorming and decided on the new name for the brand, defined the next goals, objectives and actionables. Good.

SESSION #22 - 10 June + 11am

Desired Outcome:

- Outcome: I will finish the **week plan so I have a clear overview** of what I need to achieve and how I will achieve it + I will **create the full content cycle strategy** again but this time better optimized. ✓
- Why is it important?: So I have a clear overview and know what to do + so that I don't waste time with tasks that aren't necessary.
- How does this link to my larger goals?: Putting in systems to achieve my goals faster and more efficiently.

Planned Tasks:

- ☑ Go through the weekly goals one more time and finish the plan
- ☑ Create the cycle strategy
 - Brainstorm what needs to happen in a week
 - Plan out the tasks
 - Optimize them for each day
 - Review and revise until finished

Reward:

- ☑ Outside nature walk and TRW chats patrolling

Post-session Reflection

- BOOM. I fully planned the week ahead, planning every outcome and the actions needed to achieve the outcomes to achieve my client goals and miracle to pull off. But the biggest success of this G-session was the new and optimized strategy I created for the content uploads. It's so efficient it's almost scary. VERY focused. Good.

SESSION #23 - 10 June + 1:30pm

Desired Outcome:

- **Outcome:** Have everything prepared for warm outreach (list, strategy, message) + tax aikido tasks planned ✓
- **Why is it important?:** So we can achieve our financial goal of hitting 2k profit in our business inside of the 100 G-session challenge
- **How does this link to my larger goals?:** So we can provide more value and get paid more so we can join the council.

Planned Tasks:

- ☑ Create a contact list, prioritize and sort it 30m

- ☒ Plan the strategy, prepare the message template 30m
- ☒ Tax AIKIDO research/planning 30m

Post-session Reflection

- Good session. All outcomes achieved and all tasks checked off.

SESSION #24 - 10 June + 6pm

Desired Outcome:

- Outcome: Gain a new insight into copywriting and influence I can apply to my work + Find a lesson in the PUC I can apply to my systems and life ✓
- Why is it important?: So that I can improve my copy skills, systems and efficiency.
- How does this link to my larger goals?: Without the skills and systems I don't make money.

Planned Tasks:

- ☒ PUC + HATL
- ☒ Creative writing assignment
- ☒ Daily Skills Improvement (Note cards, daily marketing mastery, accountability)

Post-session Reflection

- All achieved. Good. Onwards.

DAY 6

SESSION #25 - 11 June + 7am - 9am

Desired Outcomes:

- **Outcome 1:** Upload the daily video to all accounts and engage in the comments
- **Why is it important?:** So we can get sales
- **How does this link to my larger goals?:** So I am able to join the council.

Planned Tasks:

- ☒ ~~Pick a video from the folder, review it and revise if needed~~
- ☒ ~~Find a song that fits + write engaging title~~
- ☒ ~~Upload the video + post engaging comment~~
- ☒ ~~Upload to other platforms and use the remaining time to engage with audience~~

Post-session Reflection

- All achieved. Took a bit longer than planned because I had to do some pretty hefty adjustments to the editing. In the next G-session I improve this strategy so I don't spend so much time editing the daily uploads every morning.

SESSION #26 - 11 June + 9am - 11am

Desired Outcome:

- **Outcome:** I want to have all the systems and tasks planned out for the weekly content uploads to optimize the work and be more effective.
- **Why is it important?:** So the work that must be done every week is way more effective.
- **How does this link to my larger goals?:** The better and optimized my systems, the more money I can generate for my clients and myself.

Planned Tasks:

- ☒ Finish planning the strategy and brainstorm the tasks/systems for each step of the strategy
- ☒ Review and revise those tasks/systems and finalize them
- ☒ Plan out each outcome and task and allot time for each
- ☐ Plan those tasks in for every day of the week
- ☐ Review and revise the whole week plan and finish it + update the client on the next moves or schedule a quick call.

Post-session Reflection

- Not fully finished but really really good progress made. This G-session was more of an exploratory G-session since I don't have this system all in place but that's what I'm here for. To learn and optimize and conquer.

- I will finish the last 2 tasks in the next G-session and get this system dialed in to save as much time as possible to maintain sales and be more efficient with my time the following weeks and months. Boom.

SESSION #27 - 11 June + 1130 - 1300

Desired Outcome:

- **Outcome:** I want to have all the systems and tasks planned out for the weekly content uploads to optimize the work and be more effective. ✓
- **Why is it important?:** So the work that must be done every week is way more effective.
- **How does this link to my larger goals?:** The better and optimized my systems, the more money I can generate for my clients and myself.

Planned Tasks:

- ☒ Plan those tasks in for every day of the week
- ☒ Review and revise the whole week plan and finish it + update the client on the next moves or schedule a quick call.

Post-session Reflection

- Boom. Everything achieved. Achieving this outcome took way longer than planned. It's basically optimizing my whole conquest planner for this client and creating a whole new content creation strategy. Overall, this was more of an exploratory task/ outcome so I'm not mad for it taking this longer than expected.
 - I now have every task and outcome laid out for the whole week, adjusted all the dynamic goals for the client roadmap, planned all of them and know exactly what to do for basically the next months. Nice. Now I can finally work knowing I am absolutely efficient and only doing tasks that ACTUALLY matter.
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SESSION #28 - 11 June + 2pm

Desired Outcome:

- Outcome: Reached out to tax advisors, planned trw networking strategy, began with warm outreach ✓
- Why is it important?: So we can finally progress the business registration and send invoices + land a new client

Planned Tasks:

- ☒ 15min Define the questions for the meeting -> leader's recon chat gpt
- ☒ 15min Plan TRW networking strategy
- ☒ 40min Research tax advisors & schedule multiple calls with the best ones
- ☒ 20min Begin writing the first warm outreach contacts
- ☐ If time: go through job listings in SM&CA + CC&AI Chat

Post-session Reflection

- All achieved besides the additional task of going through the job listings. Now off to the gym.

SESSION #29 - 11 June + 6pm

Desired Outcome:

- **Outcome:** Gain a new insight into copywriting and influence I can apply to my work + Find a lesson in the PUC I can apply to my systems and life ✓
- **Why is it important?:** So that I can improve my copy skills, systems and efficiency.
- **How does this link to my larger goals?:** Without the skills and systems I won't achieve the goals I set.

