

G Work Sessions

7/9

G Work Session #1

Start Time: 6:08pm

End Time: 7:08pm

Goal: Quality Local Outreach

Review Local Service Business Marketing

Issue-Marketing Awareness Spectrum- Need a good visual-Bring to TRW

Prospect #1 Rentals To Go (RTG)

Definitely a High Intent service. Main product advertised is portable toilets. Website shows branches where they have serviced vs branch locations (Texas, Florida, Norwich NY is homebase). Products offered are mainly toilets, both porta potty and fancy, however other products shown are useful in disaster relief. Refrigeration trailers are also a product, although it seems out of place. Disaster relief is also advertised. Campers appear to be luxury, unsure how to judge properly, but based on images available the campers look expensive.

Potential Weakness- Very little information on the campers. Portable toilets and disaster equipment are likely higher ticket items, but campers could be more family friendly and an untapped market

Other Services Section appears to have untapped potential for B2B

Website heavily focuses on rentable toilets and disaster relief. What else can those products be used for? Construction, home improvement etc.

If this company starts reaching out to homesteaders I think they'd benefit. Many of the other products and services could be used for homesteaders, especially people just starting out.

How niche is homesteading in general vs the main locations for RTG?

Chat GPT Question- What are some uses for rentable toilets, septic services, light towers, temporary fencing and generators?

Chat GPT Answer- Rentable toilets- as expected although seasonal events seems interesting. B2B issue

Septic- Residential, Commercial and Construction.

Light Towers- Construction is obvious but the Industrial Applications seem untapped.

Temporary Fencing- Uses seem to be obvious and can/should be used as an upsell. Agricultural uses could be promising especially to rural areas where people are farmers.

Generators- Remote Sites, off grid homes. Research sites and field work sites seem interesting and I don't know anything about them.

How can I learn about the needs of other businesses to utilize the Industrial Applications (Maintenance in large facilities, mining, oil and gas)

Issue- Can I, or how can I, find contracts for seasonal events such as fairs? This could benefit RTG. Is there any FV I can offer to assist with this?

Facebook posts are weak. Hashtags used are not creative and too niche for an unaware customer to find easily. Using some shorts and reels based off of memes.

Based off of FB posts, the posts with the highest engagement are posts with community involvement (local basketball tournament, wedding anniversaries)

Issue- How should I be judging engagement on social media posts? How many 'likes' should a post be getting relative to the number of followers?

Engagement on facebook posts seems to be less than 1% at best (50 engagements vs 1k followers)

How are they getting the majority of business? Is it referrals, leads etc..?

They have a ranch. It is associated. Should confirm to make sure

Double check to make sure that the companies are associated together, because if it is, it's a breeding ranch. It can appeal to breeders, people who are interested in homesteading, or buying premium beef or health conscious people concerned with eating natural food w/o chemicals.

Getting involved with them means getting involved with all of this. How can I organize myself?

This company is definitely bigger than expected. Many moving parts. I have to be prepared to operate with all of it, even though it is most likely that they will only start small.

Reflection:

Doing this at home was not a good idea. Next time I should go to the library. Also, I could've gotten started sooner but I started screen sucking.

This company is a lot bigger than I realized. There's a lot I need to learn that I was not aware of. I need to keep a positive mind because this company is huge and I can be with them a long time.

7/10

GW 2

6p-7p

Goal- Sales call with client

Lesson- Don't wait for client to start work

Client business- Cleaning service

Special Issue- Clients are parents

Special Issue- Client is involved in a same sex domestic partnership. This could create a needlessly political message. Is this a real issue? Am I reading too much into it? If it's real, how do I address this?

Advantage- Mobile, everybody has some space that needs cleaning. Scalable, cross sales, referrals, up sell friendly, low barrier to entry

Pains- low barrier to entry means saturated market. Chat GPT mentions branding and franchising for high level success.

Strategy- Referrals, address social media issues. Develop low, medium and high tickets. Cross sells (clean house, cross to organize basement). Referral up to well to do clients. Location of client is in a wealthier portion of the country. How do I get my client into the wealthy clients homes? Is it largely referrals that get us there?

Clients needs are largely similar to my own. However, they are a good warm lead and I need to make this work. How do wealthy people hire help?

At what level do I need to talk to them about hiring employees? How do I get them contracts?

How can I network for them?

7/11 GW#3

6:10pm-7:10pm

Average income- A little above national average 48k

Goal- How to make a profitable and super successful cleaning service in Chesapeake Bay VA

Problem- Very competitive due to the low barrier to entry. Also, there's a lot of cleaning companies. Also, it's hard to tell the differences between them. It's hard to stand out.

Solutions- According to ChatGPT- High Quality Service, reliable and well trained, **UNIFORMS STAND OUT!!!**

Flexibility and Customization, Marketing and Branding, Operational Efficiency, Health and Safety
(**ECO Cleaning is a good idea to stand out and up charge**)

Expand Services

Up Selling- selling additional services such as ECO Friendly, 'subscription' cleaning services

Cross Selling- Selling related services like organizing or decluttering

Loyalty Programs

Packages- Clean your house for 100 BUT for 200 we'll clean house AND mow lawn

Marketing Makes Them Stand Out Best

How do they handle scheduling, billing and customer management

How do they get supplies? Is buying in bulk an option?

How are they managing customer relationships?

Examine her facebook, need to analyze

Facebook can be used to harvest leads and post referrals. Also, it can be used as proof of concept to scale.

How do I use Facebook to scale?

Utilize a strong social circle approach a la Michael Sartain. 6 degrees of separation leads to wealthy clients. A quick Zillow search shows houses 250k on the low end.

Strategy- Build up the brand. Help them expand. **Price comparison required- my team vs the competition.**

Plan for tomorrow:

Email client

Get a price comparison. She won't share her pricing formula so I need to find a 1:1 comparison.

Find out how she gets supplies

How do they handle scheduling, billing and customer management

More specific information on the services offered. What exactly does she clean when she cleans a house?

Do you have an LLC?

Are you open to a uniform?- This will require clear and concise explanation as to why it's important

WHY- uniforms are important for branding, brand recognition, and an overall appearance of professionalism. People in uniforms get to charge more than someone who looks unkempt.

Review TRW lessons on making ads

OODA loop review

Research first before working. Or make research the first part of the work. Some of the fire was missing too. Remember, God is watching and mom needs you

7/12 GW 4 7:45pm-8:45pm

Goal- Research and develop discovery project for client

Note- Client has self identified a need for advertisements

Procedure- Client has stated leads are primarily generated from Facebook. Examine her page, identify areas of weakness. Develop 1st draft of discovery project

Find TRW video on ads, Take notes

Facebook findings-Current location Chesapeake VA. Still offering seasonal services down in FL. Potential franchise opportunity. Frequency of posts are too few and far between. Different types of cleanings can be packaged together. Little to no information about services offered on Facebook. Pictures are only the after. Before and after is more effective and shows skills. Also, No mention of elapsed time for projects. Different types of cleanings and packages should be more visual. Interactions with reviews really should be more personal. Reviews are also a good upsell opportunity.

Top Player-Molly Maid- Frequent posts. Wonderful visuals. Reviews are beautiful and easy to see. Cleaning Tips. Seasonal activity recommendations (ex. Squirt gun painting in the summer). Pictures are relaxed, family focused. Posts are about the value offered and end result (let us clean and you can relax). Posts are relevant to the season. Some posts are engaging (what's your favorite ___?)

Very clear expectations on what to expect (this is what we clean when we clean your kitchen).

Alternate activity posts include image- things you could be doing instead of cleaning.

Posts are heavy on branding.

3 reasons to hire us posts!!!

"We're not just cleaning your home, we're dusting off the days worries'- paints a vivid movie in the head.

Addresses 'pre cleaning'

Short, vivid seasonal ads on page are pleasant to watch, provide helpful information, keep me on the page longer

OODA loop

This took me down a rather interesting rabbit hole. I'm excited to potentially work with this client. It requires creativity and that's exciting.

7/13

GW #5

7p-8p

Remember that Mom is counting on you and time is running short. Remember God is watching. Finally like who you see in the mirror.

The past G Work sessions have revealed several areas of weakness in myself that I need to review and correct.

