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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

SESSION #1 - 6th June 12:30pm - 1:30pm

Desired Outcome:

- Objective:
- To increase my knowledge and understanding of the outreach game by going through level 4 of the bootcamp
- To land myself a client in upcoming session

Planned Tasks:

- Task 1 - complete module 3 of partnering with businesses
- Task 2 - complete module 4 of partnering with businesses
- Task 3 - any spare time will be spent on outreach

Post-session Reflection:

- Notes:
 - Underestimate how long it would take to complete the tasks that I set for the session
 - Need to make sure my goals are realistic but are also a challenge for the session
-

SESSION #2 - 6th June 10pm - 11pm

Desired Outcome:

- Objective:
- To find a niche I want to outreach too and at the end of the session be ready to send outreach to businesses within that niche

Planned Tasks:

- Task 1 - search for different niches online until I find one that has promise
- Task 2 - once a promising niche has been selected then I must conduct research across all available platforms on said niche

- Task 3 - find and research top players in said niche
- Task 4 - find suitable businesses in said niche to outreach to

Post-session Reflection

- Notes
 - Tasks 1-3 completed
 - That was the best research I have ever performed on any niche
 - Still feel I could of researched harder and been more creative with my ideas of what other businesses in the niche could do to win
 - Will make doing more research of this niche the focus of tomorrows first G work session as I want to make sure I get my research right and that i am really thorough so I can get the best possible results!
-

Notes

SESSION #3 - 7th June 11:45am - 12:45pm

Desired Outcome:

- Objective
- Have a high level of understanding of the carpet cleaning niche and have at least 3 businesses within the niche that I have identified as potential clients

Planned Tasks:

- Task 1 - pick up where I left off from the last g work session and continue with through research of top players in the niche
- Task 2 - identify the approaches that makes the top players be soo successful
- Task 3 - write down at least three ways I can help businesses in that niche achieve similar results to the top local players

Post-session Reflection

- Notes
 - Completed each 3 of the tasks and now I have 3 businesses that I am ready to reach out to. I had some time left at the end that I could've used to find more businesses to reach out to but I didn't. Instead I took the easy option of reading through my notes of research I just undertook. Will make sure in the next session I make the hard choices all the way through only!
-

SESSION #4 - 7th June 9:00pm - 10:00pm

Desired Outcome:

- Objective
- To send out at least 3 high quality outreach messages to businesses within the carpet cleaning industry
- To then ultimately land at least one response from one of the 3 messages

Planned Tasks:

- Task 1 - identify the businesses I think would be a good fit to reach out
- Task 2 - perform research on those businesses (what do they do well and what is holding them back)
- Task 3 - design a plan of action for how I can help them and then send them a message

Post-session Reflection

- Notes
- I again completed all 3 of my tasks for this g work session despite going a little over the hour I set I was determined to get it done. Felt like the messages I just sent were some of the best I've done ever which gives me hope. However that will only be proven by testing that style further and ultimately whether I can get a client from it or not.

SESSION #5 - 8th June 3:00pm - 4:00pm

Desired Outcome:

- Objective
- To send outreach at least 3 more outreach messages to 3 different local businesses within my chosen niche

Planned Tasks:

- Task 1 - identify promising businesses to partner with
- Task 2 - identify what they do well and what they could improve on
- Task 3 - reach out to them

Post-session Reflection

- Notes
- I completed each task by sending outreach messages to 3 different businesses. Despite me completing the tasks I set for the session I should make sure I try to strive for more work during my sessions. This is something I am going to focus on moving forwards.

SESSION #6 - 9th June 5:00pm - 6:00pm

Desired Outcome:

- Objective
- To further my understanding of reaching out to clients by completing all remaining lessons and missions to the partnering with businesses course

Planned Tasks:

- Task 1 - go through the course starting from where I last left off
- Task 2 - pay attention to all lessons taking appropriate notes
- Task 3 - complete each mission I get to as I complete lessons

Post-session Reflection

- Notes
- I didn't complete all 3 tasks I set for the session as I underestimated how much content I had to cover. This is frustrating as it's the second time I have done this. I took some good notes though and I feel how I approach and style my outreach will be better going forwards.

SESSION #7 - 10th June 3:00pm - 4:00pm

Desired Outcome:

- Objective
- To have a better understanding on what makes a good outreach messages and how I can use that knowledge to partner with local businesses

Planned Tasks:

- Task 1 - go through Dylan maddens local biz outreach modules
- Task 2 - watch each lesson and take appropriate notes
- Task 3 - any spare time I have should be spent on finding local businesses that are a good fit for me to outreach to

Post-session Reflection

- Notes
- I come out of this G work session with more ideas to try with my outreach messages than I had before. In the next work session I will continue to go through the modules before then testing and trying various different outreach styles to various prospects.

SESSION #8 - 11th June 12:00pm - 1:00pm

Desired Outcome:

- Objective
- To continue going through Dylan maddens how to send a dm module and gaining more knowledge ready to outreach to prospects in the following G work session

Planned Tasks:

- Task 1 - go through the lessons
- Task 2 - take appropriate notes
- Task 3 - be more knowledgeable on dms and be ready to send better messages than I can currently

Post-session Reflection

- Notes
- Still got many more lessons to go through and much more to learn about outreach and writing powerful dms. However it's time I put some of the fresh knowledge I've learnt to action. So In my next G work session that will be the focus.

SESSION #9 - 12th June 10:15am - 11:45am

Desired Outcome:

- Objective
- To outreach to ten local businesses

Planned Tasks:

- Task 1 - find ten local businesses with the right promising signs for me to work with
- Task 2 - create a notes page with each businesses contact information
- Task 3 - craft and then send a personalized outreach dm to each of the ten businesses

Post-session Reflection

- Notes
 - Completed all three tasks I set out for the session and felt like the outreach I sent out was some of my best. I tried two different styles with my outreach messages. Five with style 1 and I used style 2 for the other 5. One thing I need to get better at is tailoring my messages for the specific business I'm reaching out to.
 - **I got one message back have a zoom call arranged for 2 days time**
-

SESSION #10 - 13th June 12:00pm - 1:00pm

Desired Outcome:

- Objective
- To understand why the top players are exceeding in the market and what things are holding back my prospect from doing the same

Planned Tasks:

- Task 1 - find the top 1-3 local players in my prospects market
- Task 2 - research and take notes on what they do well (why they stand out)
- Task 3 - start to put together some ideas I could use to help my prospect

Post-session Reflection

- Notes

- This session went fairly well to say I had some outside distractions here and there. I've got some changes in mind that I think would make a difference to their social media pages. Zoom call with the prospect tomorrow morning to learn more about them.

