



























































































100 G WORK SESSIONS AWAY

Copy	Invest	Copy							
									
									
									
									
									
									
									
									
									

7/24 : Day 49 / 1 GWS - 100/100

- Start date: 6/5/24

Process Map:

<https://assets.therealworld.ag/attachments/01HT0939NGHKP81RKXD7X42JKC/Process%20Map%20-%20What%20to%20do%20right%20now.png>

7/14 : Day 40 / 0 GWS - 82/100

End-Of-Day Review - Deadly

- What tasks did I assassinate today?
 - people
- What are my wins and losses?
 - Began my crypto run
 -
- How can I turn these losses into lessons? Improve them immediately
- How will I improve and progress the next day? Conserve mental energy for 2GWS
- What worked well and should be repeated? GWS accountability
- What individuals do I need to connect with? Accountability chat

G Work Checklist

- 1) Set a desired objective and plan tasks
- 2) Pick an attitude, picture yourself hyper-focused in this
 - a) imagine you're sitting there beside Andrew and Tristan, and being watched for your performance you FEEL it
 - b) Everything I'm doing clicks in place and leads to completing my objective and crushing my goals, ultimately realizing my big goal.
 - c) Leader
- 3) Energize: Hydrate Get the blood flowing
- 4) Remove distractions: close tabs, organize your work space, remove phone
- 5) Set a timer for 60-90 mins
- 6) Get started , power through resistance to get to the flow state.
- 7) Reset your brain with a break & reward;
- 8) OODA Loop, Evaluate after every G-work session
 - a) Get help in TRW if needed, solve knowledge-gaps.
 - i) Hop into the Accountability Chat at the end of the day
 - ii) Complete my Daily Checklist.

Steps to focus

- Step 0 - Set a clear intention
- Step 1 - Get your environment dialed in, do some push-ups, get caffeinated, go to the bathroom if needed, close off any open loops... etc.
- Step 2 - Start the focus music and sit down (10-15 secs)
- Step 3 - Pause and visualize myself conquering my G work session (3-5 secs)
- Step 4 - Start the timer
- Step 5 - Get to work

G Work Session Tracker Template

SESSION #1-32- 6/15/2024 +5.40

- OOPS, I didn't 'learn' to create separate sessions for the tracking until it became difficult to scroll to the bottom 😂

Desired Outcome:

- Objective: 👉 | 1-25 Beginner lessons, Get clarity on a project for my client project and gaining clarity on the copywriting process

Planned Tasks:

- ☒ ~~Going through the beginner lessons~~
- ☒ ~~Re-do the market research document to eliminate mention of florida or Go through wwp and create a first draft ad from this process~~
- ☒ ~~Task 3: Research booking services for client to incorporate into Facebook.~~
- ☒ ~~Figure out how to incorporate his funnel using WWP~~

Post-session Reflection

- I'm realizing more and more of my clients/brother's lack of business strategy and that he really needs more strategy than he needs marketing
 -
 - Funnel:
https://pocketsuite.io/book/tucks-auto-solutions?fbclid=IwZXh0bgNhZW0CMTEAAAR1_SvD5h6P3OV4zOxyHSm_N7rkjm_IH2IEtkbQfZmUHKR5ThDgSG9pZ6Ec_aem_2bFJC4hGx-jw34a7ayXtfw
 - I'm realizing more and more of my clients/brother's lack of business strategy and that he really needs more strategy than he needs marketing
-

SESSION #33 - Date + Time

Desired Outcome:

-Objective: 👉 | Get C's system ready to book phone calls/appointments.
Begin a project to enact the solution. Give cole 3 content strategy ideas to enact and work towards / to create content for me.

Planned Tasks:

- ☒ ~~Learn and take notes on what we need to create a strategy~~
 - ☒ ~~SMMA~~
 - ☒ ~~Take notes and give cole an action plan for what he needs to do based on what I want to provide him.~~
- ☐ Meet with cole after wards
 - ☒ ~~Hey bro so how did it go when you were detailing and trying to find customers and why did you end up switching to other service work?~~
 - ☒ ~~Your facebook location needs to be changed~~
 - ☐ Create his "welcom back" to the area post.
 - ☒ ~~Go over his options with him~~
 - ☒ ~~Inceourage him that he needs to film content or allow me to film the content so I can make reels and content for him to post~~
 - ☒ ~~Go over good content idea for his level 4 audience to build his page and incentivise his customers to review and shout him out~~
 - ☐ Equipment
 - ☐ Procedure
 - ☐ Satisfying detail

- ☐ Short before/after transition video
- ☐ Message uncle Jake back

Post-session Reflection

- Perform the Winners Writing Process to understand how to set up each part of his funnel
 - Create a “back in MN post”
 - Create Organic content that prepares them for the checkout suite.
 - If his reach is NOT high on Facebook then focus on high level organic content. Then try different Headlines, body texts, and CTA's. After a while you should come up with a formula for what would make a good ad. Plus you'd have a bunch of content already made for the ad.
 - Try feeding chatgpt just the customer language, then having it answer the questions on the research doc.
 -
-

SESSION 34 - 06/06/2024 + 45min

Desired Outcome:

- Objective: 👉 | **Breaking Down a Top Player**

Planned Tasks:

- ☐ Look at ad funnels:
[https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=US&q=mobile%20auto%20cleaning&sort_data\[direction\]=desc&sort_data\[mode\]=relevancy_monthly_grouped&search_type=keyword_unordered&media_type=all](https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=US&q=mobile%20auto%20cleaning&sort_data[direction]=desc&sort_data[mode]=relevancy_monthly_grouped&search_type=keyword_unordered&media_type=all)
- ☒ Task 2: Break down a top players page
 - ☒ Analyze only the ad, and the levels of someone who has never seen/heard of the business and just stumbled upon the ad (cold traffic). It's safe to assume that most people seeing the ad don't know the business, so what are their levels like when they first see it?
- ☐ Task 3: Watch a live example of andrew and follow along with a funnel I want to emulate
- ☐ Task 4: Pick our discovery project (another small project we can work on to fix his marketing)

Post-session Reflection

- Notes
-

witnessing other peoples proficiency in their work/progress, inspires me to do the same.

witnessing other peoples proficiency in their work/progress, inspires the same in myself.

Thank you all who are getting after it and pushing themselves so we all get better. 🙌

SESSION #35-36 Friday-Tuesday/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 🙌 | **Create my Avatar, understand my target market more fully**

Planned Tasks:

- ☒ Task 1: Review the document, highlight in pink or yellow testimonials that give me indication as to who I'm talking to.
- ☒ Use reviews that most closely resemble your target audience.
 - ☒ Customer Journey: "My first experience having my car detailed"
 - ☒ Look at all google reviews in Sacramento
 - ☒ Review existing market research progress
- ☒ Write the Answer as to who my Avatar is
 - ☒ Find a picture to use
 - ☒ Use an AI imaging software to make a face of the ai?
- ☒ Task 3: Review lessons to fine tune my avatar

Post-session Reflection

- You're taking language from only the reviews that closest matches your market's avatar...
- I believe that this opens up the possibility for the next level of complexity to be cracked, one level deeper down the market research ladder. How many 'levels down', past words, must you reach for ultimate complexity? I'm past the first layer and I've reached the next layer of assumptive 'implications'...
- Create a mental simulation of this person as you're doing research. Use one really good testimonial to hone it in. Ask who their top customer is, for research accuracy.
- Optimize for understanding the customer IN YOUR BRAIN.
 - Can you predict how they will respond if I offer this or that?
 - Do I FEEL Like I understand what makes them tick?

Background Details

- the background details are to make the avatar as realistic as possible so the human mind can accept that its a real person and use our natural ability to communicate with them.
- Once you understand, then you can move on from doing Market research to doing the actual work./
 - Understand their pains/desires.

