100 G WORK SESSIONS AWAY

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G Work Checklist

- ☑ ~~Set a desired outcome and plan actions~~
- ☑ ~~Pick an attitude~~
- ☑ ~~Hydrate, Caffeinate, Get the blood flowing~~
- ☑ ~~Remove distractions~~
- ☑ ~~Set a timer for 60-90 mins~~
- ☑ ~~Get started~~
- ☑ ~~Evaluate afterwards~~

SESSION #1 - Date : 06.06.2024 + Time : 1530 to 1700 hours

Desired Outcome:

- Top Players analysis in the men's dating niche - Part 1 : Understanding the funnels.

Planned Tasks:

- Task 1 : Search them on X,quickly study their funnels - Done.
- Task 2 : Search them on Instagram,quickly study their funnels - Semi Done.

Post-session Reflection

- Notes : Short form Content Creation+AI+Banger tweets+Copywriting+Graphics and thumbnail design+Funnel building as taught in the Copy campus need to be mastered. Get massive attention first with the help of all the evolutionary elements and then monetize the attention. Follow the Winner's writing process diagram all the way.

SESSION #2 - Date 08.06.2024 + Time : 1105 to 1205.

Desired Outcome:

- Top player analysis in the men's dating niche - Part 2 : Understanding the funnels.

Planned Tasks:

- Task 1 : Search them on YouTube quickly,study their funnels -
- Task 2 : Search them on Tiktok quickly,study their funnels -

Post-session Reflection

- Notes : YouTube - Product funnels in the description,other platform funnels in the description with a unique USP/reason,other backup channels on YouTube, affiliating for other big brands in the same/adjoining niche,catching and retaining attention through the 'How to catch attention' factors and styles with respect to thumbnails,hooks,captions and videos, authority and credibility boosting, association with other big authority/credibility,using conflict/drama a lot to cater to the emotional state of the Avatar.
- Tiktok: Same as YouTube but according to the shorts of 30-45 seconds. Using animated/AI videos,using all the possible emotional levers,the profile has authority and professionalism in the whole set up,gets a large number of views and likes therefore boosting the credibility more.In case a captivating hook isn't used,the first line of a contrasting words(in one sentence) subtitle should act like a hook & catch the attention.

SESSION #3 - Date 09.06.2024 + Time 1130 to 1300 hours.

Desired Outcome:

- Objective : Winner's Creation Process(For my client MLS).

Planned Tasks:

- Task 1 : Refer to the diagram once more for less than 5 minutes - Done.
- Task 2 : Create the outline on your physical copy - Done.
- Task 3 : Full it up with your best guesses - Done.

Post-session Reflection

- Notes : Maximize on all the levers of 'How To Catch Attention' after doing the market research,how to increase all the levers of 'Will they act/buy?',boost authority and credibility,a lot of social proof, amplification of current pain and projection of dream state with imagery,words and videos.

SESSION #4 - Date 10.06.2024 + Time 1540 to 1700 hours.

Desired Outcome:

Understanding how to pitch a proper offer to my prospect(MLS) today,on the sales call.

Planned Tasks:

- Task 1 : Revisit the notes for the top player analysis of your prospect - Done.

- Task 2 : Revisit his X and Insta profile to understand his mindset - Done.

- Task 3 : Revisit TRW for choosing the best offer - Done.

Post-session Reflection :

Notes : Main focus on getting leads primarily. Capturing attention first. So I gotta use every resource available inside TRW down the line. But for the sales call,I will pitch whatever he needs right now. Then I will slowly upsell other services.

SESSION #5 - Date 13.06.2024 + Time 1530 to 1700 hours.

Desired Outcome:

To have a better understanding of Canva when it comes to thumbnail and Insta Swipe posts creation - Part 1.

Planned Tasks:

- Task 1 : Revisit TRW resources of Graphics Design on Canva - Visited Design Mini Course, couldn't find Canva course.