SESSION #11- 14th June 11:00pm - 12:00am

Desired Outcome:

- Objective
- Take the extra information I learnt about them and the market from today's zoom call as well as some more research of my own and think of some goals to put forward to them in next week's call.

Planned Tasks:

- Task 1 - re-read over the notes I made from today's session and from my previous research
- Task 2 - conduct further research on the top players in my prospect's area and really think about what it is that makes them so good
- Task 3 - put together some clear project and goal ideas to propose to them in next week's call

Post-session Reflection

- Notes
- Tried stretching my brain for this work session. Came up with some small changes that they can make to present themselves in a more attractive way on both Google and social media. I've only come up with one solid idea so far for them and how that could work. Need more than that so will do another G work session tomorrow focusing on making a list of ideas.

SESSION #12 - 15th June 12:30pm - 1:30pm

Desired Outcome:

- Objective
- To have at least 3 solid ideas of helping my prospect in mind and begin to draft those ideas.

Planned Tasks:

- Task 1 - look at my prospects top local players and see what marketing techniques really work for them
- Task 2 - pick two of the best ones that I think would suit my client
- Task 3 - begin to draft those ideas

Post-session Reflection

- Notes
- Wrote a draft for each of the 3 pieces of copy material I think I could best do for my prospect. I was really pleased with 2 of the pieces I wrote albeit they could all be improved. It's clear to see that the quality of the copy I write is improving and that is pleasing to see.

SESSION #13 - 15th June 7:00pm - 8:00pm

Desired Outcome:

- Objective
- Analyse and improve each of the 3 pieces of copy I drafted earlier by using top market players as well as top players in other markets that promote a similar service

Planned Tasks:

- Task 1 - analyse the copy top players have written in my prospects market
- Task 2 - analyse copy that companies in similar markets to my prospects have written
- Task 3 - improve on the 3 draft peices I have written for my prospect so far

Post-session Reflection

- Notes
- Made some improvements I felt to the drafts I wrote earlier on. However I feel like there are things I'm missing that I am not aware of, therefore I will get my copy reviewed in the channel tomorrow and that'll hopefully open my eyes to the mistakes I'm making that I'm not aware of fully yet.

SESSION #14 - 16th June 11:15am - 12:15pm

Desired Outcome:

- Objective

- To analyse top pieces of copy both from inside TRW and outside and be able to identify things that they do really well that I could use in my own projects.

Planned Tasks:

- Task 1 - look at the copy review aikido channel and identify things that I should look to analyse when doing my own analysis of copy I find.
- Task 2 - to go out and find copy online that seems to be getting some success and identify what it is that is making them so successful
- Task 3 - analyse copy from top players in TRW

Post-session Reflection

- Notes
- Definitely understand the process of reviewing copy and understanding what to look for now more than I did before the session. Reviewing copy is definitely something I need to spend more time doing as it is only going to further my skill of writing my own.

SESSION #15 - 16th June 13:00pm - 2:00pm

Desired Outcome:

- Objective
- To have more knowledge on what makes a good outreach message and use everything that I learn in my own messages going forward.

Planned Tasks:

- Task 1 - finish watching Dylan's how to write a dm course
- Task 2 - take appropriate notes and think how I could apply this to businesses within my niche
- Task 3 - any spare time should be spent sending outreach messages

Post-session Reflection

- Notes
- Definitely have a better understanding of sending outreach messages now. Will use the extra knowledge I gained from this work session in my dms going forward.

SESSION #16 - 17th June 12:00pm-1:00pm

Desired Outcome:

- Objective
- To further my knowledge and understanding of sending out dm messages to future prospects

Planned Tasks:

- Task 1 - continue going through Dylan's lessons on how to write dm messages
- Task 2 - take appropriate notes

Post-session Reflection

- Notes
- Completed the how to write a dm course and now feel much more knowledgeable on what makes a good dm. Will look to use everything I learnt from the course in future dms I send.

SESSION #17 - 18th June 1:00pm-2:00pm

Desired Outcome:

- Objective
- Complete Dylan's local biz outreach and craft your offer courses to further my outreach skills

Planned Tasks:

- Task 1 - watch all video lessons in the craft your offer course and take appropriate notes
- Task 2 - watch all video lessons in remaining local biz outreach lessons and take appropriate notes
- Task 3 - use knowledge and notes gained from the lessons in my outreach going forwards

Post-session Reflection

- Notes
 - Completed the craft your offer course. However I was unable to finish the local biz outreach course in this session. Nonetheless I feel even more knowledgeable on what to send in my outreach messages now to give them something they want. In my next G work session I am going to use this knowledge to send more outreach.
-

SESSION #18 - 19th June 2:00pm-3:00pm

Desired Outcome:

- Objective
- To go out and find another 10 local businesses in the carpet cleaning industry that I could work with and start contacting them.

Planned Tasks:

- Task 1 - go and find 10 local carpet cleaning businesses
- Task 2 - gather their contact information on a notes page
- Task 3 - begin sending outreach to them

Post-session Reflection

- Notes
 - I found ten local businesses in my chosen niche to potentially work with. I started sending outreach to some of those businesses using some of the recent knowledge I learnt from some of professor Dylan's lessons.
-

SESSION #19 - 20th June 12:15pm-1:15pm

Desired Outcome:

- Objective
- Continue going through the level 4 lessons to further my knowledge on how to work with businesses.

Planned Tasks:

- Task 1 - go through the level 4 lessons from where I left off
- Task 2 - take appropriate notes
- Task 3 - be ready to use that further knowledge in my next G work session to do some work for my client

Post-session Reflection

- Notes
- This was a very focused G work session that went a little over the hour I had set out. Definitely feel much more knowledgeable now on what to look for in sub niches and how to best present myself to businesses.

