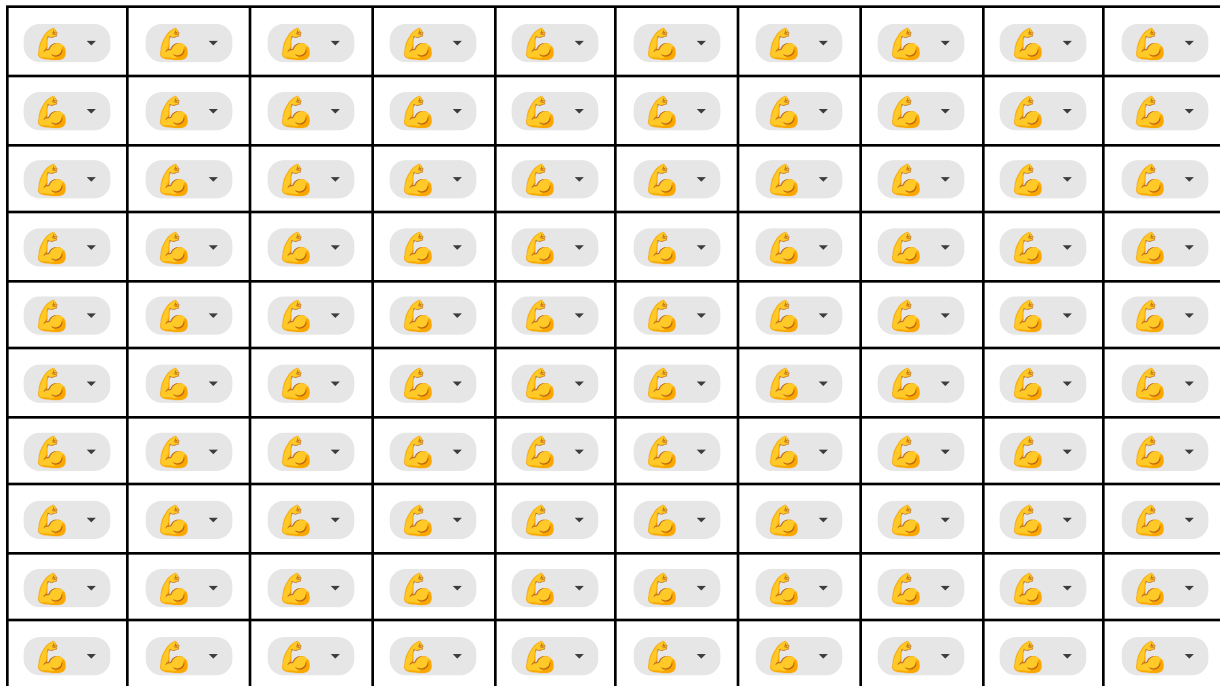


100 G WORK SESSIONS AWAY



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

-Write down a clear, binary objective on paper next to you

-Clear environment of ALL distractions

-Get your blood pumping (pushups, squats, or burpees work)

-Visualize your goals and how this task connects to them

-Set a challenging timer, lyricless music, and attack

You "work", but you produce no output. You measure the time you spent, not the output you produce.

That's why your tasks need to be binary. Done or not done.

Every time you work, you need to have a task in mind. Every task is a mission.

If you don't have this mindset, you do 3-6 GWS a day, but you never get anything done.

Therefore, you need an upgrade on the way you approach your GWS.

1. Use your Sunday OODA loop to set CLEAR missions based off of your SPECIFIC (!! goal and your biggest obstacle. This is important because your missions (once completed) need to lead to achieving your goals.

2. Do a GWS like you already do them. BUT only get up out of your chair once the task is COMPLETED.

Spoiler: It's allowed to exceed 90 minutes working time, if you're in the flow state. Nobody will arrest you.

If needed, obviously take a short (5-10 min) break and keep working on eliminating that mission.

--> (If a mission is too big to finish in a reasonable session time, break it down into smaller sub-missions.)

3. TRACK YOUR MISSIONS. Write reports. Tick them off. Whatever. Know what you've got DONE and what NOT.

4. There will probably be no missions left next Sunday if you do this consistently. Time for an OODA Loop.

Reflect on your specific and number based goal and biggest obstacle and set new missions.

If you have no missions left on a Thursday, because you got stuff done for the first time in your life, do a mid week OODA loop. Again, nobody will arrest you, OODA loops aren't married to Sundays.

I am gonna anticipate the biggest mistake you're gonna make doing this:

--> Setting a mission that is so unspecific, that it's hard to determine if it's eliminated or not.

Example:

If your goal is getting a client via warm outreach...

- "Do warm outreach" --> is not a mission.
- "Sending out 10 outreaches to the first 10 people on my list." --> is a mission.

If you want to create a marketing asset for your client...

