




WEEK 4 - 28 Days To A Client




THE MASTER WAR MODE DAY PLAN + REPORT




✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!	Task Time:
1. ✓	Q2 ▾	Meditate - Visualization	20m
2. ✓	Q2 ▾	Gratitude journal	5m
3. ✓	Q2 ▾	200 pushups	5m
4. ✓	Q2 ▾	Watch Business Mastery - PF4	10m
5. ✓	Q2 ▾	Breakdown a piece of copy - Takeaway Selling Email from Dan Kennedy » Swipe File Breakdown	15m
6. ✓	Q2 ▾	Watch 1 student copy review from Review call recording 01/26/23 and LEARN	30m
7. ✓	Q2 ▾	Watch morning power-up call and write down the lesson learned in 1-2 sentences	15m
8. ✓	Q2 ▾	Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences	15m
9. ✓	Q2 ▾	Breakdown 1 FB ad from FB swipe file	15m
10. ✓	Q2 ▾	Scroll through chats	20m
11. ✓	Q1 ▾	Text Nasko for night out	5m
12. ✓	Q2 ▾	Breakdown a piece of copy - Vert Shock (Above The Fold Success Elements) - PT 1 » Swipe File Breakdown	15m
13. ✓	Q3 ▾	Sprint daily	30m
14. ✓	Q1 ▾	<REDACTED> job: commit and merge common module changes	15m
15. ✗	Q2 ▾	<REDACTED> job: unit tests	1h
16. ✗	Q2 ▾	Finish analyzing 1st top dog from niche	4h30m
17. ✓	Q1 ▾	Text girl	30m

Total Hours Planned In The Day: 11.58/24







✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!	Task Time:
18. ✓	Q1 ▾	Gym workout	1h30m
19. ✓	Q1 ▾	Reflection: Day 61 of the Real War Mode	15m
20. ✓	Q1 ▾	Plan out Day 62 of the Real War Mode	15m

	 DAY NUMBER + DATE + TIME 
Day Number:	61
Date:	05/12/23
Start Time:	8 am

	 3 Things That I Am Grateful To Have In My Life 
1.	I am grateful for this daily planner
2.	I am grateful for my teeth aligners
3.	I am grateful for the research I did this morning on texting



	 My Top 3 Priority Tasks That MUST Be Completed 
1.	Finish analyzing 1st top dog from niche
2.	<REDACTED> job: commit and merge common module changes
3.	Gym workout

 **Hour-By-Hour Tracking:** 
[Plan+Measure=Improve]

 Task:	 Task = Set The Task That I Intend To Complete This Hour?
 Sub-Task:	 Sub-Task = What Is My Plan Of Action To Complete This Task For This Hour?
 Reflection:	 Reflection = Did I Complete This Task For This Hour? If Not, Then Why?

IDEA FACTORY

!? What is my biggest problem or biggest goal at the moment? (in the form of a question) !?



	 How can I answer the above question? 
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MY MORNING WAR PLAN






What Do I Plan To Accomplish This Morning?




- **Increase my copywriting skills**
- **Analyze the top dog**
- **<REDACTED> job:**
 - **Commit and merge common module changes**
 - **Write unit tests for custom stages**



What Is The Main Goal For This Morning?


- **<REDACTED> job: Commit and merge common module changes**


How Will I Start My Morning With Power?


"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."


Binaural Beats For Work


- **Super Intelligence -  Memory Music, Improve Memory and Concentration,**

Binaural Beats Focus Music

- **Super Intelligence** ✧ **FOCUS BETTER and IMPROVE MEMORY** ✧ **Deep Focus Music**

🔥 **Get Inspired to Add EMOTIONS** 🔥

Toploader - Dancing in the Moonlight 1 Hour

**DELETE BOXES
THAT ARE BEFORE
YOU WAKE UP!**

8 am: Task 💰	Wake up, morning routine
Sub-Task's 🔔	<ul style="list-style-type: none">- Cold shower- Coffee- Morning hygiene- Meditate for 15-20 mins- Gratitude Journal
Reflection ✍️	done

9 am: Task 💰	<REDACTED> job: unit tests
Sub-Task's 🔔	<ul style="list-style-type: none">- Open up the job's repo- Write the unit tests- Test them out
Reflection ✍️	<ul style="list-style-type: none">- Used this timeslot for research on DMs with girls- Didnt do this task

10 am: Task 💰	<REDACTED> job: common module changes
Sub-Task's 🔔	<ul style="list-style-type: none">- Commit changes to common module stages- Push them to remote repo- Raise a pull request- Get it approved and merged- Produce new common module package
Reflection ✍️	<ul style="list-style-type: none">- Used this timeslot for research on DMs with girls- done

10:30 am: Task 💰	Sprint daily
Sub-Task's 🔔	<ul style="list-style-type: none">- Check emails- Stay in meeting- Shallow work
Reflection ✍️	done

11 am: Task 💰	Analyze 1st top dog (1/4h30m)
Sub-Task's 🔔	<ul style="list-style-type: none"> - Analyze 3 more reviews - Explore sales funnel - Document everything - Analyze their customers (LinkedIn, chatGPT, etc.)
Reflection ✍️	