Areas that need review

1- Value Equation

2- Basic Outreach mistakes (watch video and take notes)

3- How to help a business

Review:

- 1) Value Equation-Maximize Dream outcome and perceived likelihood of achievement, minimize time spent to achieve dream outcome, minimize effort and sacrifice. Example, eating healthy and going to the gym for weight loss requires more effort and time than weight loss surgery. In this example, Weight loss surgery has the higher value because the dream state is achieved, likelihood of achievement is almost guaranteed, effort, sacrifice and time spent are minimized to length of surgery and recovery time.
- 2) What do I keep trying to do that isn't working? Being Salesy- No substance, cliché. Focus on the problem and orient offer with proof. Avoid technical language. Orient the DM towards the clear problem the lead has. What are the steps I'll do to alleviate that problem? Use social proof. **How?**
Build rapport. Do research. Review client content. How can I help client with my copywriting skills? Don't offer water if they're interested in coffee. **How do I identify what the client needs?** There is no shortcuts. Identify the problem, offer the solution, Think like a sniper.
Mistake- Skipping testimonials and experience- Fastest way to stay a fucking loser. I need the proof to back up my claims. Only way to get good is to do the thing. Get experience. Local business outreach. Experience breeds confidence. The Professor's system works. Shut up and do what they say.
Don't use a lazy template. Don't spam prospects. Problem, Solution, Proof
Stop being a fat lazy loser
Understand the client's problems. Clearly identify how I can solve them
Keep a record/swipe file of what DMs actually work for me
Don't focus on yourself. Focus on the client. The client cares about what I can do to help them solve their problems.
No Grammar Mistakes. Ever.
Get new clients, keep the clients I already have
Insta DMs-test sending Images first and Text first. Tag people in your stories.
Can Free Value be used as proof?-Yes but establish interest too. Don't give them the whole thing, just offer a sample taste
Be direct, without being salesy
Focus on having a good core offer

OODA Loop reflection

It's hard to focus on this after watching a PUC

My mind kept going back to all these people who have more wins than me. I should've been one of them. All I have is a life of regrets. I need to be the man in the arena. I am too bad at this game. Do the thing and get better. Stop living a life of quiet desperation

GW#6 7/14

Solve the problem of how to be valuable to RTG, either with bathroom rentals or cattle farm or both

7p-8p

Procedure- Compare top players to RTG, determine which one is more active through social media, compare top player funnel to RTG funnel

Social media comparison- Bathrooms vs cattle, Rentals to Go vs RTG Ranch (post on Upstate Beef Calves-Cows-Products) (TALK TO RONDA, she actually does this sort of work)

RTG Ranch- posts to Upstate Beef did get some attention, but almost no attention was given in the comments. There was even a competitor in the comments with no pushback at all. Facebook page is definitely NOT as utilized as much as it could be. Especially since they are offering to sell beef. Selling organic, local beef could be huge. In my experience, since this is local, selling beef typically is done on a person to person basis, basically you need to know someone. If they can sell either competitively to grocery stores, or as a 'status, premium' product, this could really make them some extra money. They could also look into local farmers to keep up with the beef demand if it gets big enough.

Really no CTA on the FB page beyond a 'is anybody looking'

They don't talk about being organic

Email list for updates is a possibility

Bulls and cows could be sold for breeding or beef.

The website doesn't really mention what the cows and bulls are being sold for. This assumes a high intent from the buyer.

The FB group they're a part of is very active. If they are really trying to sell cows, they're not putting in effort to do so.

Lineage seems to be very important to marketing and selling cows and bulls

There is no CTA on the website at all. All they have is a 'Contact Us' form. Other sites have explicit CTA 'Buy cattle now', or "sell cows now"

On the website, the interest expressed seems to be more in breeding. However, they are selling cows. While not explicitly stated, the website leads me to believe they're selling cows and bulls as longhorn breeders. They have 26 cows and bulls for sale. Based on the prices (500-3500) they could be sitting on at least 20k that they're trying to sell.

This is how I can help them

Also, under cows and bulls, they have animals listed for sale as well. I have emailed them to find out the difference. But the animals NOT listed under Sale Pen were listed at HIGHER prices, so this could be promising.

Also, Longhorns produce superior beef. But there is no mention of it anywhere. FB page appears to be almost a fan page rather than actively selling. Their funnel from FB to the website is information about the cow and a link to the website.

On the website, the animals are very disorganized. If legacy is as important as it seems to be **the website should be organized by breeder needs, such as progeny, pedigree,color, horn length and possibly measurement history** (although I'm not sure how that would work as of now).

RTG

FB-Content is frequent. CTA is passive (links to website and social media pages). Local content gets more attention than general content.

Only 1 mention of home building projects

RTG has 3 locations. Texas location appears to have more expo content.

Also, they go to expos like home improvement, renovations, construction and disaster relief.

Most product related content appears to be either natural disaster, hurricane related or wedding, humor related.

Website-based on top player- lacks many CTAs (call now, free quote). RTG has 1, top player has 6. RTG website is education based, not sales based. RTG is 'learn more' and 'what we offer' vs 'here's the product, when do you want it'.

Top Player services offered are based on event, not product and they have multiple CTAs per page.

OODA Loop

Review Funnels and bottlenecks. These are weaknesses in my knowledge. Today is Sunday, I could've done more. I need to utilize my weekend better.

7/15 GW 7 6:30-730

Goal-Figure out why I don't have a fucking client, identify fucking clients, plan outreach.

Execute outreach tomorrow

- 1) 1-2 hours on TRW doing a G work section isn't enough. I need to outreach more.
- 2) My outreach sucks probably. I need to review the outreach videos and take notes and do it better, review SPIN questions
- 3) Make a list for outreach, who did I outreach to and find new prospects
Tomorrows outreach-
RTG Ranch
RTG toilet company
Mayhoods Sporting Goods
Burrells- Research required
Miller Movers- Research required
Cwynar, Farrow & Locke-CPA and LLC company- no appeal to emotion, everything is very cut and dry
Made in Chenango Gallery
A Little Herbal Shoppe
Dan Wesson Firearms
Norwich Outdoor Power Equipment
- 4) Admit I am a beginner to client. Offer FV in exchange for testimonial.

7/16 GW 8

Goal- Create outreach, the SUBMIT to TRW for review

7-8

RTG Ranch Outreach

Note: I did communicate somewhat on FB, subject was buying beef from them. Phone number was given. I also got a response from email. RTG and RTG Ranch are under same LLC
Outreach mistakes- Sounding Salesy, making it about me, not them, verify social proof (I have none, so enter with humility, offer FV in exchange for a referral) bad grammar, using a template

Sample Outreach Submitted to TRW for Review

RTG Ranch

RTG- the main LLC

Mayhoods-Weakness- In person only. FB could be better (captions and pictures). Online store could be a killer, No good marketing for high ticket items. Some educational material. They can really set themselves up to be the place people go to learn about hunting and fishing.

Cwynar, Farrow & Locke- content on FB and website is dry, no appeal to emotion. Information is very precise and detailed. FB content could be so much more engaging.

Reflection- Move faster, get started sooner. I could've accomplished more if I had done that. 4 prospects took longer than expected. I'm tired of not having a client. Memento Mori. Every second wasted is gone forever

7/17 GW9

Goal- Review any outreach notes from TRW. Refine and send

7p-8p

Joseph Rivers Painting- First FB message sent. Local. No offer yet, just opening dialogue. I did receive a positive response. Need to start working for him

I think he's a client?

Mayhoods- Appeal to knowledge "What would you recommend for". Will transition into e-com after response

No response from TRW for RTG or RTG Ranch

RTG Ranch outreach edited and sent

I'm going to wait to send RTG, main LLC until I hear from the Ranch. Same owner, so if I get a positive response, then I can swing for both.

Cwynar et al- edited and sent

GW 10 7p-8p

Goal- Create copy for painter and caterer

Note- Mayhoods may have to be done in person

Use ChatGPT for FB caption ideas

Painter rejected ideas- Didn't like the design

Design was done on CapCut

Copy created and sent to caterer

Reflection: Warm outreach needs to continue. More effort needs to go into the caterer. She's a flake but she's all I have to practice with right now. Focus on words over image, that's my job.

GW 11 7/19

Goal- create content for caterer. Develop strategy for her too.

7p-8p

Strategy-

Grow Facebook and Instagram. Develop digital products such as a cookbook and video cooking experiences.