- "Work on website copy" --> is not a mission.
- "Do the full WWP and have the first draft DONE" --> is a mission.

Ask yourself: By looking at my mission, is it 100 % clear for me to see, if my mission is DONE or NOT DONE?

And if you want to make it hard mode for you: The GWS doesn't count if the mission wasn't eliminated.

This whole concept will FORCE you to actually get stuff done.

This is a system to stop measuring your pure time spent "working".

Because I see a lot of you STILL just going through the motions of working like a 9to5 employee.

Measure your output instead. Only your completed missions count.

Look at your last GWS and ask yourself:

Was my mission eliminated or not?
DONE OR NOT DONE?

Q's to ask myself at the end of the day
What did I produce today?

Honorable, strong, and brave actions?

Cowardly actions?

What actions will I take tomorrow to become a better me?

G Work Session Tracker Template

SESSION #1 - Friday 7th June 2024

Desired Outcome: Have a method to present to him

- Objective: Create TAO OF Marketing for coaching prospect

Planned Tasks:

- Task 1
 - Analyse his funnel
- Task 2
 - Analyse competitors
- Task 3
 - Create a POA for him

Post-session Reflection

- Notes
 - It went well, I need to finish during the next G work sesh
-

SESSION #2 - Friday 7th June 2024

Desired Outcome: Have a method to present to him

- Objective: Create TAO OF Marketing for coaching prospect

Planned Tasks:

- Task 1: Continue Tao Of Marketing
- Task 2: Get a Method for his first step
- Task 3: X10 Warm Market & X3 specified Local biz outreach

Post-session Reflection

- Notes
-

SESSION #3 - Monday 10th June 2024

Desired Outcome: Have a method to present to him

- Objective: Find a client to work with

Planned Tasks:

- Task 1: Warm Market X10
- Task 2: Cold Market - Snap Business Board
- Task 3:

Post-session Reflection

- Notes

SESSION #4 - Monday 10th June 2024

Desired Outcome:

- Objective: Find a client to partner with

Planned Tasks:

- Task 1: Cold Market - Snap Business Board
- Task 2: Follow-ups on Instagram
- Task 3

Post-session Reflection

- Notes

SESSION #5 - Monday 10th June 2024

Desired Outcome:

- Objective: Find a business to partner with

Planned Tasks:

- Task 1: Follow-ups On Instagram
- Task 2: X10 Warm market outreach
- Task 3: Continue cold outreach from snap

Post-session Reflection

- Notes

SESSION #6 - Tuesday 11th June

Desired Outcome:

- Objective: Analyse and see what your clients need

Planned Tasks:

- Task 1: Respond to clients
- Task 2: Review beauty business
 - TAO Of Marketing
 - Come up with a POA
- Task 3: Respond to coach
 - Review SM campus regarding Twitch

Post-session Reflection

- Notes

SESSION #7 - Tuesday 11th June

Desired Outcome:

- Objective: Analyse top competitors in the Nail salon niche

Planned Tasks:

- Task 1: Review Andrew's top player breakdown for beauty salon
- Task 2: Review Top competitors in Essex
- Task 3: Form a POA for the client

Post-session Reflection

- Notes

SESSION #8 - Wednesday 12th June

Desired Outcome: What will I do with 4 clients?

- Objective:

Planned Tasks:

- Task 1: Review feedback in chats
- Task 2: Make a decision
- Task 3: Work on client work

Post-session Reflection

- Notes: Decided to do work for the paid client and ½ warm market

SESSION #9 - Wednesday 12th June

Desired Outcome: Have a solution for the plumbing company

- Objective:

Planned Tasks:

- Task 1: Review Andrew's local services sheet
- Task 2: TAO of marketing
- Task 3: Analyse top competitors

Post-session Reflection

- Notes

SESSION #10 - Thursday 13th June

Desired Outcome:

- Objective: Continue with TAO Of Marketing

Planned Tasks:

- Task 1: Continue TAO of Marketing to come up with full process
- Task 2: Plan cal
- Task 3:

Post-session Reflection

- Notes

SESSION #11 - Thursday 13th JuneJune

Desired Outcome:

- Objective: send coach social media checklist

Planned Tasks:

- Task 1: create checklist to grow social media
- Task 2:
- Task 3:

Post-session Reflection

- Notes

SESSION #12 - Thursday 13th June**Desired Outcome:**

- Objective: Create enticing captions for social media

Planned Tasks:

- Task 1: research niche for language and desires
- Task 2: create fascinations
- Task 3:

Post-session Reflection

- Notes

SESSION #13 - Friday 14th June**Desired Outcome:**

- Objective: Gather more info for clients

Planned Tasks:

- Task 1: Unfair advantage
- Task 2: Research how to grow Twitch, add to checklist for client
- Task 3: Message client

Post-session Reflection

- Notes

SESSION #14 - Monday 17th June

Desired Outcome:

- Objective: Get up to date with clients

Planned Tasks:

- Task 1: Contact clients
- Task 2: Use TRW for areas I'm stuck
- Task 3: Watch Training

Post-session Reflection

- Notes

SESSION #15 - Monday 17th June

Desired Outcome:

- Objective: Learn things for clients

Planned Tasks:

- Task 1: Watch live training and take notes
- Task 2: How can I implement this with clients?
- Task 3:

Post-session Reflection

- Notes

SESSION #16 - Tuesday 18th June

Desired Outcome:

- Objective: Learn & Plan cal

Planned Tasks:

- Task 1: Review winner's writing process
- Task 2: Go over client work & Contact Client for today's call
- Task 3:

Post-session Reflection

- Notes

SESSION #17 - Tuesday 18th June

Desired Outcome:

- Objective: Come up with a strat for Wellness client

Planned Tasks:

- Task 1: Follow-up plumbing company
- Task 2: TAO of marketing review for wellness company
- Task 3: Set a POA for the call at 1:30pm

Post-session Reflection

- Notes

SESSION #18 - Wednesday 19th June

Desired Outcome:

- Objective: Get more people onto clients app

Planned Tasks:

- Task 1: Unfair Advantage
- Task 2: Note ideas from TRW campus
- Task 3: TAO of marketing

Post-session Reflection

- Notes

SESSION #19 - Wednesday 19th June

Desired Outcome:

- Objective: Get more people onto clients' app

Planned Tasks:

- Task 1: TAO of marketing - Calm App

- Task 2: TAO of marketing - Getting people to the app
- Task 3: Compare with Top Player within Niche

Post-session Reflection

- Notes

SESSION #20 - Thursday 20th June

Desired Outcome:

- Objective: Get people onto app and stay

Planned Tasks:

- Task 1: Reply to students helping me on TRW
- Task 2: TAO of marketing - Getting people to the app
- Task 3: Talk to other clients

Post-session Reflection

- Notes

SESSION #21 - Thursday 20th June

Desired Outcome:

- Objective: Get people onto app and stay. Plan for sales call

Planned Tasks:

- Task 1: Reply to students helping me on TRW
- Task 2: TAO of marketing - Getting people to the app
- Task 3: Plan influencers. Prep for call
- Task 4: Call

Post-session Reflection

- Notes

SESSION #22 - Friday 21st June

Desired Outcome:

- Objective: Get people onto app and stay.

Planned Tasks:

- Task 1: Reply to students
- Task 2: How can I make the app more engaging
- Task 3: Plan partnerships
- Task 4: Plan script and outreach spreadsheet

Post-session Reflection

- Notes

SESSION #23 - 24th June Monday**Desired Outcome:**

- Objective: Respond to clients - work on client tasks

Planned Tasks:

- Task 1: Messages
- Task 2: Finish Natter work
- Task 3: Jays biz

Post-session Reflection

- Notes

SESSION #24 - 24th June Monday**Desired Outcome:**

- Objective: See how competitor is generating leads through LinkedIn

Planned Tasks:

- Task 1: TAO of marketing - LinkedIn TP

Post-session Reflection

- Notes

SESSION #25 - 25th June Tuesday**Desired Outcome:**

- Objective: Respond to clients & focus on client work - come up with ideas for sales call

Planned Tasks:

- Task 1: Respond to clients
- Task 2: Review Dom's social media and business - Analyse & perform breakdown of TP TAO of marketing.

Post-session Reflection

- Notes

SESSION #26 - 25th June Tuesday

Desired Outcome:

- Objective: Come up with a plan for Dom

Planned Tasks:

- Task 1: Analyse Top Competitor
- Task 2: Create POA
- Task 3: Watch new SPIN vid

Post-session Reflection

- Notes

SESSION #27 - 25th June Tuesday

Desired Outcome:

- Objective: Finish his social media checklist

Planned Tasks:

- Task 1: Get Dom's social media checklist emailed over to him
- Task 2: Watch new SPIN questions vid

Post-session Reflection

- Notes

SESSION #28 - 26th June Wednesday

Desired Outcome:

- Objective: Learn the differences & how to apply market sophistication levels

Planned Tasks:

- Task 1: Finish off Live beginner training on positioning in market

Post-session Reflection

- Notes

SESSION #29 - 26th June Wednesday**Desired Outcome:**

- Objective: Plan for upcoming sales calls

Planned Tasks:

- Task 1: Scope out ways to keep people on my client's app.
- Task 2: Plan for the call with him and the partnership plan.
- Task 3: Plan for the call with the coach.
 - SPIN Q's
 - Check his work
- Task 4: Respond to Jay regarding TC

Post-session Reflection

- Notes

SESSION #30 - 27th June Thursday**Desired Outcome:**

- Objective: Plan for upcoming sales calls

Planned Tasks:

- Task 1: Plan for call
- Task 2: Review tips from students in the campus
- Task 3: Team call

Post-session Reflection

- Notes

SESSION #31 - 27th June Thursday

Desired Outcome:

- Objective: Plan for upcoming sales calls

Planned Tasks:

- Task 1: Plan Call & Intro for call with Amy & Callum
- Task 2: Plan for sales call
- Task 3: Plan SPIN Q's for my coaching client
- Task 4: Respond to Jay

Post-session Reflection

- Notes

SESSION #32 - 27th June Thursday

Desired Outcome:

- Objective: Complete sales calls

Planned Tasks:

- Task 1: Call Callum & Amy
- Task 2: Call Michael

Post-session Reflection

- Notes

SESSION #33 - 28th June Friday

Desired Outcome:

- Objective: Send over outreach and spreadsheet to client for Partnerships team

Planned Tasks:

- Task 1: Finalise outreach and Partnerships
- Task 2: Respond to students in TRW and implement any more solutions for user retention on the app

Post-session Reflection

- Notes

SESSION #34 - 1st July Monday

Desired Outcome:

- Objective: Learn

Planned Tasks:

- Task 1: Learn lessons from Presidential debate
- Task 2: Respond to chats and students in TRW

Post-session Reflection

- Notes

SESSION #35 - 1st July Monday

Desired Outcome:

- Objective: Deal with clients. Present a solution for Jay's question

Planned Tasks:

- Task 1: Ask in chat about Jay's question
- Task 2: Respond to Callum regarding previous work

Post-session Reflection

- Notes

SESSION #36 - 1st July Monday

Desired Outcome:

- Objective: Call with partnerships team

Planned Tasks:

- Task 1: Call with Partnerships

Post-session Reflection

- Notes

SESSION #37 - 2nd July Tuesday

Desired Outcome:

- Objective: Find breakthrough desires for Natter's Target audience - Aikido into the app

Planned Tasks:

- Task 1: Respond to clients & students in campus
- Task 2: Continue market research on Natter TM
- Task 3: What can we bring to the app that will help maintain users

Post-session Reflection

- Notes

SESSION #38 - 2nd July Tuesday

Desired Outcome:

- Objective: Find breakthrough desires for Natter's Target audience - Aikido into the app

Planned Tasks:

- Task 1: Continue market research on Natter TM
- Task 2: What can we bring to the app that will help maintain users

Post-session Reflection

- Notes

SESSION #39 - 3rd July Wednesday

Desired Outcome:

- Objective: Learn about maintaining attention

Planned Tasks:

- Task 1: Watch beginner call
- Task 2:

Post-session Reflection

- Notes

SESSION #40 - 3rd July Wednesday

Desired Outcome:

- Objective: Call with team

Planned Tasks:

- Task 1: Call with partnerships team
- Task 2:

Post-session Reflection

- Notes

SESSION #41 - 4th July Thursday

Desired Outcome:

- Objective: Learn about desires & call

Planned Tasks:

- Task 1: Watch desire training
- Task 2: Team meeting

Post-session Reflection

- Notes

SESSION #42 - 4th July Thursday

Desired Outcome:

- Objective: Call and market research ND

Planned Tasks:

- Task 1: Finish call
- Task 2: Market research ND

Post-session Reflection

- Notes

SESSION #43 - 4th July Thursday

Desired Outcome:

- Objective: Market research for Nichols Digital

Planned Tasks:

- Task 1: Breakdown LinkedIn posts from Enzo workers
- Task 2: Review recommendations from Jay's clients

Post-session Reflection

- Notes

SESSION #44 - 5th July Friday

Desired Outcome:

- Objective: Market research for Nichols Digital

Planned Tasks:

- Task 1: Watch UA
- Task 2: Breakdown LinkedIn posts from Enzo workers
- Task 3: Review recommendations from Jay's clients

Post-session Reflection

- Notes

SESSION #45 - 5th July Friday

Desired Outcome:

- Objective: Market research for Nichols Digital

Planned Tasks:

- Task 1: Breakdown LinkedIn posts from Enzo workers
- Task 2: Review recommendations from Jay's clients

Post-session Reflection

- Notes

SESSION #46 - 8th July Monday

Desired Outcome:

- Objective: Learning

Planned Tasks:

- Task 1: Respond to students in campus
- Task 2: Watch live Q+A
 - Take notes on funnels and ideas I can implement to businesses

Post-session Reflection

- Notes

SESSION #47 - 9th July Tuesday

Desired Outcome:

- Objective: Learning

Planned Tasks:

- Task 1: Respond to students in campus
- Task 2: Watch live Q+A
 - Take notes on funnels and ideas I can implement to businesses

Post-session Reflection

- Notes

SESSION #48 - 9th July Tuesday

Desired Outcome:

- Objective: Natter Biz work

Planned Tasks:

- Task 1: What SPIN Q's can I ask him?
- Task 2: How can he improve Funnel? - Implement Curiosity elements?
- Task 3: Can I help the execution team?