12:00 am: Task 💰	Watch Business Mastery lesson
Sub-Task's 🔔	<ul style="list-style-type: none"> - Watch Business Mastery lesson - Note down lessons learned at the end of this document
Reflection ✍️	<ul style="list-style-type: none"> - Watched Business Mastery - PF4

12:15 am: Task 💰	Breakdown 1 FB ad from FB swipe file
Sub-Task's 🔔	<ul style="list-style-type: none"> - Open the FB swipe file - Choose 1 FB ad - Set a timer for 15 mins - Breakdown FB ad
Reflection ✍️	<ul style="list-style-type: none"> - Broke down FB ad from Sam Ovens

12:30 am: Task 💰	<ul style="list-style-type: none"> - Breakdown a piece of copy from my swipe file
Sub-Task's 🔔	<ul style="list-style-type: none"> - Pick a piece of copy from a swipe file

	<ul style="list-style-type: none"> - Set a timer for 15 mins - Break it down and extract IDEAS - Place it inside my swipe file
Reflection ✍️	<ul style="list-style-type: none"> - Watched Takeaway Selling Email from Dan Kennedy » Swipe File Breakdown

12:45 am: Task 💰	<ul style="list-style-type: none"> - Breakdown a piece of copy from my swipe file
Sub-Task's 🔔	<ul style="list-style-type: none"> - Pick a piece of copy from a swipe file - Set a timer for 15 mins - Break it down and extract IDEAS - Place it inside my swipe file
Reflection ✍️	<ul style="list-style-type: none"> - Watched Vert Shock (Above The Fold Success Elements) - PT 1 » Swipe File Breakdown

🎯 **END-OF-THE-MORNING REPORT** 🎯

🧠 What Did I Learn This Morning? 🧠
<ul style="list-style-type: none"> - Several lessons on how girls behave - Not worth it to try and convince girls that are not into my type to like me. Just go on to the next. - A whole bunch technical copywriting skills - My most important asset (to my business) is me - my health. - Detailed lessons written down at end of this daily planner

❌What Problem's Did I Face This Morning?❌

- **Texted the girl I like. Lost her desire over IG.**
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🔑How Will I Solve These Problems For This Afternoon?🔑

- **OODA loop over my text game. Treat it the same as outreach in business.**
-

🏹MY AFTERNOON WAR PLAN🏹

🧠What Do I Plan To Accomplish This Afternoon?🧠

- **Boost marketing IQ**
 - **Gym workout**
 - **Finish analyzing 1st top dog from the niche**
-

🎯What Is The Main Goal For This Afternoon?🎯

- **Finish analyzing 1st top dog from the niche**
-

🔑How Will I Start My Afternoon With Power?🔑

"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."

🍎Binaural Beats For Work🍎

- **Super Intelligence - 🍎 Memory Music, Improve Memory and Concentration, Binaural Beats Focus Music**

- **Super Intelligence** ✧ **FOCUS BETTER** and **IMPROVE MEMORY** ✧ **Deep Focus Music**

🔥 **Get Inspired to Add EMOTIONS** 🔥

Toploader - Dancing in the Moonlight 1 Hour

1 pm: Task 💰	Cook lunch
Sub-Task's 🔔	Cook lunch
Reflection ✎	done

2 pm: Task 💰	<ul style="list-style-type: none">- Eat lunch- Watch 1 student copy review from Review call recording
Sub-Task's 🔔	<ul style="list-style-type: none">- Eat lunch- Open a student copy review call- Watch Andrew review copy and leave feedback
Reflection ✎	<ul style="list-style-type: none">- Watched Andrew breakdown student FB ads

3 pm: Task 💰	Boost marketing IQ
Sub-Task's 🔔	<ul style="list-style-type: none">- Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences- Watch morning power-up call and write down the lesson learned in 1-2 sentences

Reflection ✍️	<ul style="list-style-type: none"> - Watched KM video - Watched PUC
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3:30 pm: Task 💰	Analyze 1st top dog
Sub-Task's 🔔	<ul style="list-style-type: none"> - Explore sales funnel - Document everything - Analyze their customers (LinkedIn, chatGPT, etc.) - See what's good and bad in their marketing & sales - Look for opportunities for other companies to outperform top dog
Reflection ✍️	<ul style="list-style-type: none"> - Reviews analyzed - Avatar analyzed - Killer ideas to stand out generated - Didn't analyze their sales funnel

7 pm: Task 💰	Scroll through chats
Sub-Task's 🔔	<ul style="list-style-type: none"> - Catch up with ALL chats
Reflection ✍️	<ul style="list-style-type: none"> - Caught up with the chats

7:30 pm: Task 💰	Commute to gym
Sub-Task's 🔔	Commute to gym
Reflection ✍️	done

8 pm: Task 💰	Gym workout
Sub-Task's 🔔	Gym workout
Reflection ✍️	done

9:30 pm: Task 💰	Commute back home
Sub-Task's 🔔	Commute back home
Reflection ✍️	done