How?

Posts. Interesting posts. Educational posts. CTA everywhere.

Issues: She is a flake, but she will give me control, so that's good too.

Top Players- Babish, Gordon Ramsay

What makes them popular:

Babish- Themes, tutorials and recipes were free for a long time. Movie and TV show food speaks to more than just good food. Emotional ties as well.

Gordon Ramsay- Status, good food. Sparse on free recipes. Food is outstanding. Personality.

What does this require from me?

Take the lead on creating content. This will require video content as well. Make posts. No liquid for ads, focus on local areas.

Potential issue: Actually having to take part in the catering if I generate enough clients.

Solution: Do it. I am only successful if she is successful

[Review all TRW videos on Facebook ads](#)

Reflection: It's not an ideal first, but it's all I have. I should be grateful.

GW 12 7/20

6:30p-7:30p

Goal- Outreach

Procedure

Review comments from previously submitted outreach. Identify targets for outreach. Research.

Previous Comments- CPA firm Email- According to feedback, it was way too long, lacked clarity in my offer, close wasn't proper. SL was too salesy.

Outreach targets:

Rosebud Tattoo and MacDuff tattoo- Both lack websites. Should be an easy in. Both operate on Facebook pages and word of mouth. MacDuff banner page is shit, I can remake this.

Captions are just the art, nothing personal or interesting just a restatement of the tattoo.

Rosebud advertises the piercer day of. Getting some advanced notice publicly would allow people to schedule.

Top players- monthly specials (May flowers tattoos 50-100, June bug tattoos 50-100)etc.

Messages from the owners and artists. Traveling artist features. Captions are personal (therapy time with Luke). Seasonal posts. Samples of available tattoos (not on skin) Big hype for different artists. Memes.

Mayhoods-Research already done. No contact returned over FB. In person contact required. It's possible he'll reject increased social media altogether. Need to go to the store and develop relationships with staff and locate owner. Given that he's most likely old fashioned and tech averse, old fashioned approach required. This means appearance, firm hand shake etc. Work the Winners Writing Process first to keep my mind right.

RTG and RTG Ranch- No response via email. In person visit required Monday. Buy beef, hook into ranch visits with I/DD population to build relationships. I live in a small town, old rules apply

Reflection- Struggle to focus today. Got my ass kicked on cold outreach reviews. Humbling. I need to work harder. My couch is not a good work space. I need a good client. I'm not crazy about the tattoo shops but at least I can get reviews from them. I can't be afraid to ask for something in return.

7/21 GW 13

5p-6p

Goal- Create content for caterer, work on sample content for tattoo shops

Used CapCut.

Caterer content submitted.

Review content for tattoo shops before submitting to TRW tomorrow.

Reflection

My weekends suck. I need to get out of the house first thing to break pattern. I need to make a point to watch the Domination calls. Lack of focus and obsession. Easier to wallow in guilt because it's familiar.

7/22 GW 14 6p-7p

Focus on Outreach

Procedure-

Submit FB outreach to TRW.

Write outreach to Rosebud and MacDuffs. Submit to TRW if there is no response in 24 hours

Learn how to outreach to CNY Podiatry

THE RESPONSE FROM TRW IS EXACTLY WHY IT'S F-ING AWESOME.

A fellow G found a template that Prof Andrew taught

Rosebud outreach followed the template pretty close. Some personal touch (I know a girl who's had tattoos done by you) inserted.

MacDuffs had more personal touch (I don't know if you remember but you did this work for me)

7/23 GW 15 6-7

Goal

Research Oxford Kennel club

One of the last warm outreach opportunities I have

FB page, no website.

Format is trash. They admit they don't respond to FB messages.
Updates appear semi active.
Some informational posts-July 4 fireworks warning for pets
Small business minded.
Uses her children in posts.
SAFE certified only mentioned once, should be mentioned all over
Some of the reels should come down immediately, it makes the place look like the pound, not a place I'd send any pet of mine
They rehab and adopt animals, but there is little to nothing on the process. Adopting the animals out should be a huge draw with immense emotional levers to pull, but she's not doing it.
I'm going to have to call her, sadly.
Little to no CTA
Some sales based posts but not many.

Watch any material I can find on closing sales in person

Reflection

I'm sick and tired of not having a client. Maybe I'll have better luck in person. But I can't let frustration cloud my mind. I've got to find someone.

GW 16 7-8

Procedure- Extract valuable notes from Domination Call 1 The goal is to extract notes on outreach and ads.

Notes: Call 1 Professor Andrew talks about sticking to the script exactly for warm outreach. Organic growth with lots of good reviews is best for local business. Local outreach needs to be pushed heavier. Look in bigger cities.

Speed kills

Start with problems. Here's the goal, here's the problem, here's how we're going to fix it. Constantly work the winners writing process as much as possible for as many circumstances as possible.

How can I use AI to help my caterer?

Every door opens once I have proof of value add

SEO is a major lack of knowledge for me. If I want to build websites for people, I need to know these things

Keep things short and simple

Meal Prep might be more lucrative than nutrition coaching. Olympus

Instagram doesn't care about local content/audience.

Encourage people to tag themselves in all content.

Collab with local businesses

Giveaways

Reflection

The caterer and Olympus aren't the best, but it's what I've got. I need to make it work. There is no other choice. Mom is depending on me.

Review local online marketing plans.
Partner and throw live communities events. Think Michael Sartain.

GW 17 7/25

Sales call with warm online trainer

Plan for online training

Top Player- Brandon Carter, Jaxblade, Noel Dyzel

Issue- Online fitness at large scale has fallen, most content is free, little social proof

Client name- Project Olympus

Products- Online training, in-person training, nutrition advice, meal planning

Issue- Very local. I'd do most of the cooking. Long term he'd have to hire someone.

Issue- He is not camera friendly

How can I make him more camera friendly?

Lots and lots and lots of in person training.

Content needs to be free, with strong CTA

Currently working with 1 client. Testimonial will be crucial

How to funnel???

FB Funnel leads into messages

Instagram funnel leads into DMs- hard to market local

Brandon Carter- Personality. Magnetic. Charming. Always moving. Plays into his background.

Authentic. Obviously in shape.

Jaxblade- Anime and cartoon themed. Obviously in shape. Catch phrase- keep calm and booyah on. Made videos for years before launching his own project.

Noel Dyzel- Huge. Open and honest about roid usage. Uplifting and positive content. Projects an image of care and support through self improvement. Like a big brother that just wants the best for you

Client weakness- not physically ripped, but strong and obviously strong. Slight dad bod. Works up to 72 hour weeks. 1 client makes interesting content difficult.

Focus on food.

Make food plans. Greek god theme

Workout plans should focus on strength and mobility instead of bodybuilder aesthetics until he gets ripped.

Research Bradley Martin

Reflection

This client is going to be difficult. I'm going to have to build everything myself.

I don't have better choices so I'm going to do it

GW 18 7/26 7-8

Mayhoods in person outreach tomorrow. Dog grooming outreach

Mayhoods

Possible issues- Owner is not present. Message doesn't get passed along.

How to mitigate?

Identify who I am speaking with (staff, co owner etc.). Ask for the name of the owner. Go to Mayhods after work every day, ask for owner, mention who I've spoken to.

Chat GPT:

Understand their Needs

Custom Pitch-but stick to the template

Template- Hi I've been studying online marketing. For a project, I need to go out and help a local business. I've done research on your store and I have some ideas that could really help. If you like these ideas and want to use them, that's great! I'm only looking for experience and testimonials. (b/c it's in person) Is there a day or time that I can come back and discuss this further with you?

Highlight Benefits- Cabelas ecom is up 20%, only major sporting goods store in town. It could serve as a center for hunting and fishing edu, they'd make a killing with shipping. They can literally just drive to the house and drop it off (possible up charge, in person delivery). Shipping speed is FAR superior to a big store.

Highlight Pain points-Since there is no ecom already set up, I'd have to build it ground up. **It means that if he agrees I need to learn how to build a store fast.** He could be afraid of change. Afraid of additional labor. More tech. Already successful might not see the need.

Present Solution- Remember to have empathy. I'll take care of all the set up, if you don't like any of it, you don't have to continue with it. How much sales could you be missing out on because you don't have an ecom store?

