

Last updated on Oct 17 3:51 PM

WORK DAY TRACKER

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My Personal G Work Checklist

- ☐ Set a desired outcome and plan actions
- ☒ ~~Set a timer for 60-90 mins~~
- ☐ If possible, review how Andrew does the same task
- ☐ Place weights on the desk

☐ Write down GWS on paper

☒ ~~Get started~~

☒ ~~Evaluate afterwards~~

G Work Session Tracker Template

SESSION #1 – Sep 20 4:09 PM →

Sep 20 6:32 PM

Desired Outcome:

- Complete the website

Planned Tasks:

- Boot up Wix
- Tweak the home page further by implementing AI given feedback
- Implement captain feedback by changing the headline
- Double check every single page
- Ask AI for further steps I can take to improve the homepage

Post-session Reflection

I FUCKING LOVED THIS SESSION. 2 hours and I got shit loads of work done. I did all of my planned tasks and even sent out loads of follow ups as well. Doing hard things really does make your life better, shocker....

SESSION #2 – Sep 20 7:42 PM →

Desired Outcome:

- Quickly fill downtime whilst client takes their time to respond again

Planned Tasks:

- Send 50 outreaches
- 10 follow ups
- Sent the website draft to the client

Post-session Reflection

I FUCKING LOVED THIS SESSION. 2 hours and I got shit loads of work done. I did all of my planned tasks and even sent out loads of follow ups as well. Doing hard things really does make your life better, shocker....

WHAT DID I DO TODAY?

- I refined my website draft using AI and the expert feedback I got and sent it over to my client for tomorrow
- I sent 50 outreaches and 30+ follow ups
- I did my daily copychecklist
- I did the GM and sunlight checklist
- I went to school obviously

SESSION #3 – Sep 21 11:11 AM → Sep 21 1:09 PM

Desired Outcome:

- Complete the home page

Planned Tasks:

- Use AI to ask what my action steps should now be to complete the website
- Action them
- Go through and ask for more feedback on each section of the website.

Post-session Reflection

Another fantastic work session. 2 hours of work done. I improved the website even further with AI, a bit of common sense too.

SESSION #4 – Sep 21 2:05 PM → Sep 21 3:02 PM

Desired Outcome:

- While I wait for my client to respond, I'll work on a few other pieces of her funnel that could use work in the future.

Planned Tasks:

- Do the WWP
- Find a good top player with decent social media content or posts or ads
- Use AI to create a decent rough first draft

Post-session Reflection

Good work session. I created what I think might be one of my favorite copies yet. Awesome.

SESSION #5 – Sep 22 11:10 AM → Sep 22 12:09 PM

Desired Outcome:

- While I wait for my client to respond, I'll work on a few other pieces of her funnel that could use work in the future.

Planned Tasks:

- Get AI to provide feedback on the current drafts using the prompt that Henri and Thomas made.
- Get AI to generate another three or four variations of the drafts

Post-session Reflection

Fucking hell by the time I checked the timer there was a minute left. I did a lot of focused work without music. Two more copies for social media were created. I'm going to now get them reviewed by a big G.

SESSION #6 – Sep 22 2:08 PM →

Desired Outcome:

- While I wait for my client to respond, I'll do some outreach to land another client.

Planned Tasks:

- Send 10 follow ups for previous messages
- Collect 30 outreach business names

Post-session Reflection

Fucking hell by the time I checked the timer there was a minute left. I did a lot of focused work without music. Two more copies for social media were created. I'm going to now get them reviewed by a big G.

SESSION #7 – Sep 22 7:37 PM → Sep 22 8:46 PM

Desired Outcome:

- Finish the website project

Planned Tasks:

- Use Thomas' AI prompts to get the website reviewed thus far
- Action any of AI's comments
- If I finish this and I've got time left, pick another item on my checklist (i.e. watching the morning power up call) and do it.

Post-session Reflection

Good session. Little to talk about, just implemented more client feedback.

SESSION #8 – Sep 23 12:57 PM →

Sep 23 2:29 PM

Desired Outcome:

- While I "wait" for my client to respond, I'm going to fill downtime by drafting other pieces of copy she could use. AI recommended I do this.

Planned Tasks:

- Use AI to come up with a piece of the funnel my client might need
- Find a top player who's doing it really well
- Winner's writing process
- Make shitloads of money

Post-session Reflection

Really good session. I wrote three great ad copies. I'm on a roll!

SESSION #9 – Sep 23 3:40 PM →

Sep 23 4:39 PM

Desired Outcome:

- While I “wait” for my client to respond, I’m going to fill downtime by drafting other pieces of copy she could use. AI recommended I do this.

Planned Tasks:

- Revise the paid ads I wrote for her and draft at least three more.

Post-session Reflection

Decent session but I finished all of my work twenty minutes early. Unusual. Did get another two good ads written though so...

SESSION #10 – Sep 23 7:36 PM →

Sep 23 8:31 PM

Desired Outcome:

- While I “wait” for my client to respond, I’m going to fill downtime by drafting other pieces of copy she could use. AI recommended I do this.

Planned Tasks:

- Complete the WWP
- Use AI to write some emails my client could send to previous customers to offer a discount

- Read the emails out loud

Post-session Reflection

Decent session but I finished all of my work twenty minutes early. Unusual. Did get another two good ads written though so...

SESSION #11 – Sep 24 5:12 PM → Sep 24 6:13 PM

Desired Outcome:

- No more caring about everything. Fill downtime by drafting more emails my client could use in her funnel in the future

Planned Tasks:

- Use AI to generate another few drafts and give feedback on the ones I've already written

Post-session Reflection

Didn't look at the clock once. Your tip helped. I wrote another email and got the blogs on my clients website set up and published a couple.

SESSION #12 – Sep 24 7:51 PM → Sep 24 8:50 PM

Desired Outcome:

- No more caring about everything. Fill downtime by understanding my target market in more depth

Planned Tasks:

- Sift through Google reviews
- Sift through YouTube videos
- Add comments to market research document

Post-session Reflection

Not a great session but not terrible either.

