



Step 1: What Is Your Target Outcome? Why Is It Important?

What is your target outcome?

Admission into the Intermediate Copywriter Section in TRW by August 31st. This will allow me gain access to higher level copywriting and marketing tools to further dominate the industry with my client project(s)

My Result is - Earn at least \$300 from a discovery project by providing \$3,000 in value for my starter client

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

How will you know when you've achieved your outcome and how will you measure? (e.g revenue generated, number of customers acquired, website traffic, etc)

Revenue generated for my client will be at least \$3,000

How will I measure my progress? - Total revenue generated for my client

What will it look and feel like? -

I'll see screenshots from my client of the performance after I implement digital marketing tactics. A message of gratitude and excitement from my client and I'll feel vindicated and proud, because I know I can provide a tangible business outcome.

I'll draft my message in a Google doc with insights for other students to learn from, and create a post for the wins channel so good that it can't be ignored. My brothers in Agoge chat and TRW max out my power level.

Within 24 hours my name will turn green when I log into TRW because I've been accepted into the Intermediate Section.

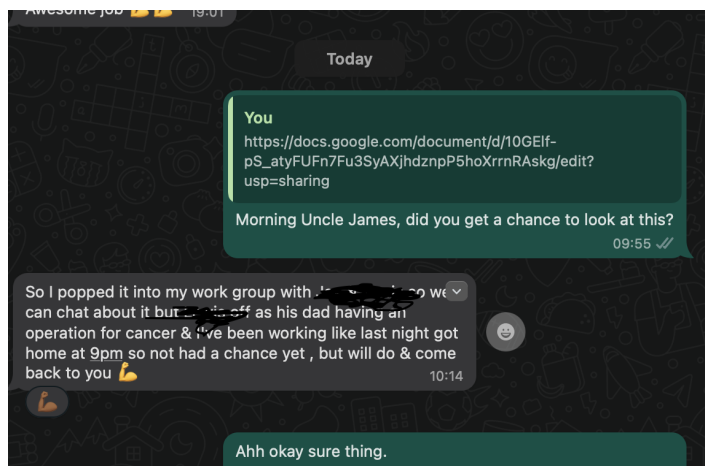
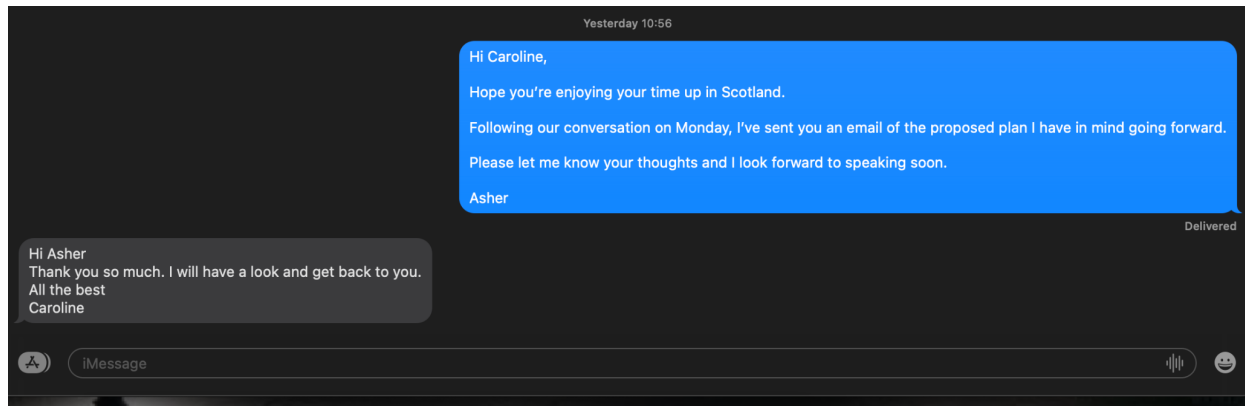
What will it allow me to do after I reach it? -

It will allow me to gain access to the Experienced Section in TRW and prove to myself that I can make money online, print money from the sky and have the capability to pull my family out of poverty.

Step 3: How Close Are You To Your Outcome From Your Current Position?

I currently have two starter clients. I have held successful discovery calls with both and come up with a plan for discovery projects.

I have sent both plans and am awaiting the green light after they take a look and give me feedback.



Step 4: What Are Your Checkpoints Towards Your Outcome?

What checkpoints do you need to achieve between your current position and ultimate outcome? Break down your big result into smaller, actionable steps.

My Outcome is - Generate £3000 for my starter client from a discovery project and earn £300 as a result

- **Checkpoint 1: Create first drafts for client projects**
- **Checkpoint 2 : Make necessary adjustments based on client feedback**

- **Checkpoint 3: Get green light from client and publish finished product**
 - **Checkpoint 4: Make necessary adjustments accordingly until business outcome is achieved**
 - **Checkpoint 5: Send invoice to satisfied client**
 - **Checkpoint 6: Receive payment to my Stripe account (plus a video testimonial)**
 - **Checkpoint 7: Take screenshot of conversation and payment. Apply for Intermediate Copywriter Role**
-

Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder your progress towards each checkpoint towards your outcome? How can you counteract these factors? What do you “know you don’t know”? How can you close the knowledge gap? (e.g Lack of time, financial constraints, technical challenges, etc)

What potential roadblocks could hinder my progress?

