

AGOGGE Challenge Day 3: Cause and Effect Chains

- 1.) Pick one of the goals that your ideal self is going to achieve in the next 3-6 months.

One of my ideal-self goals is to earn a total of \$1,000 within the next 3-6 months.

- 2.) Work backwards from your goal and identify as many of the cause and effect chains that will lead to the desired result.

In the order from Effect to Cause:

- **Get paid \$1,000.**
- Generate over \$10,000 of **PROFIT** within that time.
- Sell over 45 (\$13,500/\$300 each) units of the Order Bump of my Cart Funnel (the introductory item is \$75).
- Assuming the conversion rate of the Order Bump is 10%, I will need 450 people to buy (or agree to buy) the introductory item.
- Keep tweaking those ads and perform split-tests to increase conversion rates past 10%, even if they are still profitable.

- Keep running ads on IG accounts that promote ads for money until $ACV \leq CPA$ (break even or less), maximizing sales even when I surpass these goals.
- If $ACV < CPA$, I must make tweaks to my funnel (either by adding and removing items or by tweaking the ads) and keep testing until $ACV > CPA$.
- Make sure my Cart Funnel's Average Cart Value outweighs its Cost Per Acquisition ($ACV > CPA$).
- Spend \$300 (of my client's money) to test on ads.
- Reach out to related IG accounts who will post my content for money.
- Show the ads to my client to get feedback. Once he approves, I move forward, if not, I repeat the last step.
- Create the ads via Canva (with and without AI).
- **Keep learning about Canva and other platforms.**
- **Ask my client how he can track ACV and CPA.**
- **Gain full access to my client's IG business account.**

These cause and effect chains revolve around trial and error, as well as repetitions as funnels need to constantly evolve to stay profitable. The three bolded points at the bottom show what I need to do right now. At this point, the main goal is to build and maintain funnels, making that \$1,000-goal a byproduct instead of an actual goal.

3.) Identify any potential "unknowns" or assumptions in your understanding of the cause effect chains.

The main assumption I made is the conversion rate for every step of my Cart Funnel. Even though I vaguely remember hearing Prof. Andrew saying that 25% is ideal, I am using conservative estimates such as 10%.

Also, the goal is to earn him \$10,000 in profit, not in revenue. So, I set the goal of units sold to where the total revenue will be far greater than \$10,000.

Luckily, he earns a gross profit margin between 60-70% and only has to spend money on inventory and his platform on Shopify, so this estimation of revenue won't be too far off from what is needed.

When it comes to unknowns, the time between any of these steps is entirely unknown as I have never done this before. The only part about this that's known is it will only get faster as I keep doing this as I'll better know what I'm doing.

The other unknowns include my lack of skill in Canva, making ads, AI, growing the IG account, and triggering curiosity and desire.