Remember Value Equation- maximize increased sales with ease of process, minimize logistics and set up.

Reflection

My couch is not the best place to work. I need a place more isolated. I could've done the outreach already, but I'm scared. Putting more effort into fitness and fashion would help. Review outreach materials. Review basics but take notes this time. Take this seriously. I should be better

7/28

GW 19

Goal-Copy Domination Call 2 Notes

3-4

SEO seems like something I have to learn about no matter what. Everything is online now, so sales pages and funnels are going to require SEO knowledge

(All knowledge is worthless without a fucking client)

Small markets aren't great for highly specialized businesses. Oneonta could work

I need to spend a day at Southside Mall and meet EVERYONE

Learn Sim rush

Chat GPT- use for keyword ranking and SEO

What is WordPress and Yost?

Make sure the design matches the vibe they're going for

Domination call 2 complete

Time left over

Watch Get Your Client video

MFing NOTES:

Get the Testimonial, money comes later

Value comes from the testimonial, opens every fucking door

USE THESE

Network- stop being a recluse and go meet people. Dress nice. People want to work with locals

I'm a student- people are nice to students

Local business gives me an unfair advantage because they can know me and develop trust with me

Leverage resources and play the rigged game in my favor

Be genuinely interested when I reach out to people.

Reflection

My life is my fault. The solution is my fault too. Embrace your masculine excellence. I need to make my family and God proud

7/28

GW 20

Notes on Get Your First Client today pt 2

5:30-7

Restore human connections

It's not about who I know, it's about who knows the people I know

"Can we set up a time to sit down and talk"?

Don't worry about what you don't know. On the Job Training is how we learn

Set up a call-can be face to face, phone call or video chat

Never call it a sales call

Perform top player funnel breakdowns before sales call

Superior preparation prevents or at least mitigates anxiety

Prepare your self emotionally- good state of confidence and calm

Dress professionally

SPIN questions

Situation-how are they getting new customers, who is their best customer?

Problem

Implication- amplify current desires, "what happens if this doesn't happen?" "What happens if I help you successfully"

Needs Pay Off

Present a solution, can be after first call-problems might be different after talking to client

Talk to them like a person

Businesses will tell you their problems

Every business has a weak part of the funnel- getting attention, converting attention, both, etc

Some need to try variations to increase revenue

Some are leaving money on table on the backend

Look for solutions not excuses

Discovery Project- one small thing they need to become a million dollar company

Tell them it's a way for them to evaluate me and the value I can bring and a way for me to evaluate them as well

It's how I can earn their trust

Start with small projects, crush it, then pitch big project

Client Management- ALWAYS HAVE THE NEXT CALL SCHEDULED

Help them understand the need for a revision process, defeat the objection before they can state it

Keep high energy

Underpromise over deliver

Sell the dream

Use the chart!!!

Doesn't matter if they already have a marketing team. Have the conversation, send the project and if it works I get the testimonial

Reflection-I could've been doing this a year ago. Stick with the system. I'm not smarter than the Prof

7/29 GW 21 7:30-8:30pm

Goal- "I Always Knew Exactly What I Wanted Reflection"

What is it I actually want and why?

And what is distracting me from it?

Be Hyper Specific

I have to believe that it can be done, and I can do it. If someone else is living my dream life, why the fuck can't I? It means it's possible for me to have the things I want because some mother fucker did it. There are dumber and younger people making more money than me. If these fuckers can do it why the fuck can't I?

It's ok to want something good. God didn't make us to be slaves and losers. I was made to do honorable, noble and great things.

I will have the things I desire. I will earn them and I will not falter. Others have them, so I can have them too.

What do I actually want:

I want to send mom to Scotland. It's her dream vacation. She has sacrificed so much for our family. Most women would have divorced. She has asked for very little, except for me and Bobby to be in her home come Thanksgiving and Christmas. She has always been on my side.

It doesn't always seem like it, but I know it's true. And I made her cry. Far too often. I need to undo this evil. I need to give her the reward she deserves.

Why do I need to be the one to give it to her? She does have the money.

Because I need to prove to her and to myself that her sacrifices were worth the effort. That those sacrifices had meaning. She deserves to taste luxury at least once in her life, which, as of now means a 6k plane ticket. And she won't want to do that alone, which means at least 2 tickets so at least 12K.

Where will I get that money?

Copywriting can be fruitful. There's long term money to be made. To be able to spend 12K minimum means I need to make at least 10K/month regularly (this would be 100k/year, and I would have disposable income, I don't really care about living in a big house)

How will I make 10K/ month. It means making a client at least 100k/month, or split up between multiple clients. It means getting a fucking client with a real business that I can scale.

What's the immediate goal that will lead to this? Get a client, increase sales by 1k/month. Then spread and scale.

What are my current opportunities? Saxby and Sef. I have not been giving them my due effort because they're building ground up. I'd prefer to work with someone already established. But beggars cannot be choosers.

How much money do I want to make?

250k

Why?

I would consider myself successful at 250. Why can't I be the first millionaire? Life only goes around once. Other people are millionaires.

Do I only want 250 because it's safe and achievable.

If I was the first millionaire, it would mean having my own business. A legacy. If I achieve 250, when I do, a million is definitely possible. At 250 I can assume the role of patriarch and be totally useful for my family. At 1 million, I can hop in a plane and just go. Money isn't real at that level. I'm scared of that level. So why not shoot for it?

Reflection

I'm running out of time. Mom and dad are getting old. I need to get Mom to Scotland. Nothing else matters

GW 22 7/30

7-8

Goal- Plan programs for Project Olympus (online trainer) Send off to him for approval

Functional and Aesthetic based knowledge

Mass building- Building bigger muscles, eating more food, lifting heavy with a de-load week

Strength Building- eat more, increasing one rep max, building endurance through high volume (sets and reps) over lifting very heavy

Weight Loss- increase protein, strength training, high volume of sets

Greek gods Sef likes, start with programs based from this, work on developing full pantheon

What is the avatar of each program?

Zeus, Hercules, Poseidon, Hermes

Zeus- an older gentleman at least 40 years old. He has attained mid level status in his company as a supervisor. Much like Al Bundy, his 'glory days' are behind him as he found himself with a family. He cared more about providing for the family then for himself. So he has gone mildly to moderately to seed. He is likely divorced, or will be soon because his wife is no longer sleeping with him. She misses the man he was, but she doesn't want to tell him because she expects him to 'just know'. He now is desperately trying to fight the clock and turn back the hands of time because he has recognized that he is, in fact, older. But he's not ready to think of himself as old. He either used to workout regularly or he could be a complete beginner, but most likely he used to workout regularly.

The goal of the Zeus program should be to increase overall mobility, shed pounds (he is likely fat to some level) and build an aesthetic physique. Think George Clooney, full power Roshi, Russel Crowe in Gladiator. Strength and endurance over mass, likely focusing on shredding fat.

Mass shouldn't be discounted entirely

Sample workout from CHatGPT

Thunderbolt Throw-Medicine Ball slams

Olympic Strength- Deadlift

Celestial Press/Push- Bench/push up

Titan Toss-Battle Ropes

Sky Lift- Overhead Press

Lightning Fast- Sprint Intervals

Zeus' Ab Solution-Planks

Hercules- younger man, anywhere from 18-low to mid 30s. He wants to be big and strong, 220 pounds of twisted steel and sex appeal. He'll sacrifice overall strength for aesthetic, but the strength still needs to be on the moderate to higher side (benching at least 220). On the younger side he definitely ego lifts, but as he ages it switches to proper form with heavy weights. Likely is only interested in cardio for the aesthetic appeal. His hobbies revolve around the gym, and possibly alcohol and dip. He hasn't achieved much career success yet, although he probably has a job where being strong is essential (construction, police etc)

The Hercules program should be mass and strength focused. This isn't about functional training so much as it is about the ability to lift more than the guy next to you. And looking aesthetic as fuck.