- Technical skills (Web Design, Video Editing, Creating Lead Magnets)
- Financial constraints to access SEMrush Pro version for potential SEO Projects and other paid skill learning software -> Video editing, SEO, Web Design
- Lack of time on the weekends (Saturday especially)
- Unsuitable home environment to work from
- My laptop crashes and I need to buy a new one
- My mobile phone dies
- Wrong assumptions about target avatar
- Client's online audience may not consist of her target avatar

How will I overcome these roadblocks? -

- Technical skills (Web Design, Video Editing, Creating Lead Magnets)
 - Ask TRW brothers the shortest route to success AFTER doing necessary research for context
 - Search TRW for necessary tutorials and use them
 - YouTube Tutorials (filter by views and most recent)
- Financial constraints to access SEMrush Pro version for potential SEO Projects
 - Flip household items for extra cash on Gumroad and Facebook Marketplace
 - Ask client to pay and show him why it's necessary to beat the competition
- Lack of time on the weekends (Saturday especially)
 - Militantly guard my weekday hours. Strict wake up and sleep schedule

- Remove all potential time wasters
- Wake up early during the week
- Unsuitable home environment to work from
 - Identify three places to work from outside the house (including Sundays)
 - Set specific locations for specific tasks towards client project fulfillment
- Laptop and phone crash
 - Use Mum's or brother's school laptop for work sessions
 - Go to the internet cafe near Kensington Gardens and pay to use their wifi
- Wrong assumptions about target avatar
 - "Run Ads. Make Money" mini course
 - Test hypotheses with posts over a week and measure response to each post

What do I know that I don't know? -

- How to use Elementor or Gutenberg Block Editor for Wordpress
- How to smoothly change themes on a website and if I need to put it in maintenance mode first
- How to remove invalid backlinks on a website
- How to navigate/use Wix
- How to navigate Google Ads Manager

How will I close this knowledge gap? -

- Use my Pootlepress Membership access (Wordpress web design)
- Watch YouTube tutorials
- Ask TRW brothers for help using the "How To Ask Questions" format

Step 6: What Helpful Resources Do I Have?

What resources do you have that will allow you to overcome obstacles and achieve your outcome faster? (e.g TRW, current personal network, experience in an existing industry)

I have access to and will use -

- TRW
- Current personal network
- The internet/YouTube
- Expert guidance in TRW
- TRW Professors (Arno and Andrew)
- Agoge brothers
- Crimson Monarch Squad Members
- Physical strength and the ability to do hard things
- An IRON MIND

Step 7: What Specific Tasks Will Lead To Each Checkpoint

Break down each mini-goal into specific tasks that need to be completed to achieve it.

Checkpoint 1: Create first draft of project and revise with client(s)

Task 1: Analyse top players for both clients

Task 2: Identify skeleton/framework according to Winner's Writing Process

Task 3: Create draft for both cases

Task 4: Get feedback from TRW and Crimson Monarch and revise accordingly

Task 5: Send draft to clients - reschedule next call

Checkpoint 2 : Make necessary adjustments based on client feedback

Task 1: Take client feedback into account

Task 2: Revise copy and seek feedback from TRW Experts

Task 3: Revisit Top Players and Winner's Writing Process

Task 4: Check-in with client

Checkpoint 3: Get green light from client and publish finished product

Task 1: Show client final product

Task 2: Get the green light

Checkpoint 4: Make necessary adjustments accordingly until business outcome is achieved

Task 1: Measure number of new leads

Task 2: Make necessary adjustments

Task 3: Achieve tangible business outcome so good my client has to pay me

Checkpoint 5: Send invoice to satisfied client

Task 1: Set up Stripe invoice

Task 2: Send invoice to client

Checkpoint 6: Receive payment to my Stripe account (plus a video testimonial)

Checkpoint 7: Take screenshot of conversation and payment. Apply for Intermediate Copywriter Role

Step 8: When Will You Perform These Tasks?

Assign each task to a specific date and time on your calendar.

Be realistic about your time constraints and allocate sufficient time for each task

- Use reminders and alerts to keep you on track and accountable
- Prioritize tasks based on their importance and deadlines

[Insert your Google Calendar Link]

Step 9: Time To Execute and Review

1. Execute your planned tasks according to your schedule.
2. Regularly review your progress towards each checkpoint.
3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.
4. Continuously refine your plan based on your experiences and feedback received.

Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.
- Break down complex tasks into smaller,manageable steps to avoid getting overwhelmed.
- Get help from fellow Agoge students, Experts and Captains if needed to overcome challenges or answer questions.
- Maintain momentum by taking time to feel proud of your successes along the way.