- Task 2 : Download and study top designed images from TRW - Done.

- Task 3 : Brainstorm about the different possible ways of creating them - Done.

Post-session Reflection :

Notes : Got a little bit of idea about attractive thumbnails with the help of AI and Canva/Photoshop by seeing the chats of 'AI guidance.'

SESSION #6 - Date 15.06.2024 + Time : 1130 to 1300.

Desired Outcome:

Have a better and deeper understanding of Canva for graphic design and thumbnails - Part 2.

Planned Tasks:

- Task 1 : Watch the tutorial video on YouTube for 30-50 minutes - Done.
- Task 2 : Keep taking important notes as you go along - Done.
- Task 3 : Take an AI image and implement the lessons - Done.

Post-session Reflection :

The tutorial serves as a great guide. Making my skills better as I keep completing it.

Session #7 - Date 17.06.2024 + Time : 1100 to 1230 hours.

Desired Outcome:

Have a better and deeper understanding of Canva for graphic design and thumbnails - Part 3.

Planned Tasks:

- Task 1 : Watch the tutorial video on YouTube for 30-50 minutes : Done.
- Task 2 : Keep taking important notes as you go along : Done.
- Task 3 : Take an AI/stock image and implement the lessons : Done.

Post-session Reflection :

Knew how to make logos and generate invoices. Understood the concept of 'Send backwards.'

Session #8 - Date 18.06.2024 + Time : 2030 to 2200 hours.

Desired Outcome:

To set up the product prices of CBL and finish the research process of the BL course.

Planned Tasks:

- Task 1 : Enter Gumroad account and set them up - Done for now. Might update later.
- Task 2 : Watch the body language courses - Not done.
- Task 3 : Start with the research. Finish as much as possible - Not done.

Post-session Reflection :

Need to do the pending tasks in the next G work session.

Session #9 - Date 20.06.2024 + Time : 1630 to 1800 hours.

Desired Outcome:

To complete the research document of C.B.L course upto the Dream State..

Planned Tasks:

- Task 1 : Fill the first section - Done.
- Task 2 : Fill the second one - Done.
- Task 3 : Fill the third/final one - Done.

Post-session Reflection :

It's an iterative process. I gotta complete the rest and send this doc to MLS for approval.

Session #10 - Date 21.06.2024 + Time : 2030 to 2200 hours.

Desired Outcome:

To complete the research document of C.B.L. course upto the last.

Planned Tasks:

- Task 1 : Clear the brain fog:Done.
- Task 2 : Start filling up with your best guesses now:Done.
- Task 3 : Analyze:Done.

Post-session Reflection :

The first Research draft done. Needs fine tuning now by both of us.

Session #11 - Date 24.06.2024 + Time : 1600 to 1700 hours.

Desired Outcome:

Design the headline and lead of the low ticket product of MLS -
Part 1.

Planned Tasks:

- Task 1 : Read the research document thoroughly : Done.
- Task 2 : Read the already written sales page and take the
  idea : Done.
- Task 3 : Design the headline and the lead : Not done.

Post-session Reflection :

There are some good points on the sales page already. Copy and
paste them to a separate doc and start taking ideas from the old
sales page. Understood the market research well.

Session #12 - Date 24.06.2024 + Time : 2115 to 2215 hours.

Desired Outcome:

To come up with ad templates for Bangers.

Planned Tasks:

- Task 1 : Explore Canva for different templates : Done.
- Task 2 : Decide what kinda templates you are gonna use for
  now : Done.
- Task 3 : Create 2 ads for now : Not done.

Post-session Reflection :

Memes;Product ad styles :
Retro,Vintage,Bold,Fun,Playful,Modern, Animated,3D, Color - Red primarily(can take other colors later).

Session #13 - Date 01.07.2024 + Time : 1230 to 1345 hours.

Desired Outcome:

Write the body part of CBL,Part 1.