Reflection: Start earlier, get more done. I'm going to give mom and dad a luxury trip to Scotland and that starts with making progress and getting more clients

7/31 GW 23 7p-8p

Goal- Avatar of Poseidon and Hermes, and Ares. Speculate on other gods of the greek pantheon

Send to Sef when done for input

Poseidon

Avatar-20-45, seeks to be obviously strong and powerful. Wants to maintain fluid motion as well. More functional fitness than traditional training. Has some disposable income. Possibly dealing

with long term, nagging injury which makes traditional cardio a challenge, which led them to the pool. If there is no injury, possibly training for a specific event like an Iron Man, something that has a swimming component. Likes going to the beach. Likely takes fitness seriously, but also enjoys group activities with a fitness component-beach volleyball, biking through trails etc. Needs to be moving. Likely active on social media. Phone probably has an abundance of apps. Key work here is functional fitness, being strong and aesthetic but also fluid, like Poseidon controlling the waves with his trident. Endurance over mass

Issue: How to adapt this plan if there is no pool available? The name itself heavily implies water work. Should it be more nutritionally based?

Hermes

Avatar: Likely younger guy, highschool/ college athlete. Can qualify for first responders too, especially police officers and firefighters. Training is focused on their sport (plyometrics, compound movements) endurance and strength over mass. Athletic based interests. Flexibility over fluidity. Lean and toned, or get back to lean and toned. Seeks challenges. Possibly a FOMO type, will try anything just to say they did it.

Ares- Strength and endurance. Wants to be a fighter. Or an insecure man who is trying to improve his self perception and change from what he sees as a weak man into a tough guy. Fighters should be trained for strength and endurance, with martial arts exercises and practice. The weak man should be training for strength, with either mass or fat loss being the predominant goal, depending on the person. Simple, compound lifts. This type will require a substantial amount of motivation and support. The real struggle will be to correct what's in his mind. High reps and endurance for the actual fighter. Must be very conscious of putting on mass, which would increase their weight.

Athena- best for an older woman, mid to late 20s and up. Strength and flexibility with fat loss should be the goals. She's coming to try to recapture her beauty. She's noticed that the attention she's getting from men she desires, and possibly overall depending on her age, has decreased dramatically. She won't admit that though. Focus on appeasing her self image and ego.

Artemis- younger lady. No older than 25. Cardio bunny. Developing an interest in strength training for aesthetics, most likely not performance. Discipline required in the gym will likely translate into her personal life. She likely is driven to achieve, and outcompete the men around her although she'd never say so.

Reflection:

Keep pushing self. Some experience is better than none. I've got to keep pushing. I won't die a fucking loser

8/2 GW 24

Goal- Winners writing process and SPIN Questions

1. Who am I talking to? (basic avatar info, age range, geographic location, avg salary, personal values - hardwork/discipline/etc, day-in-life)

- a. ...A man or woman, most likely a married couple in their mid 30s to 60s
- b. ...Western NY
- c. middle to upper middle class status
- d. ...People who place status and value in the aesthetic of their home. Most likely have owned their home for a substantial amount of time. It's their family home, where they raised their kids. Now the kids are gone they want to make it aesthetic. Decks and patios have had wear and tear. Their not super wealthy, so they want to make sure their getting the job done right and every cent is well spent. Everyday, average apple pie Americans.
- e. Businesses that want to have an aesthetic interior like smoke shops or art supplies, or any business that wants to draw in a youthful crowd. Businesses that care about sustainability, with wear and tear that need a floor that can tolerate getting heavy things dropped on it without breaking. Businesses that deal with chemicals that need a floor that can tolerate chemical spills

2. Where are they at now? (current state, current beliefs they have and why they have them, where are they seeing competing offers - IG/YT/FB/etc)

- a. ...Buffalo and WNY
- b. They have a home or business that they would like to improve. They are concerned about aesthetic, property value is a secondary, likely unconscious desire. They live in a suburb or run a business and they want to look good to either keep up with the neighbors or attract customers.
- c. Competing offers are from Google and FB, possibly from friend/neighbor recommendations depending on their neighborhoods. Are they living in a place where everybody knows everybody?
- d. Buffalo is a place where you know your neighbors and you're local business owners.
- e. ...
- f. ...

3. What do I want them to do? (“See YT video, click link in bio, buy X product/service”)

- a. ...Click on FB ads
- b. Click on us when google searching
- c. See products and information for why the products matter
- d. See reviews
- e. Build trust based on reviews and products
- f. Message or call to request a quote
- g. ...
- h. ...

4. What do they need to experience/think/feel to do that? (note drivers of success → Value equation elements + status/identity they’d feel from achieving what they want)

- a. ...They can afford to make repairs on their home
- b. Their floors need repairs, it would benefit businesses to have a safe floor and an aesthetic floor
- c. Having a nice concrete floor helps them keep their home at the same perceived value of their neighbors
- d. They deserve to have a nice floor
- e. ...
- f. ...

Reflection

I need to relook this in the morning

August 4 GW 25

Notes on ads

4-5

He who can pay most for a customer wins-Dan Kennedy

(Jay doesn’t run paid ads, but I can use the lesson for his posts)

Need credibility, social proof (use reviews to provide social proof)

Anatomy of a profitable ad:

Put in front of the right people-who are they targeting? Who’s their best customer, where do they hang out, where do they consume social media

Stop Their Scroll-Gotta look different (color, format, motion) Make them stop and think ‘what was that’

Trigger their desire or fear

Match their level of sophistication/ Awareness- Mismatch will kill the ad. Problem/ Outcome

aware- make a cool claim, problem aware- test creative ways to make claim and hint a solution,

solution aware- tease new mechanisms, attack established solution, or go for identification,
product aware- Identity or value equation play

Trigger Curiosity-DIC, there needs to be some unanswered question

Trigger trust and other emotions social proof, authority, logic

You know what to do, what needs to be done

Drive the Click-crank the pain/desire/curiosity/ safety or whatever it takes to push them over the edge, use a close if needed, give them a good reason not to procrastinate and keep scrolling

Test your way to success- test statement of desire/pain, test hook, test image, test body text, focus on the page then

FB ADS

Main Format

Media

First Lines

Body Text

Headline and Button

Time left over 30 mins

Captain lessons

"Cold calls are meant to be short and sweet, to set up the meeting"

"Take the lead, aikido the gatekeeper by pitching questions and asking to speak to the owner"

"Keep the cold call conversational by asking questions, be calm and energetic"

Reflection

Speed and bravery. I have a chance to start making money and i need to take the max advantage of it

8/4 GW 26

615-715

Copy Domination call Notes

Find something useful for my client

Push out free content, provide free value, catch on back end with targeted ad (won't work for Jay, but will for SEF)

Create image in the brain, free value can assist with developing curiosity

DIC- Disrupt, Intrigue, Click

Domination Call 13

Building a webpage- SEO can be done on the webpage itself

Redesigning web pages can increase authority

Finding leads can be a good business to get into

Who is Jays Primary Avatar? Where are they mentally?

Dive deeper into the Avatar. Ask why until there are no more why's to be asked

I need to review local marketing doc for Jay

Identify SEO issues with Jay's FB page

Never attribute to malice what can be more easily attributed to incompetence

Don't argue with the client. Agree, validate and aikido to lucrative market: ex. Yes we can target this market, but while we're doing that we can also target these people

Design page around main audience, main product 80-90%.

When in doubt, make an assumption, check in with TRW and roll out with it.

Reflection:

Watch Domination Call 11. There's some strategy in there that would help Jay

8/6 GW 27

Client Work

5-6

Images and captions made, submit to TRW.

Reflection

Client has standards. I need to take them seriously. Capture his voice. I do think he's too technical in his captions. Experiment with shorts. Steal from the top players, don't be too independent in my creativity

8-7 GW 28

Client Work

6-7

FB posts and captions. Sent to client. Waiting on feedback. Upload feedback to TRW for assistance.

Reflection

Look deeper. Just steal from Top Players. What about shorts??? Experiment with that tomorrow
How else can I provide him value???

8-8 GW 29 7-8

WWP for potential client

Reflection

Keep sourcing clients. Keep going until I find someone who's willing to work with me. Then make them a bunch of money so I can take mom to Scotland.

8-9 GW 30 6-7:30

Discovery project for prospect. Waiting for response.

Reflection

Add 30 mins to any deadline so I'm never at the wire

GW 31

6:30-7:30

Design mini course and SMM course.

