

DAILY PLANNER

THE MASTER WAR MODE DAY PLAN + REPORT

✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!	Task Time:
1. ✓	Q1 ▾	SPEHTS exam	2h
2. ✓	Q1 ▾	Refine a piece of FV	45m
3. ✓	Q1 ▾	Get 8h+ of sleep	-
4. ✓	Q1 ▾	Reflection: Day 87 of the Real War Mode	15m
5. ✓	Q1 ▾	Plan: Day 88 of the Real War Mode	15m
6. ✓	Q2 ▾	Meditate - Zazen	20m
7. ✓	Q2 ▾	Gratitude Journal	5m
8. ✓	Q2 ▾	Power Journal ("I am")	5m
9. ✓	Q2 ▾	100 pushups	5m
10. ✓	Q1 ▾	Watch morning power-up call and write down the lesson learned in 1-2 sentences	15m
11. ✓	Q2 ▾	Catch up with Copywriting Campus chats	30m
12. ✓	Q2 ▾	Catch up with Business Master Campus chats	30m
13. ✓	Q2 ▾	Write FV #8 - 1st draft	1h
14. ✓	Q2 ▾	Write FV #9 - 1st draft	1h
15. ✗	Q2 ▾	Write FV #10 - 1st draft	1h
16. ✗	Q2 ▾	Refine a piece of FV	45m
17. ✗	Q4 ▾	Step 2: The superpower of curiosity	40m
18. ✓	Q4 ▾	Step 2: What is the objective I want to achieve?	10m
19. ✓	Q4 ▾	Step 2: What does the reader need to experience to take action	10m
20. ✓	Q4 ▾	Step 2: How to grab attention	30m

Total Hours Planned In The Day: 10.41/24

✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!	Task Time:
21. ✓	Q3	Cut my fingernails	5m

	 DAY NUMBER + DATE + TIME 
Day Number:	87
Date:	06/07/23
Start Time:	8:30 am

	 My Top 3 Priority Tasks That MUST Be Completed 
1.	SPEHTS exam
2.	Refine a piece of FV
3.	Get 8h+ of sleep

Hour-By-Hour Tracking: [Plan+Measure=Improve]

 Task:	 Task = Set The Task That I Intend To Complete This Hour?
 Sub-Task:	 Sub-Task = What Is My Plan Of Action To Complete This Task For This Hour?
 Reflection:	 Reflection = Did I Complete This Task For This Hour? If Not, Then Why?

MY MORNING WAR PLAN

 What Do I Plan To Accomplish This Morning? 

- **SPEHTS exam**
 - **Sleep well**
 - **Mental health practices**
 - **Refine a piece of FV**
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🎯 **What Is The Main Goal For This Morning?** 🎯

- **SPEHTS exam**
-

🔑 **How Will I Start My Morning With Power?** 🔑

"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."

🍎 **Binaural Beats For Work** 🍎

- **Super Intelligence - 🍎 Memory Music, Improve Memory and Concentration, Binaural Beats Focus Music**
 - **Super Intelligence ✧ FOCUS BETTER and IMPROVE MEMORY ✧ Deep Focus Music**
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🔥 **Get Inspired to Add EMOTIONS** 🔥

Toploader - Dancing in the Moonlight 1 Hour

DELETE BOXES

THAT ARE BEFORE YOU WAKE UP!

8:30 am: Task \$	Wake up, cold shower
Sub-Task's 🔔	- Cold shower - Coffee - Personal hygiene
Reflection ✍️	done

9 am: Task \$	Mental health practices
Sub-Task's 🔔	- Meditate for 15-20 mins - Gratitude Journal - Power Journal (“I am”)
Reflection ✍️	done

9:30 am: Task \$	Refine FV
Sub-Task's 🔔	- Open draft #1 - Refine the copy

	- Save it as draft #2
Reflection ✍️	- Got up later + had to spend more time on personal hygiene. Didn't do this task