Post-session Reflection

- Notes

SESSION #49 - 9th July Tuesday

Desired Outcome:

- Objective: Natter & ND Biz work

Planned Tasks:

- Task 1: Review captain John answer for ND
- Task 2: What are the first few steps for ND?
- Task 3: How can he improve Natter Funnel? - Implement Curiosity elements?
- Task 4: Can I help the execution team?
- Task 5: Call

Post-session Reflection

- Notes

SESSION #50 - 10th July Wednesday

Desired Outcome:

- Objective: Learn new ways to inspire belief

Planned Tasks:

- Task 1: Watch Belief call
- Task 2: How can this be added to Natter Life

Post-session Reflection

- Notes

SESSION #51 - 10th July Wednesday

Desired Outcome:

- Objective: Next step for Natter regarding SPIN Q's

Planned Tasks:

- Task 1: Review SPIN Q's
- Task 2: Come up with a plan
- Task 3: Create a checklist/anything else that is needed

Post-session Reflection

- Notes

SESSION #52 - 10th July Wednesday

Desired Outcome:

- Objective: Call and NL work

Planned Tasks:

- Task 1: Team call
- Task 2: send over the example of a landing page

Post-session Reflection

- Notes

SESSION #53 - 11th July Thursday

Desired Outcome:

- Objective: Learn about CTA and Call and NL work

Planned Tasks:

- Task 1: Watch and take notes about CTA - How can we implement with Natter
- Task 2: Team call

Post-session Reflection

- Notes

SESSION #54 - 11th July Thursday

Desired Outcome:

- Objective: Call

Planned Tasks:

- Task 1: Team call

Post-session Reflection

- Notes

SESSION #55 - 12th July Friday

Desired Outcome:

- Objective: Call

Planned Tasks:

- Task 1: Team call

Post-session Reflection

- Notes

SESSION #56 - 15th July Monday

Desired Outcome:

- Objective: Gather info for Jays biz from call and then send guide to Marketing team

Planned Tasks:

- Task 1: Watch part of q+a regarding B2B
- Task 2: Finalise guide then send to group

Post-session Reflection

- Notes

SESSION #57 - 15th July Monday

Desired Outcome:

- Objective: Gather info for Jays biz from call and then send guide to Marketing team

Planned Tasks:

- Task 1: Send info to groups and work on Natter Landing page

Post-session Reflection

- Notes

SESSION #58 - 16th July Tuesday

Desired Outcome:

- Objective: Learn and G work sesh

Planned Tasks:

- Task 1: Watch last beginner training and take notes
- Task 2: Create funnel for team

Post-session Reflection

- Notes

SESSION #59 - 16th July Tuesday**Desired Outcome:**

- Objective: Landing page

Planned Tasks:

- Task 1: Fascinations, pain points and desires

Post-session Reflection

- Notes

SESSION #60 - 16th July Tuesday**Desired Outcome:**

- Objective: Landing page

Planned Tasks:

- Task 1: Write copy for landing page

Post-session Reflection

- Notes

SESSION #61 - 17th July Wednesday**Desired Outcome:**

- Objective: Learning

Planned Tasks:

- Task 1: learn from beginner call

Post-session Reflection

- Notes

SESSION #62 - 17th July Wednesday

Desired Outcome:

- Objective: Landing page

Planned Tasks:

- Task 1: Write copy for landing page

Post-session Reflection

- Notes

SESSION #63 - 18th July Thursday

Desired Outcome:

- Objective: Learn

Planned Tasks:

- Task 1: Watch new copy marathon and take notes to implement into biz

Post-session Reflection

- Notes

SESSION #64 - 18th July Thursday

Desired Outcome:

- Objective: Landing page

Planned Tasks:

- Task 1: Write copy for landing page - Submit copy for review

Post-session Reflection

- Notes

SESSION #65 - 19th July Friday

Desired Outcome:

- Objective: Landing page and learn

Planned Tasks:

- Task 1: Learn from copy vid

Post-session Reflection

- Notes

SESSION #66 - 19th July Friday

Desired Outcome:

- Objective: Landing page

Planned Tasks:

- Task 1: Write copy for landing page - Submit copy for review

Post-session Reflection

- Notes

SESSION #67 - 22nd July Monday

Desired Outcome:

- Objective: Learn and client work

Planned Tasks:

- Task 1: Watch the lesson on copy
- Task 2: Natter work - landing page, respond to messages - how else can I help?
- Task 3: Prep for call at 3pm with Michael

Post-session Reflection

- Notes

SESSION #68 - 22nd July Monday

Desired Outcome:

- Objective: Prep for call

Planned Tasks:

- Task 1: Reason for call with Michael - prep
- Task 2: Call

Post-session Reflection

- Notes

SESSION #69 - 23rd July Tuesday**Desired Outcome:**

- Objective: Learn

Planned Tasks:

- Task 1: Learn from Copy Dom Call

Post-session Reflection

- Notes

SESSION #70 - 23rd July Tuesday**Desired Outcome:**

- Objective: Natter work

Planned Tasks:

- Task 1: Prep for call
- Task 2: Review notes from Jason on copy

Post-session Reflection

- Notes

SESSION #71 - 23rd July Tuesday**Desired Outcome:**

- Objective: Natter work

Planned Tasks:

- Task 1: Call
- Task 2: Continue above work

Post-session Reflection

- Notes

SESSION #72 - 25th July Thursday

Desired Outcome:

- Objective: Natter work

Planned Tasks:

- Task 1: learn on copy review call
- Task 2: continue writing landing page

Post-session Reflection

- Notes

SESSION #73 - 26th July Friday

Desired Outcome:

- Objective: Natter work

Planned Tasks:

- Task 1: Review Natter branding message and answer questions
- Task 2: Continue writing landing page

Post-session Reflection

- Notes

SESSION #74 - 29th July Monday

Desired Outcome:

- Objective: Learning and Natter work

Planned Tasks:

- Task 1: Review copy domination call and see what I can implement regarding the landing page

Post-session Reflection

- Notes

SESSION #75 - 29th July Monday

Desired Outcome:

- Objective: Natter work

Planned Tasks:

- Task 1: Work on the Natter landing page copy

Post-session Reflection

- Notes

SESSION #76 - 30th July Tuesday

Desired Outcome:

- Objective: Watch Copy dom call 08

Planned Tasks:

- Task 1: Learn about new SL for local businesses Plus B2B emails

Post-session Reflection

- Notes

SESSION #77 - 30th July Tuesday

Desired Outcome:

- Objective: Natter work

Planned Tasks:

- Task 1: Work on the Natter podcast - funnel, questions etc

Post-session Reflection

- Notes

SESSION #78 - 30th July Tuesday

Desired Outcome:

- Objective: Outreach

Planned Tasks:

- Task 1: Send outreaches to local businesses with new SL

Post-session Reflection

- Notes

SESSION #79 - 31st July Wednesday

Desired Outcome:

- Objective: Learn tactics from domination call

Planned Tasks:

- Task 1: Learn about landing pages for natter

Post-session Reflection

- Notes

SESSION #80 - 31st July Wednesday

Desired Outcome:

- Objective: Outreach

Planned Tasks:

- Task 1: Send outreaches to local businesses with new SL

Post-session Reflection

- Notes

SESSION #81 - 1st August Thursday

Desired Outcome:

- Objective: Watch Andrew's TAO of marketing

Planned Tasks:

- Task 1: Take notes

Post-session Reflection

- Notes

SESSION #82 - 1st August Thursday

Desired Outcome:

- Objective: Create TAO of marketing for Barnehurst

Planned Tasks:

- Task 1: Come up with ideas for dentist

Post-session Reflection

- Notes

SESSION #83 - 2nd August Friday

Desired Outcome:

- Objective: Review how to present option on sales call

Planned Tasks:

- Task 1: Note down steps
- Task 2: Analyse top competitors

Post-session Reflection

- Notes

SESSION #84 - 4th August Sunday

Desired Outcome:

- Objective: Copy Domination call on social media growth

Planned Tasks:

- Task 1: Note down steps what I can implement into clients businesses

Post-session Reflection

- Notes

SESSION #85 - 5th August Monday

Desired Outcome:

- Objective: TAO of marketing for Barneshurst dentist

Planned Tasks:

- Task 1: Use resources to come up with more ideas for this dental clinic

Post-session Reflection

- Notes

SESSION #86 - 5th August Monday

Desired Outcome:

- Objective: TAO of marketing for Barneshurst dentist & outreach

Planned Tasks:

- Task 1: Use resources to come up with more ideas for this dental clinic
- Task 2: Continue outreach

Post-session Reflection

- Notes

SESSION #87 - 5th August Monday

Desired Outcome:

- Objective: Outreach & check Natter marketing SM table

Planned Tasks:

- Task 1: Continue outreach
- Task 2: Make any adjustments to SM table.