SESSION #20 - 21st June 1:00pm-2:00pm

Desired

- objective
- To write out drafts of the copy I've agreed to write up for my client

Planned Tasks:

- Task 1 - look at what the top players are doing with the same copy
- Task 2 - identify what makes the top players copy successful
- Task 3 - use other businesses successful strategies and align it with my clients business to create effective copy for them

Post-session Reflection

- Notes
- Used top players to write out 3 peices of copy for my client. Was a fairly well focused session felt I came up with some nice ideas throughout.

SESSION #21 - 22nd June 10:30pm-11:30pm

Desired Outcome:

- Objective
- To send at least 3 outreach messages to prospects I think I could work well with. Also to write some draft copy for the prospect I arranged a call with for next week.

Planned Tasks:

- Task 1 - send 3 outreach messages to prospects on my notes list
- Task 2 - identify the main weaknesses of my prospect
- Task 3 - write some draft copy for that prospect

Post-session Reflection

- Notes
- Felt as though I sent out 3 really good outreach messages. Each of those tailored to them as individuals. I also wrote out a draft copy of a social media ad for a new prospect using some of the key words I used in my writing in the previous g work session.

SESSION #22 - 23rd June 1:00pm-2:00pm

Desired Outcome:

- Objective
- To get a draft piece of copy I have written for my client reviewed in the copy aikido channel before I send it to them.

Planned Tasks:

- Task 1 - read through the copy I have written and think really hard about changes I could make through my own analysis
- Task 2 - use successful fb ads from my client's competitors to analyse against mine
- Task 3 - complete all requirements to get my copy reviewed in the copy aikido channel

Post-session Reflection

- Notes
- Really enjoyed the large majority of this G work session. Was very focused and felt like I improved on my copy well. I completed all the requirements when it came to getting a review in the aikido channel however I had a issue with rumble in which it didn't allow me to upload my push ups video. This really frustrated me I'll be honest but I'll just have to look at a way around it and get it reviewed tomorrow.

SESSION #23 - 24th June 9:00pm-10:00pm

Desired Outcome:

- Objective
- Identify another 20 businesses in the carpet cleaning niche that I could potentially work with and start sending outreach to them.

Planned Tasks:

- Task 1 - research 20 local carpet cleaning businesses I believe I could help
- Task 2 - make a list of the each businesses name and contact information
- Task 3 - start contacting businesses on the list

Post-session Reflection

- Notes
 - I found 20 businesses in the carpet cleaning industry that I think I could help and have contacted 3 of them so far. I felt very focused for the majority of the session and feel like I'm really getting into a rhythm of doing these longer form g work sessions now which is great.
-

SESSION #24 - 25th June 11:30am-12:30pm

Desired Outcome:

- Objective
- To send another 3 outreach messages from the list of businesses I made in the last g work session. To then use the rest of the time in the session to review copy both related to my clients niche and copy from niches outside of my clients.

Planned Tasks:

- Task 1 - look at the list of businesses I made in the last g work session and send 3 of them a tailored outreach message
- Task 2 - review copy from businesses outside of my clients niche
- Task 3 - review copy from businesses within my clients niche

Post-session Reflection

- Notes
 - I was very well focused for the majority of this work session. Got all 3 tasks completed to a good standard I felt. Feel like my understanding and reviewing of copy is getting better which is only going to improve the copy that I write myself too.
-

SESSION #25 - 25th June 4:30pm-5:30pm

Desired Outcome:

- Objective
- To analyse at least 3 pieces of copy in depth. This will improve my ability to critique copy that I see around and also it will improve my ability to write my own copy.

Planned Tasks:

- Task 1 - analyse copy from the swipe file in TRW
- Task 2 - look at my emails and analyse good copy I find on there
- Task 3 - look for good copy on social media

Post-session Reflection

- Notes
- Another well focused session in which I improved further on my ability to review copy. Found plenty of emails that I'd like to review in my next g work session to improve my skills even further.

SESSION #26 - 25th June 5:45pm-6:45pm

Desired Outcome:

- Objective
- To review at least another 3 pieces of copy to further my skills

Planned Tasks:

- Task 1 - find a piece of copy to review from my emails
- Task 2 - find a piece of copy to review on social media
- Task 3 - find a piece of copy to review from a student in TRW

Post-session Reflection

- Notes
- Did 3 more good reviews of copy in detail to further my skills. I will continue reviewing copy as part of my next few G work sessions before focusing again on writing my own.

SESSION #27 - 26th June 11:15am-12:15pm

Desired Outcome:

- Objective
- To have sent 3 more tailored outreach messages to businesses on my list. Review 3 pieces of copy that I find online or on social media.

Planned Tasks:

- Task 1 - to send a tailored outreach message to 3 of the businesses on my list
- Task 2 - find 3 pieces of copy using Google or social media
- Task 3 - analyse and then make notes on the copy I found

Post-session Reflection

- Notes
- Sent 3 well written outreach messages tailored to 3 individuals. Then I went out and found 3 different pieces of copy on Google and made some good observations on things that I think they do well.

SESSION #28 - 26th June 3:00pm-4:00pm

Desired Outcome:

- Objective
- Review at least 3 pieces of copy from business in my clients niche

Planned Tasks:

- Task 1 - go out and find 3 good pieces of copy from businesses within my clients niche
- Task 2 - identify what they do well and what makes the copy so good
- Task 3 - take notes

Post-session Reflection

- Notes
- I struggled with focus this session. Many distractions both in and out of my control. I managed to stick to my work for the large part though and did some good review for 3 pieces of copy within my niche I found on both Google and Facebook

SESSION #29 - 26th June 6:15pm-7:15pm

Desired Outcome:

- Objective
- To further my knowledge on reviewing copy and subsequently to improve on writing my own copy

Planned Tasks:

- Task 1 - watch 30 mins of professor Andrew's live reviewing copy and make note of the things he's commenting on. (See if there's anything I miss in my analysis to his)
- Task 2 - go out and review a top piece of copy from the swipe file
- Task 3 - make notes from the analysis

Post-session Reflection

- Notes
- Once again I feel I have improved my ability to analyse copy. I now have a lot of knowledge of the things to look out for when I see different pieces of copy and things that I can also use to effect in my own writing.