SESSION #13 – Sep 25 2:41 PM →

Sep 25 3:40 PM

Desired Outcome:

- Follow Ronan's advice and get a new client

Planned Tasks:

- Pull up the get your first client slides
- Pick a business from the slides and reach out to that particular business type over email or social media
- Collect at least thirty business names
- Send at least 15 follow up messages from previous emails

Post-session Reflection

Good session. Fully focused and I got a bunch of names and sent out a few follow ups.

SESSION #14 – Sep 25 8:37 PM →

Sep 25 9:31 PM

Desired Outcome:

- Follow Ronan's advice and get a new client

Planned Tasks:

- Reach out to the names I collected in the last G work session
- Finish any other tasks that are on my checklist

Post-session Reflection

Good session. Nearly had my Google account deleted lol.

SESSION #15 – Sep 26 3:40 PM →

Desired Outcome:

- Follow Ronan's advice and get a new client

Planned Tasks:

- Pull up the "get your first client" slides and select a specific type of business to reach out to in nearby towns and cities
- Add them to the Google sheets list I've created

Post-session Reflection

I only collected 36 business names. Low output for me, man!

SESSION #16 – Sep 26 6:27 PM →

Sep 26 7:26 PM

Desired Outcome:

- Follow Ronan's advice and get a new client

Planned Tasks:

- Reach out to those business names I listed in my last work session
- Add new business names to the list that I can send outreaches to tomorrow

Post-session Reflection

Good session, way better than the last shitty one I had. I sent 30+ outreaches out and added more to my list to outreach before school tomorrow.

SESSION #16 – Sep 26 8:31 PM →

Sep 26 9:30 PM

Desired Outcome:

- Have all of my main tasks completed for the day

Planned Tasks:

- Finish any small tasks
- Add new business names to the list that I can send outreaches to tomorrow

Post-session Reflection

Good session, way better than the last shitty one I had. I sent 30+ outreaches out and added more to my list to outreach before school tomorrow.

SESSION #17 – Sep 27 4:20 PM →

Sep 27 5:20 PM

Desired Outcome:

- Land a new client since my current one is being slow, and it's what Ronan recommended I do

Planned Tasks:

- Send the outreaches I didn't get to send earlier
- Add more business names (at least 30) to the spreadsheet after pulling up a specific business type in the get your first client slides

Post-session Reflection

I definitely could've tried harder with this session. I did send the rest of the outreaches and added a few names to the list though

SESSION #17 – Sep 27 6:01 PM →

Sep 27 7:32 PM

Desired Outcome:

- Land a new client since my current one is being slow, and it's what Ronan recommended I do

Planned Tasks:

- Add more business names to the list and then outreach to them directly

Post-session Reflection

Good session, I decided to warm outreach instead and added a bunch of people from a groupchat I'm in and started conversations with them. Not technically my usual work session, but I didn't check the timer once.

SESSION #18 – Sep 27 8:29 PM →

Desired Outcome:

- Finish all my tasks for the day

Planned Tasks:

- Continue the warm outreach conversations and hopefully pitch at least one person.
- Finish any last minute tasks before bed.

Post-session Reflection

This session wasn't as good. I couldn't find any more people in my ONLINE warm network to reach out to, but deep down I know that's no excuse. Tomorrow I will outreach to even more people. MONEY FUCKIN' IN.

SESSION #19 – Sep 28 10:38 AM →

Sep 28 12:15 PM

Desired Outcome:

- By the end of this work session, I should've drafted more pieces of copy that my client can use in the future whilst the replies from the outreach roll in, and whilst she takes her time to reply.

Planned Tasks:

- Do the WWP
- Use AI to create rough first drafts of the copies my client could use
- Refine them by reading them out loud, using AI, and using basic common sense

Post-session Reflection

It's a great way to start the weekend. I wrote four social media posts, did a full winner's writing process, and now I'm going to go train for a bit and catch a bite to eat.

SESSION #20 – Sep 28 1:13 PM →

Sep 28 2:20 PM

Desired Outcome:

- By the end of this work session, I should've finished a giant list of prospects I can reach out to.

Planned Tasks:

- Get my outreach message reviewed quickly by an expert.
- Tweak it
- Then start adding business names to the list by following the business types in the "get your first client" slides

Post-session Reflection

Good session once again. I sent a question to Ronan about my situation, and I added 40+ business names to the list.

SESSION #21 – Sep 28 6:10 PM →

Sep 28 7:43 PM

Desired Outcome:

- By the end of this work session, I should have a rough idea of some ideas I can present on a call with an interested client.

Planned Tasks:

- Pick a top-player gym in the area this potential client is in
- Do a basic WWP
- Follow the process that Andrew does in one of his old Tao of marketing calls

Post-session Reflection

Good session once again. I broke down a top player and now the guy responded asking for my number. So he's at least semi-interested.

SESSION #22 – Sep 29 10:34 AM →

Sep 29 12:11 PM

Desired Outcome:

- By the end of this work session, I should have another interested reply from a client to give me options, the interested guy didn't give me a time for a call so there's no point in just waiting till he's free

Planned Tasks:

- Pull up the "get your first client slides" and target a specific business type from there

- Tweak the outreach message as Ronan suggested
- Add 30+ names
- Start sending emails

Post-session Reflection

Good session once again. I sent out a lot of outreaches (about forty-ish) and got a reply from a guy asking if I can call him tomorrow in the afternoon.
FINALLY SOME FUCKING MOVEMENT.

SESSION #23 – Sep 29 1:00 PM →

Sep 29 2:03 PM

Desired Outcome:

- By the end of this work session, I should have a solid grasp on some ideas I can present to this guy on the call tomorrow. Instead of using a timer this time I'll use a stopwatch because apparently, it helps to get more work done

Planned Tasks:

- Do the WWP and break down a piece of a top players funnel that my interested prospect seems to be lacking in i.e. social media ads

Post-session Reflection

Nice. I broke down the website for a top player nearby. I'm going to crush the call tomorrow! Also, found a new AI prompt which is going to make my job a little bit easier.