SESSION #37-39 - 27/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Beginner call missions past #8 Mission: How to position your offer to get the most attention and buyers**

Planned Tasks:

- ☒ Task 1: Review yesterday's work from mission #7
- ☒ Task 2: Review the notes from lesson #8
- ☒ Task 3: Perform the mission.
- ☒ Task 4: Look at top players and Facebook ads library to identify the current market sophistication and stages.
- ☒ Write down this mission inside the doc.
- ☒ Post avatar for review, other missions inside TRW

Post-session Reflection

- Deepen the clarity of what is needed at each stage of awareness as it relates to the target market for detailing valet; the target market problems, dream state, roadblocks, and solutions.
- Match the level of the READER, not the other businesses markets. Only use their outline to fill in my own known information based on my own market's awareness, roadblocks and solutions, etc.
- "Analyze only the ad, and the levels of someone who has never seen/heard of the business and just stumbled upon the ad (cold traffic).- It's safe to assume that most people seeing the ad don't know the business, so what are their levels like when they first see it?"

SESSION #40 - 28/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **#9-Mission How to position your offer to get the most attention and buyers**

Planned Tasks:

- ☒ Task 1: Review yesterday's post-reflection notes
 - ☒ Put it into relevant place on doc after writing out the individual relevant pieces.
 - ☒ Analyze only the ad, and the levels of someone who has never seen/heard of the business and just stumbled upon the ad (cold traffic). It's safe to assume that most people seeing the ad don't know the business, so what are their levels like when they first see it? (Done)
- ☒ Watch the lessons review the notes
- ☒ Task 2: Develop an action plan to use,
- ☒ Task 3: do the mission
- ☐ Take elements from a website to use on Facebook page
- ☒ Give Coleter his business assignments

Post-session Reflection

- - Stayed up past midnight working
 - Top Player Analysis of the Detailers Masterclass
 - Add curiosity to the steps in the funnel
 - Tease info that only gets answered by taking the next step in the funnel, until CTA.
 - You give them the promised reward/info to increase trust.
 - Promise/tease new interesting information, they take next desired action
 - <https://www.beautiful.ai/player/-O0G2ywJcVsIR0UXBq3g/CONTROL-CURIOSITY>
 - Basic Ingredients of Curiosity:
 - 1 Something they really care about
 - 2.
-

SESSION #45 ??/06/2024 + 60-90 min.

Desired Outcome: Determine what Solar Solution is best to sell/start

- Objective: 👉 | **Planned Tasks:**
- ☒ Task 1: Get clarity on what business to start by analyzing it myself doing a swot analysis
- ☐ Task 2: Review my work with the G's in the chats to gain confluence.
- ☐ Task 3: Look for top players in the market doing the same thing I want to be doing.
- ☐ Task 4:

Post-session Reflection

- Make a template for all the missions from beginning to end.
 - Since the top players in the market are stage 5, a viable play is to niche down to a specific subset of the market and tailor the copy to that market segment's awareness and sophistication levels.
-

SESSION #41-42 - 29/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Beginner Mission #9 Attention/ #10 Amplify Desire**

Planned Tasks:

- ☒ Task 1: review note's on attention mission
- ☒ do the attention mission
- ☒ Post inside the chats
- ☒ Go through beginner lesson #10

Post-session Reflection

- Gained an addition to the template for creating the winners writing process template for myself
 - If cole doesn't take it seriously wherein I partner with him, I may just do it myself because he is not taking it seriously-Launch ads to business, partnering with Baumetz Detailing
 - He didn't do something as simple as changing his location. He is not being serious. I may develop the strategy for him, or for myself.
 -
 - Make the rest of his strategy for acquiring membership clients & referral system
 -
-

SESSION #48 - #49 ??/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | Learn How to Amplify a Chosen emotion. Complete the Mission.
- Complete: Curiosity Mission

Planned Tasks:

- ☒ Task 1: Choose the right emotion to trigger
 - ☒ See what vivid language top players are using to amplify desire
 - ☒ What desires are they triggering
- ☐ Task 2: Do the winners writing process to map the funnel for the KG Auto Ad:
<https://www.facebook.com/kgautodetail>
- ☒ Do the curiosity mission & take action notes on the lesson
- ☒ Work on cole's project by implementing action steps for the 3 strategies I presented to him earlier
 - ☒ Chat GPT

Post-session Reflection

- Prompt: How do I select an emotion that is representative of the needs in Maslow's Hierarchy of needs? 2/List of corresponding emotions to each relevant need of maslow's hierarchy of needs
 - <https://www.verywellmind.com/what-is-maslows-hierarchy-of-needs-4136760>
 - <https://www.thoughtco.com/maslows-hierarchy-of-needs-4582571>
 - <https://www.explorepsychology.com/maslows-hierarchy-of-needs/>
 - My beginner project is more about learning and understanding the winners writing process
 - Compile a easy-to-follow document
 - I can teach/sell this same process as a Copywriting guru if I desired it. 'Cheap' products have big knowledge gaps in their Missions that gets filled with private, high-ticket coaching.
 - If his reach is NOT high on Facebook then focus on high level organic content. Then try different Headlines, body texts, and CTA's. After a while you should come up with a formula for what would make a good ad. Plus you'd have a bunch of content already made for the ad.
 - I wrote a script starting with this structure :
 - 3 strong hooks (for each video)> pinpointing the problem > amplifying curiosity > presenting dream state > > Presenting the Solution (Product) > benefits > reminding what happens if the viewer doesn't take action amplifying status level > strong call to action
 - Example: Tell them do something they don't know the proper method to do.
 - Should the part of the funnel I'm working on agitate the problem, tease the solution, or **bring up the known solution(detailing) and offer my service as the best form of the known solution(mobile, great service, delivers dream state)**
 - I'm realizing more and more of my clients/brother's lack of business strategy and that he really needs more strategy than he needs marketing
-

SESSION #47 - 30/06/2024 + 60 min.

Desired Outcome:

- Objective: 👉 | **business.Discovery Project for starting my physical product store**
-

Planned Tasks:

- ☒ Task 1: ~~Review notes from PUC#665 & Emergency Meeting 7~~
- ☒ Task 2: ~~Exploratory-Narrow it down to 2-3 of the best pursuable physical product ideas: security camera's, renewable power, survival equipment based on security~~
- ☒ Task 3: ~~Begin looking for businesses running the similar business model~~
 - ☐ Develop a plan/map out the business
- ☐ Task 4: Patrol the chats looking for answers

Post-session Reflection

- Modular Solar systems connected to solar sells
 - Look at distribution solutions for fully customizable solar solutions
 - Franchise/Franchisee vs Non Franchise
 - Next: Look at customer reviews, narrow down a product/business launch
 - Solar vs. Other physical products store.
 - Choose a distributor that offers fully customizable solar solutions for off-grid lifestyles and an easy 'testable' solar system at an affordable price (upsell on full systems later)
 - Find a business that allows for non-franchise partnerships
 -
-

SESSION #44 - ??/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Sunday OODA Loop/Reflection-Analyze my week, repeat the good, and improve on the bad. Get answers to key questions, take action to solve them**

Planned Tasks:

- ☒ Task 1: ~~Watch the power up call~~
- ☒ ~~Do the OODA Loop Doc~~
- ☐ Task 2: Review my professionalism scores
- ☐ Task 3: Create an Action Plan to improve
- ☐ Task 4: Create an action plan to do the things I want to do

Post-session Reflection

- By getting multiple clients I can find the client/ industry that I want to work with -\$\$\$
 - I negate following the alternative path.