Planned Tasks:

- ☑ PUC + Finding a way to apply the lesson ✓
- ☑ Daily Skills Improvement (Note cards review ✓, daily marketing mastery✓, TRW Chats✓, accountability✓)

Post-session Reflection

- All achieved. Next time I should start with the notes review in my daily skills improvement because

DAY 7

SESSION #30 - 12 June + 7am

Desired Outcome:

- **Outcome:** Upload the daily upload to all the accounts and engage in the comments + have the logo dialed in for the client + find an AIKIDO move for the shipping delay
- **Why is it important?:** So we make sales / so the client can register the rebranding stuff / to not miss out on any sales
- **How does this link to my larger goals?:** I cannot make this client more money if I don't achieve these outcomes.

- **Is the outcome ACTION based or PLANNING based?**
 - If it's ACTION based: Do I know what to do? ☒
 - If it's PLANNING based: Do I need to plan this any further? ☐

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience
- ☒ Create logo 1st drafts on paper until you have something that looks nice
- ☒ Go into canva and design the logo there
- ☒ Make other variations of the logo
- ☒ Review and revise it once and get opinions from the client
- ☐ Brainstorm the product design
- ☐ Define problem clearly, turn it into question
- ☐ Brainstorm different solutions, define ups and downs
- ☐ Evaluate options, pick the best one

Post-session Reflection

- Achieved the most important work. I uploaded the videos, engaged in the comments, created the new logo and sent the first draft to the client. I will finish the other tasks ~20-30 minutes in the start of the next G-session. Nice.

SESSION #31 - 12 June + 9am

Desired Outcome:

- **Outcome:** Finish the logo after the client reviewed it ☒ + have a product design 1st draft ☒ + have a solution for the shipping problem ☒ + finish at least the 1st task of the content production ☒
- **Why is it important?:** So the client can register the rebranding stuff + so we can start the private label production + so we don't get refunds + so we make more sales
- **How does this link to my larger goals?:** So we can hit the 20k in December goal.
- **Is the outcome ACTION based or PLANNING based?**
 - If it's ACTION based: Do I know what to do? ☒
 - If it's PLANNING based: Do I need to plan this any further? ☐

Planned Tasks:

- ☒ Review and revise the logo with client insights and finish it
- ☒ Brainstorm the product design (10m)

- ☐ Define problem clearly, turn it into question
- ☐ Brainstorm different solutions, define ups and downs
- ☐ Evaluate options, pick the best one

- ☐ Die ganzen alten guten videos durchgehen und verstehen wieso sie funktioniert haben und währenddessen die verbesserungen/ ideen für jedes video niederschreiben (45m)
 - "Okay, da kann ich die Hook etwas besser machen, da die Body copy, da wäre eine visuelle Hook gut, etc."

Post-session Reflection

- Okay. Nice. Took a bit longer but now the new logos are finished, the client is happy and he can register the new private label brand.

SESSION #32 - 12 June + 11:30

Desired Outcome:

- **Outcome:** have a product design 1st draft ✓ + have a solution for the shipping problem ✓ + finish at least the 1st task of the content production ✗
- **Why is it important?:** so we can start the private label production + so we don't get refunds + so we make more sales
- **How does this link to my larger goals?:** So we can hit the 20k in December goal.
- **Is the outcome ACTION based or PLANNING based?**
 - If it's ACTION based: Do I know what to do? ✓
 - If it's PLANNING based: Do I need to plan this any further?

Planned Tasks:

- ☒ Have a product design 1st draft
- ☒ Define problem clearly, turn it into question
- ☒ Brainstorm different solutions, define ups and downs
- ☒ Evaluate options, pick the best one

- ☐ Die ganzen alten guten videos durchgehen und verstehen wieso sie funktioniert haben und währenddessen die verbesserungen/ ideen für jedes video niederschreiben (45m)
 - "Okay, da kann ich die Hook etwas besser machen, da die Body copy, da wäre eine visuelle Hook gut, etc."

Post-session Reflection

- Okay. Nice. I created the first draft of the product design and sent it to the client. Then I got a call from my dad. He updated me on the tax & business registration + his business status + the family status. I am so grateful for his support. I am also extremely grateful that they are all healthy. After that I clearly laid out the problem with the delayed shipping times, turned it into a question, brainstormed the different solutions, looked at the ups and downs and updated the client on what I would do. We will probably decide on the best move today and act as quickly as possible. Good.

SESSION #33 - 12 June + 5pm

Desired Outcome:

- **Outcome:** Gain a new insight into copywriting and influence I can apply to my work + Find a lesson in the PUC I can apply to my systems and life ✓
- **Why is it important?:** So that I can improve my copy skills, systems and efficiency.
- **How does this link to my larger goals?:** Without the skills and systems I won't achieve the goals I set.
- **Is the outcome ACTION based or PLANNING based?**
 - If it's ACTION based: Do I know what to do? ✓
 - If it's PLANNING based: Do I need to plan this any further?
- Does this follow the process map?
- How does this make me progress in the process map?

Planned Tasks:

- ☒ Watch the PUC and then find a way to apply the lesson
- ☒ Go through the note cards and find a new insight into copywriting and influence you can apply to the current client work
- ☒ Do the daily marketing mastery exercise
- ☒ Patrol TRW Chats

Post-session Reflection

- All achieved. I will add these questions to my g-session planning from now on: Is this following the process map? Does this task ACTUALLY matter? Is it ACTUALLY important?

SESSION #34 - 12 June + 7pm

Desired Outcome:

- **Outcome:** Have 3 warm outreaches sent off ✓ + Analyze top players and create the outline for the new store copy + finish checkpoint 1 for the video production
- **Is this following the process map? Is this task ACTUALLY important?:** Yes it follows the process map and is important.
- **How does this link to my larger goals?**
- **Is the outcome ACTION based or PLANNING based?**
 - If it's ACTION based: Do I know what to do? ✓
 - If it's PLANNING based: Do I need to plan this any further?