SESSION #24 – Sep 30 2:43 PM →

Sep 30 3:48 PM

Desired Outcome:

- Since I made a ROOKIE mistake of not making sure I had data before I did a call to interested clients, I'm going to do a top player analysis to find ideas for another interested prospect. Then the work session after this will be spent on continuing warm outreach conversations. I WILL NOT LOSE.

Planned Tasks:

- Find a top player doing well
- Pick a piece of their funnel to break down and do a full WWP on it
- Make a list of specific things my client can do better than them to make more money

Post-session Reflection

Not my best work session but not my worst. I think this was because I finished the top player analysis super quickly. I should've taken more time or broken down another one. Now I'll take a small break probably for dinner then I'll do a GWS on warm outreach.. Again

SESSION #25 – Sep 30 5:20 PM Sep 30 6:24 PM

Desired Outcome:

- Get at least one other interested client in case other projects fall through and to just have a lot of different options to fall back on.

Planned Tasks:

- Start and continue at least 5 conversations
- By the end of the session, close at least one new person

Post-session Reflection

Shit, I didn't close any new "deals". This is my fault. I MASSIVELY overestimated how long it would take to start new conversations and how fast people would reply. My failure.

SESSION #26 – Sep 30 7:17 PM →

Sep 30 8:46 PM

Desired Outcome:

- Be completely prepared for tomorrow's sales call with a gym owner

Planned Tasks:

- Find a top player and break down a piece of their funnel in depth
- Repeat this another one or two times. I should have a genuinely killer idea for this interested prospect so that they can get FAT stacks of money forcibly dumped into their bank account!

Post-session Reflection

Now we're a little bit more prepared. I finished my work 20 minutes early so I spent some extra time in the chats. Now I have a rough idea of what my client might need → social media.

SESSION #27 – Oct 1 5:45 PM → Oct 1 7:13 PM

Desired Outcome:

- Have a list of 50+ businesses I can cold call tomorrow, FAST

Planned Tasks:

- Go to the get your first client slides, find a business type I've not messaged yet, and then start writing down businesses and their numbrs
- Based on Arno's sales course and AI, make a basic cold call script to use tomorrow

Post-session Reflection

NOW WE'RE TALKING. I've added 100+ business names and even prepared a basical script I can use too. Time for a quick break, then another GWS, school work, then bed

SESSION #28 – Oct 1 7:48 PM →

Desired Outcome:

- Be prepared for tomorrow's calls

Planned Tasks:

- Get AI to review my cold call script and implement it's feedback ASAP
- Get my script reviewed by an expert in the campus
- Finish any last-minute tasks or preparations

Post-session Reflection

NOW WE'RE TALKING. I've added 100+ business names and even prepared a basic script I can use too. Time for a quick break, then another GWS, school work, then bed

SESSION #29 – Oct 2 4:35 PM → Oct 2 5:37 PM

Desired Outcome:

- GET A NEW CLIENT FOR FUCK'S SAKE

Planned Tasks:

- Continue warm outreach conversations and start new ones as well

Post-session Reflection

Nice. I've got one friend who's step mother owns a business, so there might be something valuable there. I also did this GWS outside for once and time flew by, so it's something I should implement more.

SESSION #30 – Oct 2 8:11 PM → Oct 2 10:11 PM

Desired Outcome:

- Enough fucking waiting. By the end of this session, I should have some great ideas I can present to any of the people I call tomorrow to make sure their business gets flooded with new customers and money

Planned Tasks:

- Do a top player WWP on salons in Edinburgh
- Do a top player WWP on gyms in Irvine

- Do a top player WWP on boxing gyms in Kilmarnock

Post-session Reflection

Damn, by the time I checked how much time was left, there was six minutes on the clock. This was tiring but now I feel a little more prepared for the calls, although cold calling would've been a much better use of my time had I done this GWS earlier.

WHAT WAS NOT PERFECT TODAY AND HOW CAN I FIX IT?

1. I only did 12 cold calls
 - a. To fix this, I'll make sure that I'll do 20 tomorrow by putting it on my checklist

SESSION #30 – Oct 3 5:04 PM → Oct 3 6:12 PM

Desired Outcome:

- By the end of this cold-calling session, I should have at least one more client

Planned Tasks:

- Cold call at least 20 businesses on my list

Post-session Reflection

NICE. I did a full sales call and got another interested client as well. Time to take a short break and then I'll start drafting ideas.

WHAT WAS NOT PERFECT TODAY AND HOW CAN I FIX IT?

2. I only did 12 cold calls
 - a. To fix this, I'll make sure that I'll do 20 tomorrow by putting it on my checklist

SESSION #31 – Oct 3 6:28 PM → Oct 3 7:51 PM

Desired Outcome:

- By the end of this work session, I should have a basic understanding of my client's target market

Planned Tasks:

- Answer as many of the market research questions as I can through reviews online and YouTube videos

Post-session Reflection

Good. I did nearly 90 minutes of market research and now I have a pretty decent rough idea of who I'm talking to. Dog owners in Edinburgh over the age of 30.

WHAT WAS NOT PERFECT TODAY AND HOW CAN I FIX IT?

3. I only did 12 cold calls
 - a. To fix this, I'll make sure that I'll do 20 tomorrow by putting it on my checklist

SESSION #32 – Oct 4 4:14 PM → Oct 4 5:50 PM

Desired Outcome:

- By the end of this work session, I should have a client proposal ready to send, and I must have a good top player Google ad to copy from.

Planned Tasks:

- Put together the client proposal based on what Charlie recommended
- Find a good ad to copy from
- Do a full WWP on the ad
- Use AI to generate at least one or two copies similar to it

Post-session Reflection

Great. I completed all of my tasks, made a rough Google ad draft with AI that I'll need to refine, and I also made that client proposal and sent it.

SESSION #33 – Oct 4 8:16 PM → Oct 4 9:17 PM

Desired Outcome:

- By the end of this work session, I should have a rich understanding of my client's target market, and how her business helps them solve their problems

Planned Tasks:

- Sift through competitor reviews
- Answer at least five more questions from the research document in depth

Post-session Reflection

Solid 6/10 session. I used AI to help speed up the process.