Planned Tasks:

- Task 1 : Open the Sales letter outline : Done.
- Task 2 : Open the original CBL sales page : Done.
- Task 3 : Start writing.

Post-session Reflection :

Gotta take three more sittings maximum to finish the body part. Once I finish the first draft,then move over to refining it.

Session #14 - Date 02.07.2024 + Time : 2100 to 2200 hours.

Desired Outcome:

Write the body part of CBL,Part 2.

Planned Tasks:

- Task 1 : Open the Sales letter outline : Done.
- Task 2 : Open the original CBL sales page : Done.
- Task 3 : Start writing.

Post-session Reflection :

Gotta take two more sittings maximum to finish the body part.
Once I finish the first draft,then move over to refining it.

Session #15 - Date 04.07.2024 + Time : 1600 to 1700 hours.

Desired Outcome:

Write the body part of CBL,Part 3.

Planned Tasks:

- Task 1 : Open the Sales letter outline : Done.
- Task 2 : Open the original CBL sales page : Done.
- Task 3 : Start writing.

Post-session Reflection :

Body part done. Now move on to the product and close part.

Session #16 - Date 07.07.2024 + Time : 1900 to 2000 hours.

Desired Outcome:

Craft two welcome emails for MLS.

Planned Tasks:

- Task 1 : Open the Convertkit account : Done.
- Task 2 : Seek stock pics: Done.
- Task 3 : Go back and forth with him while writing,get reviews : Done.

Post-session Reflection :

Next two emails would be completed in the next G work session.

Session #17 - Date 09.07.2024 + Time : 2000 to 2100 hours.

Desired Outcome:

Finish the third email in the welcome sequence for MLS.

Planned Tasks:

- Task 1 : Open the Convertkit account : Done.
- Task 2 : Seek stock pics: Done.

- Task 3 : Go back and forth with him while writing,get reviews : Done.

Post-session Reflection :

Next two emails would be completed in the next G work session.

Session #18 - Date 10.07.2024 + Time : 1600 to 1700 hours.

Desired Outcome:

To finish the close part of CBL : Part 1,AI automation Demo build learning: Part 1.

Planned Tasks:

- Task 1 : Go through the courses of AI automation : Done.
- Task 2 : Practice on P.C.: Done.
- Task 3 : Write the sales page in the close section: Done upto a point.

Post-session Reflection :

Need at least 5-7 more Learning Courses sessions in AI automation. Need at least 3 more sessions to finish the sales page's first draft.

Session #19 - Date 12.07.2024 + Time : 0920 to 1040 hours.

Desired Outcome:

Finish the sales page of CBL.

Planned Tasks:

- Task 1:Take a look at the close part of the existing Sales page:: Done.
- Task 2: Take a look at the close part of IB:: Done.
- Task 3: Open the outline doc and complete the first draft::Done(almost).

Post-session Reflection :

Almost done. One more G work session and it shall be over.

Session #20 - Date 17.07.2024 + Time : 1700 to 1830 hours.

Desired Outcome:

Finish the first draft of CBL and upload the VSL on the Bangers sales page.

Planned Tasks:

- Task 1:Take a look at the close part of the existing Sales page:: Done.

- Task 2: Take a look at the close part of IB:: Done.
- Task 3: Complete the first draft::Done.
- Task 4 : Upload the VSL::Done.

Post-session Reflection :

Now finalize the draft. Repair the demo AI for CBL in the next session.

Session #21 - Date 26.07.2024 + Time : 0930 to 1030 hours.

Desired Outcome:

Finish the second draft of CBL.

Planned Tasks:

- Task 1 : Open ChatGPT ::Done.
- Task 2 : Keep refining the page with the help of ChatGPT:: Done.
- Task 3 : Inform MLS and ask him::Done.

Post-session Reflection :

Finished the second draft. Now gotta finalize the draft in discussion with the client. Also finish the welcome sequence in the next G work session.

Session #22 - Date 31.07.2024 + Time : 0930 to 1030 hours.