Post-session Reflection

- Notes

SESSION #88 - 6th August Tuesday

Desired Outcome:

- Objective: Take methods from LCDC and review dental pitch feedback

Planned Tasks:

- Task 1: Watch and make notes on home page design
- Task 2: Review dental potch from Ognjen

Post-session Reflection

- Notes

SESSION #89 - 6th August Tuesday

Desired Outcome:

- Objective: Outreach Follow-ups

Planned Tasks:

- Task 1: Continue outreach

Post-session Reflection

- Notes

SESSION #90 - 7th August Wednesday

Desired Outcome:

- Objective: Outreach Follow-ups

Planned Tasks:

- Task 1: Continue outreach
- Task 2: Review Natter work and prep for call

Post-session Reflection

- Notes

SESSION #91 - 7th August Wednesday

Desired Outcome:

- Objective: Call

Planned Tasks:

- Task 1: Call with the digital marketing team

Post-session Reflection

- Notes

SESSION #92 - 8th August Thursday

Desired Outcome:

- Objective: Copy domination call

Planned Tasks:

- Task 1: Make notes on email marketing

Post-session Reflection

- Notes

SESSION #93 - 8th August Thursday

Desired Outcome:

- Objective: Call

Planned Tasks:

- Task 1: Meeting

Post-session Reflection

- Notes

SESSION #94 - 8th August Thursday

Desired Outcome:

- Objective: Follow-ups and learn planning

Planned Tasks:

- Task 1: Follow up with previous outreaches
- Task 2: Watch agenda planning and execute

Post-session Reflection

- Notes

SESSION #95 - 9th August Friday

Desired Outcome:

- Objective: Follow-ups and outreach

Planned Tasks:

- Task 1: Finish follow-ups
- Task 2: Outreach to chiropractors

Post-session Reflection

- Notes

SESSION #96 - 9th August Friday

Desired Outcome:

- Objective: Outreach

Planned Tasks:

- Task 1: Outreach to chiropractors

Post-session Reflection

- Notes

SESSION #97 - 12th August Monday

Desired Outcome:

- Objective: Get solutions for Blackfen chiropractor

Planned Tasks:

- Task 1: Respond to Email
- Task 2: TAO of marketing

Post-session Reflection

- Notes

SESSION #98 - 12th August Monday

Desired Outcome:

- Objective: Get solutions for Blackfen chiropractor

Planned Tasks:

- Task 1: Analyse top competitors - TAO of marketing
- Task 2: Break down ads

Post-session Reflection

- Notes

SESSION #99 - 13th August Tuesday

Desired Outcome:

- Objective: Prep for sales call

Planned Tasks:

- Task 1: Analyse top competitors
- Task 2: Go over TAO of marketing

Post-session Reflection

- Notes

SESSION #100 - 13th August Tuesday

Desired Outcome:

- Objective: Sales call

Planned Tasks:

- Task 1: Ask spin questions

Post-session Reflection

- Notes

SESSION #101 - 13th August Tuesday

Desired Outcome:

- Objective: sales call and summarise

Planned Tasks:

- Task 1: Present and show ideas
- Task 2: Summarise what needs to be done

Post-session Reflection

- Notes

SESSION #102 - 14th August Wednesday

Desired Outcome:

- Objective: Review how the capability statement can be improved

Planned Tasks:

- Task 1: Use chat GPT for ideas on how the statement can be improved

Post-session Reflection

- Notes

SESSION #103 - 14th August Wednesday

Desired Outcome:

- Objective: Create Jays Capability statement on canva

Planned Tasks:

- Task 1: Create Capability statement

Post-session Reflection

- Notes

SESSION #104 - 14th August Wednesday

Desired Outcome:

- Objective: Natter marketing meeting

Planned Tasks:

- Task 1: Meeting

Post-session Reflection

- Notes

SESSION #105 - 15th August Thursday

Desired Outcome:

- Objective: LDC - WWP walk through and connecting internal desires & Natter marketing meeting

Planned Tasks:

- Task 1: WWP walk through and connecting internal desires
- Task 2: Meeting

Post-session Reflection

- Notes

SESSION #106 - 15th August Thursday

Desired Outcome:

- Objective: LDC - Natter marketing meeting

Planned Tasks:

- Task 1: Marketing meeting
- Task 2: Refine Testimonial page

Post-session Reflection

- Notes

SESSION #107 - 16th August Friday

Desired Outcome:

- Objective: Work on Natter social media

Planned Tasks:

- Task 1: Analyse Top competitors

Post-session Reflection

- Notes

SESSION #108 - 16th August Friday

Desired Outcome:

- Objective: LDC - Work on Natter's social media

Planned Tasks:

- Task 1: How can we change the current social media page?