SESSION #34 – Oct 5 11:20 AM → Oct 5 12:28 PM

Desired Outcome:

- By the end of this work session, I should have a full Google document after doing a top player analysis to see how I can help this interested client get more customers.

Planned Tasks:

- Find a good top player to analyse
- Do a full WWP on them, similar to what Andrew did in the live domination calls and the tao of marketing calls
- Create a summary of what the top player is doing better

Post-session Reflection

This was a really good session. I have already gotten a couple of ideas for how I can super help this business make more dollas. DOLLAS.

SESSION #35 – Oct 5 1:38 PM → Oct 5 2:40 PM

Desired Outcome:

- By the end of this work session, I should have another interested client. For fuck's sake this is getting annoying.

Planned Tasks:

- Add 50 names to the local business email outreach list
- Start blasting emails.

Post-session Reflection

Disappointing. I only added FIFTEEN names to the outreach list since I got called for a family interruption. This was barely a work session. I'm going to quickly recharge, calm down, and then get back to work.

SESSION #36 – Oct 5 3:03 PM → Oct 5 4:06 PM

Desired Outcome:

- By the end of this work session, I should have another interested client. For good.

Planned Tasks:

- Add 50 names to the local business email outreach list
- Start blasting emails.

Post-session Reflection

Good but could've been better. I will spend another GWS sending emails and follow ups. This time I'll use Arno's template and a bit of the student approach.

SESSION #37 – Oct 5 7:25 PM Oct 5 8:28 PM

Desired Outcome:

- By the end of this work session, I should have another interested client. For good.

Planned Tasks:

- Send emails to all of the names I have collected so far
- Create an AI follow-up message to send to old prospects (at least 15 - 30 of them should be a pretty decent amount)

Post-session Reflection

This is what work should always be like. Didn't check the timer once, sent out 56 outreaches, and a few follow ups. I think I've realised a major mistake I was making. Not sending follow ups enough. It's not pushy or salesy IF you know exactly how to do them correctly. Arno's templates are fantastic for this. I'm going to send even more of them tomorrow!

SESSION #38 – Oct 6 12:10 PM → Oct 6 2:12 PM

Desired Outcome:

- By the end of this work session, I should have another interested reply from a prospect. Not "Where are you studying" or "How much will this cost?"

Planned Tasks:

- Collect 100+ business names
- Outreach to them using Arno and Andrew's templates
- Send follow-ups to old prospects as well

Post-session Reflection

This was a fantastic session. I didn't look at the timer once. I feel like I've actually EARNED a break this time. 79 out of 107 outreaches were sent and I experimented with different subject lines and text. Time to take a quick break then get back to work. 2 hours doe

SESSION #39 – Oct 6 4:59 PM → Oct 6 7:00 PM

Desired Outcome:

- Get a new client so that I can crush it for them on a discovery project, then leverage that testimonial

Planned Tasks:

- Send the remaining 30 outreaches
- Send follow ups on both email addresses
- Collect more business names (at least 100) that I can send tomorrow morning at 4am.

Post-session Reflection

This was good work. I sent 20+ follow ups, and have a bunch of names to email outreach to during my first GWS at 4am.

SESSION #39 – Oct 7 4:17 AM – Oct 7 5:49 AM

Desired Outcome:

- Get a new client so that I can crush it for them on a discovery project, then leverage that testimonial

Planned Tasks:

- Send the outreaches from yesterday

Post-session Reflection

Holy shit I've got way more time in the mornign than I thought. One GWS done and we ain't even at school yet! I scheduled 60 outreaches and 30 follow ups

SESSION #39 – Oct 7 3:52 PM →

Desired Outcome:

- Understand how to help an interested prospect who got in touch with me a few hours ago. This will then lead to a successful sales call and a higher chance of a first project being successful, which means money in my bank!

Planned Tasks:

- Pull up a Tao of marketing or LDC top player breakdown call from Andrew and copy his process, but just for my particular prospect
- If possible, make a rough draft of some copy to present on the call with them

Post-session Reflection

I did two top player analyseise in one G work session. I feel a lot more prepared for this call. Also, I refined my personal GWS checklist for even MORE efficiency. Millionaire.

SESSION #39 – Oct 8 5:09 AM → Oct 8 6:14 AM

Desired Outcome:

- Understand how to help an interested prospect who got in touch with me a few hours ago. This will then lead to a successful sales call and a higher chance of a first project being successful, which means money in my bank!

Planned Tasks:

- Pull up a Tao of marketing or LDC top player breakdown call from Andrew and copy his process, but just for my particular prospect
- If possible, make a rough draft of some copy to present on the call with them (I need to do this for two possible prospects)

Post-session Reflection

This was a good session to get in before school started. I know what the biggest roadblock for one of my prospects is and I brainstormed some ideas for the other ones. My back felt oddly stiff though, need to get up and move more.

SESSION #40 – Oct 8 7:22 PM

Desired Outcome:

- SPEED I'M IN A HURRY. Analyse another competitor's business to help my prospect

Planned Tasks:

- Pull up a Tao of marketing or LDC top player breakdown call from Andrew and copy his process, but just for my particular prospect
- If possible, make a rough draft of some copy to present on the call with them

Post-session Reflection

This was a good session to get in before school started. I know what the biggest roadblock for one of my prospects is and I brainstormed some ideas for the other ones. My back felt oddly stiff though, need to get up and move more.

SESSION #41 – Oct 9 4:28 AM → Oct 9 5:26 AM

Desired Outcome:

- Start the day correctly. Brainstorm ideas using ChatGPT and the top player analysis I've done over the last few days to come up with ways to help one of my prospects. He runs a JJ club.

Planned Tasks:

- Revise a few AI prompts
- Once I make one I like the results with, then I'll brainstorm ideas with AI
- I should have at least two or three SOLID actionable ideas

Post-session Reflection

Really good session because I actually had something I could point to and say to the world "Hey. I MADE this."

