

1. Lessons Learned

- You make shit loads of money by rowing in the right boat

It's not just about hard work. Tap into forces greater you, like leverage, time of other people, desires, etc. Don't go against them and don't try to purposefully make things harder. At some point it's not about how hard you work, but how well you optimize your systems and take advantage of forces greater than you.

Ask yourself, what's the action that will move the needle the most right now?

- I'm falling for the mental trap of "later" again

I'll figure out the lead magnet later, I'll call him later, I'll figure it out later, I figure it out "on the go". IT'S A LIE. Prepare your tasks in a way where you finish everything TODAY.

- Never be spontaneous about decisions like staying asleep for an extra hour. If you feel like you need to get more sleep, plan it ahead.
- You're gaining fat too fast, therefore eat less, lower squats weights + rows, sleep 8 hours every night (NON negotiable)
- Books, Books, fucking books, read, read.

The more you learn, the more you EARN.
Your income scales in proportion to your skillset.

For example:

You can write copy - Great.

Now imagine if you could also manage teams, know how to hire talent, help your client manage their time better so they can focus on high value activities and do what they love. They'll happily pay you way more.

It's not enough to just be a good "copywriter" nowadays, you need to also master strategic skills like time management, hiring... **SKILLS THAT HELP A COMPANY SCALE.**

Obviously, you need to have your one filled of TRUE mastery, but you need to be more than a “copywriter” to be a strategic advisor - you need to learn more.

That’s why I’m gonna spend 45 minutes per day, re-watching the stage 3 bootcamp or EXPANDING my knowledge about marketing by reading books (from Dan Kennedy/Eugene Schwartz)

Plus, I’m gonna spend extra 45 minutes per day, reading books about business, human persuasion, etc... (High value topics that aren’t directly related to marketing.)

I won’t be a dumbass and read “one book per week” - Instead, I’ll read breakthrough advertising and Buy Back Your Time, until I get the guts of them.

- Creativity is not just a skill, it’s your whole personality.

I was always writing shallow up until now. And not because I had my phone on my desk, not because of distractions, but because I was TIMID - too scared to be judged, I never fully let go and allowed my creative brain to take over, I was trying to be in control too much, I never learned to completely shut down that “filter” - because I was subconsciously scared that my writing will suck.

Being creative is not just a skill, it’s a whole mentality, it’s about learning to be loose, to stop being timid - it’s about letting go of the need to be in control all the time.

- Massive action DOESN’T solve everything.

This “david goggins” mentality - “get shit done” mentality is stupid - I need to shift to the Hormozi mentality as much as possible.

- Burnout is REAL

Burnout is not a result of “working too much”

Burnout is a result of working too much on thing that drain me

I have no problem wiring copy for 4 hours, I ENJOY IT, I love practicing empathy and telling stories.

But I hate working on my client's funnels, and doing graphics design in click funnels, therefore I’m gonna outsource this.

2. Victories:

- \$50 from flipping
- Found what I need to fix about my training to Squat 87.5KG x 20reps by 3/3
- I failed to land a deal this week, because I never sat down to actually figure out my lead magnet, now I know what I need to do.

3. How many days have you completed the checklist

4/7

Why?

1. I was definitely lazier this week, I won't let that happen next week.
2. I don't intend to complete the checklist everyday, I don't intend to train everyday. because it's not optimal for growth. I used to overtrain for months, and I was sore everyday, I dreaded my workouts, and I wasn't getting stronger.

If you want to be a "hustler" - then train every day, if you want to be the biggest, strongest, most dangerous version of yourself - then stop being AFRAID of rest.

TATE doesn't take rest simply because he's AFRAID.

His work ethic is extremely admirable, but it's also his biggest weakness.

4. Goals:

- Email list funnels for Tanner
- Email list for myself
- Scale flipping operations by hiring my brother/ a friend
- Squats from 77.5kg → 82.5kg CLEAN, perfect form!

5. I have these wired moments throughout the day, when I suddenly get super excited about the future. I suddenly get hit with tons of ideas for offers, projects, things I can do

and literally visualize myself become a success. I sometimes end up procrastinating because of this.

Why is this happening?

I know that it's related to the fact that I'm staying away from my phone as much as possible - and giving my subconscious mind room to breathe.

6. Non negotiables:

- One and a half hours of reading daily.
- Checklist 7/7 not including training
- 8 hours of sleep
- 3300cals per day, MAX