I have to know how to make amazing FB and Instagram Posts and captions by Monday morning

Create an experience

Trigger emotions

Catch and Control Attention

Layouts, colors, typography, images
Define objectives
Find existing designs that match those objectives
Copy and adapt (STEAL SHIT)
Refine
Every detail matters, nothing is neutral
Use canva
Use appypie.com

Reflection:

I need to do more, I need to go harder. I'm tired of not seeing my name up on the winners board. I need to have the options that money gives me. And I need to look the part, stop shaving shit in my mouth

GW 32 8-11 6-7

Money Bag Content Creator course notes

Consistency Matters Most

Make a schedule

Text, Picture and Video

Memes are acceptable content

Before and After on Videos are good, Lessons learned are good too

First 30 days goal:

1:3 posts a day

Leave comments and replies

Content over quantity BUT more quantity is best

Repurpose to IG

Post These:

Niche Content

Broad Content Talk about anything pop culture, draws people in

80% Broad Content, 20% Niche

Post More, See what people like, post more of that

Post a mix of content

Display testimonials (reviews) multiple places

Memes go great on X and Instagram

Draw content Ideas from Movies and Books

Post thoughts about life- People LOVE this

Quotes-tag the person

Document the journey- take them on the ride with you

News- probably not the best

Comment on trends-pop culture

Buffalo Bills, local buffalo news

Show how you learned the lesson

Content Planner

Use TRW for exact schedule- very detailed

Reflection- Game day tomorrow. Attack attack attack. I need this testimonial more than I need to breathe. I'm going to send mom to Scotland come hell or high water.

GW 33 Aug 12

6:30-7:30

Client work

Posts for JP

Reflection: get to work earlier means I can get more done. JP seems game, so I need to deliver for him

This is how I get mom to Scotland, and me to Eastern Europe

GW 34 6-7

Client Work

Posts for JP

Reflection

Client is unresponsive. I need to keep sourcing

GW 35

Harness FB notes

JP

SEF

5:45-7

This mother fucker is putting my shit on Instagram???

Switch to Instagram

Harness Instagram Notes

General Content Leads to Specific Content. Niche down

What makes JP unique? What services do you have?

Post should deliver information and easy to digest

Front slide should grab attention

Content slides-5-8, less than 5 is best

Provide valuable info that can be distilled down to less than 1 minute

Final slide-like comment, follow, share, CTA

Use same aesthetic

Reels get most views- need to be entertaining, engaging

Use voice or music. It's how we get into the algo

Grab attention

Provide value, keep reels under 30 seconds

Last few seconds are critical-like, follow, comment and CTA

Need lots of posts

AMAs are good ideas for stories

6-12/day

Post after lunch and after dinner

Use insights to determine best time to post otherwise

Gain High Quality Followers

Always ask for likes, comments, shares and followers

Focus on creating quality content

Look at meme pages and ask how much a promotion would cost?

Interact with audience in the DMs

Goal- Build Audience by putting out valuable content, show yourself as an authority

Show testimonials

Selling info products- 100k in a year!!!

Identify the Niche, understand what audience is looking for

E-books take time but are straight profit \$10-20

E-books can be turned into an audio book

Courses are great products

Is a Subscription Service tenable for JP?

Online offer- Getting into the business

Don't be afraid of backup pages

Promote alternate platforms like an email list

Connect with other pages

Reflection

Do more work

Work faster

I'm not doing enough

GW 36

5-6

Client work

Need permission for g drive access from jp

Work is coming together with sef

Reflection

More

Be Brave. Jordan is an asset

GW 37

Client work

6-7

Reflection

I don't think I'm doing enough. I'm not doing work that can be quickly monetized.

GW 38 5:30pm-7p

Reflection

I need more clients. Which means I need to devote more time to outreach. Mayhood's is promising. I can also reach out to my landlord. I also need to improve client Aikido with JP. I'm not doing enough. I need the life that I see in my head. And it's NOT this

GW 38

6:30-7:30

Mayhoods

WWP+Discovery Project

1. Who am I talking to? (basic avatar info, age range, geographic location, avg salary, personal values - hardwork/discipline/etc, day-in-life)

The customer lives in Norwich NY. Average salary is 50k. On the older side, mid to high 30s and up, with the average gun nut dispersed in the lower ages. They enjoy hunting, fishing, the outdoors in general, water sports, being active, passing on family traditions. They have a strong sense of family and likely learned hunting and fishing from their fathers and so on. They want to continue that tradition as well as pass down the family traditions. Married. Likely work at RTG, CIT, Walmart or Chobani factory. 9-5 type routine. Kids likely go to local Catholic school, although they themselves might not attend Church regularly.

2. Where are they at now? (current state, current beliefs they have and why they have them, where are they seeing competing offers - IG/YT/FB/etc)

They follow the hunting seasons depending on interest level in hunting. Likely most active during deer season. NY gun and ammo laws increase the likelihood of traveling to PA for ammo, although I don't believe this is common. Currently they're probably not doing much, maybe sighting in their bow or doing some shooting on the weekends. The only REAL competition comes from Bass Pro/ Cabelas. Huge, beautiful store only 1 hour away (1 hour is not a big deal in small towns). Plus, online shipping. Competing offers probably most visible on FB considering the average age of the Avatar. Mayhoods leans real hard on being the only store in Norwich.

3. What do I want them to do? ("See YT video, click link in bio, buy X product/service")

I want to build a store and push ads on FB. I want them to click on the ads which lead to the FB page. This either needs to lead to an in store purchase or an online order

4. What do they need to experience/think/feel to do that? (note drivers of success → Value equation elements + status/identity they'd feel from achieving what they want)

Avatar is purpose driven. They're going into the store (currently) with a clear idea about what to buy. They need to think the product is the exact same as in store, without having to visit. They need to feel it's worth paying an extra 2-5 dollars to support a local business. They need to feel the value in getting something same day or next day delivery. They have a website. So traffic would need to be funneled to the website for ecom. This should be more agreeable to the owner because it's not going to be much of a digital change as if I redid his FB page

Main problem is going to be the owner. After speaking to the older lady (I should've gotten her name, probably his wife) his main concerns are going to be inventory issues (guaranteeing inventory and constantly having to update it) and staffing (having a staff oversee inventory and handle deliveries).

Chat Gpt solutions

Minimize Risk with a Low-Cost Entry

- **Objection:** "I'm worried about the cost and complexity."
- **Response:** "Starting an e-commerce store doesn't have to be expensive or complicated. We can start small, test the waters, and scale as you see results. Many platforms offer affordable, user-friendly solutions tailored for businesses like yours. Plus, the initial investment is often quickly recouped by the increased sales generated online."

Focus on Long-Term Benefits

- **Objection:** "I don't have the time to manage it."
- **Response:** "I completely understand. That's why we can automate many aspects of the store, such as inventory management, customer service, and marketing. Once set up, it requires minimal ongoing effort while continuously bringing in sales. Over time, this could free up more of your time as your business grows."

Offer a Trial or Pilot Program

- **Objection:** "I'm not ready to commit."

- **Response:** "How about we start with a pilot program? We can set up a simple online store and run it for a few months. This way, you can see the benefits without making a full commitment upfront. If it doesn't work out as planned, you're free to scale back, but if it does, you'll have a new profitable revenue stream."

What do I need to do?

I need to learn how to set up an ecom store through FB (FB page could use a redo anyways)

Set up a business page. Problem, they currently don't have one. They use a regular page. Their website can benefit instead. It'll probably be more agreeable to the owner.

I'd honestly be willing to help fill orders for a while if that's what's really bothering him.

How can I keep risk low-Physically go to the store and do the work for free. That eliminates his staffing issue. I also need to add ecom and he has to let me funnel his FB to the website.

I can build a sample for free. If he likes it we're in

Reflection

It took me too long to focus. I focus better when I lift very heavy things. I need to keep hunting for local businesses. Maybe focus on a stand alone project instead of something long term.

GW 39 Review old lessons to identify weak points

7-8

One thing I'm not doing is stealing from other top players when I make ads. Another thing I'm not doing is going through saved lessons and smart student lessons to steal hooks and other tactics from there. This means I'm not fully utilizing TRW.

Reflection:

The rest of this week is reviewing old lessons. I need to be done by Saturday. And never go back.

GW 40 8/21 5-6

CapCut work for Sef-Project Olympus

Concept art created. Layout sent to Sef for approval. Design and text created. Sent to Sef for approval

Reflection

Get out of the apartment. Break the routine to claim my kingdom. I need to focus on more outreach. I won't get to Scotland with the way I'm going.