SESSION #30 - 27th June 5:15pm-6:15pm

Desired Outcome:

- Objective
- Send 3 outreach messages and after that spend the remaining time in the hour to watch one of professor Andrew's video's reviewing student copy. If there is anything I'm missing when it comes to doing my own analysis of copy I should take note.

Planned Tasks:

- Task 1 - look at my list of businesses I should contact
- Task 2 - contact 3 businesses on the list with a message tailored to them
- Task 3 - watch professor Andrew review student copy and take note of the key things he's looking for

Post-session Reflection

- Notes
- I sent out 3 well tailored outreach messages to 3 different businesses on my contract list. Seeing professor Andrew go through the same process I feel is also really going to help further my knowledge and skill of reviewing and writing copy.

SESSION #31 - 28th June 5:30pm-6:30pm

Desired Outcome:

- Objective
- Send 3 outreach messages and tailor each message to each business. Spend the rest of the hour reviewing copy I see out in the world

Planned Tasks:

- Task 1 - check my business contact list
- Task 2 - send a tailored outreach message to the next 3 businesses
- Task 3 - find and review copy I see

Post-session Reflection

- Notes
- I was distracted at various time throughout this session and that is totally on me. I did complete all tasks however but I could've done a lot more work within the time.

SESSION #32 - 29th June 1:00pm-2:00pm

Desired Outcome:

- Objective
- To send 3 personalised outreach messages to businesses on my contact list. Then review a piece of copy and continue watching professor Andrew student copy review video

Planned Tasks:

- Task 1 - look at my contact list
- Task 2 - send a personalised message to the next 3 businesses
- Task 3 - review a piece of copy and take notes from andrews video lesson

Post-session Reflection

- Notes
- Despite completing all my tasks this wasn't a very focused session and I let distractions take over. Not acceptable and I must be more focused in my gws going forwards.

SESSION #33 - 30 June 1:00pm-2:00pm

Desired Outcome:

- Objective
- Send 3 outreach messages to clients on my list. Spend 10 minutes reviewing a piece of copy from my emails in detail. Take further notes on Andrew's video reviewing copy to further my skills.

Planned Tasks:

- Task 1 - send 3 outreach messages
- Task 2 - find and review a piece of copy for a minimum of 10 minutes
- Task 3 - take further notes from Andrew's video lesson

Post-session Reflection

- Notes
- This was a more focused session and again I completed all 3 tasks. My next G work session will be focused on reviewing copy myself used the notes made from the last few gws.

SESSION #34 - 1st July 10:00pm-11:00pm

Desired Outcome:

- Objective
- Send 3 outreach messages to prospects I like the look of within my current niche. Also to review at least one piece of copy I see on social media.

Planned Tasks:

- Task 1 - go out and find 3 local businesses within my niche that I like the look of
- Task 2 - contact each of the 3 businesses I found and make sure each message is tailored to them specifically
- Task 3 - find a piece of copy on a social media app and review it in detail

Post-session Reflection

- Notes
 - A very well focused session. I sent out 3 well tailored outreach messages to businesses in my niche I really feel like I could help. I then reviewed an Alex Hormozi Instagram ad I saw in great detail and I definitely feel like my ability to review copy has improved
-

SESSION #35 - 2nd July 1:00pm-2:00pm

Desired Outcome:

- Objective
- To send 3 tailored outreach messages and to further my skills by reviewing more copy

Planned Tasks:

- Task 1 - go out and find 3 businesses in my current niche that I like the look of
- Task 2 - send a tailored outreach message to each of the 3 businesses
- Task 3 - review pieces of copy from my emails to further my skills

Post-session Reflection

- Notes
 - Another well focused gws today. Feel like my outreach is continuing to improve which is great. Also my ability to pick out effective parts within bits of copy I see is getting better and better.
-

SESSION #36 - 3rd July 1:00pm-2:00pm

Desired Outcome:

- Objective
- To write up a Facebook post for my client

Planned Tasks:

- Task 1 - open up my notes from previous gws
- Task 2 - use the notes and my knowledge to make the post as effective as possible
- Task 3 - be ready to send the copy to my client

Post-session Reflection

- Notes
 - Put together another well written fb post for my client. Sent it them over to them and will continue to review and improve my approach as well as take on any feedback I hear from them
-

SESSION #37 - 4th July 1:00pm-2:00pm

Desired Outcome:

- Objective
- To send 3 tailored outreach messages and to further my skills by reviewing more copy

Planned Tasks:

- Task 1 - go out and find 3 businesses in my current niche that I like the look of
- Task 2 - send a tailored outreach message to each of the 3 businesses
- Task 3 - review at least one piece of copy from TRW

Post-session Reflection

- Notes
 - Had a fair few distractions throughout this gws but still managed to complete all 3 tests to a fairly good standard. Need to get back on top of my focus level during upcoming sessions to get more high quality work done
-

SESSION #38 - 5th July 1:00pm-2:00pm

Desired Outcome:

- Objective
- To send 3 tailored outreach messages and to further my copy reviewing skills

Planned Tasks:

- Task 1 - go out and find 3 businesses in my current niche that I like the look of and send outreach tailored to them
- Task 2 - review one piece of copy I see on social media
- Task 3 - continue watching Andrew's lesson and take notes

Post-session Reflection

- Notes
- Took too much time in this gws trying to find "perfect" businesses to reach out to. I need to start moving with more speed in my gws to get the most amount of high level work done as I can

SESSION #39 - 6th July 1:00pm-2:00pm

Desired Outcome:

- Objective
- Contact the next 3 businesses on the list with a tailored message. Then spend some time reviewing copy from TRW.