Planned Tasks:

- ☒ Send 3 warm outreaches to priority network
- ☒ Die ganzen alten guten videos durchgehen und verstehen wieso sie funktioniert haben und währenddessen die verbesserungen/ ideen für jedes video niederschreiben (45m)
 - "Okay, da kann ich die Hook etwas besser machen, da die Body copy, da wäre eine visuelle Hook gut, etc."
- ☐ Das niedergeschriebene durchgehen, jede verbesserung/ idee tangible machen und evaluieren ob es sich auszahlt das zu testen (bis fertig oder bis 20+ gute taktische ideen/verbesserungen) (45m)
- ☐ Go through a TP's store and create the outline for the new store

Post-session Reflection

- Started the conversation with 3 Gs in my network and already asked one of my clients if he knew someone who wants to attract more customers or monetize existing ones. He knew one, and he said he will keep me updated when he has someone who needs a marketing problem solved. Good. Onwards.
 - Prepared all the videos to analyze for the repurposing and started to analyze the first one and came up with 6 tangible videos to make from that one video. Nice.
 - Didn't achieve everything I planned for this G-session. Will finish the rest tomorrow.
-

DAY 8

SESSION #35 - 13 June + 7am

Desired Outcome:

- **Outcome:** Upload the daily video upload to all the accounts and engage in the comments + have the 1st task in the content repurpose preparation finished
- **Is this following the process map?:** Yes. Winner's Writing Process. / Managing expectations.
- **Is this task ACTUALLY important?:** Yes it does.
- **OUTPUT or PLANNING?**
 - If OUTPUT-based: Do I know what to do? 
 - If PLANNING-based: Is this plan VERY important? 

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience
- ☒ Review the 1st draft videos from the client and give feedback
- ☐ Die ganzen alten guten videos durchgehen und verstehen wieso sie funktioniert haben und währenddessen die verbesserungen/ ideen für jedes video niederschreiben (45m)

Post-session Reflection

- Okay nice. Didn't get to start with the last task but conquered all the other. Editing the daily upload took a bit longer than usual. Had to do some AIKIDO again. Soon all of this will not be needed anymore because of the new system I put in place.

SESSION #36 - 13 June + 9am

Desired Outcome:

- **Outcome:** I want to finish checking all the checkpoint 1 tasks  and finish at least the first checkpoint 2 task. 
- **Is this following the process map?:** Yes. Winner's Writing Process
- **Is this task ACTUALLY important?:** Yes.. Without these tasks I cannot upload any more videos and get no more sales.
- **Is the outcome ACTION based or PLANNING based?**
 - If OUTPUT-based: Do I know what to do? 
 - If PLANNING-based: Is this plan VERY important? 

Planned Tasks:

Checkpoint 1. Ich habe die alten videos analysiert und habe über 20 tangible verbesserungen/ ideen/ hypothesen gefunden und diese evaluiert

- ☒ ~~Die ganzen alten guten videos durchgehen und verstehen wieso sie funktioniert haben und währenddessen die verbesserungen/ ideen für jedes video niederschreiben (45m)~~
 - "Okay, da kann ich die Hook etwas besser machen, da die Body copy, da wäre eine visuelle Hook gut, etc."
- ☒ ~~Das niedergeschriebene durchgehen, jede verbesserung/ idee tangible machen und evaluieren ob es sich auszahlt das zu testen (bis fertig oder bis 20+ gute taktische ideen/verbesserungen) (45m)~~

Checkpoint 2. Ich habe die 'daily control' videos geplant, habe die skripte erstellt und wir haben die 1st drafts erstellt

- ☐ Die taktischen verbesserungen/ ideen durchgehen und planen was jetzt alles gemacht werden muss um die 20+ videos vorproduzieren (30m)
 - E.g. Ich muss 5 neue Hooks schreiben, die eine Opportunity teasen, bei den Videos muss ich das anders editieren, bei den Videos ein anderes feature benefit benutzen, etc.
 - Einfach die outcomes definieren und die tasks planen
- ☐ Hier dann einfach das geplante von oben machen (e.g. neue copy schreiben und neue edits planen, ai voiceovers machen, etc.) (2 GWS)
- ☐ Mit dem client einen call machen um alles zu besprechen und ihm zu zeigen wie wo was (45m)
- ☐ Er editiert alles und erstellt die 1st drafts, schaut sich alles nochmal an und verbessert es nochmal für sich.

Post-session Reflection

- Nice. Checkpoint 1 achieved. Updated the client on the progress. The repurpose won't be as easy as I thought because of all the messed up systems we had in place. Once these daily upload videos are finished and we have enough content in advance, we can finally start following the new strategy I created and optimize from there.

SESSION #37 - 13 June + 11am

Desired Outcome:

- **Outcome:** Have Ben's landing page reviewed and good tangible feedback given + finish creating the outlines for all the repurposing videos (20+) ✓
- **Is this task ACTUALLY important?:** Yes. It's important to manage expectations for two clients.
- **Is the outcome ACTION based or PLANNING based?**

- If OUTPUT-based: Do I know what to do? ☒
- If PLANNING-based: Is this plan VERY important? ☐

Planned Tasks:

- ☒ Review Ben's landing page and give tangible feedback
- ☒ Finish going through all the improvements/ insights and create the outlines for all the variations
- ☒ Define all the tasks once that's done and start with attacking them

Checkpoint 2. Ich habe die 'daily control' videos geplant, habe die skripte erstellt und wir haben die 1st drafts erstellt

- ☒ ~~Die taktischen verbesserungen/ ideen durchgehen und planen was jetzt alles gemacht werden muss um die 20+ videos vorproduzieren (30m)~~ ☒
 - E.g. Ich muss 5 neue Hooks schreiben, die eine Opportunity teasen, bei den Videos muss ich das anders editieren, bei den Videos ein anderes feature benefit benutzen, etc. ☒
 - Einfach die outcomes definieren und die tasks planen ☒

Post-session Reflection

- Niceeeee. A lot done this G-session. I finished ALL the outlines for about 40 videos, defined what to improve/ do and defined all the tasks. Nice. Will call the client later today to update him on the tasks needed and how it would be best to perform the tasks so he can do the editing stuff.