I got a list from AI of some pretty decent ideas although I haven't had the sales call yet.

Plus, I started a website draft since I'm 99% sure that's what their business is going to need to grow.

All in all, not half bad. I see what Luc says. There's no point in stopping and starting. Because I "stopped" yesterday, it was a lot harder to start again.

Fuck stopping. SPEED. ▶▶▶

SESSION #42 – Oct 9 7:51 PM Oct 9 8:52 PM

Desired Outcome:

- End the day correctly. Finish creating the website draft that I started in my last work session, and send a few follow ups for good measure.

Planned Tasks:

- Finish the home page
- Start another page if possible
- Add finishing touches like better colors, text, font size etc

Post-session Reflection

Man I was so surprised when that timer went off. The time just flew by. I finished the website draft so if it's something the business owner needs, then I've just saved myself a lot of time.

No distractions, no BS, just straight to the point.

I'm lower energy these days than normal, so I'll do a lighter GWS next then get an early sleep

SESSION #43 Oct 10 6:07 PM Oct 10 7:07 PM

Desired Outcome:

- Have ideas to present in tomorrow's sales call

Planned Tasks:

- Find a top player I like the look of
- Break down a piece of their funnel in depth
- Create a list of specific insights to apply to my prospect's business

Post-session Reflection

This was a really fast session again. It took me a while to settle in. Longer than normal. But once I did, time flew by.

I broke down a top player website and to be honest – it didn't look like much

When I close this prospect, it'll be extremely fun to break her market down. It seems like people who believe in weird ass crystals and shit.

Oh well. Quick break then back to conquering.

SESSION #44 Oct 10 7:52 PM Oct 10 8:58 PM

Desired Outcome:

- Have ideas to present in tomorrow's sales call

Planned Tasks:

- Finish breaking down the top player
- Make a list of insights
- If I have time left over, I will either analyse another top player or I will send followups/warm outreach messages

Post-session Reflection

Decent work session but I still didn't find anybody in my network. There's GOT to be something or somebody I'm missing.

This problem needs solved.

It will GET solved.

Anyway, quick break now.

SESSION #45 Oct 11 4:25 PM → Oct 11 5:26 PM

Desired Outcome:

- By the end of this work session, I should understand exactly what my prospect needs to grow her business

Planned Tasks:

- Find one to three top players I like the look of
- Pick a piece of their funnel to break down
- Create a list of ideas my client could use

Post-session Reflection

I broke down one top players website in detail, and brainstormed a bunch of random ideas.

Nothing too concrete yet.

This is one of those odd prospects who doesn't want to grow their business, or at least seems like they don't want to from the outside.

I will find a way to help her make piles of money. PILES.

SESSION #45 Oct 11 6:19 PM Oct 11 7:18 PM

Desired Outcome:

- By the end of this work session, I should understand exactly what my prospect needs to grow her business

Planned Tasks:

- Find a top player who is doing social media very well
- Pick a video of their funnel to break down
- Create a list of ideas my client could use

Post-session Reflection

Did top player analysis and came up with what MIGHT be a good idea for a discovery project.

Not much else to say really.

SESSION #46 Oct 12 11:11 AM

Desired Outcome:

- By the end of this work session, I should have a basic understanding of my client's target market

Planned Tasks:

- Sift through their reviews and competitor reviews to create a basic avatar

Post-session Reflection

I realised just how many thoughts run through my head during this session.

I wrote them all out as I was thinking them on a piece of paper.

Wow. So much minute bullshit that doesn't even matter.

I did also get a lot of work done which is a fantastic way to start the day right.

Small break, then back to conquering.

SESSION #47 Oct 12 11:38 AM Oct 12 12:35 PM

Desired Outcome:

- By the end of this work session, I should have a detailed understanding of my client's target market

Planned Tasks:

- Sift through their reviews and competitor reviews to create a basic avatar, every question from the market research doc should have at least a basic answer

Post-session Reflection

I barely had any thoughts during this session.

Whatever I did last time, worked wonders.

I didn't find anything new out during my market research process, so I think I've got a solid grasp on exactly WHO I'm talking to so the next step is to start writing content ideas.

Time to get paid.

SESSION #48 Oct 12 1:16 PM → Oct 12 2:18 PM

Desired Outcome:

- By the end of this work session, I should have a basic first draft of five pieces of content my client could use

Planned Tasks:

- Use AI to create a first draft
- Iterate the prompts until the copy quality is fantastic
- Copy a top player outline

Post-session Reflection

I got three pieces of content made so far.

I think what I need to do is just let AI shoot out a bunch of shit,

Refine it,

THEN use AI again to refine it,

And send it to get reviewed!

SESSION #49 Oct 13 11:27 AM →

Desired Outcome:

- By the end of this work session, I should have five basic first drafts of Meta Ad variations my client could use

Planned Tasks:

- Use AI to create a first draft, revise it until I'm content with the results

Post-session Reflection

SESSION #50 Oct 13 1:00 PM → Oct 13 2:15 PM

Desired Outcome:

- By the end of this work session, I should have five basic first drafts of Meta Ad variations REFINED for my client to use. They should basically be "objection proof" copies.

Planned Tasks:

- Use AI to review each ad
- Make the changes

- Send the copy for review in either the ask an expert chat or the beginner copy review chat

Post-session Reflection

Perfect work session. I revised the ads and implemented a bit of feedback that a fellow beginner G gave me.

I just need to shorten the first ad a bit,

And revise my market research to have more detail in a couple things.

Easy days. 2 / 5.

SESSION #51 Oct 13 3:01 PM → Oct 13 4:02 PM

Desired Outcome:

- By the end of this work session, I should have implemented all of the feedback that other Gs have given me for my copies.

Planned Tasks:

- Implement each comment individually
- If I get stuck, ask AI or an expert

Post-session Reflection

I actioned all of the comments I got on my copies. I drastically underestimated the importance of actually getting other students to look at your copy rather than just the experts.

They notice small things.

You fix those.

The copy gets better and you get more MONEY.