10:30 am: Task 💰	Commute to uni
Sub-Task's 🔔	- Read emails - Check chats
Reflection ✍️	- Read all the Tate emails I missed recently

11:30 am: Task 💰	SPEHTS exam
Sub-Task's 🔔	- Do well on the exam
Reflection ✍️	- Did extremely well

 **END-OF-THE-MORNING REPORT** 

✗ What Problem's Did I Face This Morning? ✗

- Got up late + spent more time on personal hygiene. Couldn't refine a piece of copy
 - SPEHTS exam took 3h so I'm 1h behind schedule
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🔑 How Will I Solve These Problems For This Afternoon? 🔑

- Write as much copy as possible till the end of the day.
 - Skip Step 2: The superpower of curiosity
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MY AFTERNOON WAR PLAN

🧠 What Do I Plan To Accomplish This Afternoon? 🧠

- Write a piece of FV - 1st draft (x3)
 - Refine a piece of FV
 - Morning PUC
 - Watch the new step 2 content
-

🎯 What Is The Main Goal For This Afternoon? 🎯

- Write a piece of FV - 1st draft (x3)
-

🔑 How Will I Start My Afternoon With Power? 🔑

"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."

 Binaural Beats For Work

- **Super Intelligence -  Memory Music, Improve Memory and Concentration, Binaural Beats Focus Music**
 - **Super Intelligence ✧ FOCUS BETTER and IMPROVE MEMORY ✧ Deep Focus Music**
-

 Get Inspired to Add EMOTIONS

Toploader - Dancing in the Moonlight 1 Hour

1:30 pm: Task 	Eat lunch
Sub-Task's 	- Grab some fast food outside - Eat
Reflection 	done

2 pm: Task 	Commute back home
Sub-Task's 	- Read emails - Catch up with chats
Reflection 	- Got back home at around 4:10 pm

3 pm: Task 	Write a piece of FV - 1st draft
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Sub-Task's 🔔	- Open prospect spreadsheet - Do research on prospect - Come up with an appropriate FV idea - Craft 1st draft of FV
Reflection ✍️	

4 pm: Task 💰	Write a piece of FV - 1st draft
Sub-Task's 🔔	- Open prospect spreadsheet - Do research on prospect - Come up with an appropriate FV idea - Craft 1st draft of FV
Reflection ✍️	- 1st draft for FV #9 written - Spare time: 23m32s

5 pm: Task 💰	Write a piece of FV - 1st draft
Sub-Task's 🔔	- Open prospect spreadsheet - Do research on prospect - Come up with an appropriate FV idea - Craft 1st draft of FV
Reflection ✍️	- 1st draft written for FV #8 - Spare time: 8m41s

6 pm: Task 💰	Morning PUC
Sub-Task's 🔔	- Watch morning power-up call and write down the lesson learned in 1-2 sentences

Reflection 	done
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6:15 pm: Task \$	Refine FV
Sub-Task's 	- Open draft #1 - Refine the copy - Save it as draft #2
Reflection 	- Refined FV #4 - Spare time: 16m30s

7 pm: Task \$	Watch the new step 2 content
Sub-Task's 	- Step 2: The superpower of curiosity - Step 2: What is the objective I want to achieve? - Step 2: What does the reader need to experience to take action - Step 2: How to grab attention
Reflection 	- Watched - Step 2: What is the objective I want to achieve? - Step 2: What does the reader need to experience to take action - Step 2: How to grab attention - Didn't watch - Step 2: The superpower of curiosity

8:30 pm: Task \$	Catch up with Copywriting Campus chats
Sub-Task's 	- Check #mindset-and-time

	- Check #business-101 - Check #writing-and-influence - Check #partnering-with-businesses - Check #off-topic-fun - Check #improve-your-marketing-IQ - Check #use-ai-to-conquer-the-world - Check #wins - Check #ask-prof-andrew
Reflection 	done

9 pm: Task \$	Catch up with Business Mastery Campus chats
Sub-Task's 	- Check #general-chat - Check #ask-professor-arno - Check #ssss-chat - Check #wins
Reflection 	done

9:30 pm: Task \$	Eat dinner
Intention 	Eat dinner
Reflection 	done

10:30 pm: Task \$	Reflection + Plan
Intention 	- Reflection: Day 87 of the Real War Mode

	- Plan out Day 88 of the Real War Mode - Send both to # Accountability Roster
Reflection ✍️	- Reflection done - Planning done - Both posted in accountability chats

11 pm: Task 💰	Cool down and go to bed
Intention 🔔	- nighttime hygiene - 10 min of yoga nidra - and go to bed.
Reflection ✍️	Going to bed around 11:30 pm

End-Of-The-Day Report:

✓ Wins ✓	✗ Losses ✗
- Deep and mindful Zazen meditation - Did extremely well on the SPEHTS exam - Wrote 1st draft of FV #8 - Watched the new step 2 content: - Step 2: What is the objective I want to achieve? - Step 2: What does the reader need to experience to take action - Step 2: How to grab attention - Watched morning PUC - Wrote 1st draft of FV #9 - 100 pushups - Refined FV #4	- Spent 5 mins on FB - Didn't plan for the exam to be 3h (1h30m behind schedule) - Failed tasks - Write FV #10 - 1st draft - Refine a piece of FV - Step 2: The superpower of curiosity

🧠 What Did I Learn Today? 🧠

- **Define the mini objective of each piece of copy BEFORE sitting down to write it.**
- **The Persuasion Cycle:**
 - **1) Grab attention (disrupt)**
 - **2) Trigger and amplify desires and pains**
 - **3) Establish credibility/trust and build rapport**
 - **4) Reveal the true nature of the roadblock/solution**
 - **5) Call To Action (CTA)**
- **Human brains are hardwired to pay attention to 2 things:**
 - **1) opportunities - eating, mating, acquiring social status, cool stuff, etc.**
 - **2) threats - getting eaten, losing status, losing mating rights, etc.**
- **New things indicate opportunity or threat.**
- **A new thing is a change in the environment**
- **The environment starts to blend in after a while.**
- **Throughout my copy I must constantly mix it up here and there (NEW) to GRAB attention and KEEP attention.**
- **Lower needs - more people pay attention to them (scale)**
- **Higher needs - higher conversions**
- **Mixing needs is extremely effective.**
- **Each target market super cares about a few specific needs on Maslow's hierarchy of needs.**
- **Always connect opportunities or threats to STATUS - 100% of humans care about this need 24/7 since we are social creatures.**
- **Two shortcuts to grabbing attention:**
 - **1) Leadership/Authority/High-Status/High-Value figure - leaders are shortcuts to fulfilling desires**
 - **2) Associations**
 - **E.g.: supercar -> high status**
 - **E.g. glasses -> nerd**
 - **E.g. trees in desert -> water/oasis**
- **Paid traffic is faster to get data in.**
- **Money speeds up a lot of things.**

✗ What Problems Did I Face In The Day? ✗

- **SPEHTS exam was longer than I expected (3h). To be honest it was written on the**

demo test so I should've been ready

 **How Will I Solve These Problems Tomorrow?** 

- **N/A**
-

 **What Do I Plan To Do Differently Tomorrow?** 

- **Go for a walk in nature in the morning**
 - **Work on ticket in 9-5 job**
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 **What Do I Plan To Do The Same Tomorrow?** 

- **Write piece of FV**
 - **Refine FV**
 - **100 pushups**
 - **Watch new step 2 content**
-

 **Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With?** 

- **Talk with <REDACTED> about 8h work + internship**
 - **Talk with <REDACTED> about recommendation**
 - **Talk with <REDACTED> about recommendation**
 - **Talk with <REDACTED> about recommendation**
-

 **What Tasks Were Left Undone?** 

- **Write FV #10 - 1st draft**
- **Refine a piece of FV**

- **Step 2: The superpower of curiosity**

Brain Dump:

Next time someone asks for advice:

“Test it out”

(i.e. don't give advice without testing it yourself)