- If roofing-I will need to know how to qualify a good contractor, or if I get a beginner client then I can get several other roofing companies to work with
 - I also have the option to start another business in the roofing industry after My marketing business is off the ground-as a roofing consultant/insurance restoration contractor.
 - Marketing is the best beginner business because you can explore several different industries and get involved in each of them. You build your launch pad with a marketing business.
 - If a new storm hits causing lots of hail damage I should be as ready as possible, to deploy as many tools that I create at my disposal. Come prepared and be ready to really help the business I decide to work with , or be with the right business that suits what
 - Marketing will take many more months of working like crazy until I am profitable month after month.
 - Goal: Get to my first \$1000 month
 -
-

SESSION #43 - 30/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | Crypto

Planned Tasks:

- ☐ Task 1: 'Weekly Outlook' ChatGPT Exercise
- ☒ Task 2: DCA
- ☒ Task 3: Crypto Lessons/Review IMG
- ☐ Task 4: Koinly Sync

Post-session Reflection

- Toros not an option because anti american citizen agreement
 - Figure out where to put the Toros/Alt allocation
-

SESSION #50 - ??/06/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Physical Product Store research process**

Planned Tasks:

- ☒ Task 1: ~~Look at the Ning Lee Research Process~~
- ☒ Task 2: ~~Look at known players in this field (~~
- ☒ Task 4: ~~Ecomm process, begin by market research~~
- ☐ Ask prof Andrew his feedback for starting a store

Post-session Reflection

- NotesAdd problem, roadblock, and solution points to the research document.
 - I am scratching the surface to the broad world of prepping, down this road before.
 - Civil, Urban Target Markets...
 - A nomad/traveler
 - Solar
 - tomahawk/bushcraft
-

SESSION #51 - 07/03/2024 + 60 min.

Desired Outcome:

- Objective: 👉 | **Crypto**

Planned Tasks:

- ☒ Task 1: ~~Perform Proper DCA Allocations~~
- ☒ Task 2: ~~Do crypto lessons~~
- ☒ Task 3: ~~Talk in chats~~
- ☒ Task 4: ~~Research the Toros documentation~~

Post-session Reflection

- Notes
-

SESSION1 #52, #62- 7/04/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | Crypto

Planned Tasks:

- ☒ Task 1: Review the IMG
- ☒ Task 2: Take Lessons
- ☒ Review the Toros Doc
- ☒ Task 3:
- ☒ Task 4: DCA Allocation

Post-session Reflection

- Saved live stream replay's for a soft work session later, did the difficult work instead 💪
-

SESSION2 #53 - 7/04/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | Gain clarity on possible physical project direction-Understand Problem, Solution, Product...

Planned Tasks:

- ☒ Task 1: Market Research
 - ☒ Review where I left off yesterday
 - ☒ Broad market research,
 - ☒ Understand the market overall
 - ☒ Look at existing businesses, past or present
- ☒ Task 2: Uncover some of they why
- ☒ Task 3: Review the research doc template
 - ☒ Update the Market Research Document

Post-session Reflection

- I think the need for multiple research phases, separated by different documents to accumulate the research is necessary, to keep the research topics separated, so not to contaminate the research.

- Like- start with General Topic research to understand the problems of the target market, Then Target Market Language Research for the language surrounding that specific markets language as it pertains to the specific product you're researching.
 - What about a "Market Awareness Template / Section"
 - The research doc lacks sections for 'roadblock' and 'solution'. How should I go about adding this? (chatgpt to synthesize the doc and add a section for "solution"
 - Solutionr: "where are they now"
-

SESSION3 #54-#55 - 7/04/2024 + 60-90 min. ea

Desired Outcome:

- Objective: 👉 | **Client Project-Give him 3 posts**

Planned Tasks:

- ☒ Task 1: Beginner Call #14 - Inspire Belief, take notes
- ☒ Task 2: Review the pdf. And take relevant notes onto an action template
- ☒ Task 2: Take 20 minutes to finish customer language with the tabs I have open.
- ☒ Task 3: Work on implementing the objective the mission
- ☒ Task 4: Analyze the current way he is implimenting the strategy, map it out on paper, and come up with solutions for improvement
 - ☒ Re-Analyze top players
 - ☒ Give him tangible action steps
- ☒ Review meeting with cole

Post-session Reflection

- Step 1: find products to test. At the end of the day, choose to launch a store based on x or y outcome in the world
 - P vs C
 - Re-answer the "Believe" Questions using the information from my clients customer's
-

SESSION #56✓ - 07/04/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Preparing to Perform Product Research**

Planned Tasks:

- ☒ Task 1: ~~Perform Product Research from other existing businesses in the niche.~~
 - ☒ ~~Compile existing stores into a database~~
- ☒ Task 2: ~~Discover a new "Solar" niche~~
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- How do I format the fixed header in google sheets? ✓
-

SESSION ✓ #57=-63,#64 - 05/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Product Research-Identify the problem/product/relationship**

Planned Tasks:

- ☒ Task 1: ~~Pick Main Products Identify Pain points into doc~~
 - ☒ ~~Look for winning products being sold~~
- ☒ Task 2: ~~Broad Market Research on Redditt~~
 - ☒ ~~Write down niche/subniche : "winning" product idea's~~
 - ☒ ~~Go on Reddit (reddit.com) and find the subreddit where your prospect talks about their problem by doing a basic search.~~
 - ☒ ~~Determine/write: Roadblock/Problem, Dream State, etc~~

Post-session Reflection

- I believe that the roadblock/mechanism/product relationship for market research for advertising is found by understanding the entire 'space' so well that you understand how to create an identity from the brand you sell for.
- Do we only include language in our market research phase which is tailored to a specific customer of a specific business like a top player? for ecomm is this the same? I assume yes, -then which products
- If we are doing physical products, it would be wise to do research for products first, that way we know which problems/pain points we are targeting when doing market research.

- It helps me to understand when I identify the general niches biggest pain point/things they're most worried about. THEN I can identify what they look for in a product or service to best suit them.
 - **Look for winning product around "Basic Supplies Kit"**
 - Follow trends and market needs for prepper communities.
 - Stock and promote products that ensure safety and self-reliance during societal collapse.
 - **Should I choose first aid kit or bugout bag as my hero product**
-

SESSION #58✓ &59, #60 - 05/07/2024 + 70 min.

Desired Outcome:

- Objective: 👉 | **Increase my Copywriting survival skills**

Planned Tasks:

- ☒ Task 1: ~~Watch the new Beginner Call Drop~~
 - ☒ ~~Complete the mission~~
 - ☒ ~~Establish Trust notes if time~~
 - ☒ ~~Add in Winners Writing Process at the end of day~~
 - ☐ Add to the research Master Template
- ☒ Task 2: ~~Watch the student Q&A from previously, 2 lessons~~
- ☒ Task 3: ~~Daily Levels, Daily IA~~
 - ☒ ~~DCA more on the dip~~
 - ☐ WIF, "Top Picks"
- ☐ Task 4: Give my client amazing result, get paid. 3-4 weeks.(7/4)

Post-session Reflection

- Do target research as it pertains to the product you're researching for.
- Is general outreach important to do before you research for the specific product? It's important for YOU, because it allows you to understand the information that is already influencing the reader (if it pertains to a product they buy... not so much for a service)
-
- I should go back and take better notes for beginner calls #1-#8, and add key insights from the bootcamp.
- Try the Winner's Writing Process to create an outline for ME and my objective, so I have a process to follow to get to where I want to be.
-

- My client only wants 1 more client per week and I feel like I could get him a lot more than that. Is it worth it to work with this client? If he doesn't want amazing results for his business, how can I get him amazing results, other than making him look good I guess...
 - My other options: '
 - Should I do my own detail business to "buy time" for myself to do copywriting
 - Or keep my job and keep investing into crypto
 - Industry-skillset: Analyze problems your skillset fixes. Inefficiency, something that's expensive to the company. Come up with a solution. Right business to solve for 'nDT', =MILLION \$ BUSINESS.
 - ->LEVERAGE BLOG OR PODCAST WHEN DOING OUTREACH AND SEEK TO ASK QUESTIONS ABOUT 'X', ' "Lessons they learned about 'x'"
-

SESSION #67 - 07/07/2024 + 75 min.

Desired Outcome:

- Objective: 👉 | **Client Project-Give him 3 posts**

Planned Tasks:

- ☒ Task 1: ~~Come up with 3 post ideas~~
 - ☒ ~~Connect copy from missions to customer language from research~~
 - ☒ ~~Review mega hook library~~
 - ☐ Test them with content on my page
 - ☒ ~~Review top player's reels -inspiration~~
- ☐

Post-session Reflection

- Win-It seems that my enthusiasm and care about my brother's business has at least spurred him into being more interested and motivated to take action after he sees me taking action. This is the power of community and accountability.
- Or so I thought...
- He always talks about trading crypto-and sees a life without TRW
- And he doesn't want to listen to my advice, even though it's good, because he doesn't like/ want to commit to doing what he "does"
- I offered to have a meeting to help him with something I thought would be beneficial, his response: "I don't NEED your help"-I know bro, I'm just being thorough 😊
- CTest Headlines rather than CTA's for now
- Connect the Copy written in the missions to the customer language from research?

