

June 2024

CLIENT PROJECT FAILURE

The day before yesterday, after 8 months of working together with my warm outreach client, I dropped him because I was fed up with him not being committed to the process enough.

With the latest Power Up calls, I understood that it is completely my fault and now I want to take utter responsibility for it and never repeat it.

Our project was basically putting my client on the online map. We started in October by creating his social media accounts - Facebook and Instagram.

I can divide the whole project into **4 parts**:

1. Shit beginning

After creating SM accounts, I started creating informational text-based posts with Chat GPT and with my knowledge + I added some relevant pictures created with AI. They were horrible - no Winner's Writing Process, no review process, no feedback from other students. We had less than 100 followers on FB and they usually got 0 reactions, rarely did anybody read them. I haven't had any strategy or any plan for it. I just blasted out text in the Google Doc. This lasted about 2/3 months.

2. Stagnation

Since the new year began, we stopped creating content regularly because it didn't make huge sense to us. I was focused on doing "some" work, but it wasn't effective. This period lasted till February.

3. Resurrection

After finishing the Agoge program, I understood that I needed to make this client successful no matter what. I also had two other clients and the moment because I landed them through in-person outreach. We decided that the text-based + graphic posts are no longer working and that we need to create reels with my client's face to target his existing customers. Then, we started recording mediocre reels about the topics that our target market cared about. The first one made good views (about 20k) and was widely shared by my client's customers. He got a few warm leads from it, but that was all. From then on, the more we created, the less engagement it got. Most of these videos were purely sales-focused and nobody enjoyed them. This period lasted for about 2 months.

4. Promising part

A few weeks after the Professor created the Tao of Marketing diagrams and recorded a few of the Top Player analysis calls, I understood that besides the words I write, I have to also engineer the visual experience of the copy for my client. I focused more on creating powerful hooks and this way after more than 2 months of creating reels, we got the first viral (1,2m views + 2k followers). From then we moved to creating more educational content - How-to's, guides, tips, etc. We were getting more engagement and reached more people, but still, my client hasn't got any sales from it. The content quality got better and better. I started implementing the Winner's Writing process for every single post, and got my content

reviewed by other students. But my client started caring less. He understood that more results come from the time he put into his work, not into developing his online marketing. Additionally, I moved to the UK a week ago, and he doesn't have anybody who can record the videos as professionally as I do. The content was sent to me with a few days' delay, which hurt his engagement. I blamed him for that and many times said that his approach was unprofessional. But now I understand that was me. I should care more and make him care more. Provide results so he would see the benefit of putting his energy into the process.

From these 8 months, I have seen **many defects** in my factory. Here is the list of them:

- **not** taking utter accountability for the work and results, constantly pinning the blame on someone else, entitlement
 - why: because I'm too proud to admit that I failed, I can't do something, or that it's my neglect
 - why: because I have a false belief that I'm better than anyone else and I don't want to hurt my ego
 - why: because I've been winning against mediocre people all my life and keep comparing myself to losers
 - why: because I tend to choose a much easier way that requires less effort than competing against tough guys
 - why: because I don't want to be under constant stress and be afraid of the risk of failure, I want to have that pussy feeling of comfort and being appreciated by others
- **not** using the resources I have laid at hand
 - why: because I don't want to make the additional effort or I forget
 - why: because I don't want to stretch my brain too much
 - why: because for 18 years of my life, I was lazy and comfortable
 - why: because I was entitled to have everything without any effort
 - why: because I had everything provided by my family, they took care of me
 - why: because I didn't have to earn money and have accountability over my existence
- **poor** planning and time management - everything was done at the last minute because I hadn't planned the strategy or work a few days ahead
 - why: because I tended to procrastinate on important things like creating a plan or I lacked the knowledge of how to create a successful strategy
 - why: because I was focused too much on right now or wasted time
 - why: because I haven't had an urgency that forced me to make 100% of my time or I wasn't aware of that
 - why: because I was entitled to have everything without any effort
 - why: because I had everything provided by my family, they took care of me
 - why: because I didn't have to earn money and have accountability over my existence
- **poor** work standards - I wasn't performing real G-work sessions, many times I allowed myself to be disturbed by others, and my tasks were too ambiguous

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- **lack** of understanding of my target audience - basic cowardice and laziness
 - why: because I constantly procrastinated performing detailed research
 - why: because it is "really hard and difficult" for me to find the needed info on the internet, or I'm scared to talk to my client's existing customers
 - why: because I don't want to stretch my brain too much or I'm scared of "social rejection and shame" - BS
 - why: because for 18 years of my life, I was lazy and comfortable
 - why: because I was entitled to have everything without any effort
 - why: because I had everything provided by my family, they took care of me
 - why: because I didn't have to earn money and have accountability over my existence
- **lack** of understanding of how to build a profitable funnel from head to toe and not seeking that knowledge despite feeling lost
 - why: because I lack perspicacity, I didn't analyze the top players deeply enough or learn/revise the necessary lessons to understand this concept
 - why: because I don't want to stretch my brain too much
 - why: because for 18 years of my life, I was lazy and comfortable
 - why: because I was entitled to have everything without any effort
 - why: because I had everything provided by my family, they took care of me
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Here's how I will **solve** it:

- I will make sure I understand the need to become financially free. I will create a vivid visual representation of how my life will look like if I fully commit and if I keep being a loser.
- I will set more demanding and more specific goals. Then I'll create a detailed conquest plan, get it reviewed by other students, and 100% commit to fulfilling it.
- I will analyze Top Players, go through the necessary lessons again, and create a complete strategy for my client (both the short-term and the long-term one)
- I will make up with my client and admit my fault + get him motivated to commit to the process again

- Whenever I don't know how to do something, I will set a timer for 20 minutes and try to solve it - if I'm not able to do it, I will ask a detailed question in the chats
- I will prepare my copy at least 3 days in advance, and get it reviewed in the copy Aikido channel each time
- I will create a top player analysis and skill refinement routine - at least once a week

December 2024

- Bad outcome - "My girlfriend wants to break up with me"
- What factors contribute to it?
 - Amount of the time spent together
 - Quality of the time spent together
 - Number of fun and memorable activities
- How have my past few days/weeks looked like?
 - I was telling my girlfriend that I've been fully locked in - purely focused on work to boost my bank account balance and provide her with higher quality adventures in the near future. In the meantime, I found time to attend other events (referee training) and spend time with my family.
- Why?
 -
- Why?....
- Root Cause of low energy? ➡ Lack of sleep ➡ Bad phone habit ➡ Value short term dopamine over having endless energy to conquer the world
- Solution - New rule, 7pm phone goes off and is put in special drawer and I play the guitar by firelight until 10pm and go straight to bed.