Desired Outcome:

Put the draft on the Gumroad sales page and edit and save.

Planned Tasks:

- Task 1 : Open Google doc ::Done.
- Task 2 : Keep refining the page:: Done.

Post-session Reflection :

The last pics are to be deleted and appropriate pics are to be added. Plus finish designing the words on the page in the next session.

Session #23 - Date 02.08.2024 + Time : 0930 to 1030 hours.

Desired Outcome:

Finish the sales page except the testimonials.

Planned Tasks:

- Task 1 : Open Google doc ::Done.
- Task 2 : Open Telegram desktop and share pics to WhatsApp:: Done.
- Task 3 : Edit and add all the pics reqd::Done.

Post-session Reflection :

Ask MLS to add the video testimonials to proper places. Then tell him to start pumping out sales tweets.

Session #24 - Date 07.08.2024 + Time : 1500 to 1600 hours.

Desired Outcome:

Design the outline of MLS's website.

Planned Tasks:

- Task 1 : Open Notion app ::Done.
- Task 2 : Open TRW website and find out the missing elements :: Done.
- Task 3 : Add the elements to the notes for MLS in addition to his already existing elements and make a rough outline ::Done.

Post-session Reflection :

Finalize the outline with MLS and rewrite the Web Copy in the next session.

Session #25 - Date 08.08.2024 + Time : 1530 to 1730 hours.

Desired Outcome:

Finalize the website outline of MLS.

Planned Tasks:

- Task 1 : Open Notion app ::Done.

- Task 2 : Open Copy campus,watch the Copy Domination call about the website and understand the psychology behind the elements and find out the missing elements :: 30 minutes remaining.

- Task 3 : Add the elements to the notes for MLS in addition to his already existing elements and make a final outline,send it to him ::Done.

Post-session Reflection :

Upon receiving his response, rewrite the whole web copy.

Session #26 - Date 12.08.2024 + Time : 1520 to 1620 hours.

Desired Outcome:

Finish the web copy of MLS.

Planned Tasks:

- Task 1:Open profresults and MLS websites::Done.

- Task 2: Take inspiration and design the web copy::Almost done.

Post-session Reflection :

Finish the web page copy in the next two sessions(maximum).

Session #27 - Date 01.09.2024 + Time : 1700 to 1800 hours.

Desired Outcome:

Review the research document for Bangers(updated).

Planned Tasks:

- Task 1:Open the doc ::Done.

- Task 2: Start reviewing and editing the research doc ::done until the start of Roadblocks.

Post-session Reflection :

Finish the rest within the next G work session.

Session #28 - Date 02.09.2024 + Time : 1500 to 1600 hours.

Desired Outcome:

Update the research document for Bangers.

Planned Tasks:

- Task 1 : Open the old research doc :: Done.
- Task 2 : Review,edit and finish the updation of the old doc :: Done.
- Task 3 : Open the new research template and add extra questions to the old research doc :: Partially done.

Post-session Reflection :

Although the old research template has been revised,the new research questions are to be added along with answers in the next G work session.

Session #29 - Date 05.09.2024 + Time : 1500 to 1600 hours.

Desired Outcome:

Complete the updated research document for Bangers.

Planned Tasks:

- Task 1 : Open the old research doc :: Done.
- Task 2 : Add the new questions and answers :: Done.

Post-session Reflection :

Research is complete for Bangers. Now follow the WWP and use AI to produce the first draft of the updated sales page by following the Google Doc from TRW.

Session #30 - Date 13.09.2024 + Time : 1600 to 1700 hours.

Desired Outcome:

Train TRW ChatGPT bot to give you the first draft for Bangers(Train until the complete market research is pasted and feedback is received).

Planned Tasks:

- Task 1 : Open the Bangers research doc :: Done.
- Task 2 : Continue the conversation in ChatGPT from where I left off,take the subscription :: Done.
- Task 3 : Keep training the bot until the complete Market research template is pasted and feedback is received:Done.