- Organic Page Structure/ Utilize 2-3 immaculate reels that last, followed by a series of Hooks & CTA post's below.
 - The Process: Scour Cities to find "Top Players" who are catering to a similar audience to yours, and doing the part of the funnel you're working on, well. Use their reviews to perform market research.
 - Need to get more clear on what the "unique mechanism" is
 - Start my own business and hire an employee to do the work, I train him in and get him jobs. We each get a cut.
-

SESSION #?? - ??/0/2024 + 60-90 min.

Desired Outcome:

- Objective: **Copywriting Survival Guide👉 | Refine the Strategy & Resource Links. Continue the process towards getting amazing client results**

Planned Tasks:

- ☐ Task 1: Link resource links from #1-#15 in the same spreadsheet as Tao canva links
- ☐ Task 2: Go through the Winner's Writing Process Template, put together an outline using Canva Links.
- ☐ Task 3: Watch video's for further insight & clarity
- ☐ Task 4: Re-watch Beginner Calls #1-8 with notes. Craft an Action blueprint

Post-session Reflection

- Notes
-

SESSION #69 - ??/0/2024 + 90 min.

Desired Outcome:

- Objective: **Sunday 👉 | OODA Loop>I want myself to have a defined direction to a definite purpose, where all my actions culminate toward my goal.**

Planned Tasks:

- ☒ Task 1: Review Weekly-Dee

- ☒ Task 2: Performance Ratio's
- ☒ Task 3: Post in Sunday OODA Loop
- ☐ Task 4:

Post-session Reflection

- Good-full completion
 - I know I can improve. Seeing my progress, and seeing other people's proficiency of work inspires the same in myself.
-

SESSION #66, # 07/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Product Research-Product/Solution/Relationship-identify products to solve the problem**

Planned Tasks:

- ☒ Task 1: Exploratory/Research
 - ☒ Look for winning products being sold
 - ☒ Write down niche/subniche : "winning" product idea's
 - ☒ Research EMK Product vs IFAK
 - ☐ Look at saved business
- ☒ Task 2: Ecomm Campus Course, Notes & Product Research
- ☐ Task 3: Look for/ watch specific content tailored for this specific approach
 - ☒ Go on Reddit (reddit.com) and find the subreddit where your prospect talks about their problem by doing a basic search.
 - ☒ Look for winning products
 - ☒ Determine/write: Roadblock/Problem, Dream State, etc
 - ☐ REVIEW unfair advantage & Andrew's pUC to find problems to come
- ☒ Task 4: Follow THE Template
 - ☒ Use that research to answer these questions & for 'target market' research
- ☒ **Look for winning product around "Basic Supplies Kit"**
 - ☒ **First aid/bugout bag**

Post-session Reflection

- NotesStock and promote products that ensure safety and self-reliance during societal collapse.
 -
 - “The Basic Beginner Mistakes and Do Not Waste Time”
 - Analyze stores and categorize items by likely groups of people/scenarios
 - Have Plan for week
 - Analyze Ads...
 - AliExpress
-

SESSION #68 - ??/0/2024 + 95 min.

Desired Outcome:

- Objective: **Crypto 👉 | Pass the Masterclass-get to Post-grad Level 3**

Planned Tasks:

- ☒ ~~Task 1: Watch 2-3 lessons~~
- ☒ ~~Task 2: Review IMC questions and lessons~~
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- Central banks often buy MBSs as part of QE to inject liquidity into the financial system. This increases the demand for MBSs, driving up their prices and lowering their yields.
 - MBS (equally the housing market) is supported by QE from the government, with various consequences such as
 - When the Fed buys MBSs through QE, it effectively removes them from the open market, which can be seen as "quarantining" them to stabilize the market.
-

SESSION #70 - 07/07/2024 + 90 min.

Desired Outcome:

- Objective: 👉 | **Product Research-Product/Solution/Relationship-identify products to solve the problem**

Planned Tasks:

- ☒ Task 1: ~~The Research Lesson Refreshers~~
- ☒ Task 2: ~~Search intended product, keywords, related keywords~~
 - ☒ Ad list into doc for later examination
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- Try to understand better precisely a defined niche/avatar for who I'm selling to
-

SESSION #71 - 07/08/2024 + 90 min.

Desired Outcome:

- Objective: 👉 | **One step closer to getting great results on all my projects and client work**

Planned Tasks:

- ☒ Task 1: ~~Take notes on objection handling in the doc.~~
- ☒ Task 2: ~~Organize all previous beginner calls and tao diagrams into a spreadsheet~~
- ☐ Task 3: Review my copy
- ☒ Task 4: ~~Write copy/ perform the mission~~
- ☐ Task 5: Review PocketSuite
- ☐ Task 3: Create posts on my own page as a testing ground for my client
- ☐ Share my work with colette via Google Docs for him to comment and leave reviews/thoughts/reactions.
- ☐ Task 4: TayS
- ☐ Mission 15 again

Post-session Reflection

- Notes
-

SESSION #72 - 07/08/2024 + 90+ min.

Desired Outcome:

- Objective: 👉 | **Personal Product Niche Research**

Planned Tasks:

- ☒ Task 1: Review the Unfair Advantage
- ☒ Task 2: Research Key Topics
- ☒ Task 3: Research template questions answered by ChatGPT with defined purpose.
- ☒ Review Typeform 1; highlight relevant topics.
- ☐

Post-session Reflection

- Find information that is key to understanding the problem, roadblock, and solution of 'the collapse' and provide me with a roadmap to weather the storm
- What would I do if I was 'God', or the a group of people in charge of directing the world? How would I manage obvious problems I see or perceive? How would the way I deal with these problems have consequences in the world? And what would I want to keep from happening/what outcome do I wish?
- Some segments include high-income earners who invest heavily in advanced prepping gear and strategies.
- Significant presence in regions prone to natural disasters (e.g., Midwest for tornadoes, West Coast for earthquakes).
- Generally, a more conservative and libertarian-leaning demographic.
- Strong emphasis on self-reliance, personal freedom, and constitutional rights.
- Have chatgpt find relevant answers to specific questions. Put the customer reserach onto a separate doc, remove the questions and ask chat gpt to fill in the answers it gave with the relevant customer language...
 - No, I mean sort relevant language in my research document into the answers you gave me up above.
- Lack of knowledge or skills in certain areas of prepping.
- If you want to launch a physical product store, utilizing what is taught in copywriting, you have to understand where YOU are and what's missing from the process, where you are.

- Find out the Roadblock, Solution, and Product by doing your research. Next, have ChatGPT refine it concisely. Then, by looking at the solution for the known problems you give Chat, or the one's Chat gives you, come up with product ideas that allow the consumer to use to enact the solution that get's them to the dream state quicker, easier, and more effectively.
-

SESSION #73 - 07/09/2024 + 80 min.

Desired Outcome:

- Objective: 👉 | **Break Free From the Matrix-Get postgrad status**

Planned Tasks:

- ☒ Task 1: Review IMG Lessons / Review IMG Questions
- ☒ Task 2: Review Live IA
 - ☒ +-15 in mid-cycle top indicator
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- Quick DCA w/ New Money 'Sellers'
 - Rate cuts = stimulus/liquidity
 - Find the "Top Pick" notes to DCA into next.
-

SESSION #74 - 09/07/2024 + 60 min.

Desired Outcome:

- Objective: 👉 | **Identify my current inflection point knowledge gap/roadblock**

Planned Tasks:

- ☒ Task 1: Look at top player and relative stores:
 - ☒ What kind of people will BUY
- ☒ Task 2: Perform Research AS the avatar (first know awareness and sophistication)

- ☒ Chat GPT to find sources
- ☒ Task 3: Look at @Captain advice
- ☒ Task 4: Find out what 4 G's have been tagging me.