SESSION #38 - 13 June + 2pm

Desired Outcome:

- **Outcome:** I want to fix the spacing issue for different screen sizes to have the business website look good on all screen sizes + send warm outreach messages to network to land the next client
- **Is this task ACTUALLY important?:** Yes. The website problem needs to be fixed. Urgent. + Yeah, networking is important so we can land the next client.
- **Is the outcome ACTION based or PLANNING based?**
 - If OUTPUT-based: Do I know what to do? ☒
 - If PLANNING-based: Is this plan VERY important? ☐

Planned Tasks:

- ☒ Fix the spacing issue for the business website
- ☒ Send warm outreach messages and follow up with network

Post-session Reflection

- Finally this fucking spacing problem is solved. Big lesson gained... ALWAYS make sure to pick the right software. Google "why is (software name) so bad" or "is (software name) bad?" and you should find out pretty quickly what users are saying. NEVER assume what you've heard in ads is true. Beware the wizard.
 - Followed up with the 2nd client, and sent two warm outreaches starting the conversation.
-

SESSION #39 - 13 June + 6pm

Desired Outcome:

- **Outcome:** Gain a new insight into copywriting and influence I can apply to my work + Find a lesson in the PUC I can apply to my systems and life + Analyze TP's product page layouts and create an outline 1st draft for the store revamp
- **Is this outcome ACTUALLY important?:** Yes. Both are on the daily checklist and are needed to improve.
- **Is the outcome ACTION based or PLANNING based?**
 - If ACTION-based: Do I know what to do? ☒
 - If PLANNING-based: Is this plan VERY important? ☐

Planned Tasks:

- ☒ Call with the 1st client to explain the next steps
- ☒ Watch the PUC and then find a way to apply the lesson
- ☒ Go through the note cards and find a new insight into copywriting and influence you can apply to the current client work
- ☒ Marketing IQ chat (Andrea funnel analysis + suggestions)
- ☒ Patrol TRW Chats
- ☐ Product page outline 1st draft finished

Post-session Reflection

- Had the call with the client to update him on the next steps. Good talk. Everything's clear. I have until Monday to finish the 40 scripts. Got that.
 - PUC lesson was solid. You cannot be a geek if you want to make it big. You need to be a tough guy. I am physically and mentally tough. But I must say I can do better. Sometimes I don't want to do X and hesitate for a bit too long. I should say: "I'm a Hafner, we are tough guys."
 - Decided to spice the daily skills improvement up a bit today and went deeper with Andrea's Funnel Question. Good insights.
-

DAY 9

SESSION #40 - 14 June + 7am

Desired Outcome:

- **Outcome:** Upload the daily video upload to all the accounts and engage in the comments ✓
- **Is this outcome ACTUALLY important?:** Yes. It's important client work.
- **Is the outcome ACTION based or PLANNING based?**
 - If ACTION-based: Do I know what to do? ✓
 - If PLANNING-based: Is this plan VERY important? ■

Planned Tasks:

- ✓ Pick a video from the folder, review it and revise if needed
- ✓ Find a song that fits + write engaging title
- ✓ Upload the video + post engaging comment
- ✓ Upload to other platforms and use the remaining time to engage with audience

Post-session Reflection

- New video and caption created, reviewed and revised, uploaded to 4 accounts and engaged in the comments.
-

SESSION #41 - 14 June + 9am

Desired Outcome:

- **Outcome:** Finish at least 10 of the 20 planned scripts in this g-session ✓
- **Is this outcome ACTUALLY important?:** Yes. It's important client work.
- **Is the outcome ACTION based or PLANNING based?**
 - If ACTION-based: Do I know what to do? ✓
 - If PLANNING-based: Is this plan VERY important? ■

Planned Tasks:

- ✓ Open the video repurpose doc, and start with the first tasks
- ✓ E.g. take the hooks of the 3 scripts and write 3 different body copies for each.
- ✓ Review and revise it until confident
- ✓ Have at least 10 out of the 20 planned scripts finished

Post-session Reflection

- Boom. 10 scripts finished. Followed the tasks like planned and was absolutely laser focused this G-session. The output reflects that. Nice.

SESSION #42 - 14 June + 11am

Desired Outcome:

- **Outcome:** Finish the other 10 from the 20 planned scripts in this g-session ✓
- **Is this outcome ACTUALLY important?:** Yes. It's important client work.
- **Is the outcome ACTION based or PLANNING based?**
 - If ACTION-based: Do I know what to do? ✓
 - If PLANNING-based: Is this plan VERY important? ■

Planned Tasks:

- ✓ Open the video repurpose doc, and start with the first tasks
- ✓ E.g. take the hooks of the 3 scripts and write 3 different body copies for each.
- ✓ Review and revise it until confident
- ✓ Have the 20 planned scripts finished
- Create as many of the ai voice overs as possible, then edit and finish them

Post-session Reflection

- Boom. All 20 scripts finished. I didn't get to start with the ai voice overs but I finished 20 scripts in two G-sessions. That's insane if I compare it to how long it took me the weeks before. Nice.

SESSION #43 - 14 June + 1:30pm

Desired Outcome:

- **Outcome:** Get more scripts ready and start creating the ai voiceovers
- **Is this outcome ACTUALLY important?:** Yes. It's important client work.
- **Is the outcome ACTION based or PLANNING based?**
 - If ACTION-based: Do I know what to do? ✓
 - If PLANNING-based: Is this plan VERY important? ■

Planned Tasks:

- ✓ Open the video repurpose doc, and start with the first tasks
- ✓ E.g. take the hooks of the 3 scripts and write 3 different body copies for each.

- ☒ Review and revise it until confidence
- ☒ Create as many of the ai voice overs as possible, then edit and finish them

Post-session Reflection

- Nice. 8 more scripts created and 4 ai voice overs created and edited already. Let's go. Now off to the gym.

SESSION #44 - 14 June + 5pm

Desired Outcome:

- **Outcome:** Find a lesson in the PUC I can apply to my systems and life + Gain a new insight into copywriting and influence I can apply to my work ✓
- **Is this ACTUALLY important?:** Yes.
- **Is the outcome ACTION based or PLANNING based?**
 - If ACTION-based: Do I know what to do? ✓
 - If PLANNING-based: Is this plan VERY important? ■

Planned Tasks:

- ☒ Watch the PUC and then find a way to apply the lesson
- ☒ Go through the note cards and find a new insight into copywriting and influence you can apply to the current client work
- ☒ Daily Marketing Mastery
- ☒ Patrol TRW Chats

Post-session Reflection

- I need to act up. I need to want it more. I could already be financially free living in dubai driving around in my porsche. In the PUC I realized that my partner and I don't want it bad enough. We would be doing everything faster. Do better tasks. Do more outreach to land the next client. JUST DO MORE. We will OODA Loop this is fast as possible (probably tomorrow before boxing, create a quick plan and attack it with full force).

- I am pissed that I am here. No chicks. No money. No freedom. Working all day long for what... a few hundred € here and there. That's not enough. I need more. I will get more. I will earn it. And I will get it.

- Good PUC insights, nice insight for offering the best possible projects to clients and leads + good urgency created.

