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# 100 G WORK SESSIONS AWAY

									
									
									
									
									
									
									
									
									
									

## 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

## G Work Session Tracker Template

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### **SESSION #1 - June 10th 2024+ 12:54pm**

#### **Desired Outcome:**

- Fill knowledge gaps in outreach

#### **Planned Tasks:**

- Watch Top 5 Beginner Outreach Mistakes And How To Fix Them (1 hr 20 mins video) course in Toolkit and General Resources Task 2: Take notes (30 mins)
- Take notes while watching lesson

#### **Post-session Reflection**

- I should have been more focused and not fooled around while taking notes during the lesson
- 

### **SESSION #2 - June 10th 2024 + 4pm**

#### **Desired Outcome:**

- Fill knowledge gaps in outreach

#### **Planned Tasks:**

- Watch Top 5 Beginner Outreach Mistakes And How To Fix Them (1 hr 20 mins video) course in Toolkit and General Resources Task 2: Take notes (30 mins) (**30 mins left**)
- Go through "Warm Outreach And What To Do If It "Doesn't Work For You" (1 hr 10 mins + 30 mins of taking notes) (12th video in Module 1 - Mini Lessons in General Resources) --> 60 mins

#### **Post-session Reflection**

- I should've not gotten distracted and stayed until I finished my session.
-

## **SESSION #3 - July 11th + 3:10AM**

### **Desired Outcome:**

- Fill knowledge gaps in outreach

### **Planned Tasks:**

- Go through "Warm Outreach And What To Do If It "Doesn't Work For You" (1 hr 10 mins + 30 mins of taking notes) (12th video in Module 1 - Mini Lessons in General Resources)

### **Post-session Reflection**

- I shouldn't have wasted time by setting up my checklist for so long and done it more quickly
- 

## **SESSION #4 - July 11th + 4:41AM**

### **Desired Outcome:**

- Fill knowledge gaps in outreach

### **Planned Tasks:**

- Task 1: Social Media & Client Acquisition → get your first client → build your offer

### **Post-session Reflection**

- Notes
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## **SESSION #5 - July 12th + 12:38PM**

### **Desired Outcome:**

- Fill knowledge gaps in outreach

### **Planned Tasks:**

- Task 1: Social Media & Client Acquisition → get your first client → local biz outreach

### **Post-session Reflection**

- Notes
- 

## **SESSION #6 - June 13th + 2:20PM**

### **Desired Outcome:**

- Fill knowledge gaps in outreach

### **Planned Tasks:**

- Task 1: Business Campus → Business mastery → Outreach mastery

### **Post-session Reflection**

- Notes
- 

## **SESSION #7 - July 13th + 3:13PM**

### **Desired Outcome:**

- Outreach to prospects

### **Planned Tasks:**

- Task 1: Add prospects:
  1. "Local service business marketing" doc
  2. Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
  3. Warm and local outreach google sheets and note down info
- Task 2 Start researching prospects on outreach sheet, figure out problems and solutions
  1. Can use Ultimate guide doc (in "CW - 1 Learn the basics" docs) + live beginner lessons in the beginning of researching and doing top player analysis
- Task 3: Build your offer:
  1. Go through "Local service business marketing" doc for ways to increase attention
  2. Social Media & Client Acquisition → get your first client → build your first offer
  3. Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
  4. Business campus → Business mastery → Outreach mastery

- 5. Go through “Top 5 beginner outreach mistakes” doc
- 6. Go through the “Outreach DM’s/Messages” doc to leverage value equation in offer
- Task 4: Send DM/Email to prospect

## **Post-session Reflection**

- I should’ve been faster for researching and going over the prospect’s social media, funnels, etc, in order to identify the problem and come up with a solution for the business. I think 15-20 minutes of researching should be enough to gather some research about the prospect’s business, identify the problem, come up with a solution, come up with an offer, and send the DM.