Post-session Reflection

- Storm warnings! Shelter
- Ex-Military->Research the space
- Tag only 4 G's
- Survivability of humanity -> Elon M.
-
- "Mount Everest in a Cat. 5 Hurricane [use imagery to make reading interesting]
- Survival
- Do Target Market Research on Top Site's Reviews.
- Get myself ready to prepare
- I know what I need(a store & warehouse with the best products), find the best products. Steal from top players "Winning Product" -Designs.
- Find the basics that must be in a FA.K
- Unlimited content Ideas
- Next: Look at the reviews and preform proper market research in line with the lessons.
- Extra Ponderosa: Would Prof. Go with a Prepping Store, or a Home Security Store and scale into solar? Mad respect to you Prof. You always say the right things that put me in my place. I take accountability for everything that you say.
-
- - where/who is this market segment?
- - Research

SESSION #?? - 07.10/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | Crypto

Planned Tasks:

- ☐ Task 1: Take Medium term lessons
- ☐ Task 2: Simple RSPS Ratio system
- ☐ Task 3: Review IMC questions
- ☐ Task 4: FSVZO -> Indicator Hunt Streams (Trending?)

Post-session Reflection

- Notes

SESSION #75 - 10/07/2024 + 90 min.

Desired Outcome:

- Objective: 👉 | **To do target market research, and also understand the second niche.**

Planned Tasks:

- ☐ Task 1: Research the space regarding Ex-military personnel talking about it.
- ☐ Task 2: Building my own prepping plan
 - ☒ ~~Re-find what the essentials for prepping are and figure out where I'll be going and what I'll possibly need mock travel test~~
 - ☐ Mission-Escape to _____ play it out; "what supplies will I need for this situation"
- ☒ ~~Task 3: Target Market Research from Top Players~~
- ☒ ~~Task 4: Review my notes for the day inside my mindset planner.~~
- ☐
- ☐ Task 4: Ask for more references for product recommendations

Post-session Reflection

- I can just 'test' products if it's not recommended to start a business (crypto)
 - Mindset questionnaire: How ready are you for the following scenario's —
 - Race to find winning supply
 - Find a specific segment of the market to sell to
-

SESSION #76 - 07/11/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Client Work-Write Headlines to test with fascinations for content he will post.**

Planned Tasks:

- ☒ Task 1: ~~Re-view the Headlines Lesson~~
- ☒ Task 2: ~~Review Market Research Doc and identify and missing information.~~
- ☐ Task 3: Write 3 headlines
 - ☐ Use Megahook library and market research to fill out the best ones.
 - ☐ https://docs.google.com/document/d/1GrPKvF_4e0913pcpEPKLtTb9Me5-HLZelwRF78Vi554/edit#heading=h.ardkfipoqwnv
 - ☐ Write headline's/test headlines with his content
 - ☐ Create content ammo/ rough draft
- ☐ Task 4: Send/Share in Google Doc for review w/ client
- ☐ Winners Writing Process Lessons

Post-session Reflection

- I believe the Top Player's strategy we want to copy would be done for WWP, and copy a similar business that offers the same level of services
 - Highlighting the painful(red)/desirable(green) elements
-

SESSION #77 - 07/12/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Discovery: Top Player Analysis Vs. Winning Product Search. Which is the best method to result? Determine Winning Product-Follow the Process Map and Ecom Campus Method.**

Planned Tasks:

- ☒ Task 1: ~~Ali Express product selection under Key words~~
- ☒ Task 2: ~~How to find quality product/~~
- ☒ ~~next lesson in Ecom campus~~
- ☒ Task 3: ~~Search For Car Accessories-FAK, Car Seat Organizer, w/ molle accessories & Molle bag, etc. for me to buy and to test.~~
- ☐ Task 4: Add to my preparation list notes for bug-out/travel in the fall

- ☐ Analyze top players
- ☐

Post-session Reflection

- IFAK as a winning product, plus additional 'bulk' supplies to sell with my gear kit
 - Prof Andrew is my Hero <3
 - Top Question: Physical Product- First Aid kit or Solar?
 - Search Aliexpress: "Portable First Aid Kits" all the way through, then next winning item from top players
 - Start the physical store doing organic posts on my facebook page
 - 'prepper'/brand
 - Solar independent dealer
 - Let's imagin you got stranded in your car. What would you need? What would you do if _
 - Search Specific Keyword for the exact item you want to find and search for perceived value.
-

SESSION #78, - 07/12/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Progress the winning strategy-follow the process map**

Planned Tasks:

- ☒ ~~Task 1: Determine if there is any Top Player Sequence to follow for organic posts~~
 - ☒ ~~Check the home service industry in general~~
- ☐ Task 2: Strategy Review With client
- ☐ Task 3: Create post's to test on his page
 - ☒ ~~Come up with 3-5 example "Fascination Posts" to get reviewed by client~~

Post-session Reflection

- Show client how working hard with detailing will get him results towards the business model he wants to do.
- Analyze top players in the pressure washing industry
 - Show as examples of what he can do/should be working towards.
- Is there a way to analyze how a business is getting attention using Google Ads?
- I've wasted a lot of time COMPILING useless research information that only I needed to gain an understanding of what I was doing in the first place. Try to spend your first phase doing the research to gain an understanding and then focus your time highly on high-impact work, call it phase 1, phase 2.

- <https://www.youtube.com/watch?v=FL0w3dJHgb4>
-

SESSION #79, 80 - 07/12/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Progress towards the next stages of the Process Map.**

Planned Tasks:

- ☒ Task 1: Re-analyze the Winning Product Criteria
- ☒ Task 2: Search Aliexpress for winning products
- ☒ Task 3: Top Player Analysis to find a FAK that best matches the Winning Product Criteria
 - ☒ Did I find at least 4 new products to test?
 - ☐ Steal Top Players successful product idea's
- ☐ Move over to the Process map for my client project
- ☐ Task 4:

Post-session Reflection

- Product Verification stage
 - Finding Winning Product is really the final step after finding Winning Product Category/subtype
 - Save winning keywords to use for later
 - Start a car niche-If SHTF get into prepping, if things go good, camping & solar
 - Drop Ship valuable CURRENT 'gear' to the Urban audience 'Preppers' in mind, transition into a Survival/preparedness store
 - Sell Car Emergency Kits
 - Sell Molle Bags, FAK as my winning product?
 - Selling to Military-enthusiasts?
-

SESSION #82 - 13/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Winners Writing Process**

Planned Tasks:

- ☒ Task 1: ~~Get AI to review my copy~~
 - ☒ Reference "how to use AI" if needed
 - ☒ Task 2: ~~Keep revising my copy until it incorporates the elements from the customer language.~~
 - ☒ Task 3: ~~Try to perform on my own~~
 - ☒ Get ChatGPT to analyze
 - ☐ Task 4: Meet with client to discuss strategy reflection.
 - ☐ Watch the Tribe Call and take down notes, add the PUC notes
-

Post-session Reflection

- After: Review my current EDC/72 hr car preparation. Make list. Checkout item from Aliexpress, order supps & missing supplies
 - Notes
 -
 - I'm not totally sure how aware they are of their problem-like, a dirty car isn't really top of mind for everybody(how is it top of mind to my target customer?)
 - Definately only take what you need from Customer Language. Your objective should be to take things from your research you can use in your copy/project.
 -
 - Simple solution to ChatGPT:
 - 1. You can ask it to separate the variations of painful state and dreamful state by giving 1 example of each unique variation 'below'
 - 2. You can give it a template from the fascinations you have written, and ask it to fill in that template where each element of target market research should go.
 - Big question: How do I utilize the customer research I did to the fullest extent for writing the copy?
 - Keep revising my copy until it incorporates the elements from the customer language.
 -
 - Use AI to fill in the Tao-Template and use the Tao of Marketing technique to add specific customer language to that Outline.
 -
 - Get really good at each stage of the Tao Process, taking the levels from where they are to where they ought to be.
 -
 - Create my own tao template that I can follow, from scratch.
 -
 - Go for the target customer who is the businesses best customer (who has the highest tribal affinity with the company).
-

SESSION #83 - 07/14/2024 + 90 min.