Planned Tasks:

- Task 1 - send a tailored outreach message to the next 3 businesses on my prospect list
- Task 2 - make sure my proposal is actually something related to the needs and desires they have
- Task 3 - review copy from inside the TRW

Post-session Reflection

- Notes
- Sent 3 very well tailored outreach messages to the next 3 businesses on my prospect list. Couldn't find any suitable copy to review from TRW so I reviewed a piece from my emails instead

SESSION #40 - 7th July 1:00pm-2:00pm

Desired Outcome:

- Objective
- Contact the next 3 businesses on the list with a tailored message. Then spend some time reviewing copy from my emails

Planned Tasks:

- Task 1 - send a tailored outreach message to the next 3 businesses on my prospect list
- Task 2 - make sure my proposal is actually something related to the needs and desires they have
- Task 3 - review copy from my emails

Post-session Reflection

- Notes
- Worked with much more urgency and focus in this session to the previous few which was good. However that is the level i must start and hit on a consistent basis to get more and more work done in each session

SESSION #41 - 8th July 5:00pm-6:00pm

Desired Outcome:

- Objective
- Contact the next 3 businesses on the list with a tailored message. Then spend some time reviewing copy from my emails.

Planned Tasks:

- Task 1 - send a tailored outreach message to the next 3 businesses on my prospect list
- Task 2 - make sure my proposal is actually something related to the needs and desires they have
- Task 3 - review copy from my emails

Post-session Reflection

- Notes
- Another good session similar to yesterdays in which I worked with urgency and efficiency. I also got a response from one of my outreaches yesterday and will be arranging a call for them next week

SESSION #42 - 9th July 1:00pm-2:00pm

Desired Outcome:

- Objective
- To watch an hour of the first copy domination call and take appropriate notes

Planned Tasks:

- Task 1 - watch an hour worth of Andrew's first copy domination call
- Task 2 - find parts that are relevant to me right now
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
 - Took some good notes from Andrew's call. Will watch more of the call in my next G work session to further my knowledge
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-

SESSION #43 - 10th July 1:00pm-2:00pm

Desired Outcome:

- Objective
- To watch an hour of the second copy domination call and take appropriate notes

Planned Tasks:

- Task 1 - watch an hour worth of Andrew's second copy domination call
- Task 2 - find parts where he is writing copy
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
 - Had way too many distractions in this G work session (many through my own faults. Must get back to a fully focused G work session next time.
-

SESSION #44 - 11th July 4:00pm-5:00pm

Desired Outcome:

- Objective
- To watch a part of Andrews copy domination call in which he writes copy and further my copywriting knowledge as a result

Planned Tasks:

- Task 1 - watch an hour of Andrew writing copy
- Task 2 - really pay attention to the process he goes through and think of things that relate to my current client project
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
- Back to a well focused session for this G work session which was pleasing. Took notes on a few things that relate to my current client project as well as some notes on different things to look out for before picking a project

SESSION #45 - 12th July 10:00pm-11:00pm

Desired Outcome:

- Objective
- To perform research on my prospects business and it's competitors before our first call tomorrow

Planned Tasks:

- Task 1 - perform research on prospects business
- Task 2 - perform research on prospects top competitors
- Task 3 - be prepared and ready for tomorrows first call with them

Post-session Reflection

- Notes
- Performed some good research on my prospects business and feel well prepared for tomorrow's call

SESSION #46 - 13th July 10:00pm - 11:00pm

Desired Outcome:

- Objective
- To further my knowledge when it comes to writing copy

Planned Tasks:

- Task 1 - watch an hour worth of Andrew's copy domination calls
- Task 2 - find parts that apply to something I'm doing right now
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
- Found parts that were relevant to the work I'm doing right now for my current client project and made some good notes

SESSION #47 - 14th July 1:00pm - 2:00pm

Desired Outcome:

- Objective
- To write up two Facebook posts for my prospect to show them the sort of work I can do for them

Planned Tasks:

- Task 1 - write up the two Facebook posts using top player ideas
- Task 2 - review the two posts and improve on them where possible
- Task 3 - send both posts to prospect

Post-session Reflection

- Notes
- Feel like I did a good job with both of these posts. Have sent them over to my client and I am awaiting feedback from them

SESSION #48 - 15th July 9:30am - 10:30am

Desired Outcome:

- Objective
- To analyse a top player in my prospects area and to get a new idea for a client project

Planned Tasks:

- Task 1 - analyse the top player in my prospects area
- Task 2 - see if I can see any other strategies that competitors are using that seem to work really well
- Task 3 - have a new project idea I can use to help my clients win

Post-session Reflection

- Notes
- Really enjoyed this G work session and felt well focused. I used top players and my own thinking to come up with some new ideas that I feel if I get right I could use to really help my client

SESSION #49 - 16th July 11:00am - 12:00pm

Desired Outcome:

- Objective
- To improve my skills and knowledge when it comes to Facebook ads and marketing on social media in general. Also to have all the questions I need written down ready to ask in future sales calls

Planned Tasks:

- Task 1 - watch the run ads. Make money lesson and take appropriate notes
- Task 2 - watch the how to prepare questions for a sales call lesson and take appropriate notes
- Task 3 - begin watching the how to know how to help a specific business lesson and think about how I can apply things to my current project

Post-session Reflection

- Notes
- Another well focused G work session and I got some valuable insights. Realised that there is still plenty for me to learn and a lot of lessons that I need to go through to learn things that will help me in my current situation

SESSION #50 - 17th July 1:00pm - 2:00pm

Desired Outcome:

- Objective
- Gain further insights and further my knowledge by taking more notes from the know how to help specific businesses lesson.

Planned Tasks:

- Task 1 - go through the know how to help specific businesses lesson
- Task 2 - think about how I can apply anything I see or hear to my current project
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
- Got some great insights from watching this lesson. Took down a lot of notes to make sure I can use when needed

SESSION #51 - 18th July 9:30am - 10:30am

Desired Outcome:

- Objective
- To watch the last little part of the lesson from my last G work session and take notes when necessary. Then to watch the ai video lessons and do the same. I need to start learning more of the skills that are here to learn in the campus to further my skills and put me in a much better position

Planned Tasks:

- Task 1 - finish watching the know how to help specific businesses lesson
- Task 2 - watch the ai video lessons
- Task 3 - take any necessary notes from all lessons and apply where I can after the session

Post-session Reflection

- Notes
- Was very well focused again for this G work session. I had never gone through any of the ai lessons before this session. In the next session I should finish these lessons off and be ready to try using ai on my own