GW 41

6-7:30

Redesigned concept art. Formatted into 'book' style post. Sent to Sef for approval.

Reflection

I need to make the brave choice. Tomorrow I will out reach at least 5 local businesses

GW 42

5-6

WWP- STREAMSTRESS & CO

WHO AM I TALKING TO

The business sells items found at a celtic fest and Ren Faire. It's difficult to identify exactly what because the online presence has no structure and the SEO is garbage. From what I remember, they sell jewelry, toys, and steampunk style clothing. People who are interested in these sorts of items are nerds and weebies. People who enjoy more niche activities such as playing DnD. The items sold are largely female focused (earrings, rings, bracelets etc) and cosplay. People are largely going to find us at festivals and Faires, which are seasonal in nature. However, places like Serenity Hobbies are open year round which could represent a place to keep business running in the form of a partnership

Where are they now?

Just barely starting out. Social media presence is based off of IG. Danille is an admin for a small business group on FB. The company FB page has no direct link back to any owner. The page appears to be very active. IG doesn't have many posts. There is no online store. A lot of steampunk is in person, but the online community is a potential market. Cosplayers are a large,

albeit sub category. They are very dedicated to the craft. Content ideas, tutorials (can be reposts) on making your own costume or improving your cosplay can help.

What do I want them to do?

I want to set up an online store and then funnel viewers into buying items. I want viewers on IG and FB to like share and follow to build up follower count. I also want us to engage in the chats.

What do they need to experience?

Community. Expertise. Ease of shipping. They need to see content that shows love and appreciation of cosplay and steam punk (romance, retro aesthetic, adventure etc)

All social media should balance steampunk and fantasy images with products

How am I going to provide value to them?

Link all social medias. Build a funnel. Set up an online store (shopify etc, will need to research in TRW) Provide posts and scripts. Build a community. Message creators and influencers. Set up deals with them.

Reflection:

I should've talked to everybody ethical. I think I did ok but if I was in better shape I would've been taken more seriously. I need to put more and more effort in. I'm not working hard enough. I need to have a legendary life. I'll spend the rest of the evening watching lessons and working local outreach

GW 43

6-7

Graphic Design for Sef

Research comic con top players

Reflection-

I have a great opportunity with Oneonta. It won't be as fast as I want but if I work hard enough this could be a huge opportunity

GW 44

7-8

Outreach

Used the Script. Minimal adjustments

Reflection:

I really need to do outreach at work. I'm 44 gws in and I don't have anything to show for it. I live like a fucking loser. I can't stay at the bottom. I fucking hate it here

GW 45

Back on track-6-7:30

Identify Weaknesses-Why I lost clients

Work on Zeus Program for Sef

Any time left over listen to Client Aikido in saved messages

Reflection

Keep working. Listen to Motivation. I can't give up. Yes it's hard. Yes other people are ahead of me. But THEY DID IT TOO. They are not special or 'born lucky'. They worked hard and smart. They're no better than me. I can learn and emulate them. If they can I CAN TOO

GW 46

6-7

Review Client Aikido, review SPIN, practice for sales meeting tomorrow with chat gpt

Reflection

Opportunities come when i work. Focus on getting in shape, I'll be taken seriously

GW 47

7-8

Goal- Kung Fu Client Plan

Reflection:

AI is f-ing amazing. And this is going to be the client I earn a testimonial from.

LOTS of work to do

LFG

GW 48

6-7

Goal- strategy, coordinate with kung fu client to clarify goals and plans. Leftover time work on personal training client

Reflection:

Not my best. The Kung fu client has a lot of needs. I don't want to over step but at the same time I need to overdeliver. I should review client Aikido again

GW 49

6-7

Work with Online Trainer. Renamed 2 of the programs to fit in with the themes. Launched one program to a customer.

Reflection

I need to be faster. Dad is dying. I need to be there for him. I need to be free enough so that financial burden doesn't fall solely on mom.

GW 50

7-8

Complete tasks for Jason and Sef.

Results- Jason is going to require a landing page far more than an ad. Image generation yielded testable results. He is working a double today so I'll get more information tomorrow.

Me and Sef will sit down tomorrow to hash out details for project Olympus. I really need to organize and plan

Tomorrows goal- Profile Picture for Jays Designs and Styles (something bright and bold), outreach Chenango massage, outreach canine canal. Examine landing page if I hear back from Jason

Makes posts for Slade-Facebook and Instagram

Reflection-I started way too late. I need my first win. My first REAL win.

This is fucking ridiculous. I need more

GW 51

6-7

Met with online trainer to clarify products, formatting of products, educated him on upselling and sales in general. Clarified overall goals.

Worked on Kung Fu Client. Created a FB profile pic

Reflection

More. I need to do more and faster. I have a chance to make money. REAL FING MONEY. I need to be faster

GW 52

4:30am- 5:30 am

Networking opportunities for Kung Fu client. With leftover time, CapCut formatting for Olympus

Reflection

Back on track. Tate says to do the thing regardless of how you feel. Grief, depression is not an excuse

GW 53

6-7

Mission- Complete posts for Jason. Pitch products to Slade

Reflection- How can I personally assist in outreach in Norwich? I need to do more for Slade to earn his trust

GW 54

6-7

Goal- Work with Jason. Provided guidance on engagement and posts. Worked with Sef.

Coaching on upselling.

Reflection- How can I take a more active role away from Sef? Customer service is NOT his strong suit. He'll tank the project if I leave it to him

GW 55

6:30-7:30p

Goal- Continue working with Jason on his accounts. Then work with Slade.

Results- Post suggestions for Jason accepted. Image generator successful for engagement.

Events found for Slade.

Reflection:

Something doesn't seem right with Slade. Have I not talking to him enough? When I go down Friday, I need to come in with all the answers and all the value. Examples of referrals. Work the Facebook account in front of them. I need to do more

GW 56

7-8p

Goal- Logo for Jay's Interior Design, work for Sef

Results- Generated 2 logos for Jay. Superior design has been sent, awaiting feedback. Zeus rename sent to Sef. Awaiting rename approval. Began formatting Final Zeus Presentation

Reflection

Sef's work is going to take a long time. The more I procrastinate, the longer it'll take.

GW 57

5-6:15a

Goal- How can I help Slade?

Current issues: lack of consistent posts on Facebook and Instagram, VERY slow to implement any changes. Not known in the community (from brooklyn). Slade wants to preserve the traditional practices as much as possible. He DOES recognize the need to market but it makes him feel 'slimy'. I need to preserve his integrity as much as possible. No reviews on his

Facebook page. Current marketing is Instagram based. But he's losing money with Instagram ads. BIGGEST ISSUE- upfront cost is \$200. Competitor is 100.

Slade and his 'partner' Tara are not religious, so I can't use a Church community.

Main Issues:

- 1) Preserving traditional practices and instruction while STILL marketing and establishing a social media presence- Solution- Push hard on referral programs and local/warm outreach. Slade understands that social media is crucial, but it makes him feel 'slimy'. If I push harder on more traditional outreach- referrals and flyers- I can preserve his integrity
- 2) Facebook reviews- I can fix this Sunday (potentially) from his event. This will allow me to present testimonials to local prospects.
- 3) Local businesses- Tai chi/ Qi Gong events at libraries, classes at local gyms, Tai Chi/ Qi Gong at nursing homes, women self defense classes at schools and gyms. Anti-bullying classes at schools.
- 4) Join school groups online
- 5) Value equation- Dream outcome x Perceived Likelihood of success/ Time Delay x Effort and Sacrifice. Main sacrifice, aside from time, is the upfront cost. Cost is largely based around the uniform. \$200 is a lot of money, especially for Binghamton area. Slade is willing to be flexible with money BUT that fee is not adjustable or movable or anything. Reviews and referrals can help reduce the perceived level of sacrifice. We can also emphasize that the student is only paying \$30/lesson and the price reduces after the first month.
- 6) Right now, Slade is offering a free 1:1 first lesson for prospects. Focus on cost per class and value (hands on instruction from a master) instead of overall cost.
- 7) Pictures and videos of the uniforms, with reviews of the uniforms. Emphasize the value of the uniforms (it's tradition, master to student, which goes back a thousands years)
- 8) Build a social circle
- 9) Door knockers and mailbox stuffers
- 10) Flyer campaign
- 11) How can I tie this to UFC? Traditional arts in UFC
- 12) Show more weapons

Reflection

Jay pointed out that the intent for this service is more passive than active. The trick is to get attention. I think that funneling separate services (classes in libraries and nursing homes, anti bullying classes, women's self defense seminars) can lead more people into classes as opposed to just building classes. The other services have a low barrier to entry and lower upfront cost. Students can receive value there and seek deeper meaning after.