Desired Outcome:

- Objective: 👉 | **Get a winning Strategy**

Planned Tasks:

- ☒ Task 1: ~~Review Tao of Marketing Canva does~~
- ☒ ~~Fill in the WWP Doc~~
- ☒ ~~Figure out what information I need to fill out the WWP properly.~~

Post-session Reflection

- For my client project, I still need to tailor up to my reader's Awareness & Sophistication
 - I believe that once I have all the notes from Tao of Marketing, then I will be able to sort out each of the phases for each step in the winners writing process to have a simple, streamlined process, and that if I get a template made today, I could get my client actual results by the next weekend.
-

SESSION #?? - ??/0/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Winning Strategy: Validate a Winning Product** Find if a winning product is worth testing

Planned Tasks:

- ☐ Task 1: Aliexpress many good reviews, # of orders that indicates demand and interest (>4.5stars)
 - ☐ Type description into aliexpress and notice lots of sellers
- ☐ Task 2: See if other stores are selling this product successfully by typing in the product into Facebook, ads, amazon, or top player analysis
 - ☐ AliExpress
 - ☐ FacebookAds
 - ☐ Search product name on Amazon to see if people are selling it
 - ☐ Go to Google Trends
- ☐ Task 3: Steel products from top players
- ☐ Task 4: Collect ideas for ad angles from reviews, regarding the product and what people think about it.
- ☐ Task 5: Feedback from Schuayb: Screenshot of the product with the price included in the #Branding Chat
- ☐ Task 5:

Post-session Reflection

- Notes
-

SESSION #84 - ??/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Sunday OODA**

Planned Tasks:

- ☒ Task 1: MPUG
- ☒ ~~Review and revise my Weekly strategy & goals~~
- ☒ Task 2: ~~Professionalism Score~~
- ☒ Task 3: ~~Post in #Sunday OODA Loop~~
 - ☐ Look for GROK in the AI resource.
 - ☐ Ask ChatGPT to rewrite the OODA Loop questions with a specific objective in mind
- ☒ Task 4: ~~Assess my own SHTF preparedness~~
 - ☐ My car bug out & preparedness
 - ☐ Go over checklist of necessary items and see what I can implement fastest right away
 - ☐ Travel Checklist

Post-session Reflection

- Notes
-

SESSION #85 - 07/14/2024 + 90 min.

Desired Outcome:

- Objective: 👉 | **Understand what is needed for my own preparedness based on other's needs**

Planned Tasks:

- ☒ Task 1: ~~Go thru all the tabs and sort them into a doc with the main topic as a title, to reference for later.~~
 - ☐ Highlight the main key points

- ☐ Task 2: Make a list of things I want to have for my current vehicle setup for even the slightest travel-
 - ☐ Make the list
 - ☐ And find the top products for this on Aliexpress to test
- ☐ Task 3: Formulate a thesis to use , using the AI product launch platform, to give myself a readable roadmap
- ☐ Print renewed insurance cards for auto
- ☐ Get AAA line & app dialed in.

Post-session Reflection

-Gotta get to the point I'm doing top player analysis

I should use an AI plugin to help scrub these sites for useful information

-Found a good top player selling to a similar audience I can target.

-Research plan-Search as a customer looking to solve the most immediate pain. Look for top players who are serving to that audience.-is this the right sequence of doing research?

-Next- continue research methods from the Ecomm Campus.

SESSION #87 - 15/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Get a WWP Template of the Bare essentials I will use to craft copy with.**

Planned Tasks:

- ☒ Task 1: ~~Task 2: Enter notes for Awareness & sophistication~~
- ☒ Task 2: ~~After getting each level necessary, edit an Actionable Document~~
- ☐ Task 3: Ask ChatGPT to re-create my objective using WWP as a template
- ☐ Task 4:
- ☐ Create copy-Chatgpt review
 - ☐ Review in copy review
- ☐ Take Notes on Previous Beginner Calls that have relevance to any project I do

Post-session Reflection

- Looking good, just need to add the product, problem, roadblock section.
-

SESSION #86 - 07/15/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Get my winning Ecom strategy mapped out.**

Planned Tasks:

- ☒ Task 1: Scan the AI course content in copywriting
- ☒ Task 2: Go thru the Ecom 1-2 modules

Post-session Reflection

- Stay on the process map and get skilled enough with that skill until I can utilize the product launch mechanism. Use AI in the meantime for assistance.
 - Once I have a winning process, I can understand how to launch 'products' to use on/ for myself.
 - I have a winning method for Crypto, Copywriting, and Ecommerce.
For the latter 2- my most important task is utilizing the skills taught in the copywriting campus->The Winners Writing Process comes first, then AI.
-

SESSION #88 - ??/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Finish the WWP Template ready to implement it for projects**

Planned Tasks:

- ☒ Task 1: Finish adding The Tao of Marketing steps into the Template
- ☒ Task 2: Ask ChatGPT to edit my outline to use it for my own project steps
 - ☒ Review the specific steps to get amazing answers from chatgpt
 - ☒ Implement those steps
- ☐ Task 3: Utilize the WWP for client project
- ☒ Task 4: Get a winning process map for prepping using AI
 - ☐ Based on steps from preppers
- ☒ Look into notes to add important pieces into an outline
- ☐

Post-session Reflection

- Notes
-

SESSION #89 - 90 17&18th /07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Break Free From the Matrix**

Planned Tasks:

- ☒ Task 1: ~~Add daily notes into WWP Template~~
- ☒ Task 2: ~~Analyze Top Player Analysis compared to client's business~~
 - ☐ Watch Andrew's example run
 - ☒ Similar funnel as client's
 - ☒ Similar niche/service as clients
 - ☒ Refer to doc of saved businesses
- ☐ Task 3: Review Product, Solution, Problem Tao chart
- ☐ Task 3: Answer specific questions related to headlines into Beginner Process Notes
- ☐
- ☐ Find out what missing pieces I have for implementing this for my client
- ☐ Task 4: Write out 3-4 posts for him to review.
- ☐

Post-session Reflection

- Look up Dubai Companies to get an idea of high-end companies
 - Realizing quality/quantity will help me, if I'm focusing on income-producing work.
 - Must have client meeting before doing more work.
 - For headline testing, create variations on winning headlines, test organically.
-

SESSION #91&92 - 19/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Strategy Discovery & Winning Strategy Process to Get your business the Results you need.**

Planned Tasks:

- ☒ Task 1: ~~Review and fine tune winning strategy for client. Following the Process Map~~
 - ☒ Have client meeting to go over with and have rapport on plan moving forward

- ☒ Task 2: ~~Do the same strategy process using Chatgpt for the 2 other 'areas of interest' I am pursuing. -> Analyze 'their' business situations and needs (Follow the Process Map)~~
 - ☒ ~~Choose one of the areas of interest and then do the AI Strategy process on converting it from a hypothetical into a real project.~~
 - ☒ ~~Do it for survivalist solar strategies~~
 - ☐ ~~Building survivalist gear setups~~
 - ☐
- ☒ Task 3: ~~Fine tune the strategy for this project~~
 - ☒ ~~Put strategy into the chat for review~~
- ☒ Task 4: ~~Watch WWP video's~~
 - ☒ ~~Do Problem, Solution Task at the end~~
- ☐ Task 5: Research based on ChatGpt for other project of mine.