SESSION #45 - 14 June + 7pm

Desired Outcome:

- **Outcome:** Send 3 warm outreaches to land the next client + have the networking strategy prepared
- **Is this ACTUALLY important?:** Yes. Getting new clients
- **Is the outcome ACTION based or PLANNING based?**
 - If ACTION-based: Do I know what to do? 
 - If PLANNING-based: Is this plan VERY important? 

Planned Tasks:

- ☒ Send at least 3 warm outreaches with the intent of getting the opportunity for a bigger and better client
- ☐ Create the networking strategy and make the tasks tangible and executable

Post-session Reflection

- 3 good warm outreaches sent + 2 follow ups sent. My cousin will send the business website and my contact info to her boss and he will send the business website to his business owner friends. We'll see what this might result into. It's nice getting the name and the website out there. BE ON THEIR RADAR.
 - I have the networking strategy ready but didn't plan out the tasks yet. I roughly know what to do, which is enough for now. Had more important tasks come up.
 - Okay. Nice. Another opportunity closer to become a reality. Set up contact with an SMMA owner (still a pretty small business, but it's still a good client and networking opportunity.) He will soon start with outreach again and / we would then do the copy work. Nice.
-

DAY 10

SESSION #46 - 15 June + 7am

Desired Outcome:

- **Outcome:** Upload the daily video upload to all the accounts and engage in the comments 
- **Is this outcome ACTUALLY important?:** Yes. It's important client work.

- **Is the outcome ACTION based or PLANNING based?**
 - AM I CREATING? ☒
 - OR CONSUMING/PLANNING? ☐

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience

Post-session Reflection

- All achieved. Good video created and uploaded. Can't wait until next week when ALL the daily uploads are finish in advance and this task goes from 60-90m to max 30m.

SESSION #47 - 15 June + 9am

Desired Outcome:

- **Outcome:** Get as many of the ai voiceovers done as possible. There are 28 scripts. A stretch would be like 20 finished. I think that's possible.
- **Is this outcome ACTUALLY important?:** Yes. It's important client work.
- **AM I CREATING OR CONSUMING/PLANNING?:** Creating.

Planned Tasks:

- ☒ Take a script, put it in elevenlabs, get ai voice
- ☒ Edit the voiceover to make it sound good
- ☒ Put everything in a folder

Post-session Reflection

- Okay nice. Finished 16 ai voiceovers. Still a stretch. Plus I found a new and better way to cut up the ai voiceovers and be like 10x faster.

SESSION #48 - 15 June + 11am

Desired Outcome:

- **Outcome:** Finish the rest of the ai voiceovers and then continue with the script writing.

- **Is this outcome ACTUALLY important?:** Yes. It's important client work.
- **AM I CREATING OR CONSUMING/PLANNING?:** Creating.

Planned Tasks:

- ☒ Take a script, put it in elevenlabs, get ai voice
- ☒ Edit the voiceover to make it sound good
- ☒ Put everything in a folder
- ☒ Open the repurpose preparation doc, go to where you left off and continue with the script writing
- ☒ Write the scripts, review and revise them until confident

Post-session Reflection

- All achieved. I finished creating the ai voiceovers (28) and then created 4 new scripts + ai voiceovers. So now I have 32 finished. Very nice.
-

SESSION #49 - 15 June + 2pm

Desired Outcome:

- **Outcome:** Have the instructions ready for the client + have the identity doc revamped
- **Is this outcome ACTUALLY important?:** Yes.
- **AM I CREATING OR CONSUMING/PLANNING?:** It's a combination of both.

Planned Tasks:

- ☒ Create the instructions for the video repurpose
- ☒ Call the client and hit him up with the details
- ☒ Create the new identity + maybe shake up the box a little and update the doc

Post-session Reflection

- Finished the instructions, called the client, updated him on all the details and gave some instructions for the filming, and then started with the new identity doc brainstorm. I will need about 30-45 more minutes to fully finish it. I like the direction where this villain is going. I like the whole vibe of it. Dark. Obsessed. EAGER. FURIOUS.
-

DAY 11

SESSION #50 - 16 June + 7am

Desired Outcome:

- **Outcome:** Review, Edit, Revise, Upload the daily video upload to all the accounts and engage in the comments ✓ + Find a few good email automations / sequences to model for the 1st client ✗
- **Is this outcome ACTUALLY important?:** Yes. Managing client expectations.
- **AM I CREATING OR CONSUMING/PLANNING?:** CREATING and a bit of planning (email).

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience
- ☐ Check TRW for resources, Youtube, Swipefile.com, Swiped.co, TOPG emails, and other emails to find inspiration / find good emails to model (have at least 1 for every automation, e.g. 3)

Post-session Reflection

- Video created, uploaded to all 4 accounts and engaged in the comments. Didn't get to attack the email tasks though.
-

SESSION #51 - 16 June + 9am

Desired Outcome:

- **Outcome:** Have the 1st drafts for the email automations ready (Analyze - Outline - Draft - Revise)
- **Is this outcome ACTUALLY important?:** Yes. Managing client expectations.
- **AM I CREATING OR CONSUMING/PLANNING?:** First planning the strategy and then creating.

Planned Tasks:

- ☒ Check TRW for resources, Youtube, Swipefile.com, Swiped.co, TOPG emails, and other emails to find inspiration / find good emails to model (have at least 1 for every automation, e.g. 3)
- ☒ Create the outline for all the emails
- ☐ Write the 1st drafts for all the emails
- ☐ Review and Revise them once

Post-session Reflection

- Finding the resources and creating the outline for the emails took a bit longer than planned but now I've got that dialed in. I found and analyzed many good email swipes that I will use. I also researched what automations would be best to create and now know exactly what to do. I have the outlines and angles ready and can start writing the 1st drafts in the next G-session.

SESSION #52 - 16 June + 11am

Desired Outcome:

- **Outcome:** Have the 3 recovery email drafts ready and revised until confident for review
- **Is this outcome ACTUALLY important?:** Yes. Managing client expectations.
- **AM I CREATING OR CONSUMING/PLANNING?:** CREATING.

Planned Tasks:

- ☒ Go through the prepared emails that follow the created outline and get inspiration/ ideas
- ☒ Write the 1st drafts
- ☐ Review and revise them until confident

Post-session Reflection

- The first task took a bit longer than planned. I am still very inefficient when it comes to writing and strategizing copy projects. But I will dial this in. I had to revamp the email outlines because I realized the way I had planned them didn't make much sense. Now it's way better and I have a clear and model email for each of the emails. I created the 1st draft of the 1st email.

SESSION #53 - 16 June + 2pm

Desired Outcome:

- **Outcome:** Set up a call with a warm outreach lead / Get someone interested in working with us

- **Is this outcome ACTUALLY important?:** Yes. If we don't make more money as soon as possible we will need to go back to our home town and work a 9-5.
- **AM I CREATING OR CONSUMING/PLANNING?:** OUTPUT!

Planned Tasks:

- ☒ Brainstorm the warm outreach strategy and prepare the message
- ☐ Send as many quality warm outreaches as possible

Post-session Reflection

- Okay. Fuck. This took a bit longer than planned. Creating the warm outreach message for the people I don't really like to warm outreach to is difficult because I can't really find the right angle for it. I had many ideas but all of them didn't really fit.
 - I think I will go with the most basic one I can come up with. Can't bitch around like this. I'm a G. I will now go running, come back and then destroy these warm outreaches.
-

SESSION #54 - 16 June + 5pm

Desired Outcome:

- **Outcome:** Set up a call with a warm outreach lead / Get someone interested in working with us
- **Is this outcome ACTUALLY important?:** Yes. If we don't make more money as soon as possible we will need to go back to our home town and work a 9-5.
- **AM I CREATING OR CONSUMING/PLANNING?:** OUTPUT!

Planned Tasks:

- ☒ Finish the warm outreach strategy and message
- ☒ Start reaching out to as many people as possible

Post-session Reflection

- Okay. Nice. I finished the strategy and dialed in the messages for all the different awareness-level types on my warm outreach list.
 - Started the conversation with about 7 people. Will do a lot more tomorrow. Basically ALL my contacts. I don't care. I will do anything to get these 3 calls booked.
-

SESSION #55 - 16 June + 7:30pm

Desired Outcome:

- **Outcome:** Perform the Sunday OODA loop to find tangible improvements to make next week the inflection point week.
- **Is this outcome ACTUALLY important?:** Yes.
- **AM I CREATING OR CONSUMING/PLANNING?:** Reflecting and Planning

Planned Tasks:

- ☒ Quickly review Ben's landing page
- ☒ Perform the Sunday OODA Loop
 - Review the goals, plans, mistakes, find lessons and plan the next week ahead.

Post-session Reflection

- Done. All achieved.
-

DAY 12

SESSION #56 - 17 June + 7am

Desired Outcome:

- **Outcome:** Review, Edit, Revise, Upload the daily video upload to all the accounts and engage in the comments + Finish the week plan (follow key lessons from sunday ooda loop!!!) ✓
- **Is this outcome ACTUALLY important?:** Yes. Managing client expectations.
- **AM I CREATING OR CONSUMING/PLANNING?:** CREATING and a bit of planning (email).

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience
- ☒ Finish the week plan

Post-session Reflection

- Video created, uploaded to all 4 accounts and engaged in the comments. Week plan finished. I know what I want to achieve and how I will do it. Nice. Let's go.
-

SESSION #57 - 17 June + 9am

Desired Outcome:

- **Outcome:** Have the email automation copy 1st drafts finished and revised until confident so you can get reviews on it
- **Is this outcome ACTUALLY important?:** Yes. We need these email automations for the store rebranding so we can follow up with the people who showed interest in the product.
- **AM I CREATING OR CONSUMING/PLANNING?:** I am creating.

Planned Tasks:

- ☒ Write the first email's 1st draft with the model email I prepared
- ☒ Write the second email's 1st draft with the model email I prepared
- ☒ Write the third email's 1st draft with the model email I prepared
- ☐ Take a quick break, go outside and get some distance
- ☐ Review each draft and revise it

Post-session Reflection

- Okay. Didn't get to review the 1st drafts but finished all of them which is already pretty nice. I really like how they turned out. I should have gone to the toilet before the G-session though. I needed to get up and my flow was gone for about 5 minutes.

SESSION #58 - 17 June + 2pm

Desired Outcome:

- **Outcome:** Revise the email copy until confident for review
- **Is this outcome ACTUALLY important?:** Yes. We need these email automations for the store rebranding so we can follow up with the people who showed interest in the product.
- **AM I CREATING OR CONSUMING/PLANNING?:** I am creating.

Planned Tasks:

- ☒ Review each draft and revise them
- ☐ Take a quick break
- ☐ Review and revise them again

Post-session Reflection

- Didn't get to review the 1st drafts but finished all of them which is already pretty nice. I really like how they turned out. I should have gone to the toilet before the G-session though. I needed to get up and my flow was gone for about 5 minutes.
 - Got called twice in this G-session. I sent many warm outreaches so I had to pick them up. Destroyed the flow a bit and I didn't achieve the outcome fully. I will need about 45 more minutes to finish the emails confident for review.
-

SESSION #59 - 17 June + 6:30pm

Desired Outcome:

- **Outcome:** Gain a valuable insight from the PUC I can instantly apply ✓ + Schedule at least 1 call through warm outreach and networking
- **Is this outcome ACTUALLY important?:** Yes. If we don't
- **AM I CREATING OR CONSUMING/PLANNING?:** I am creating.

Planned Tasks:

- ☒ Watch the PUC + Brainstorm ways to instantly apply the lesson
- ☒ Send high quality warm outreaches
- ☒ TRW Networking opportunities

Post-session Reflection

- Andrew is obviously completely right again. I will get a killer testimonial from my 1st client as soon as possible and if I don't land a client from warm outreach, I will leverage that testimonial for ecom businesses.
 - Many opportunities. Many positive answers. But now calls scheduled. I set up a HUGE ecosystem. I have so many people in place to reach out for us, get the name out there, have their eyes open, and so on. But nothing tangible. YET. I will make this work.
-

DAY 13

SESSION #60 - 18 June + 7am

Desired Outcome:

- **Outcome:** Review, Edit, Revise, Upload the daily video upload to all the accounts and engage in the comments + Review and revise the email copy at least once
- **Is this outcome ACTUALLY important?:** Yes. Managing client expectations.
- **AM I CREATING OR CONSUMING/PLANNING?:** CREATING

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience
- ☒ Go through the emails one by one and review and revise them

Post-session Reflection

- Reviewed, revised and edited the daily video upload, and uploaded it to all 4 accounts.
 - Reviewed and revised the email copy once and improved it. Used ChatGPT as my slave. Will finish and get outside opinions on them in the next G-session.
-

SESSION #61 - 18 June + 9am

Desired Outcome:

- **Outcome:**
- **Is this outcome ACTUALLY important?:** Yes. Managing client expectations.
- **AM I CREATING OR CONSUMING/PLANNING?:** CREATING

Planned Tasks:

- ☒ Review and revise the emails and improve them
 - ☒ ~~Go through the bootcamp note cards and find improvements for the copy~~
- ☒ Get and give outside opinions

Post-session Reflection

- Okay nice. Revised the copy confident for review, and then got an review from Ben while I was reviewing his Landing Page.
 - Many tangible insights and improvements gained. Will get this email sequence dialed in before the rebranding.
-

SESSION #62 - 18 June + 2pm

Desired Outcome:

- **Outcome:** Get someone interested in working with me / get a referral / book calls
- **Is this outcome ACTUALLY important?:** Yes. Battle station goal.
- **AM I CREATING OR CONSUMING/PLANNING?:** OUTPUT.

Planned Tasks:

- ☒ Send warm outreaches and respond to messages

Post-session Reflection

- Sent messages and responded to messages. Again, no calls booked. I will continue.
-

SESSION #63 - 18 June + 4:30pm

Desired Outcome:

- **Outcome:** Get someone interested in working with me / get a referral / book calls
- **Is this outcome ACTUALLY important?:** Yes. Battle station goal.
- **AM I CREATING OR CONSUMING/PLANNING?:** OUTPUT.

Planned Tasks:

- ☒ Send warm outreaches and respond to messages

Post-session Reflection

- Okay. This G-session was action filled to the max. I reached out to almost all the rest of my contacts. Like 30 people. Not a single call. I knew why I didn't message them in my first warm outreach iteration. Maybe it's my strategy. Maybe I should have started the conversations first. We'll see. Almost none of them have responded yet so... we'll see. I'll keep doing what I can to land the next client. If it's not warm outreach, then I will get the client testimonial and either leverage the strategy for other businesses and or do the dream 100 approach. Only time will tell.
-

SESSION #64 - 19 June + 7am

Desired Outcome:

- **Outcome:** Review, Edit, Revise, Upload the daily video upload to all the accounts and engage in the comments + Review the feedback for the emails and plan the revision ✓
- **Is this outcome ACTUALLY important?:** Yes. Managing client expectations.
- **AM I CREATING OR CONSUMING/PLANNING?:** CREATING

Planned Tasks:

- ☒ Pick a video from the folder, review it and revise if needed
- ☒ Find a song that fits + write engaging title
- ☒ Upload the video + post engaging comment
- ☒ Upload to other platforms and use the remaining time to engage with audience
- ☒ Go through the emails one by one and review and plan the revision for the next G-session

Post-session Reflection

- Nice. All achieved. Video idea created, video edited, videos uploaded to all 4 accounts, engaged in the comments, and then reviewed the email feedback plus already revised / applied all of it. Nice. Very good G-session.

SESSION #65 - 19 June + 9am

Desired Outcome:

- **Outcome:** Have the email copy finished and prepared for TRW review + Gain an insight from reviewing Ben's landing page.
- **Is this outcome ACTUALLY important?:** Yes.
- **AM I CREATING OR CONSUMING/PLANNING?:** Creating and preparing

Planned Tasks:

- ☒ Finish revising the email copy
- ☒ Prepare the review doc
- ☐ Get outside opinions from Ben
- ☐ Review Ben's Landing Page

Post-session Reflection

- Revising the emails and preparing the review doc took a bit longer than expected. Not fully finished yet. Ben was also not ready for the review so I focused more on preparing the AIKIDO

review doc. Also had a dynamic ~15m call with my dad. He has another one who is interested in talking to me. We also decided on the next moves with the business card.

SESSION #66 - 19 June + 11:30am

Desired Outcome:

- **Outcome:**
 - Finish the translation of the doc 
 - Have the copy review doc finish 
 - Gain an insight I can apply to my work from reviewing Ben's landing page 
 - Create the SIMPLE business card in Canva 
- **Is this outcome ACTUALLY important?:** Yes.
- **AM I CREATING OR CONSUMING/PLANNING?:** Preparing and analyzing

Planned Tasks:

- ☒ Prepare the review doc
- ☒ Review Ben's Landing Page
- ☐ Get outside opinions from Ben
- ☐ Business Card creation

Post-session Reflection

- Reviewing Ben's Landing page took a bit longer than planned. Also the AIKIDO review doc prep took a bit longer. Initially I only wanted to do an experienced copy review but then decided to do an AIKIDO review. It's my first time submitting in the AIKIDO chat so it took some time to answer the questions. Everything + the translation from german to english is finished, I just need to give my personal analysis which takes about 30 more minutes. Will do that in the next G-session.

SESSION #67 - 19 June + 2pm

Desired Outcome:

- **Outcome:**
 -  Finish AIKIDO review doc to get more insights on how I can improve these cart recovery emails
 -  Find 2-3 Top players to analyze in the tools nice for the private label store revamp
 -  Have one of the store's outlines fully analyzed
- **Are these outcomes ACTUALLY important?:** Yes. Winner's Writing Process
- **AM I CREATING OR CONSUMING/PLANNING?:** Creating and preparing

Planned Tasks:

- ☒ Do the copy analysis and finish aikido review doc
- ☒ DYNAMIC: Call with tax accountant + call with dad
- ☒ Find 2-3 top players in the tools niche (stearis has some in the rainmaker chat)
- ☐ Analyze the outline of one of them thoroughly and write it down

Post-session Reflection

- Finished the copy analysis and the aikido review doc. Then I got a call from the accountant. Then I got a call from my dad and we progressed the business talk. Then I sat down and searched for top players for the store outline. Found 7 in ecom with 4 of them being in my broader niche (tools).

DAY 15

SESSION #68 - 20 June + 7am

What outcome do I need to achieve and why is it important?:

- Have the video for 1st client reviewed, edited, and uploaded to all accounts + respond to comments. It's important because if we don't upload the videos daily, we won't make sales. If I don't make more sales I cannot achieve my short term financial goal. If I don't achieve my short-term financial goal of 10k made as a copywriter I will miss out on all the opportunities inside the council and stay a loser forever.

