

Solving Any Problem

The Assignment

- 1.) Identify a problem you are facing (bad outcome/symptom)
 - Not getting positive replies from outreach = No one is interested

- 2.) Walk the factory line

Identify the individual elements

- Niche
- Offer
- What I think their desire is
- Subject line
- Body
- Cta
- Time sent

Identify any sequence of events

- Open inbox
- See subject line
- See Name
- See Lead in text
- Decide to open email
- Quick scan of email
- Then they read first line
- Decide if they're going to read 2nd line
- Decide if they're going to read 3rd line
- Decide if they're going to read 1st bullet
- Decide if they're going to read 2nd bullet
- Decide if they're going to read 3rd bullet
- Decide if they're going to read 4th line
- Decide if they're going to read 5th line
- Decide to read CTA
- Read close
- Decide to respond or disqualify

Are there any missing steps or elements?

- Element: Free Value (which I tease later)
- **Missing 4 Questions for outreach.** (including awareness & sophistication levels)

Check the quality of each existing elements/step

- The first 2 lines seem a little cliché
- The email sounds like a sales advertisement
- CTA sounds too good to be true, too vague
- Not personal
- No proof

Where along the factory line does the problem start to show up?

- Any obvious defects that cause problems?
- The start is cliché, it sounds salesy

3.) Ask why until you find the root causes. Use outside resources if needed.

- Why?
 - It's vague
- Why?
 - It's not personalized
- Why?
 - I didn't answer the 4 Q's for outreach & I didn't leverage the persuasion cycle.
- Why?
 - I forgot that I needed to do these steps for every outcome I wanted to achieve.
- Why?
 - I never walked the line and reverse engineered my outcomes I wanted to achieve and went through what needed to happen.
- Why?
 - I never took the time to write out the reasons it might have failed.
- Why?
 - I was being lazy and avoiding the hard work
- Why?
 - Because it was challenging and difficult.

4.) Create or update your strategy and tasks to solve the problem and get your outcomes.

- Strategy: For ALL OUTCOMES I want to achieve, I must answer the 4 Questions, awareness/sophistication levels and use the persuasion cycle to increase likelihood of achievement.

For Life:

Want specific outcome → Problem arises → Write out the problem → Walk the factory line & list steps & elements → Identify missing steps/elements → Check quality of each step/element → Where does the problem start? → Ask why until you find the root causes.
(Use outside sources if needed)

For outreach:

Market Research → Avatar → 4 Questions → Awareness & sophistication levels → Persuasion Cycle → Subject Line → Outreach Skeleton/Copy tactic pattern → Create Outreach Messaging →