SESSION #52 Oct 13 4:29 PM Oct 13 5:28 PM

Desired Outcome:

- By the end of this work session, I should have more detailed answers for each of the market research questions.

Planned Tasks:

- Obvious. Just sift through YouTube reviews and comments to add more detail

Post-session Reflection

I think I've nailed my target audience down pretty damn well. I didn't see anything new.

I used AI to create a custom avatar based on all the information – so writing copy is going to be WAY easier now!

SESSION #53 Oct 13 6:05 PM Oct 13 7:06 PM

Desired Outcome:

- By the end of this work session, I should have a detailed OODA loop done, and I should also finish any other minute tasks on my checklist, like praying

Planned Tasks:

- OODA loop
- Finish last minute tasks

Post-session Reflection

Slow session. I now have a specific plan going into this week.

SESSION #54 Oct 14 10:44 AM Oct 14 11:44 AM

Desired Outcome:

- By the end of this work session, I should have ten ad copies finished with AI, or at least rough drafts done.

Planned Tasks:

- Use AI prompts from Andrew or other students in the campus to come up with more ad variations
 - Make sure they target different stages of awareness and sophistication
 - Target different levels of awareness too

Post-session Reflection

I made another five ad variations testing different stages of awareness and sophistication.

Not much else to say. Got my work done.

Time for a short break then back to it.

SESSION #55 Oct 14 12:29 PM Oct 14 1:32 PM

Desired Outcome:

- I'm not sure what to do, so I'll do something. I will get another client through sending 20 follow ups, and through doing warm outreach

Planned Tasks:

- Warm outreach
 - Reach out to at least five people
- Follow ups
 - Send at LEAST 20 follow ups at a bare minimum
- Extra
 - Check discord
 - Telegram
 - Skool

Post-session Reflection

This wasn't a great work session. Because I had to use my phone I hate doing that during a work session.

Plus, didn't get any rseponses back just yet except one from warm outreach.

Need to recharge then get back to it.

SESSION #56 **Oct 14 2:02 PM** **Oct 14 3:03 PM**

Desired Outcome:

- I'm not sure what to do, so I'll do something. I will get another client tthrough sending 20 follow ups, and through doing local outreach

Planned Tasks:

- 20 follow ups
 - Minimum
- Local business outreach
 - Add 30 names minimum to the list (NO BROKIE CLIENTS, FUCK THAT)

Post-session Reflection

This passed by very quickly.

I noticed a BIG problem with my local business outreach. I've been reaching out to brokies. Just because I'm doing the student approach doesn't mean I need to deal with them.

Issue is now FIXEDX.

SESSION #57 Oct 14 5:58 PM → Oct 14 6:59 PM

Desired Outcome:

- Understand how the top players are getting attention through their websites

Planned Tasks:

- 30 minutes copying their outline
- 30 minutes copying another top player's outline

Post-session Reflection

Quickest hour of my life.

I implemented what Andrew talked about on today's call. SPEED.

Instead of sitting down for an hour and doing one top player analysis,

I sat down and did TWO FAST ONES.

PREPRATION MOFO.

SESSION #58 Oct 15 10:00 AM Oct 15 11:03 AM

Desired Outcome:

- Be fully prepared for today's sales call

Planned Tasks:

- 30 minutes analysing how a top player gets attention through social media since I've not looked at that yet
- 30 minutes drafting notes for today's call and doing a practice ChatGPT sales call

Post-session Reflection

I am now extra prepared for the call.

Top players are running Google Ads so that's worth a look at.

Plus, I did two practice sales calls with ChatGPT.

SESSION #58 Oct 15 12:33 PM

Desired Outcome:

- Three full practice sales calls with ChatGPT

Planned Tasks:

- Have three practice calls with ChatGPT

Post-session Reflection

Fully prepared G.

SESSION #59 Oct 15 1:20 PM Oct 15 2:21 PM

Desired Outcome:

- Understand exactly what my new client needs, and start drafting ideas

Planned Tasks:

- Ask the question in chats
- Ask AI
- Follow the process map

Post-session Reflection

Slacked off

SESSION #60 Oct 16 11:52 AM Oct 16 12:53 PM

Desired Outcome:

- Complete market research for my client's business. I should have at least a rough understanding of who he is talking and seeing to.

Planned Tasks:

- Use AI prompts
 - Fill out the market research questions
- Use the LDC if applicable

Post-session Reflection

This was an exploratory G work session. I only found a solid way to do market research at the very end of this work session. It is what it is.

I'll take a quick break.

Then I will attack again.

Next GWS on doing market research then getting a rough first draft of the DM funnel done and dusted

SESSION #61 Oct 16 1:10 PM Oct 16 2:12 PM

Desired Outcome:

- Have a rough first draft of the DM funnel finished and reviewed by AI.

Planned Tasks:

- 30 minutes market research
 - Use AI to make a basic avatar
- 30 minutes writing copy
 - Revise with AI as well

Post-session Reflection

I ran out of time to get it reviewed with AI.

But I did finish a rough first draft of it.

Good work.

I WILL GET PAID.

SESSION #62 ended Oct 17 10:15 AM

Desired Outcome:

- Answer three or four more questions on the market research document

Planned Tasks:

- Sift through IG followers, find commonalities.
- Sift through followers on other platforms

Post-session Reflection

Another exploratory work session done.

I sent out about 15 emails posing as a student to find out this market's pains/desires.

It's my best guess on how to move forward.

Small break now.

SESSION #63 ended Oct 17 11:39 AM

Desired Outcome:

- Get another interested client since my current one hasn't seen my email yet. I can take on more projects.

Planned Tasks:

- Warm outreach
 - Check discord
 - Telegram
 - X?
 - Any other platforms I use

- Local outreach
 - Send follow ups
 - Not too many or else email gets spammed

Post-session Reflection

I sent about 15 follow ups. Didn't want to risk getting flagged as spam.

I started a few more warm outreach conversations again.

But it's NOT ENOUGH.

WHERE THE FUCK.

IS MY MONEY.