SESSION #52 - 19th July 11:45am - 12:45pm

Desired Outcome:

- Objective

- To complete the ai lessons in the campus and be able to go out and try ai by myself right after the session

Planned Tasks:

- Task 1 - complete the ai mini course in the campus
- Task 2 - take appropriate notes
- Task 3 - see if there's any bonus ai lessons in the campus I've missed if not then I must go and select an ai tool to use

Post-session Reflection

- Notes
- Didn't see there was an extra set of lessons where Andrew tries to sell a product using ai in just 24 hours. However I've been through all the other lessons in the mini course and understand ai now and all the things I can use it for. I need to pick an ai platform to use and start using it to win asap

SESSION #53 - 20th July 1:30pm - 2:30pm

Desired Outcome:

- Objective
- Send a tailored outreach message to the next 3 businesses on my prospect list in a bid to gain another client

Planned Tasks:

- Task 1 - find the next 3 businesses on my prospect list
- Task 2 - send each of the 3 a tailored message
- Task 3 - spend remaining time in the session to review copy

Post-session Reflection

- Notes
- Another very well focused session. Felt like I sent out 3 really strong outreach messages that suited the businesses well. Also furthered my skills by reviewing another piece of copy from my emails

SESSION #54 - 21st July 5:00pm - 6:00pm

Desired Outcome:

- Objective
- To have a good understanding of using chat gbt and be able to use it for my current project

Planned Tasks:

- Task 1 - test and try different things using chat gbt to get an understanding of how it works
- Task 2 - think about how I can use chat gbt with my current project
- Task 3 - use chat gbt to help improve aspects of my current project

Post-session Reflection

- Notes
 - Was a very successful G work session. I used chat gbt for the first time and was very happy with how it works. Feel like I have gained a lot of power from learning this skill. I must now continue to improve my ability to write copy to make the power of chat gbt even greater
-

SESSION #55 - 22nd July 10:30am - 11:30am

Desired Outcome:

- Objective
- Begin going through content creation + Ai lessons and start learning how I can put videos together for my clients

Planned Tasks:

- Task 1 - start watching the content creation + Ai lessons
- Task 2 - take any necessary notes
- Task 3 - have a better understanding of how I can put videos together for my copywriting clients

Post-session Reflection

- Notes
 - Started using CapCut properly for the first time. I want to learn the skill of editing and making videos/photos and the skill of using ai like chat gbt. I feel learning these skills will not only improve my offerings as a copywriter but will allow me to pitch more projects to clients and ultimately make more money
-

SESSION #56 - 23rd July 12:00pm - 1:00pm

Desired Outcome:

- Objective
- Review at least 3 pieces of copy

Planned Tasks:

- Task 1 - find 3 pieces of copy to review
- Task 2 - read through them first
- Task 3 - go through and look at each part individually and find things that they are doing well and think of ways they could improve

Post-session Reflection

- Notes
 - Reviewed 3 pieces of copy in this G work session to further my knowledge and skill set. The more I review copy the better I am getting at spotting the small but effective details
-

SESSION #57 - 24th July 2:00pm - 3:00pm

Desired Outcome:

- Objective
- To further my knowledge and understanding of projects for my client and how to get bigger and more profitable clients

Planned Tasks:

- Task 1 - see where I am in the lessons
- Task 2 - go through and watch the lessons
- Task 3 - take appropriate notes along the way

Post-session Reflection

- Notes
- Learnt and remembered some keys stuff in the lessons I watched in this session. In my next G work session I will continue to go through the lessons before I go out and find another niche to target to work in alongside the one my client is in

SESSION #58 - 25th July 10:30am - 11:30am

Desired Outcome:

- Objective
- To further my knowledge and understanding of projects for my client and how to get bigger and more profitable clients. I also want to know in more detail what to look for when picking a niche so that I can make sure I choose a really profitable one next

Planned Tasks:

- Task 1 - see where I am in the lessons
- Task 2 - go through and watch the lessons
- Task 3 - take appropriate notes along the way

Post-session Reflection

- Notes
- Once again learned more about the process when it comes to reaching out to top players and stealing ideas. Will continue going through the lessons in the next session and get myself ready to go and find a profitable niche in which I can research and find good ideas to propose to prospects

SESSION #59 - 26th July 1:00pm - 2:00pm

Desired Outcome:

- Objective
- Finish the niche domination course as well as the position yourself for success course and take appropriate notes

Planned Tasks:

- Task 1 - finish watching the niche domination course call
- Task 2 - go through the position yourself for success lessons
- Task 3 - take any appropriate notes

Post-session Reflection

- Notes

- Didn't manage to get through all the position yourself for success lessons but did finish the niche domination course. Learnt some real valuable stuff along the way that I took notes on and can begin to implement now which is exciting

SESSION #60 - 27th July 10:00pm - 11:00pm

Desired Outcome:

- Objective
- To have at least one niche in mind that I think has potential

Planned Tasks:

- Task 1 - start researching on trends in the world at the moment
- Task 2 - find markets that appear to be profitable
- Task 3 - see what strategies are being used successfully

Post-session Reflection

- Notes
- This wasn't a very good G work session from me. Left today's session until late at night which was a silly and cowardly idea. Did manage to get a few ideas for potentially good niches but this will require further time for me to pick one

SESSION #61 - 28th July 10:00am - 11:00am

Desired Outcome:

- Objective
- To go through the latest copy domination call taking appropriate notes and thinking how I can apply the stuff right now

Planned Tasks:

- Task 1 - go through and find relevant time stamps in the latest copy domination call
- Task 2 - find things that will help me right now
- Task 3 - take any necessary notes

Post-session Reflection

- Notes
- Really enjoyed this G work session and was very focused throughout. There is so much value in these domination calls for me to take and use right now. Got some valuable notes and questions to ask of my client to understand their customers on a deeper scale

SESSION #62 - 29th July 12:00pm - 1:00pm

Desired Outcome:

- Objective
- To continue watching the copy domination call from the last G work session taking appropriate notes ready to apply it to my current project

Planned Tasks:

- Task 1 - go through the domination call watching parts relevant to my current situation
- Task 2 - as I go through ask myself questions and think of ways of applying each thing I hear Andrew talk about
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
- Really enjoying going through this copy domination call as a lot of it relates to what I'm doing with my client right now. So much value for me to take from these calls and apply right away to my own work

SESSION #63 - 30th July 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To further my skills by reviewing different pieces of copy

Planned Tasks:

- Task 1 - go out and find at least 3 pieces of copy
- Task 2 - read through them and think about there strengths and weaknesses
- Task 3 - write down a review for each piece of copy I review

Post-session Reflection

- Notes
- I am getting better and better at reviewing copy now. I am starting to pick out more things positive and negative and this will only help me in my own copy projects

SESSION #64 - 31st July 1:00pm - 2:00pm

Desired Outcome:

- Objective
- To continue going through the copy domination call so that I can continue putting together a suitable plan for my client

Planned Tasks:

- Task 1 - continue watching copy domination call 10#
- Task 2 - ask and answer myself the same questions that Andrew's asks my fellow student through the call. (About my client)
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
- There is soo much value in these calls and so many things that apply to my current project. Writing out the same process Andrew is going through with students doing similar projects to me on this call for me to then go and follow myself can only do me good

SESSION #65 - 31st July 4:00pm - 5:00pm

Desired Outcome:

- Objective
- To continue going through copy domination call 10# learn the process and be ready to apply to my client work

Planned Tasks:

- Task 1 - continue watching copy domination call 10#
- Task 2 - ask and answer myself the questions for my project that Andrew asks my fellow student throughout the call
- Task 3 - take appropriate notes

Post-session Reflection

- Notes
- Again soo much value to take in from this call. Seeing Andrew go through the process will only help me when it comes to doing my own projects

SESSION #66 - 31st July 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To send a tailored outreach message to the next 3 prospects on my list and to spend all remaining time reviewing copy

Planned Tasks:

- Task 1 - to find the next 3 prospects on my list and identify there needs
- Task 2 - send each of the 3 businesses a tailored message
- Task 3 - review copy

Post-session Reflection

- Notes
- Sent out 3 good outreach messages in this session. My outreach has definitely improved Massively to when I first started. I need to start sending out more outreach now though and land my 2nd and 3rd clients

SESSION #67 - 1st August 5:00pm - 6:00pm

Desired Outcome:

- Objective
- To review at least 3 different pieces of copy from either social media or email

Planned Tasks:

- Task 1 - find 3 pieces of copy to review
- Task 2 - read through the copy and identify strengths and weaknesses
- Task 3 - write down notes for my analysis

Post-session Reflection

- Notes
- 3 pieces of copy reviewed and notes taken of my analysis. Need to start and review different types of copy as I have mainly reviewed emails so far

SESSION #68 - 2nd August 5:00om - 6:00pm

Desired Outcome:

- Objective
- To review at least 3 pieces of copy

Planned Tasks:

- Task 1 - find at least 3 pieces of copy to review
- Task 2 - read through each piece of copy and identify strengths and weaknesses along the way
- Task 3 - write down notes of my analysis

Post-session Reflection

- Notes
- Ended up scrolling for a minute or two on social media as I was going through to find copy. I lost my focus for a few minutes and this isn't acceptable. I must make sure i am more disciplined when reviewing copy from social media in the future. I still managed to review 3 pieces of copy I found however

SESSION #69 - 3rd August 1:30pm - 2:30pm

Desired Outcome:

- Objective

- To continue going through copy domination call 10# so I can learn the process and be ready to apply to my client work

Planned Tasks:

- Task 1 - continue watching copy domination call 10#
- Task 2 - write down any necessary notes along the way and asks myself all the questions that Andrew asks my fellow student in the call and relate them to my current client project
- Task 3 - have more knowledge to apply to my current client project

Post-session Reflection

- Notes
- Love taking notes from this copy domination call. There is so much value for me to apply to my current project and future projects I face. I will continue to watch it until it's completion and then I will have more than enough I need to really improve on my work with my current client

SESSION #70 - 4th August 5:00pm - 6:00pm

Desired Outcome:

- Objective
- To watch an hour of today's copy domination call live and take any necessary notes

Planned Tasks:

- Task 1 - watch the copy domination call live
- Task 2 - pay attention and take any necessary notes
- Task 3 - be ready to apply any knowledge learnt to my client project

Post-session Reflection

- Notes
 - Watched the first 20 min of the call and a lot of it didn't apply to what I'm doing right now so I went away and reviewed copy instead. Managed to review a few pieces in detail. I need to start taking more action in my gws and not just watching lessons I need to start doing more real work
-

SESSION #71 - 5th August 5:00pm - 6:00pm

Desired Outcome:

- Objective
- To get this weeks social media write up post completed and sent to my client

Planned Tasks:

- Task 1 - write up the post using the information sent to me by my client
- Task 2 - read through it thoroughly and think of ways I can improve it
- Task 3 - send it to my client when it's as good as I can make it

Post-session Reflection

- Notes
 - Felt like I did a good job with my write up for my client this week. They seem pleased and pushed it out on there page straight away
-

SESSION #72 - 6th August 5:00pm - 6:00pm

Desired Outcome:

- Objective
- To send a tailored outreach message to the next 3 businesses on my prospect list

Planned Tasks:

- Task 1 - look at my prospect list and identify the next 3 businesses I need to contact
- Task 2 - send each of the 3 businesses a tailored outreach message after analysing what they need
- Task 3 - spend all remaining time reviewing copy

Post-session Reflection

- Notes
 - Messaged 3 businesses on my contact list about a possible zoom call next week to discuss my ideas and I await a response. I need to really start sending out more and more outreach now though as I want to land a 2nd and 3rd client asap so I have multiple projects and opportunities to get money in
-

SESSION #73 - 7th August 12:00pm - 1:00pm

Desired Outcome:

- Objective
- To find a new promising niche that I haven't looked at yet and be ready to approach prospects

Planned Tasks:

- Task 1 - look at current trends in the world what products/services are selling really well right now
- Task 2 - look at what the top players that sell that product/service are doing to stand out and identify if I could do the same with prospects
- Task 3 - be ready to find and reach out to prospects