Post-session Reflection

- Things Chat needs me to do: have the basic information from doing research, and being level 4.3 on the process map.
- Next: Product Research Phase.
- I can create a Winning Systemized process for everything.
- Give him 3-4 simple posts to test, using our customer model (then begin testing headlines)
- Strategy for Money-in: Get pricing structure on a booking page or website to funnel traffic to to book with a plethora of service options for
 - Have the maintenance plan as an option
 - Create a formal referral system with digital referral links.
 -

SESSION #93 & 95 - 20/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Finishing My Clients work for him/Prepare for money-in.**

Planned Tasks:

- ☒ Task 1: ~~Go onto Pocketsuite - login on my computer~~
 - ☒ ~~Come up with 5 pricing structure options~~
 - ☒ ~~Take idea's from top player~~
- ☒ Task 2: ~~Look at the Marketer's Top Players from his website~~
- ☒ Task 3: ~~Create copy idea's for each/revise my strategy/write headlines for testing.~~
- ☐ Task 4: Get My Strategy Reviewed in the Chats for any gaps

Post-session Reflection

- Chat GPT makes a great problem solver on technical tasks
 - Got to find similar price & service structure business who are also 'top players'
 - Got to keyword search specific city for ads
 - Instead of setting a timer, I can just work with a stopwatch and time myself with tasks.
-

SESSION #94 - 20/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Close Knowledge gaps**

Planned Tasks:

- ☐ Task 1: Find Muy Taii top player to save for alpha
- ☒ Task 2: ~~Rewatch the Fb ad breakdown~~
 - ☐ Create a simple Tao Template
 - ☐ Watch top player, what NOT
- ☒ Task 3: ~~current state, dream state, roadblock exercise~~
- ☒ Task 4: ~~Watch Tao of Marketing Lesson~~

Post-session Reflection

- Maybe Instead of focusing on every little detail of my clients business, instead I should just pull the levers that get results.
 - Have chat gpt give me bottlenecks roofing contractors face
-

SESSION #95 - ??/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Client Strategy Meeting**

Planned Tasks:

- ☐ Task 1: Create a winning strategy presentation
- ☐ Task 2: Present it to my client
- ☐ Task 3:
- ☐ Task 4:

Post-session Reflection

- We now have project rapport

- And we have our winning strategy, and a beginner project too.
- This strategy can possibly be systemized and repeated.

SESSION #96 - 21/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Sunday OODA Loop- To plan out my week for maximum productivity towards actual business outcomes and setting my week up for success today. To live comfortably, secured, prepared, at peace, making tons of money, and enjoying wherever I'm going.**

Planned Tasks:

- ☒ ~~Task 1: Review what I've been doing and if it's getting me closer to my goals~~
 - ☒ ~~Answer Critical Questions-Improvement questions~~
 - ☒ ~~Put everything into present tense so it FEELS real.~~
 - ☐ What can I improve in my process?
 - ☐ Where would I like to be next week
 - ☒ ~~Review the OODA Loop Document~~
- ☒ ~~Task 2: Rewrite as Tactical/Present tense strategy~~
- ☐ Task 3: Do a personal risk-assessment
 - ☐ Ask Chatgpt how to perform a personal risk assessment
 - ☒ ~~(review prepping doc.)~~
- ☒ ~~Task 4: Edit Market Research questions into a questionnaire that is more personable to ask myself, or someone else.~~
- ☒ ~~Task 5: Make Plans for the week~~
- ☒ ~~Chat GPT Prompts & tasks~~
- ☒ ~~Post in #SundayOODA Loop Channel~~
- ☒ ~~Add in my "Personal OODA Loop" For my Biggest Tasks.~~
- ☐ Task 6: Figure out Facebook Login Details
- ☒ Create the best market research template

Post-session Reflection

- Getting very clear on exactly the market of who you're talking to is very important, it is the foundation you build your copywriting on top of. How can I find 'target markets' when I don't know what 'products' or where these people (girls) hang out at?
- When I go back through the OODA Loop template, refine my responses to be more applicable and understandable to an outside eye..
- Step 1-perform market research to answer the most important questions surrounding your objective.

- Goal: Put together a project planner TEMPLATE that I can use to begin, plan any project(I pretty much already have it, just need to plan and implement critical tasks)
 - I have so much to be grateful for. There is so much I have.
 - Add the best questions from the OODA Loop into the project planner
 - To set a price for a project see how much time it will take without the AI or things like that, and see what price you would charge for that thing.
-

SESSION #97 & - ??/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **Re-run Pricing Packages because I lost all of the information.**

Planned Tasks:

- ☐ Task 4:
- ☒ Task 1: ~~Pocketsuite with main packages from Chatgpt strategy + 2-3 add-ons~~
 - ☒ ~~What are some copywriting techniques I can run for product descriptions?~~
- ☐ Task 2: Systemize and re-create a template for the discovery project session-post analyzing their business needs.
- ☐ Task 3: Possibly re-analyze 'top players' catering a similar service model and to a similar niche of customer's by looking at specific 'western' locations in large cities across the midwest.
- ☐ T

Post-session Reflection

- Task 2 is essentially the SPIN questions
 - Doing 2 GWS is cool, but it may be more beneficial(as long as I'm clear with a critical objective), that I do one important GWS per day and then spend my next hour OODA Looping my system for improvement, and spending it learning as I wind down for the evening, and get myself in bed ready to conquer the next day.
 - Golden:
-

SESSION #97 - ??/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **My objective for this GWS/ Project is to get my client charging higher price for his bookings using a Facebook Ad Funnel.**

Planned Tasks:

- ☒ Task 1: ~~Analyze my current Winner Writing Process~~

- ☒ ~~Revise the steps~~
- ☒ ~~Analyze several top players for strategies that accomplish our objective:~~
 - ☒ ~~What are they doing~~
 - ☒ ~~What content are they doing~~
 - ☒ ~~Extract as many things as possible~~
 - ☒ ~~Find the underlying strategy to get viewed on social media and booking with them.~~

☐ Task 4:

Post-session Reflection

- Add in "Steps they need to go through to get there" as part of the element levers I need in the Winners Writing Process
-

SESSION #98 - 23/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **My objective for this GWS/ Project is to find a top player to model the elements from the Winners Writing Process -> Write copy from Ad -> CTA -> Facebook Page -> Booking Page.**

Planned Tasks:

- ☒ ~~Task 1: Watch the analysis and follow along for the winners writing process template.~~
- ☒ ~~Task 2: Check Google in select cities~~
- ☒ ~~Task 3: Map out as much as possible from Top Player with similar funnel I'm going for currently~~
- ☐

Post-session Reflection

- Need to make sure my GWS are HIGH IMPACT PRODUCTIVITY by making sure I have all the information I need so that the work I perform is G.
-

SESSION #?? - 24/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **My objective for this GWS/ Project is**

Planned Tasks:

- ☐ Task 1: Find Service Pricing to Model
 - ☐ Find Booking page or CRM software to use
 - ☐ Find somebody actively implementing a referral or maintenance plan
 - ☐ Look at detailers in the midwest
- ☐ Task 2: Search Commercial job clients
- ☐ Task 3: Learn more about Booksuite
- ☐ Task 2: Re-watch the live Top Player analysis and close knowledge gaps
- ☐ Task 3: Give some notes/value in the chats
- ☐ Task 4:
- ☐

Post-session Reflection

- Notes
-

SESSION #99 - ??/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **My objective for this GWS/ Project is get the WWP template streamlined with all relevant things in a simple format**

Planned Tasks:

- ☒ ~~Task 1: Open all Previous documents, plus the base formatted document~~
- ☒ ~~Task 2: Review each of my current documents and copy/paste the best of each into the new~~
- ☐ Task 3: use, make a copy to refine, and a copy to add information to close knowledge gaps
- ☐ Task 4:

Post-session Reflection

- I can go from my base document -> make a copy, then add relevant additional references from the campus as I need them.
 - How can I elaborate on the 'elements' from .5 on the Document?
-

SESSION #100 - 25/07/2024 + 60-90 min.

Desired Outcome:

- Objective: 👉 | **My objective for this GWS/ Project is to finish the WWP with a strategy and how to implement copy for each stage in our funnel.**

Planned Tasks:

- ☒ Task 1: ~~Continue where I left off with Streamlined WWP and V2, then they're ready to run test.~~
- ☐ Task 2: Do the full funnel for my client/finish WWP
 - ☐ Use chatgpt to answer some of the questions from my market research document, for the WWP.
- ☐ Task 3: OODA LOOP: Review beginner lesson slides for an advanced WWP.
- ☐ Task 4: Break down top Medical Player

Post-session Reflection

- I want to upgrade to the paid ChatGPT
 - The WWP#3 has to be done for every piece of the copy you write because you can use it to understand 'where the reader's are' and then use the correct 'elements' needed to take them to where you want them to go. Use this for every 'offer' you are writing for to match up the levels/elements needed
 - Now that I have the 'rough outline' for the winners writing process, and i understand the process, I MUST use this process to write for each of the packages/offers for my client's booking page. That's really the game.
 - NEXT: List each of the products from Tier/Packages, Add-on services, the "winning service", plus maintenance plans
-

SESSION #?? - ??/07/2024 + 60-90 min.

Desired Outcome:

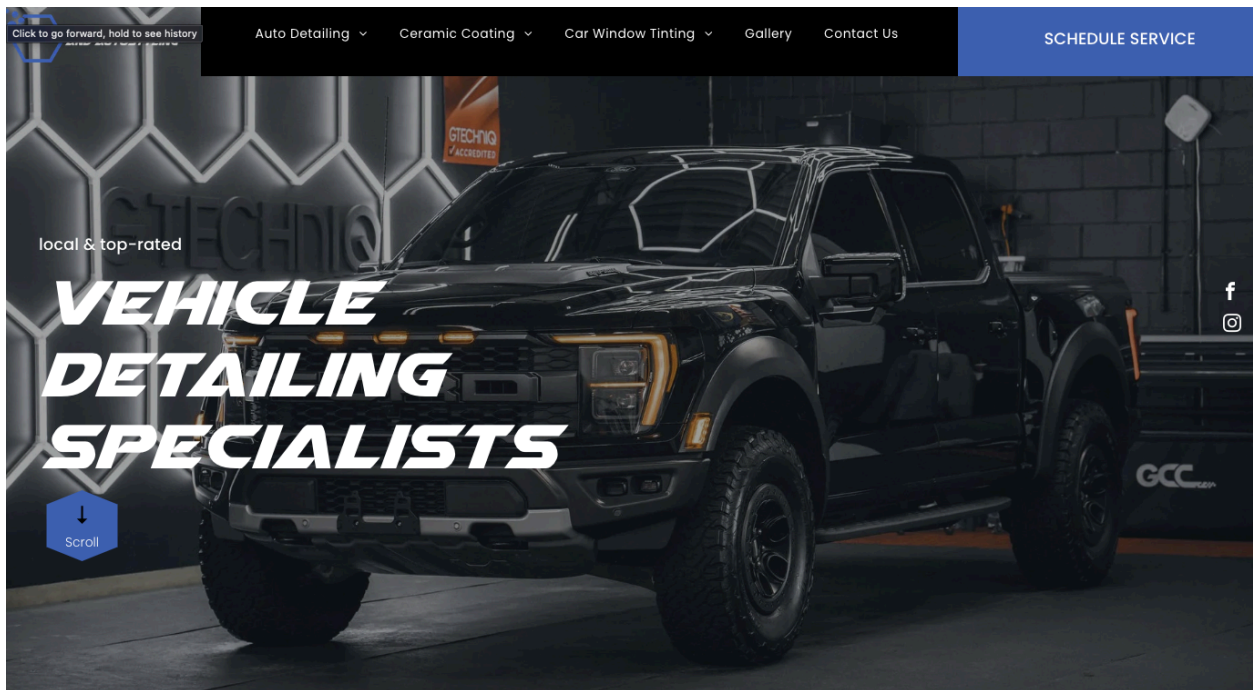
- Objective: 👉 | **Sunday OODA Loop**

Planned Tasks:

- ☐ Task 1: Review the OODA Loop Documents
 - ☐ Collect the most important questions
- ☐ Task 2: Gather the Personal Project Template and Add the GWS template right below it
- ☐ Task 3: Use the base template to start a project and add favorite questions from OODA Loop.
- ☐ Task 4:

Post-session Reflection

- Notes



#16. Objection Aikido

<https://www.beautiful.ai/player/-O1JOFDY5bMUL3ayaNkR/DEMOLISH-OBJECTIONS>

Before buying, people will create little obstacles to the sale in their mind, reasons they shouldn't buy. We must DEMOLISH THESE OBJECTIONS.

Your job is to DEMOLISH these objections, this is the way...

Ask yourself:

- What reason *could* they have for not buying this product?
- What excuses could they create for not taking action here?
- What hidden doubts might stop them from doing the right thing?

Moves to make to manage objections/questions right away:

Move #1: Acknowledge -> Reframe -> Target

- Acknowledge, Soften, Validate
 - Bring an objection to the front where you can control it. Reduce the scariness and embarrassment around the objection (rather the reason why they are objecting)

- Reframe
 - Point them in a direction you can address favorably
- Target
 - Tell them to look at X to answer the new question/objection

Example:

(Acknowledge:) You might be thinking: “Andrew, this is a lot of work I don’t know if I’m going to have the time for this.”

No sweat my friend, I used to think that same kind of thoughts before I got started with copywriting (Reframe:) until I realized that at the heart of it I just needed to ask myself if this system would work well enough to justify sacrificing a bit of fun. (Target:) As we look at some of the big wins in the campus, I want you to see if any of them look more fun than scrolling on IG for 30 mins.

Move #2- Agree-> Redefine -> Target

1. Agree
 - a. Say yes they are right about whatever objection they have.
2. Redefine what you agreed to
 - a. Change what you’re agreeing on.
3. Target
 - a. Tell them to look at X to answer the objection.

Example of Exclusion 2

(Agree)- “Sure at some point AI will replace human copywriters

(Redefine)- But the day it can write as good as me we’ll have worse problems. The world will be full skynet/terminator mode and we’ll be in the streets fighting those sons-of-bitches.

(Target)- If AI ever gets good enough to replace human creativity and connection then there won’t be an economy at all. Until that happens let’s stack money and get ready for the war 😂!

Move #3 - Exclusion

1. Call out the objection
2. Tell them if that’s the kind of person they are, then the offer isn’t for them
 - a. (Pick the kind of people that aren’t really gonna buy anyway.)
 - b. Combine with a positive identity play as well, if possible.
 - i. This is not a good-fit/method for some markets

Example of Exclusion 3:

(Call out the objection)- You might be thinking: “I don’t know, this workout program looks hard, I don’t know if I can do this”

(Exclude)- Then I recommend you just leave now. You were never gonna have the dedication to finish the program. But if you are so committed to having the physique that turns heads wherever you go, stay on the webinar and I'll show you how to get started.

Fladian Example

- Calls out the opportunity and says how they should feel: "Blessed" for the certain opportunity
 - What we have is powerful, lifechanging
- Thousands of offers/trainings have said the same things
- Hype
 - Why is this one different; Preface
 - Single greatest training I've done or you've ever seen
- Thought about your problems and challenges in the last 12 months than probably you have
 - Therefore I'm the one to help you better than anybody else.
 - It is my life's goal (unlock where the wealth is at and how to get it)
 - You are owed and deserved this wealth
- Acknowledge, Soften, Validate:
- Calls out the challenges that are getting in the way/hold them back
 - "They may feel" their Biggest challenge
 - You're under capitalized
 - "If only I had more money"
 - If only I was not below ground 0 (in debt)
 - Stacking: "On top of that..." - what's holding them back.
 - Your time is severely over leveraged
 - "Who feels that if they only had more time" ,
 - then they would be more successful
 - Agree: Join the crowd, we *all* feel that way
 - "Another big one" people feel
 - "You don't possess certain skills and abilities"
 - There's always two challenges that we face
- Reframe:
- Can we find an opportunity that does not require certain skills and abilities, so anybody can do it?
 - Vs.
 - Are there such opportunities, or
 - Is it worth the discipline and the investment of time to acquire those skills and abilities and are they within your grasp
- Target: You're scared to get out of your comfort zone.
 - We sabotage ourselves in the long term, just to get these stupid short term benefits.
 - Acknowledge: If I had to guess, you have more opportunities placed in front of you on a daily basis than you can even consider, much less take advantage of.

- Plus you often let little things get in your way and you're afraid to make "wrong decisions" (as if there really is such a thing)
- Prepper: The world is out of hand

Mission #16: Handle All Objections:

- Identify the biggest objections to your purchase/purpose/objective
- Try using all three objection Aikido Moves
- Share the best ones in the #business101 chat

