

Observe:

Wins:

- Got 1 call
- Improved confidence
- Learned things

Losses:

- Bad feeling about person, wasted time

Lessons:

- Chiropractor goal: Go from 40 visits to 70 a week
- He did work fair as marketing
- Several people are offering the same thing than I am, which is not what I thought
 - Agency and another guy
- I was mismatching awareness and sophistication levels
- My S.L's were good
- They have options too
- They care about my location
- They like the person to reach out to shows he has done his homework.

Orientate:

- Adjust Levels to:
 - Stage 5 → niche down, experience
 - Level 3.5
- Continue with S.L
- Utilize location
- Need to make myself more scarce and unique
- Show I did my homework

Decide:

Hypothesis:

- Adjust outreach, create whole web page matching levels and with a productized GSO.
 - To increase trust (noticed it was low)