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## **SESSION #8 - June 13th + 10:30PM**

### **Desired Outcome:**

- Outreach to 2-3 prospects from outreach list

### **Planned Tasks:**

- Task 1: Add prospects:
  1. “Local service business marketing” doc
  2. Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
  3. Warm and local outreach google sheets and note down info
- Task 2 Start researching prospects on outreach sheet, figure out problems and solutions
  1. Can use Ultimate guide doc (in “CW - 1 Learn the basics” docs) + live beginner lessons in the beginning of researching and doing top player analysis
- Task 3: Build your offer:
  1. Go through “Local service business marketing” doc for ways to increase attention
  2. Social Media & Client Acquisition → get your first client → build your first offer
  3. Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
  4. Business campus → Business mastery → Outreach mastery
  5. Go through “Top 5 beginner outreach mistakes” doc
  6. Go through the “Outreach DM’s/Messages” doc to leverage value equation in offer
- Task 4: Send DM/Email to prospect

## **Post-session Reflection**

- I took a lot of time again crafting the email I was going to send to my first prospect,

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## SESSION #9 - July 14th + 1:04am

### Desired Outcome:

- Outreach to prospects

### Planned Tasks:

- Task 1: Add prospects:
  - 4. "Local service business marketing" doc
  - 5. Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
  - 6. Warm and local outreach google sheets and note down info
- Task 2 Start researching prospects on outreach sheet, figure out problems and solutions
  - 2. Can use Ultimate guide doc (in "CW - 1 Learn the basics" docs) + live beginner lessons in the beginning of researching and doing top player analysis
- Task 3: Build your offer:
  - 7. Go through "Local service business marketing" doc for ways to increase attention
  - 8. Social Media & Client Acquisition → get your first client → build your first offer
  - 9. Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
  - 10. Business campus → Business mastery → Outreach mastery
  - 11. Go through "Top 5 beginner outreach mistakes" doc
  - 12. Go through the "Outreach DM's/Messages" doc to leverage value equation in offer
- Task 4: Send DM/Email to prospect

### Post-session Reflection

- I shouldn't have spent so much time researching a prospect's funnels, social media, web page, etc, and it should've only taken me 5-10 mins. I also shouldn't have spent so much time writing out an outreach message for a prospect that is a restaurant which was a mistake on my end since restaurants are a bad option to reach out to. Next time I'll only spend 5-10 minutes on researching prospects to identify problems and come up with a solution, only take 5-10 mins on crafting an outreach message and I also will stay away from restaurants as per my outreach.

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## SESSION #10 - June 14th + 6:50am

### Desired Outcome:

- Outreach to prospects

## Planned Tasks:

- Task 1: Add prospects:
  - ❖ “Local service business marketing” doc
  - ❖ Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
  - ❖ Warm and local outreach google sheets and note down info
- Task 2 Start researching prospects on outreach sheet, figure out problems and solutions
  - ❖ Can use Ultimate guide doc (in “CW - 1 Learn the basics” docs) + live beginner lessons in the beginning of researching and doing top player analysis
- Task 3: Build your offer:
  - ❖ Social Media and Client Acquisition → Build social media → Craft your offer
  - ❖ Go through “Local service business marketing” doc for ways to increase attention
  - ❖ Social Media & Client Acquisition → get your first client → build your first offer
  - ❖ Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
  - ❖ Business campus → Business mastery → Outreach mastery
  - ❖ Go through “Top 5 beginner outreach mistakes” doc
  - ❖ Go through the “Outreach DM’s/Messages” doc to leverage value equation in offer
- Task 4: Send DM/Email to prospect

## Post-session Reflection

- I took way too long on researching the prospect even though its a small business. In the next G work session, I’m going to take only 5-10 mins to craft the offer and then send the email/DM.

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# SESSION #11 - July 14th + 1:49pm

## Desired Outcome:

- Outreach to prospects

## Planned Tasks:

- Task 1: Add prospects:
  - ❖ “Local service business marketing” doc
  - ❖ Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
  - ❖ Warm and local outreach google sheets and note down info
- Task 2 Start researching prospects on outreach sheet, figure out problems and solutions
  - ❖ Can use Ultimate guide doc (in “CW - 1 Learn the basics” docs) + live beginner lessons in the beginning of researching and doing top player analysis
- Task 3: Build your offer:
  - ❖ Social Media and Client Acquisition → Build social media → Craft your offer

- ❖ Go through “Local service business marketing” doc for ways to increase attention
- ❖ Social Media & Client Acquisition → get your first client → build your first offer
- ❖ Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
- ❖ Business campus → Business mastery → Outreach mastery
- ❖ Go through “Top 5 beginner outreach mistakes” doc
- ❖ Go through the “Outreach DM’s/Messages” doc to leverage value equation in offer
- Task 4: Send DM/Email to prospect

## Post-session Reflection

- I spent way too much time on reviewing the outreach message before sending. Next time I’ll ask for a review and wait 10-15 mins before sending it so that I don’t waste so much time just reviewing it.
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## SESSION #12 - July 15th + 12:29am

### Desired Outcome:

- Outreach to prospects

### Planned Tasks:

- Task 1: Add prospects:
  - ❖ Go through “Local service business marketing” doc and “Local biz outreach - Social Media & Client Acquisition campus” doc for what businesses to look for
  - ❖ Warm and local outreach google sheets and note down info
- Task 2 Start researching prospects on outreach sheet, figure out problems and solutions
  - ❖ Can use Ultimate guide doc (in “CW - 1 Learn the basics” docs) + live beginner lessons in the beginning of researching and doing top player analysis
  - ❖ These links for “Will they buy/act” levers and figure out what kind of funnel your prospect’s business is using:
    1. <https://www.beautiful.ai/player/-O1YawUdNZNqsWluYQ0w/MARKETING-101>
    2. <https://www.beautiful.ai/player/-O1YcQ1CQs0xxFjVeBLz/FUNNELS>
- Task 3: Build your offer:
  - ❖ Go through “Local service business marketing” doc
  - ❖ Open “Researching prospects” doc
  - ❖ Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
  - ❖ Go through “Top 5 beginner outreach mistakes” doc



- ❖ Go through the “Outreach DM’s/Messages” doc to leverage value equation in offer
- ❖ Go through “Outreach mastery - Business campus → Business mastery → Outreach mastery” doc as a checklist
- Task 4: Send DM/Email to prospect

## Post-session Reflection

- These G work sessions have not been effective. I need to evaluate and do mini OODA loops to figure out how I can make these sessions more effective. I also need to manage my time for the tasks in the session better to complete these sessions effectively.

## SESSION #13 - July 15th+ 2:40pm

### Desired Outcome:

- Outreach to prospects

### Planned Tasks:

- Task 1: Add prospects:
  - ❖ Go through “Local service business marketing” doc and “Local biz outreach - Social Media & Client Acquisition campus” doc for what businesses to look for
  - ❖ Warm and local outreach google sheets and note down info
- Task 2: Start researching prospects on outreach sheet, figure out problems and solutions:
  - ❖ Can use Ultimate guide doc (in “CW - 1 Learn the basics” docs) + live beginner lessons in the beginning of researching and doing top player analysis
    1. Go through “CW - 3 - Copywriting bootcamp” doc for analyzing monetization of businesses
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 1: How to know how to help a business (1 hr long + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 11: Find specific ways to help businesses - Live examples (1hr + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 13: Specific ways to help specific businesses - Live Training (1hr + 30 mins of notes)
  - ❖ These links for “Will they buy/act” levers and figure out what kind of funnel your prospect’s business is using:

1. <https://www.beautiful.ai/player/-O1YawUdNZNqsWluYQ0w/MARKETING-101>
  2. <https://www.beautiful.ai/player/-O1YcQ1CQs0xxFjVeBLz/FUNNELS>
- Task 3: Build your offer:
    - ❖ Go through “Local service business marketing” doc
    - ❖ Open “Researching prospects” doc
    - ❖ Go through “Local biz outreach - Social Media & Client Acquisition campus” doc
    - ❖ Go through “Top 5 beginner outreach mistakes” doc
    - ❖ Go through the “Outreach DM’s/Messages” doc to leverage value equation in offer
    - ❖ Go through “Outreach mastery - Business campus → Business mastery → Outreach mastery” doc as a checklist
    - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: Old live beginner calls → Video 56: TRW Student Outreach/Copy Review 03-16-23 (2hr 30 mins long)
  - Task 4: Send DM/Email to prospect
    - ❖ Get AI to review your message on copy for outreach message (take it with a grain of salt):
      1. Copywriting campus → Knowledge vault → Use AI to conquer the world
      2. Doc for “Module 2 - How to use AI at each stage of the Copywriting Campus”:  
<https://docs.google.com/document/d/1le39ndmgwV2gMluoZoFvCEarECJKJ98e78-EZijf18/edit>
    - ❖ If you’re doing a call:
      1. Go through Harness your speech before you get on a sales call
      2. Get on a call with the owner and schedule to meet in person on a specific date (today or tomorrow)
  - Task 5: If you got a response, prepare SPIN questions for meet up
    - ❖ Go through “How to run a sales call” doc which includes SPIN questions
  - Task 6: Rehearse with AI for SPIN questions and do a version of a sales call
  - Task 7: Resources to help businesses once you have them as a client:
    - ❖ Copywriting campus → 3 - Copywriting bootcamp
    - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: TAO of marketing
    - ❖ Get in the conversation in the mind of the reader that they are already having: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course (get in the mind of the conversation the reader is already having)
    - ❖ Ads:
      1. Copywriting campus → Knowledge vault → Mini courses → Module 3: Ad testing strategy mini course
      2. Business campus → Business in a box → Ultimate guide to ads
    - ❖ Design/Website:

1. Copywriting campus → Knowledge vault → Mini courses → Module 2: Design mini course
  2. Business campus → Business in a box → business in a box and/or website reviews
- ❖ Making reels/posts:
    1. Content creation + AI campus
  - ❖ Social Media & Client Acquisition → Learn a skill → Instagram monetization

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## Post-session Reflection

- I've been taking way too long on researching the prospect's business, so my goal is now to send at least 2 outreach messages in a session by improving my speed and setting timers for each task I have to do in order to send that outreach message. I also had a lot of distractions in this session, some out of my control like checking who's at the door, but this prevented me from getting into the work-flow state.

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## SESSION #14 - July 15th + 3:57pm

### Desired Outcome:

- Send at least 3 outreach messages to prospects

### Planned Tasks:

- Task 1: Add prospects:
  - ❖ Go through "Local service business marketing" doc and "Local biz outreach - Social Media & Client Acquisition campus" doc for what businesses to look for
  - ❖ Warm and local outreach google sheets and note down info
- Task 2: Start researching prospects on outreach sheet, figure out problems and solutions:
  - ❖ Can use Ultimate guide doc (in "CW - 1 Learn the basics" docs) + live beginner lessons in the beginning of researching and doing top player analysis
    2. Go through "CW - 3 - Copywriting bootcamp" doc for analyzing monetization of businesses
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 1: How to know how to help a business (1 hr long + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 11: Find specific ways to help businesses - Live examples (1hr + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 13: Specific ways to help specific businesses - Live Training (1hr + 30 mins of notes)
  - ❖ These links for "Will they buy/act" levers and figure out what kind of funnel your prospect's business is using:
    3. <https://www.beautiful.ai/player/-O1YawUdNZNgsWluYQ0w/MARKETING-101>
    4. <https://www.beautiful.ai/player/-O1YcQ1CQs0xxFjVeBLz/FUNNELS>
- Task 3: Build your offer:
  - ❖ Think from the perspective of the prospect: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Go through "Local service business marketing" doc
  - ❖ Open "Researching prospects" doc
  - ❖ Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
  - ❖ Go through "Top 5 beginner outreach mistakes" doc
  - ❖ Go through the "Outreach DM's/Messages" doc to leverage value equation in offer
  - ❖ Go through "Outreach mastery - Business campus → Business mastery → Outreach mastery" doc as a checklist
  - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: Old live beginner calls → Video 56: TRW Student Outreach/Copy Review 03-16-23 (2hr 30 mins long)

- Task 4: Send DM/Email to prospect
  - ❖ Get AI to review your message on copy for outreach message (take it with a grain of salt):
    3. Copywriting campus → Knowledge vault → Use AI to conquer the world
    4. Doc for "Module 2 - How to use AI at each stage of the Copywriting Campus":  
<https://docs.google.com/document/d/1e39ndmgwV2qMluoZoFvCEarECJKJ98e78-EZijifl8/edit>
  - ❖ If you're doing a call:
    3. Go through Harness your speech before you get on a sales call
    4. Get on a call with the owner and schedule to meet in person on a specific date (today or tomorrow)
- Task 5: If you got a response, prepare SPIN questions for meet up
  - ❖ Go through "How to run a sales call" doc which includes SPIN questions
- Task 6: Rehearse with AI for SPIN questions and do a version of a sales call
- Task 7: Resources to help businesses once you have them as a client:
  - ❖ Copywriting campus → 3 - Copywriting bootcamp
  - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: TAO of marketing
  - ❖ Get in the conversation in the mind of the reader that they are already having: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Ads:
    3. Copywriting campus → Knowledge vault → Mini courses → Module 3: Ad testing strategy mini course
    4. Business campus → Business in a box → Ultimate guide to ads
  - ❖ Design/Website:
    3. Copywriting campus → Knowledge vault → Mini courses → Module 2: Design mini course
    4. Business campus → Business in a box → business in a box and/or website reviews
  - ❖ Making reels/posts:
    2. Content creation + AI campus
  - ❖ Social Media & Client Acquisition → Learn a skill → Instagram monetization

## Post-session Reflection

- Notes

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## SESSION #15 - July 16th + 3:50am

### Desired Outcome:

- Outreach to at least 2 prospects

### Planned Tasks:

- Task 1: Add prospects:
  - ❖ Go through "Local service business marketing" doc and "Local biz outreach - Social Media & Client Acquisition campus" doc for what businesses to look for
  - ❖ Warm and local outreach google sheets and note down info
- Task 2: Start researching prospects on outreach sheet, figure out problems and solutions:
  - ❖ Can use Ultimate guide doc (in "CW - 1 Learn the basics" docs) + live beginner lessons in the beginning of researching and doing top player analysis
    3. Go through "CW - 3 - Copywriting bootcamp" doc for analyzing monetization of businesses
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 1: How to know how to help a business (1 hr long + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 11: Find specific ways to help businesses - Live examples (1hr + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 13: Specific ways to help specific businesses - Live Training (1hr + 30 mins of notes)
  - ❖ These links for "Will they buy/act" levers and figure out what kind of funnel your prospect's business is using:
    5. <https://www.beautiful.ai/player/-O1YawUdNZNqsWluYQ0w/MARKETING-101>
    6. <https://www.beautiful.ai/player/-O1YcQ1CQs0xxFjVeBLz/FUNNELS>
- Task 3: Build your offer:
  - ❖ Think from the perspective of the prospect: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Go through "Local service business marketing" doc
  - ❖ Open "Researching prospects" doc

- ❖ Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
- ❖ Go through "Top 5 beginner outreach mistakes" doc
- ❖ Go through the "Outreach DM's/Messages" doc to leverage value equation in offer
- ❖ Go through "Outreach mastery - Business campus → Business mastery → Outreach mastery" doc as a checklist
- ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: Old live beginner calls → Video 56: TRW Student Outreach/Copy Review 03-16-23 (2hr 30 mins long)
- Task 4: Send DM/Email to prospect
  - ❖ Get AI to review your message on copy for outreach message (take it with a grain of salt):
    5. Copywriting campus → Knowledge vault → Use AI to conquer the world
    6. Doc for "Module 2 - How to use AI at each stage of the Copywriting Campus":  
<https://docs.google.com/document/d/1e39ndmgwV2gMluoZoFvCEarFCJKJ98e78-EZijf8/edit>
  - ❖ If you're doing a call:
    5. Go through Harness your speech before you get on a sales call
    6. Get on a call with the owner and schedule to meet in person on a specific date (today or tomorrow)
- Task 5: If you got a response, prepare SPIN questions for meet up
  - ❖ Go through "How to run a sales call" doc which includes SPIN questions
- Task 6: Rehearse with AI for SPIN questions and do a version of a sales call
- Task 7: Resources to help businesses once you have them as a client:
  - ❖ Copywriting campus → 3 - Copywriting bootcamp
  - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: TAO of marketing
  - ❖ Get in the conversation in the mind of the reader that they are already having: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Ads:
    5. Copywriting campus → Knowledge vault → Mini courses → Module 3: Ad testing strategy mini course
    6. Business campus → Business in a box → Ultimate guide to ads
  - ❖ Design/Website:
    5. Copywriting campus → Knowledge vault → Mini courses → Module 2: Design mini course
    6. Business campus → Business in a box → business in a box and/or website reviews
  - ❖ Making reels/posts:
    3. Content creation + AI campus
  - ❖ Social Media & Client Acquisition → Learn a skill → Instagram monetization

## Post-session Reflection

- I'm slowly getting a bit faster at doing outreach messages but I need to be much quicker. I got 1 outreach message done this session. I've already tried setting timers to complete tasks to get the objective finished, but I've identified the problem which is that I always kept giving myself more time until I completed the task. To make my strategy more effective, I'm going to give myself a period of time to complete a task, and if I don't complete the task by then, I'm going to move onto the next test. This will actually give myself urgency and be much more effective.

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## SESSION #16 July 16th + 5:32am

### Desired Outcome:

- Outreach to 2 prospects

### Planned Tasks:

- Task 1: Add prospects:
  - ❖ Go through "Local service business marketing" doc and "Local biz outreach - Social Media & Client Acquisition campus" doc for what businesses to look for
  - ❖ Warm and local outreach google sheets and note down info
- Task 2: Start researching prospects on outreach sheet, figure out problems and solutions:
  - ❖ Can use Ultimate guide doc (in "CW - 1 Learn the basics" docs) + live beginner lessons in the beginning of researching and doing top player analysis

4. Go through "CW - 3 - Copywriting bootcamp" doc for analyzing monetization of businesses
- ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 1: How to know how to help a business (1 hr long + 30 mins of notes)
- ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 11: Find specific ways to help businesses - Live examples (1hr + 30 mins of notes)
- ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 13: Specific ways to help specific businesses - Live Training (1hr + 30 mins of notes)
- ❖ These links for "Will they buy/act" levers and figure out what kind of funnel your prospect's business is using:
  7. <https://www.beautiful.ai/player/-O1YcQ1CQs0xxFjVeBLz/FUNNELS>
- Task 3: Build your offer:
  - ❖ Think from the perspective of the prospect: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Go through "Local service business marketing" doc
  - ❖ Open "Researching prospects" doc
  - ❖ Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
  - ❖ Go through "Top 5 beginner outreach mistakes" doc
  - ❖ Go through the "Outreach DM's/Messages" doc to leverage value equation in offer
  - ❖ Go through "Outreach mastery - Business campus → Business mastery → Outreach mastery" doc as a checklist
  - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: Old live beginner calls → Video 56: TRW Student Outreach/Copy Review 03-16-23 (2hr 30 mins long)
- Task 4: Send DM/Email to prospect
  - ❖ Get AI to review your message on copy for outreach message (take it with a grain of salt):
    7. Copywriting campus → Knowledge vault → Use AI to conquer the world
    8. Doc for "Module 2 - How to use AI at each stage of the Copywriting Campus":  
<https://docs.google.com/document/d/1le39ndmgwV2gMluoZoFvCEarECJKJ98e78-EZijifl8/edit>
  - ❖ If you're doing a call:
    7. Go through Harness your speech before you get on a sales call
    8. Get on a call with the owner and schedule to meet in person on a specific date (today or tomorrow)
- Task 5: If you got a response, prepare SPIN questions for meet up
  - ❖ Go through "How to run a sales call" doc which includes SPIN questions
- Task 6: Rehearse with AI for SPIN questions and do a version of a sales call
- Task 7: Resources to help businesses once you have them as a client:
  - ❖ Copywriting campus → 3 - Copywriting bootcamp
  - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: TAO of marketing
  - ❖ Get in the conversation in the mind of the reader that they are already having: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Ads:
    7. Copywriting campus → Knowledge vault → Mini courses → Module 3: Ad testing strategy mini course
    8. Business campus → Business in a box → Ultimate guide to ads
  - ❖ Design/Website:
    7. Copywriting campus → Knowledge vault → Mini courses → Module 2: Design mini course
    8. Business campus → Business in a box → business in a box and/or website reviews
  - ❖ Making reels/posts:
    4. Content creation + AI campus
  - ❖ Social Media & Client Acquisition → Learn a skill → Instagram monetization

## Post-session Reflection

- Notes

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## SESSION #17 - July 17th + 2:22am

### Desired Outcome:

- Outreach to prospects

### Planned Tasks:

- Task 1: Add prospects:

- ❖ Go through "Local service business marketing" doc and "Local biz outreach - Social Media & Client Acquisition campus" doc for what businesses to look for
- ❖ Warm and local outreach google sheets and note down info
- Task 2: Start researching prospects on outreach sheet, figure out problems and solutions:
  - ❖ Can use Ultimate guide doc (in "CW - 1 Learn the basics" docs) + live beginner lessons in the beginning of researching and doing top player analysis
    - 5. Go through "CW - 3 - Copywriting bootcamp" doc for analyzing monetization of businesses
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 1: How to know how to help a business (1 hr long + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 11: Find specific ways to help businesses - Live examples (1hr + 30 mins of notes)
  - ❖ Copywriting campus → Knowledge vault → Bite sized lessons → Module 1 - Bite sized lessons → Video 13: Specific ways to help specific businesses - Live Training (1hr + 30 mins of notes)
  - ❖ These links for "Will they buy/act" levers and figure out what kind of funnel your prospect's business is using:
    - 8. <https://www.beautiful.ai/player/-O1YcQ1CQs0xxFjVeBLz/FUNNELS>
- Task 3: Build your offer:
  - ❖ Think from the perspective of the prospect: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Go through "Local service business marketing" doc
  - ❖ Open "Researching prospects" doc
  - ❖ Go through "Local biz outreach - Social Media & Client Acquisition campus" doc
  - ❖ Go through "Top 5 beginner outreach mistakes" doc
  - ❖ Go through the "Outreach DM's/Messages" doc to leverage value equation in offer
  - ❖ Go through "Outreach mastery - Business campus → Business mastery → Outreach mastery" doc as a checklist
  - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: Old live beginner calls → Video 56: TRW Student Outreach/Copy Review 03-16-23 (2hr 30 mins long)
- Task 4: Send DM/Email to prospect
  - ❖ Get AI to review your message on copy for outreach message (take it with a grain of salt):
    - 9. Copywriting campus → Knowledge vault → Use AI to conquer the world
    - 10. Doc for "Module 2 - How to use AI at each stage of the Copywriting Campus":  
<https://docs.google.com/document/d/1e39ndmgwV2gMlucZoFvCEarECJKJ98e78-EZijif8/edit>
  - ❖ If you're doing a call:
    - 9. Go through Harness your speech before you get on a sales call
    - 10. Get on a call with the owner and schedule to meet in person on a specific date (today or tomorrow)
- Task 5: If you got a response, prepare SPIN questions for meet up
  - ❖ Go through "How to run a sales call" doc which includes SPIN questions
- Task 6: Rehearse with AI for SPIN questions and do a version of a sales call
- Task 7: Resources to help businesses once you have them as a client:
  - ❖ Copywriting campus → 3 - Copywriting bootcamp
  - ❖ Copywriting campus → Knowledge vault → Archived content → Module 1: TAO of marketing
  - ❖ Get in the conversation in the mind of the reader that they are already having: Copywriting campus → Knowledge vault → Mini courses: Module 1: Empathy Mini course
  - ❖ Ads:
    - 9. Copywriting campus → Knowledge vault → Mini courses → Module 3: Ad testing strategy mini course
    - 10. Business campus → Business in a box → Ultimate guide to ads
  - ❖ Design/Website:
    - 9. Copywriting campus → Knowledge vault → Mini courses → Module 2: Design mini course
    - 10. Business campus → Business in a box → business in a box and/or website reviews
  - ❖ Making reels/posts:
    - 5. Content creation + AI campus
  - ❖ Social Media & Client Acquisition → Learn a skill → Instagram monetization

## Post-session Reflection

- I didn't finish my outreach message which I think was because of the lack of sleep, but I still need to improve my speed much more.

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## SESSION # - Date + Time

**Desired Outcome:**

- Objective

**Planned Tasks:**

- Task 1
- Task 2
- Task 3

**Post-session Reflection**

- Notes

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## **Post-session Reflection**

- Notes

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## **SESSION # - Date + Time**

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## **SESSION # - Date + Time**

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## **Post-session Reflection**

- Notes
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