SESSION #64 ended

Desired Outcome:

- Get another interested client since my current one hasn't seen my email yet. I can take on more projects.

Planned Tasks:

- Warm outreach
 - Check discord
 - Telegram
 - X?
 - Any other platforms I use
- Local outreach
 - Send follow ups
 - Not too many or else email gets spammed

Post-session Reflection

I sent about 15 follow ups. Didn't want to risk getting flagged as spam.

I started a few more warm outreach conversations again.

But it's NOT ENOUGH.

WHERE THE FUCK.

IS MY MONEY.

SESSION #65 Ended

Desired Outcome:

- Have absolute clarity what my next best steps are. Understand where my system's failing me and change it. RIGHT NOW.

Planned Tasks:

- 30 minutes OODA looping current problem
 - Why have I made no money
 - What am I doing wrong?
- 30 minutes doing Arno exercise
 - How can I solve this problem and start making thousands of pounds per month

Post-session Reflection

I sent about 15 follow ups. Didn't want to risk getting flagged as spam.

I started a few more warm outreach conversations again.

But it's NOT ENOUGH.

WHERE THE FUCK.

IS MY MONEY.

SESSION #66 Ended Oct 17 7:07 PM

Desired Outcome:

- 50 local business outreaches sent targeting high margin, non brokie businesses

Planned Tasks:

- Find the bubs

Post-session Reflection

15+ follow ups sent.

50 outreaches on the DOT sent.

I will make this happen.

1k by the 23rd of October.

SESSION #67 Oct 18 12:53 PM

Desired Outcome:

- 50 local business outreaches sent targeting high margin, non brokie businesses

Planned Tasks:

- Find the businesses names on Google
 - Add their emails to the list
- Send follow-ups
 - Main Gmail account

Post-session Reflection

I ran out of time.

I only collected about 30 ish names.

I thought it'd be easier to find local businesses with 1k followers at a minimum

I was incorrect. Short break then back to work!

SESSION #68 Oct 18 12:53 PM

Desired Outcome:

- 50 local business outreaches sent targeting high margin, non brokie businesses

Planned Tasks:

- Find the businesses names on Google
 - Add their emails to the list
- Send follow-ups
 - Main Gmail account

Post-session Reflection

Much better.

51 outreaches + 5 follow ups sent.

Two positive replies already??!

Wow.

God is very giving.

SESSION #68 Oct 18 12:53 PM

Desired Outcome:

- 50 local business details added to my Google sheet

Planned Tasks:

- Find the businesses names on Google
 - Add their emails to the list
 - Repeat 49 more times

Post-session Reflection

50+ names added to the list.

I'm feeling sluggish from sitting all day,

I'll take a longer break then add more names to the list.

SESSION #68 Oct 18 12:53 PM Oct 18 8:15 PM

Desired Outcome:

- 50 MORE local business details added to my Google sheet

Planned Tasks:

- Find the businesses names on Google
 - Add their emails to the list
 - Repeat 49 more times

Post-session Reflection

50 more names added to the list.

Tomorrow will be BLASTING email day.

Find a way or make a way.

SESSION #69 Oct 19 2:09 PM Oct 19 3:10 PM

Desired Outcome:

- 50 MORE local businesses contacted through email outreach

Planned Tasks:

- Just.. send the emails?
 - 50 is the minimum.
 - Preferably 100

Post-session Reflection

I did not get to everyone on the list.

But I did get more than 50, for sure.

Small break, then we fight in the arena against poverty once again.

SESSION #70 Oct 19 5:45 PM Oct 19 6:43 PM

Desired Outcome:

- Complete top player analysis for one of my prospects
 - I should understand what they need, for the long term project I can charge them thousands of dollars for

Planned Tasks:

- Find a top player or two I like
- Pick a piece of the funnel they're doing better than my client x2
- Review the tao of marketing calls if I get stuck

Post-session Reflection

I think my prospect's biggest weakness is their IG/website.

I found a top player who was doing it better, and broke them down.

Holy shit their avatar is a mega loser.

"Woo hoo! Let's dance in a festival and get pissed!"

Gay.

SESSION #71 Oct 19 7:06 PM Oct 19 8:39 PM

Desired Outcome:

- Collect 50 local business names to reach out to tomorrow
 - HIGH MARGIN ONES. NO FUCKIN' BROKIES ASKING FOR FREE WORK!

Planned Tasks:

- Find 50 names, add them to the list
 - They MUST have at least 1k followers on one social media platform

Post-session Reflection

Forgot to set a timer. Ooops.

I added 50 names anyway. Fuck working with brokies.

SESSION #72 Oct 20 12:10 PM Oct 20 1:10 PM

Desired Outcome:

- Reach out to 50 more local businesses that have a high margin

Planned Tasks:

- 50+ emails sent
 - Some were DMs too
 - I also scheduled a few since nobody checks their emails on a sunday
 - Might have to push the goal back by a couple days – MAYBE.]
 - Follow ups sent too

Post-session Reflection

Very good starter session.

I realised that stretching SUPER helps me focus better

So odd

But it works so I'll start doing it more and more.

Quick break then back to work, lads.

SESSION #73 Oct 20 1:35 PM Oct 20 2:36 PM

Desired Outcome:

- Complete top player analysis for one of my prospects

Planned Tasks:

- Find a top player similar to my prospect
- Break down a piece of the funnel they do better than my prospect
- Write a list of ideas

Post-session Reflection

I could've improved this work session.

How?

By analysing a better top player.

I learned SOME strategies,

But not the BEST ones.

SESSION #74 Oct 20 4:32 PM Oct 20 5:29 PM

Desired Outcome:

- Complete my Sunday OODA loop
 - Evaluate the week's wins and losses
 - Plan, SPECIFICALLY

Planned Tasks:

- Do my Sunday OODA loop and tag Jamal and the others
- Complete Luc's "Exercise your own willpower" exercise IF I have the time for it left over

Post-session Reflection

Boring work. But essential work.