GW 58

6-7

Goal: Make content for Slade. Submit for review. If any time is left over work for Sef

Results

Content submitted to Slade. No time for Sef

Reflection:

ACTION. Just do more and I'll be ok. I cannot be ok with this life. Just do more. Stop with the theory

GW 59

6:30-7:30

Goal-Project Olympus

Completed Chest and back day. Sef confirmed format.

Reflection

DO MORE. I need to make more money. This is fing foolish

GW 60

6-7

Goal-Project Olympus

Results-75% completion

Reflection-

FINISH and make money

GW 61

6:30-7:30

goal-Project Olympus

Results-will be completed tomorrow

Reflection

Product launch is coming. This work I put in WILL be worth something. I'm not doing enough for Slade. I need to make things for him tomorrow I need to spend time for him this weekend.

GW 62

Zeus is completed

See TRW post for details

GW 63

Funnel for Zeus

7-8

GW 64

Sales coaching with Sef

Reflection

This dude sucks at sales. I either need to train or take it out of his hands

GW 65

Sales Pages for Sef. Instagram and Facebook

6-7

Reflection

Do More. I need to put more effort into Slade. I haven't made a fucking dime. Un acceptable. I need to do fucking more

GW 66

Worked on more programs for Sef, Achilles and Hercules

5-6:15

Reflection

I need to do more faster. I hate my job. I hate my life. I need to do more and be in better shape

GW 67

6-7

Achilles formatting

Reflection:

My parents are depending on me. I need to take care of them. I need to get as much money as possible to take care of them. Take my own advice!!!

GW 68

6-7

Accomplished 2 days of Achilles for Sef

Reflection

I could've done more

At the rate I'm going, I'm going to die a loser. I need to go all in. I have so many regrets and they are all my fault. I can't really blame anyone else. And I hate that.

Just once I want to find out just how much I'm really capable of. I've allowed myself to remain a loser. I've allowed myself to remain conquered by my past.

Invictus Maneo

Nunquam Non Paratus

GW 69

6-7

Goal- Complete Achilles

Goal Completed and sent to Sef for approval

Reflection

I need to go harder, faster. This project with Sef is taking up so much time I don't have time for Binghamton Kung Fu, and THAT can pay a LOT faster.

I'm not doing enough. I won't die a loser. BUT I will if I don't work harder. My parents are counting on me

GW 70

6:30-7:30

Goal- Keep working on Sef. Hercules 50% completed

Reflection

I need this done. I will not waste my life. Memento Mori. My greatest fear is that when I die, God will show me who I was supposed to be. I will not endure that hell. I refuse to

GW 71

7a-8a

Goal-Work for Sef

Reflection

It's almost done. I need to think about payment

GW 72

11-12

Goal-Complete Project Olympus

Completed!

Reflection

This is an inflection point for Sef and me. I can either proceed as a partner or proceed as a freelancer. If I proceed as a partner, I need to put more effort into my fitness, as proof of concept. I need to regardless, but it becomes especially important then. If I move forward as a freelancer, I'm not sure what that looks like.

GW 73

5;30-6:45

Goal- Sef wants an alternate to Nyx. Work on that

Results: Nyx alternate began. Chased some leads for Sef. Sales coaching necessary. How can I automate it for him?

GW 74

6-7

Nyx Completed

How can I help Slade?

Use Chat GPT

Paper flier campaign.

Build social media. Showcase value, educational content, localize the content.

Facebook community groups. Interact regularly.

Find local influencers and community groups. Interact regularly.

Use seminars as conversion events. Collect email or phone numbers for personalized follow ups.

Update the 'About' section of the FB page for SEO

Emails can help

Explain the benefits of the startup cost, "foundational month"

Justify the initial cost with extra attention.emphasize lower ongoing cost

Increase the perception of likelihood and ease of achievement

Payment plan is available, but it's a discipleship. I'd like to avoid that for right now

Call local spots

Issue: poor management on my part. I haven't spoken to him in 2 weeks. I need massive action to keep him. And I need to generate results FAST

Reflection:

I need to work my ass off for him. And I need to generate content for him fast. That's my goal
Thursday-Saturday

GW 75

4-5

Goal-Work for Slade. Identify weaknesses in his FB.

Results- Identified weakness in FB- No posts directed towards any local pages in Binghamton. I outreached and suggested different things to be done. I did not direct, rather suggest. I also made a flyer and sent it off to them. Awaiting approval

Reflection

Do more

And find another client

Work hard

My family depends on it

GW 76

1-2

Goal-Review needs for Sef and Slade.

Results- Reached out to Sef for paid ads. Will review meaningful material upon approval.

Samples should be made in the meantime. Reached out to Slade. Laid out plan for DCMO. I need to actually make the phone calls though, to prove my value and earn my testimonial.

Completed more outreach

Reflection:

I need more clients. I need to relearn discovery projects. I need to work harder, because I am the only one who will save me. I can do this. Self Doubt is my real enemy.

GW 77 5-6

Goal- Reach out to Sef. Outreach.

Results- Reached out to Sef. No response. We need to push ads. I can't do much without him because he's paying for the ads. More outreach conducted

Tomorrows goal- Work for Slade like a SOB

Reflection- I'm back. My family WILL see me successful before they pass

GW 78

3:30-5

Research and Discovery Project for a Michigan Tattoo Artist. Waiting on approval of execution.

Downside is she doesn't have much money. Upside is I can make a larger claim of revenue

Reflection- I need to generate money fast. Tomorrow is for Slade. Tuesday for Sef. I have neglected Slade for too long

GW 79

6-7

Made posts for Maggie. Strategized with Maggie. She may need help with sales. Made posts for Sef

Goal tomorrow- HELP SLADE

Reflection- Work more. Work harder

GW 80

4-5

Made posts for Maggie, Sef and Slade. I need to set up deals for Slade. Keep working with Maggie. I need a good score

Reflection- DO More. Work harder. Make my parents proud

GW 81

6-7

Coordinated with Maggie. Outreach for Slade.

Reflection

DO MORE. Stop being afraid

GW 82

6-7

Checked in with Maggie. She wants to bring in more men, so the approach has to be adjusted. Reached out to Sef. No response. Responded to Jay's Designs. Tomorrow I need to make samples of logos with different colors.

Reflection

I am GOING to retire mom and dad. They deserve it. I have yet to have a SINGLE victory. I'm not waiting for one. I need to take one

GW 83

6a-7a

Reviewed ideas for Maggie. Submitted ideas to Maggie. Crafted follow up email and strategy. Currently waiting for her approval/feedback

Reflection

I will not die a broke fucking loser. Keep the fire

Do'nt lose the edge

GW 82

1/1/25

5:30-6:30

Sent plan to Maggie. Awaiting her response. Did more outreach

Reflection

Discovered weakness-I'm not monetizing enough. I'm just not doing enough.

My life is my fault. My success will be my fault too

GW 84

1/6

12-1

Identified several areas for improvement for Maggie. This valentines campaign she wants to run has promise. And it's a chance for me to FINALLY make money. She wants to build up her male audience. I can do this. With Slade, we can start focusing on his tai chi. His SEO is great for tai chi. And he has almost NO competition. So we can build up tai chi and use wing chun and self defense as a secondary service.

Reflection

I have a path. I finally have a path forward. I must work. I've been too lazy. How dare I. how disappointed have I made God. My family deserves better. I condemn myself to a shit job that's killing my soul. I codemn myself to more time with RC2 every day I fuck off. I can't allow this anymore.

GW 85

6-7

Results- Content for Maggie and Slade. Time in TRW Tomorrow-WWP for Maggie and Slade. Maggie running a valentines day campaign, Slade focusing on Tai Chi content. Sales calls are necessary for Slade, I need to get over this fear.

Reflection

Too lazy. No one will take me seriously with how rotund I am. I need the life of my dreams. I refuse to die average. Grease the groove and run