Actions to achieve the outcome:

- Pick a video from the folder, review it and revise if needed✓
- Find a song that fits + write engaging title✓
- Upload the video + post engaging comment✓
- Upload to other platforms and use the remaining time to engage with audience✓
- + If there is time, start with the business card✓

Reflection:

- Created, edited and uploaded the video to all accounts.
- After that outcome was achieved I started with the business card. Defined the objectives, created the outline and then started with creating some 1st drafts. There are many divergent ideas but at the end of the day I think it's best to stay as simple as possible. We are in a stage 5 as marketers so we gotta do something with identity. I think it's best to go with the: "if you want average, don't reach out to us" kind of

approach.

SESSION #69 - 20 June + 9am

What outcome do I need to achieve and why is it important?:

- Have the business card finished and sent off - It's important so my dad can hand out business cards. He said people ask for it so it's done pretty quickly. He knows many people and talks to many people daily. If he hands out business cards to those who show interest this could be a pretty good source of new leads coming in.

Actions to achieve the outcome:

- Call with dad (next lead, business card updates)✓
- Review and revise the outline and have it finished ✓
- Create the 1st draft confident✓
- Review and revise it✓
- Design the card in Canva✓
- Send it off ✗

Reflection:

- Had a quick call with dad in the first ~15m of the G-session. Then I finished the business card. In the next G-session I will review it with my business partner and then send it off.

SESSION #70 - 20 June + 11:30am

What outcome do I need to achieve and why is it important?:

- Finish outcome from the last G-session to check this outcome off.
- Have all the "Revision process" videos from the repurpose reviewed and improvements sent to the client so he can start with the next phase of the editing process
- Review Henri's VSL to help a brother and gain insights I can apply to my work

Actions to achieve the outcome:

- Review and revise the business card with business partner and send it off✓
- Go through all the "Revision process" videos and find improvements and send them to client✗
- Review Henri's VSL and give good constructive feedback✗

Reflection:

- Okay. The final business card revision and designing took a bit longer than planned. But now everything is finished and sent off.

SESSION #71 - 20 June + 2pm

What outcome do I need to achieve and why is it important?:

- Have all the "Revision process" videos from the repurpose reviewed and improvements sent to the client so he can start with the next phase of the editing process
- Review Henri's VSL to help a brother and gain insights I can apply to my work

Actions to achieve the outcome:

- Go through all "Revision process" videos and find improvements and send them to client ✓
- Review Henri's VSL and give good constructive feedback

Reflection:

- I didn't think there would be so many different videos to analyze today. I analyzed and improved about 25 videos and finished all of them. Now the client can do the captions and finish the videos.
-

DAY 16

SESSION #72 - 21 June + 7am

What outcome do I need to achieve and why is it important?:

- Have the video for 1st client reviewed, edited, and uploaded to all accounts + respond to comments. It's important because if we don't upload the videos daily, we won't make sales. If I don't make more sales I cannot achieve my short term financial goal of 10k made as a copywriter. I will miss out on all the opportunities inside the council and stay a loser forever.

+ Finish Henri VSL review

Actions to achieve the outcome:

- Pick a video from the folder, review it and revise if needed ✓
- Find a song that fits + write engaging title ✓
- Upload the video + post engaging comment ✓
- Upload to other platforms and use the remaining time to engage with audience ✓

- Review Henri's VSL and give feedback ✓

Reflection:

- Good first G-session. Uploaded the videos and then reviewed Henri's VSL and gave constructive feedback.
-

SESSION #73 - 22 June + 9am

What outcome do I need to achieve and why is it important?:

- Have the SMMA lead's project prepared and the next steps defined
- Have the different growth opp. for the clothing brand mapped out and next steps defined
- Have a clear strategy to move forward with the offer improvement for the 1st client
- Have the call with the tax accountant at 10:00 and have the next steps defined

Actions to achieve the outcome:

- Prepare the SMMA project strategy and define the next steps ✓
- Call the tax accountant at 10:00 ✓
- Prepare the growth opp. for the clothing brand and define the next steps
- Create the strategy for the offer improvement for the 1st client and define the next steps

Reflection:

- Project preparation for the SMMA lead is done and next steps defined. I will need about one G-session to find the winning strategy, get some outside opinions, and then I can present the project to him. Now off to having the call with the tax accountant.
 - Call with the tax accountant was a bit delayed. We did some brainstorming and then I continued with the other tasks.
 - The tax accountant is such a G'ess. Everything dialed in. Every step defined. Let's go. Will adjust the next G-session so I can get all the tax stuff in order at the start of the next G-session so I can send off the email.
-

SESSION #74 - 22 June + 11am

What outcome do I need to achieve and why is it important?:

- Tax tasks completed and emails sent
- Have the different growth opp. for the clothing brand mapped out and next steps defined
- Have a clear strategy to move forward with the offer improvement for the 1st client

Actions to achieve the outcome:

- Send the email to the tax accountant ✓ ~30m
- Prepare the growth opp. for the clothing brand and define the next steps ✓
- Create the strategy for the offer improvement for the 1st client and define the next steps

Reflection:

- Very good section. Sent off the email to the account and did the growth opportunity analysis for the clothing brand and defined the next steps.
-

SESSION #75 - 22 June + 2pm

What outcome do I need to achieve and why is it important?:

- Have a clear strategy to move forward with the offer improvement for the 1st client
- Have the new store outline 1st draft created

Actions to achieve the outcome:

- Create the strategy for the offer improvement for the 1st client and define the next steps ✓
- Pick a top player to analyze
- Analyze their store outline and map it all out in the WWP format
- Create the store outline 1st draft for the 1st client

Reflection:

- Took a bit longer to have the clear strategy for the offer improvement dial in but it was so worth it. The strategy is created, I asked for feedback in TRW and know exactly what the next steps are. Let's go.
 - While I was creating the strategy for the offer improvement I realized that the outcome of having the store outline 1st draft created isn't the best ROI task I could do right now so I focused more on the offer side. Nice decision.
-

SESSION #76 - 22 June + 7pm

What outcome do I need to achieve and why is it important?:

- Find the winning strategies you can from the outside and have solutions for every scenario in place + Have everything prepared for the call

Actions to achieve the outcome:

- Analyze the business situation and needs ✓

- Analyze TPs and find out how they get attention and build their audience ✓
- Brainstorm possible marketing solutions to solve their growth needs ✓
- Lay out the possible scenarios of desires and problems from the lead ✓
- Get outside feedback ✓
- Prepare the strategy for the call (either qualification or already go for the close)

Reflection:

- Okay this is going to be interesting. There are many opportunities and I have a solution ready for basically all scenarios on the call. Haven't finished the full strategy for the call yet but will do this plus get some TRW outside opinions in a G-session tomorrow. Nice.