SESSION #75 Oct 20 6:14 PM Oct 20 7:13 PM

Desired Outcome:

- Complete the last top player analysis for tomorrow's sales call with a prospect

Planned Tasks:

- Find a top player
- Analyse how they are doing their website/social media better than my prospect
- Make a list of specific idea

Post-session Reflection

Realised I made a big mistake

Shit

It's not huge, but it needs to get fixed

CONQUEST IS CONTINUING.

SESSION #76 ended Oct 21 6:13 AM

Desired Outcome:

- Send all of the follow ups i didn't get to last time. If possible, add 20 business names to outreach to later

Planned Tasks:

- Send follow ups on email one
 - Email two
- Add 20 biz names

Post-session Reflection

Great way to start the day.

80+ follow ups sent out

I've got a LOT of respect now for Elon

The dude just WORKS.

I want to be like that.

CONQUEST IS CONTINUING.

SESSION #77 ended Oct 21 4:44 PM

Desired Outcome:

- Send remaining outreach followups + Add 50 names to the list

Planned Tasks:

- Send follow ups on email one
 - Email two
- Add 50 biz names

Post-session Reflection

Thoughts were floating around during this work session.

I didn't get more than 15 names added to the list.

I did send a TON of follow ups though.

Keeping my options high and wide.

Gives me confidence.

CONQUEST IS CONTINUING.

SESSION #77 ended Oct 21 8:17 PM

Desired Outcome:

- Have at least 5 market research questions answered + Have a finished rough draft of the DM funnel to send to my client.

Planned Tasks:

- Sift through customer reviews
 - Find five answers to market research questions
- DM funnel
 - Write the body text with AI
 - Generate a basic list of offers with AI
 - Generate a basic example image with AI

Post-session Reflection

This was a really good session.

I underestimate myself sometimes. Lol.

The DM offer is nearly finished, just need to make the example convos.

CONQUEST IS CONTINUING.

SESSION #78 ended Oct 22 6:14 AM

Desired Outcome:

- Finish the DM funnel for my client

Planned Tasks:

- Generate three example conversations with AI
 - Refine them until they're perfect
- Check over the rest

Post-session Reflection

OUTCOME ACHIEVED.

The DM funnel is finished now.

Getting it quickly reviewed, then sending it.

CONQUEST IS CONTINUING.

SESSION #79 ended Oct 22 8:15 PM

Desired Outcome:

- Complete 90 minutes of detailed market research
 - Understand the desirable dream state better

Planned Tasks:

- Sift through customer reviews from competitors
- Use bootcamp video if I get "stuck"
- Answer at least five market research questions

Post-session Reflection

I understand my target audience a lot better now.

Not perfectly, but after another GWS, i'll know ENOUGH.

This will be very handy for future projects.

CONQUEST IS CONTINUING.

SESSION #79 ended Oct 23 6:08 AM

Desired Outcome:

- Complete last follow-ups (with clients, too)

- Brainstorm ideas with ChatGPT about what the big 2nd discovery project with my client can be

Planned Tasks:

- Send follow ups
 - IG follow ups
 - Email follow ups
- Use Henri's prompt to find the big second project

Post-session Reflection

My client needs Facebook ads, a landing page, and a couple of other things to grow.

Provided this DM funnel actually gets launched,

That gets him quick results,

And then the real fun can start.

Rev share deals? Who knows.

CONQUEST IS CONTINUING.

SESSION #79 Oct 23 3:31 PM

Desired Outcome:

- Have at least two completed drafts of possible Facebook ads for the 2nd discovery project with my client

Planned Tasks:

- Fill out the WWP with all relevant info

- If possible, find a top player with a good ad and steal their outline
- Use AI to write a basic couple of first drafts (watch how Andrew does it in the LDC calls)
- Have at least two drafts of ads I could run for my client

Post-session Reflection

I got a lot done.

And I had about 15 minutes left over.

Man this calendar method is too damn good.

5+ Ad creatives and a couple of copies made.

CONQUEST IS CONTINUING.

SESSION #80 Oct 23 5:32 PM

Desired Outcome:

- Finish a rough draft of a landing page my client could use for the 2nd discovery project

Planned Tasks:

- Fill out the WWP with all relevant info
 - If possible, find a top player with a good landing page and steal their outline
- Use AI to write a basic couple of first drafts (watch how Andrew does it in the LDC calls)
- Have at least one draft

Post-session Reflection

How the fuck did I finish so early?

What's happening??

CONQUEST IS CONTINUING.

SESSION #81 Oct 24 6:02 AM

Desired Outcome:

- Refine both the landing page + FB ads I wrote yesterday

Planned Tasks:

- Use AI
- Read them out loud
- Tweak them until I'm "happy" with them

Post-session Reflection

Decent start to the day.

I refined the ads + landing page with AI

Now it's getting reviewed by other Gs

CONQUEST IS CONTINUING.

SESSION #82 Oct 24 6:44 PM

Desired Outcome:

- I'm not sure what to do, so I'll do SOMETHING. Catch up on all of the missed follow ups and get another interested prospect

Planned Tasks:

- IG follow ups
- Email followups
- Warm outreach followups
 - Discord
 - IG
 - Twitter?
 - Whatsapp?

Post-session Reflection

I was lazy during the last half of this session.

I changed the outcome

CONQUEST IS CONTINUING.

SESSION #83 Oct 24 7:03 PM – Oct 24 8:33 PM

Desired Outcome:

- I'm not sure what to do, so I'll do SOMETHING. Catch up on all of the missed follow ups and get another interested prospect

Planned Tasks:

- IG follow ups

- Email followups
- Warm outreach followups
 - Discord
 - IG
 - Twitter?
 - Whatsapp?

Post-session Reflection

Again, not a good work session.

I'm fucking up the rest of today so far.

Time to stop.

CONQUEST IS CONTINUING.

SESSION #84 Oct 25 5:10 AM

Desired Outcome:

- Add 30 names to my outreach list to email later today

Planned Tasks:

- Find 30 high margin, non brokie businesses
- Add them to the outreach list

Post-session Reflection

Again, not a good work session.

I'm fucking up the rest of today so far.

Time to stop.

CONQUEST IS CONTINUING.