Post-session Reflection

- Notes

SESSION #109 - 19th August Monday

Desired Outcome:

- Objective: Review Capability Statement

Planned Tasks:

- Task 1: Submit capability statement into the AI GPT - make changes

Post-session Reflection

- Notes

SESSION #110 - 19th August Monday

Desired Outcome:

- Objective: Review Capability Statement & meeting

Planned Tasks:

- Task 1: Submit capability statement into the AI GPT - make changes
- Task 2: Execution meeting

Post-session Reflection

- Notes

X2 GWS ON CS

SESSION #111 - 20th August Tuesday

Desired Outcome:

- Objective: Review Capability Statement

Planned Tasks:

- Task 1: Submit capability statement into the AI GPT - make changes

Post-session Reflection

- Notes

SESSION #112 - 20th August Tuesday

Desired Outcome:

- Objective: Review Capability Statement

Planned Tasks:

- Task 1: Submit capability statement into the AI GPT - make changes that jay wants

Post-session Reflection

- Notes

SESSION #113 - 21th August Wednesday

Desired Outcome:

- Objective: Review Capability Statement & prep for call. Plan out the whole social media funnel and tell Callum what needs to be implemented in order for viewers to go to the app to download

Planned Tasks:

- Task 1: Review Jay's comments on CS, make adjustments
- Task 2: Plan out SM funnel for Natter - Plan what you will tell callum on call
 - How the thumbnails need to draw more attention
 - Captions need CTA's etc

Post-session Reflection

- Notes

SESSION #114 - 22nd August Thursdays

Desired Outcome:

- Objective: Copy review and meeting

Planned Tasks:

- Task 1: Review Free gun ad
- Task 2: Team meeting

Post-session Reflection

- Notes

SESSION #115 - 22nd August Thursdays

Desired Outcome:

- Objective: Review and refine email for media outlets and Meeting

Planned Tasks:

- Task 1: Review email myself and also with AI
 - Add comments
- Task 2: Team meeting

Post-session Reflection

- Notes6

SESSION #116 - 23rd August Friday

Desired Outcome:

- Objective: Review and refine email for media outlets and Meeting

Planned Tasks:

- Task 1: Analyse good copy
- Task 2: Natter work

Post-session Reflection

- Notes

NEW PLAN

SESSION #117 - 27th August Tuesday

Desired Outcome:

- Objective: Get KB to book a call, refine Jay's email

Planned Tasks:

- Task 1: Viz
- Task 2: Send KB a VN on ista regarding marketing
- Task 3: Use ai and campus to refine jay's email

Post-session Reflection

- Notes

SESSION #118 - 27th August Tuesday

Desired Outcome:

- Objective: Craft compelling email for Jays prospects

Planned Tasks:

- Task 1: Viz
- Task 2: Use AI tool to optimize email then get it reviewed
- Task 3: Continue to refine capability statement

Post-session Reflection

- Notes

SESSION #119 - 28th August Wednesday

Desired Outcome:

- Objective: Finalise capability statement and create email for outreach

Planned Tasks:

- Task 1: Viz
- Task 2: Finalise capability statement
- Task 3: Use AI and the campus to create outreach email for Jay

Post-session Reflection

- Notes

SESSION #120 - 29th August Thursday

Desired Outcome:

- Objective: Breakdown top IT Recruitment competitor

Planned Tasks:

- Task 1: Viz
- Task 2: Create an “about” section for ND LinkedIn profile
 - Use TRW AI
 - Send to Jay

Post-session Reflection

- Notes

SESSION #121 - 30th August Friday

Desired Outcome:

- Objective: Refine “about” section for Jay and get it reviewed

Planned Tasks:

- Task 1: Viz
- Task 2: Get ND work reviewed from Ognjen
- Task3: Msg Michael

Post-session Reflection

- Notes

SESSION #122 - 2nd September Monday

Desired Outcome: Jay will have an “About” section that **PULLS IN** clients and candidates

- Objective: Send work to Jay

Planned Tasks:

- Task 1: Viz
- Task 2: Review work, make changes
- Task 3: Reply to Michael
- Task 4: Natter SM work - check chats

Post-session Reflection

- Notes

SESSION #123 - 2nd September Monday

Desired Outcome:

- Objective:

Planned Tasks:

- Task 1: Viz

- Task 2: Review the suggestions made by the captains to the “about” section for ND

Post-session Reflection

- Notes

SESSION #124 - 3rd September Tuesday

Desired Outcome:

- Objective: Breakdown TC posts in the IT Recruitment niche

Planned Tasks:

- Task 1: Viz
- Task 2: Breakdown how Enzo create their posts and get leads

Post-session Reflection

- Notes

SESSION #125 - 4th September Wednesday

Desired Outcome:

- Objective: TC review

Planned Tasks:

- Task 1: Viz
- Task 2: Review TC and then see if we can implement anything

Post-session Reflection

- Notes

SESSION #126 - 10th September Tuesday

Desired Outcome: Send x5 cold outreaches

- Objective: Send 5 personalised outreaches and note down things to improve on for Natter's social media, using the review profile on the Social Media channel and Micah's doc

Planned Tasks:

- Task 1: Viz
- Task 2: 5 Personalised outreaches
- Task 3: SM notes on doc

Post-session Reflection

- Notes