10:00 pm: Task 💰	Eat dinner
Intention 🔔	Eat dinner
Reflection ✍️	done

10:30 pm: Task 💰	Reflection + Plan
Intention 🔔	<ul style="list-style-type: none">- Reflection: Day 61 of the Real War Mode- Plan out Day 62 of the Real War Mode- Send both to # Accountability Roster

Reflection ✍️	<ul style="list-style-type: none"> - Reflection done - Plan done - Both posted
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11 pm: Task 💰	Cool down and go to bed
Intention 🔔	<ul style="list-style-type: none"> - nighttime hygiene - 10 min of yoga nidra - and go to bed.
Reflection ✍️	Going to bed at 11:30 pm

End-Of-The-Day Report:

<div> <div>✓ Wins ✓</div> </div>	<div> <div>✗ Losses ✗</div> </div>
<ul style="list-style-type: none"> - 10 min visualization meditation - Did 1h30m research on girls and how I could talk to them in DMs - Watched Takeaway Selling Email from Dan Kennedy » Swipe File Breakdown - Watched Vert Shock (Above The Fold Success Elements) - PT 1 » Swipe File Breakdown - Broke down FB ad from Sam Ovens - Watched Business Mastery - PF4 - <REDACTED> job: commit and merge common module changes - Watched KM video on B2B sales - Watched Andrew breakdown student FB ads - Came up with killer idea that could disrupt the IT sector (or at least position some start-ups as NEW and UNIQUE) 	<ul style="list-style-type: none"> - Got up 40 mins late - Lost girl's interest in me over IG - Didn't do unit tests for <REDACTED> job - Didn't finish analyzing 1st top dog from niche

- **Watched PUC**
- **Good arm workout**
- **200 pushups**
- **Night out tomorrow organized**

🧠 What Did I Learn Today? 🧠

- **How to start a conversation with a chick over DM:**
 - **React to her story with something funny/intriguing/interesting/teasing**
 - **React to her post with something funny/intriguing/interesting/teasing**
 - **Reopen a topic we talked about earlier**
 - **DON'T ask her "What's up?", "How are you?", "What did you do today?" - every beta is doing it and it's boring af**
- **I should post pictures of exciting backgrounds, nature, cars, expensive places on my IG in a way, that a girl can easily visualize herself being happy in the middle of the picture. Basically take any chick's picture on IG of her out in nature, remove her from the picture, and post that to my IG.**
- **Daily Tate: "A man without a vision for his future always returns to his past."**
- **"Parent? Click here" -> tailored sales page for related Avatar**
- **Occasional pop-ups of "other person recently bought this" adds social proof. Uses the herd mentality (conformism) to showcase other people taking action, therefore the reader should take action.**
- **Opening video: literal dream state epic movie**
 - **Doing cool ass shit - Piquet desire massively**
 - **Other people watching guru do cool ass shit - status play/social proof**
- **Headline formula that hits every part of the value equation:**
 - **The ONLY proven 3-step <product> that <specific bold promise of benefit> in less than <time>**
 - **Guaranteed to take you from <current state description> to <dream state description> in less than <time>**
- **Email marketing should mostly be a bridge to a sales page where the hardcore selling can happen**
- **Humans care more about the fear of loss (FOMO) than the desire to gain something**
- **Method: going against mainstream dream state, which is painted as small, will signal high-value and authority.**
- **Principle: look at what everyone is doing and do the opposite.**
- **Handle objection: "If you're into that quick & easy magic bullet, this isn't for you"**
- **I can use the truth to position myself as a high-value authority figure**
- **When a girl starts posting non-stop after I follow her on IG, that's a clear**

indicator she's highly interested in me.

- **When a girl is highly interested in a new guy (like me), she'll go out and "consult" with her best friend, who is going to want to cockblock me. I need to be universally attractive to all chicks. I can partially avoid this by not sharing my IG on the first convo (approach), so she can't really "consult" with her bestie and I can build momentum IRL.**
 - **Not worth it to try and convince girls that are not into my type to like me. Just go on to the next.**
 - **My most important asset (to my business) is me - my health.**
 - **How to write B2B space: as every other place, use the language of the people speaking.**
 - **If I want to write in B2B space, look at clickfunnels copy.**
 - **Cowardice is what keeps you inside the box**
 - **You don't become a man until you go outside the box.**
 - **Try out CRAZY outreach ideas.**
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✗What Problems Did I Face In The Day?✗

- **Texted the girl I like. Lost her desire over IG.**
-

🔑How Will I Solve These Problems Tomorrow?🔑

- **OODA loop over my text game. Treat it the same as outreach in business.**
-

NEWWhat Do I Plan To Do Differently Tomorrow?NEW

- **Go boxing instead of gym**
 - **Go party at night**
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♻️What Do I Plan To Do The Same Tomorrow?♻️

 **Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With?** 

- **Organize night out**
 - **Decide on place to party**
 - **Text Nasko**
 - **Make a reservation**

 **What Tasks Were Left Undone?** 

- **<REDACTED> job: unit tests**
- **Finish analyzing 1st top dog from niche**

Brain Dump: