

Reverse engineering my goal of earning my first 2k from copywriting (now including cause and effects)

Makes the most sense if you read from the bottom up, as that will be the chronological order:

☐ **2k in bank account from client**

- Main selfish, personal goal but should be a reflection on the fruits of my labour and the hard work that I have put in.
- The first of many

☐ **Client extremely happy with the results I have provided him send me 10%/2k of the revenue**

- Through partnership and my hard work client sees the goal and results he/she had been dreaming of and is extremely happy, impressed and thankful

☐ **Client earns 20k from my work**

- Pure profit
- This is the main goal for me as at this stage it is more about providing value, testing strategies and honing my craft

☐ **200 people buy my clients \$100 product/service**

- Just a general idea, clients product may be more/less or turnover may be more or less, completely depends on the business and their services/value

☐ **1000-2000 people click the link to find out more/Go through funnel, etc**

- Appeal to clients market and get people interested

☐ **Get the attention of 10,000-20,000 people via facebook ads, pop up ads, emails, etc.**

- Put copy and ideas into practice and wait for results
- If goals not met, go back, review, analyse, reach out for help within TRW and improve/redesign and attempt again

☐ **Write, design, evaluate and review my copy for the client**

- Get to work on ideas/copy, self review and improve, use TRW chats for other more advanced copywriters to review and suggest improvements or add additional value
- Present final copies to client and ask if there is anything he wants improved/changed to more accurately represent the brand and business

☐ **Get to work on the ideas for the client**

- Should already have a few from before outreach, but now after understanding more of clients struggles/situation I can more accurately create/review copy

☐ **Partner with client**

- Get client to agree to a partnership
- Impress client with provided free value and tease what more I could do for \$/% of revenue
- Understand clients different struggles, goals, and roadblocks that needs help to overcome

☐ **Convince the client on why he should let me work for him and present what I have done/can do for him.**

- Create credibility/trust
- Sales call (learn about sales calls using network and resources in TRW)
- Potentially provide free value (example give client a free website/sales page)

- ☐ **Get in contact with ideal client and express what you could do for him/ what you have noticed about his system and tease ideas to improve and what that could do for him**
 - Use resources in TRW on how to outreach, how to create curiosity, how to build trust, etc
- ☐ **Send ideal client an email or dm- Use a domain email to look more professional and make him more likely to open email (doesn't look basic and blend in with the other gmails/outlook emails)**
 - Plan how to reach out to them, write up practice emails, use different formats, use TRW resources to create the best possible outreach email I can
 - Tailor the email to best match their values, and way of thinking
- ☐ **Use apollo.io / lead scraper to find the owner/ceo/director of the companies email**
 - Decide who would be best to reach out too and learn more about them (ideals, values, understand what would appeal to them)
- ☐ **Analyse their marketing systems, webpages, funnels, identify all noticeable weaknesses and create ideas on how to fix up and improve their system**
 - Practise these different forms of copy, analyse what top players do in this market or other markets, use format of these to try and replicate their desired effect
 - Create best possible copy, webpages, etc for this business so when i reach out I know exactly what I can do for them and I already have the work in my back pocket
- ☐ **Find an ideal client with decent monetization but bad attention**
 - Within that market search around for different possible clients that I can see need help with getting more attention
 - See what others in their market/niche do to effectively monetize attention
- ☐ **Do research into different markets and niches and find one that resonates with myself, one that I can understand the Avatar and what they would want/like/look for**
 - Use TRW resources and courses around researching markets
 - Use different tools for analysis
 - Compare different markets and my passions/knowledge about them all to find which one I will understand the most and how to best write for them
- ☐ **Decide to not be a piece of shit and take action towards landing a client**
 - Understand that without taking action I will never get results
 - Commit to this plan and follow through
- ☐ **Complete and understand as much about copywriting as I can to believe that I have the skills required to reach out, land a client and provide them value.**
 - Complete relevant courses inside the real world
 - Use AI in copywriting - 2 days
 - 4: Get bigger clients - 2 weeks
 - Fix my brain and time management - 1 week
 - Mini courses inside general tool kit - 1 week
 - General Resources - 2 weeks
 - EXTRA IF NEEDED: 5- Upgrade your business model and Courses within business mastery

- **Overall this will take me 6-7 weeks**
- Write what you learn down and review
 - Review every night before going to bed
- Practise writing pieces of copy
- Stay disciplined

1. What are the Checkpoints between my Objective and where I am?
 - a. Checkpoint #1 - Confident understanding on how to reach out and provide value to a client
(April 1st)
 - i. Cause and effect #1
 - Cause - I continue to study the different courses inside TRW
 - Effect - I will have a firmer grasp on what it is I have to do and how to do it effectively
 - ii. Cause and effect #2
 - Cause - I practice concepts, copy, funnels, etc
 - Effect - I will improve my skills
 - iii. Cause and effect #3
 - Cause - I feel driven to help provide value to businesses
 - Effect - I transition to finding a business to help
 - b. Checkpoint #2 - Research Markets/Niches and find a business/businesses
(April 10th)
 - i. Cause and effect #1
 - Cause - I understand more about markets and niches
 - Effect - I have a broader understanding of what I'm looking for, differences between markets, what ones I naturally feel attracted too and know I can help
 - ii. Cause and effect #2
 - Cause - I find a business that I can then analyse
 - Effect - I will be able to identify weaknesses and struggles that business may be having
 - iii. Cause and effect #3
 - Cause - Through analysing I will have found where specifically I can help them
 - Effect - I can more easily impress and intrigue business to partner with me as a result

- c. Checkpoint #3 - Reach out and land a partnership with a business
(April 20th)
 - i. Cause and effect #1
 - Cause - I find the email and get into contact with business
 - Effect - I better understand how the outreaching process works
 - ii. Cause and effect #2
 - Cause - Convince and intrigue client to partner with me
 - Effect - Increase in confidence and excitement to create results
- d. Checkpoint #4 - I create solution/idea that makes business more money
(April 25th)
 - i. Cause and effect #1
 - Cause - My hard work made my client more money
 - Effect - I sharpen my skills and create a future testimonial
 - ii. Cause and effect #2
 - Cause - My client sees results and is happy
 - Effect - Becomes likely to further partner with/invest in me
 - iii. Cause and effect #3
 - Cause - I make my client a lot more money
 - Effect - More likely to pay me part of that profit
- e. Checkpoint #5 - I earn \$2000
(May 1st)
 - i. Cause and effect #1
 - Cause - I have successfully made money online
 - Effect - I have more confidence in my abilities and have broadened my horizons. My parents see that this is more than just a dream
 - ii. Cause and effect #2
 - Cause - I have gone through the journey of making money online
 - Effect - I now understand the process, work and skills required and will now work harder, dream bigger and scale further

Assumptions:

- Client will get desired results and be happy enough with my work to pay me
- Client will earn 20k from my work
- 200 people will buy the product
- 1000-2000 people will actually click the link
- The copy will reach 10,000-20,000 people

- Client will decide to partner with me
- Client will see and respond to my outreach
- I find things that need improving
- I find and correctly analyse the client and their monetization/attention
- That I find a niche that I can understand and write good copy for
- That I learn enough and understand enough about copywriting to start outreach and finding clients

Unknown:

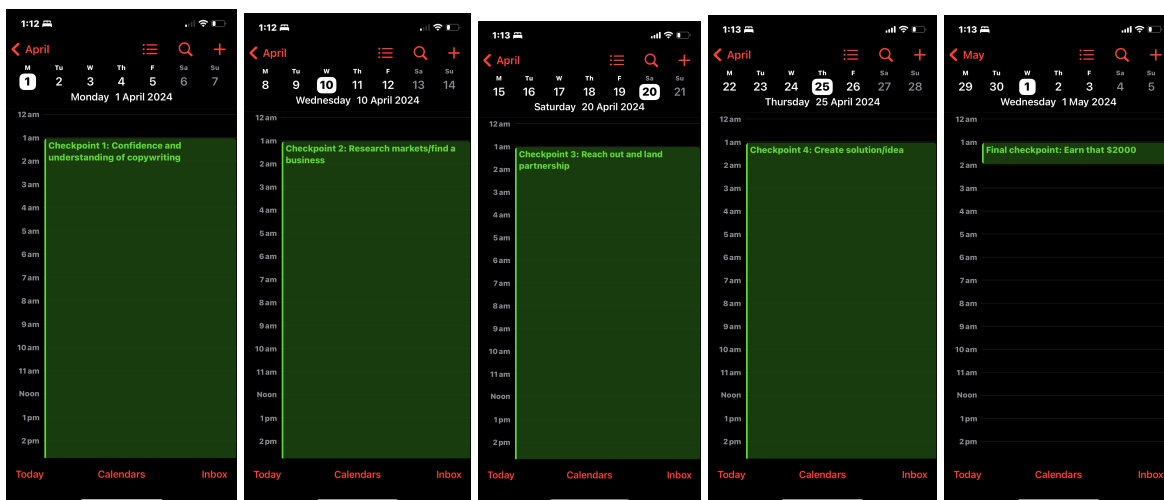
- If client wants/believes he needs help with what I offer him/her
- How to best get the desired attention from the clients market
- How to best convert the attention for the client
- What leads/audience the client already has and how to monetize that efficiently
- That the client would provide me access to that information
- How to best get into contact with the business and best grab their attention professionally
- Whether or not the client would actually be willing to pay for my services
- What I will need to make for the client to increase their profit

Biggest challenges/problems to overcome?

- Fear
- Finding a client that I can help
- Landing the client
- Potential poor time management
- Issues with clients
- Providing effective copy/work with no real prior experience
- Bad/ineffective results
- Creating and effectively executing an idea
- Setting unrealistic goals/timelines
- Unforeseen challenges and obstacles

Resources:

- TRW lessons
- TRW campus/students/professors
- My network (friends and family)
- The internet
- Dedication I have learnt through boxing and other challenges
- Time
- Drive/ambition
- Youth
- Stability



New assignments is to look at the assumptions and unknowns and create tests/ways to uncover those unknowns

Unknown:

- **If the client wants/believes he needs help with what I offer him/her:** More down to how I present these problems, if presented poorly the client will not see the benefit. So the best way to deal with this would be to practise my outreach and how I identify his problem and portray my solution.
- **How to best get the desired attention from the clients market:** Again solid research into the market, test could be replying to different comments and reviews to get a gauge for what that market responds too.
- **How to best convert the attention for the client:** Properly formatted copy, well thought out, made and reviewed copy, Effective CTA. Ways to test this would be using the scientific method and comparing my best version of the X with different iterations and constantly improving it.
- **What leads/audience the client already has and how to monetize that efficiently:** Again research may help me find this- different reviews and comments on ads, posts, websites, etc. Also getting in touch and hopping on a call with this client may provide needed data.
- **That the client would provide me access to that information:** Only way to know is ask really XD
- **How to best get into contact with the business and best grab their attention professionally:** Could test and improve different outreach messages through different attempts
- **Whether or not the client would actually be willing to pay for my services:** Estimate their income and value how much you could potentially do for them, if not down for an up front payment or a commission type of partnership then working for free and them only giving me what they see as fair?
- **What I will need to make for the client to increase their profit:** Research what different successful businesses in that niche or similar niches are doing and copy their format, review courses in TRW, test different ideas by sending them out into the world before using them with client.