Post-session Reflection :

Execute the next 3 steps as per TRW AI guide.

Session #31 - Date 14.09.2024 + Time : 1200 to 1330 hours.

Desired Outcome:

Execute the next 3 steps as per TRW AI guide for Insta Bangers.

Planned Tasks:

- Task 1 : Open the ChatGPT conversation:: Done.

- Task 2 : Continue the conversation in ChatGPT and ask proper questions in order to train it until the WWP prompt part :: Done.

- Task 3 : Paste the prompt from the guide and add more details in questions to get a detailed response :: Done.

Post-session Reflection :

Execute the next 3 steps as per TRW AI guide for Insta Bangers.

Session #32 - Date 18.09.2024 + Time : 1500 to 1630 hours.

Desired Outcome:

Complete the combined research document for CBL.

Planned Tasks:

- Task 1 : Open the old research template and add missing questions to the new template :: Done.

- Task 2 : Review the already written answers on the new template once again :: Done.

- Task 3 : Answer the newly added questions :: Partially done.

Post-session Reflection :

Finish answering the product questions on the template and it's good to go for TRW ChatGPT bot.

Session #33 - Date 19.09.2024 + Time : 1530 to 1630 hours.

Desired Outcome:

Train the TRW AI bot for CBL before pasting the research template.

Planned Tasks:

- Task 1 : Open TRW AI bot and Copywriting Bootcamp videos :: Done.

- Task 2 : Keep asking questions by giving detailed and directed prompts in order to train the chat :: Partially Done.

Post-session Reflection :

Keep training until the last topic from the bootcamp is asked in this chat. A few questions still remain. They will be asked in the next G work session.

Session #34 - Date 20.09.2024 + Time : 1530 to 1630 hours.

Desired Outcome:

Finish the research template for CBL.

Planned Tasks:

- Task 1 : Open the research template :: Done.

- Task 2 : Keep answering the questions with your best effort :: Done.

- Task 3 : DM MLS to update him regarding the changes and ask for feedback :: Done.

Post-session Reflection :

Upon receiving his feedback,act on the template accordingly. Finalize it and then it's ready for the TRW bot work.

Session #35 - Date 27.09.2024 + Time : 1530 to 1730 hours.

Desired Outcome:

Ask the answers to all the questions according to the Copywriting Bootcamp Live Beginner calls in order to train the bot before pasting the research template.

Planned Tasks:

- Task 1 : Open the Boot Camp calls:: Done.

- Task 2 : Keep asking the questions as the name of the Live Beginner calls :: Done.
- Task 3 : Analyze the answers.

Post-session Reflection :

The answers are asked and the bot is trained before the research template is pasted. Now follow the TRW AI guide to create the first draft for CBL.

Session #36 - Date 30.09.2024 + Time : 1530 to 1700 hours.

Desired Outcome:

Follow the TRW AI guide steps until step 5 for CBL.

Planned Tasks:

- Task 1 : Open the bot and paste the research template::
  Done.

- Task 2 : Keep asking the questions and keep following the
  steps from 1 to 5 :: Done.

- Task 3 : Analyze the answers and direct the bot to produce
  the best answers :: Done.

Post-session Reflection :

The questions are answered as per the best guesses and ideas.
Now it's ready to crank out the first 5 headlines for CBL.

Session #37 - Date 07.10.2024 + Time : 1700 to 1830 hours.

Desired Outcome:

Finish the lead part until the introduction of the body of CBL sales
page and also complete the PDFs of IB.

Planned Tasks:

- Task 1 : Open the TRW bot and long form copy outline from bootcamp :: Done.

- Task 2 : Keep following the outline until the Pre-demolish objections part and rewrite the sales page upto that part :: Done.

- Task 3 : Read the first pdf of IB :: Done.

Post-session Reflection :

Finish the second half of IB and finish the sales page upto Product introduction of CBL.