

PROBLEM SOLVING 101



THE EXERCISE

- 1 Identify a problem you are facing (bad outcome/symptom)
- 2 Walk the factory line
- 3 Ask why until you find the root causes. Use outside resources if needed.
- 4 Create or update your strategy and tasks to solve the problem and get your outcomes

SYMPTOM: I cannot write proper attention grabbing post and manage to gain attention in my clients social media platform

THE FACTORY LINE

- proper understanding of the target market
- Analysis of the awareness and sophistication in the market
- use of visual, auditory, kinesthetic sensory language based copy
- Trigger immense pain and desire in the audience's mind to compel them to click the CTA
- Use of proper SEO optimization in all the posts
- Proper Analysis of the top players and the competitors in the market
- Analyzing and improve in every copy you write

ROOT CAUSES

- I haven't baked in the specific time for market research in my google calendar

WHY?

- It is because I was Lazy and I didn't consider actually spending serious amount of time in building my schedule inside the google calendar

- WHY? It is because I started my schedule building time pretty late and did it in a hurry resulting to just winging it and not actually spending significant amount of time thinking, analyzing and carefully building my schedule
- WHY? It is because of pure laziness and lack of using my time properly
- WHY? It is because I was not able to handle stress and solve my time management problem by giving necessary amount of time to my exam and the agoge program
- WHY? It is because I acted as a coward, and ran away from my problems instead of facing it directly and combating it like a man, like my future ideal self would do.

SOLUTION

- On the 3rd monday of the week, I will spend 1 Hour seriously building my schedule in my google calendar for the rest of the remaining mondays managing my time, scheduling necessary time needed for market research.