Post-session Reflection

- Notes
- I have identified a few sub niches within the fitness niche that I think have some potential. In my next gws I am going to finish the rest of copy domination call 10# as the project Andrew is going through on that call is very similar to what I'm doing right now. Then I will have all the information I need to apply it and go out and get clients in the niche and then get them results

SESSION #74 - 8th August 2:00pm - 3:00pm

Desired Outcome:

- Objective
- To continue watching copy domination call 10# taking necessary notes along the way ready to apply in my next gws

Planned Tasks:

- Task 1 - continue going through copy domination call 10#
- Task 2 - ask myself the same questions Andrew asks my fellow student in the call and relate it to my current work
- Task 3 - be ready to apply what I have learnt and take action on it in my next gws

Post-session Reflection

- Notes

- I am focusing on a similar niche at the moment to the one the student in this call is going through and so this is really valuable stuff to me right now. In my next gws I am going to finish this call so I have everything I possibly need for this project to go out and land clients and then deliver them amazing results

SESSION #75 - 8th August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To continue watching copy domination call 10# taking necessary notes along the way ready to apply in my next gws

Planned Tasks:

- Task 1 - continue going through copy domination call 10#
- Task 2 - ask myself the same questions Andrew asks my fellow student in the call and relate it to my current work
- Task 3 - Have all the information and notes I need to go and really take action with this niche in my next gws

Post-session Reflection

- Notes
- I have finished this domination call now and I have everything I need to go and deliver great results for my client. If I run into any difficulties along the way then I will check the time stamps of these calls and find any extra information or guidance I need. Time to really get to work!

SESSION #76 - 9th August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To find another niche/sub niche that I think has potential. Have ideas in mind from top player research of how I can help businesses within that niche/sub niche.

Planned Tasks:

- Task 1 - research different niches/sub niches and find what is popular right now and what has good potential

- Task 2 - find out what top players are doing and what is working best in the market
- Task 3 - have ideas ready to pitch to future prospects

Post-session Reflection

- Notes
- Used both google and chat gbt to find a niche/sub niche that I think is good right now and has the potential to be good in the future. From that research I decided that landscaping was something I should look at and so I have took some notes on that ready to use for future prospects

SESSION #77 - 10th August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To make a list of at least 20 more prospects in the carpet cleaning niche and begin to contact them

Planned Tasks:

- Task 1 - find 20 local carpet cleaning businesses
- Task 2 - make sure I have a good idea of how I think I could help them
- Task 3 - start sending tailored outreach

Post-session Reflection

- Notes
- This wasn't a well focused gws at all and that is all on me. Despite finding some good prospects and having some ideas in mind of how I can help them I only managed to find 14 out of my target for 20. In my next gws I will find another 6 businesses I think I could help and will begin to go down that list and send a tailored message to each one

SESSION #78 - 11th August 12:30pm - 1:30pm

Desired Outcome:

- Objective
- To finish my list of 20 businesses from the last gws and begin to contact them

Planned Tasks:

- Task 1 - find another 6 businesses in the carpet cleaning niche that I know I can help
- Task 2 - start contacting each business on the list
- Task 3 - make sure that each message is tailored to that individual business

Post-session Reflection

- Notes
- Found 6 carpet cleaning businesses that I know I can help. Sent out a message to each of the first three on the list. I have similar ideas of how I can help each of them so my messages were mainly tailored on if they have a low or high social media following

SESSION #79 - 12th August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To outreach to more businesses on my prospect list from the last two gws

Planned Tasks:

- Task 1 - find the next business on my list that I haven't contacted yet
- Task 2 - analyse what they need
- Task 3 - send a tailored message to them

Post-session Reflection

- Notes
- Contacted more businesses on the list and am awaiting responses on those. Going to make finishing this list the priority in my next gws.

SESSION #80 - 13th August 2:30pm - 3:30pm

Desired Outcome:

- Objective

- To outreach to all remaining carpet cleaning businesses on my list. Any remaining time in the session I must spend reviewing copy.

Planned Tasks:

- Task 1 - look at the remaining businesses on my list and at what they need
- Task 2 - send them a tailored outreach message
- Task 3 - spend any remaining time reviewing copy

Post-session Reflection

- Notes
- Identified some areas for improvement with the current outreach messages I have been sending out. So I used this session to completely re write one of my two strategies. Will write up the second in my next gws and will see how well the two perform

SESSION #81 - 14th August 4:15pm - 5:15pm

Desired Outcome:

- Objective
- Use the ldc index bot to find relevant information regarding my current client project and take any necessary notes of the parts I watch

Planned Tasks:

- Task 1 - use the ldc index bot to find relevant copy domination call info
- Task 2 - watch the bits relevant to me right now
- Task 3 - take any necessary notes

Post-session Reflection

- Notes
- Found a few things that I can apply right now but I also learnt that I have pretty much everything I need to get my client great results. It's on me now to put in the work and get the help when I need it

SESSION #82 - 15th August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To re write my second outreach strategy and continue reaching out to the remaining business on my list from a previous gws

Planned Tasks:

- Task 1 - re write my second outreach strategy
- Task 2 - continue reaching out to businesses on my list
- Task 3 - make sure each message suits them

Post-session Reflection

- Notes
- I have now outreached to all 20 businesses on my most recent list. I made a few mistakes though in the last few as I simply didn't pay enough attention to what was actually on there page. This means that I've likely failed with one or two of the messages before they have even read them. This is extremely frustrating but it's all on me. I must do better.

SESSION #83 - 16th August 10:00pm - 11:00pm

Desired Outcome:

- Objective
- To improve my copy reviewing ability and also to better understand the type of copy that works well in the carpet cleaning niche

Planned Tasks:

- Task 1 - find 3 pieces of copy from carpet cleaning businesses that are working well
- Task 2 - review each of the 3 pieces and think about things that I can use with my current client project
- Task 3 - review copy from my emails

Post-session Reflection

- Notes
 - Was very lazy today and ended up leaving my gws until late on at night when I was tired. I managed to review some copy but the quality of my reviews was simply not good enough. This is all on me and I need to get back to doing my gws earlier in the day where I am more focused
-

SESSION #84 - 17th August 7:30pm - 8:30pm

Desired Outcome:

- Objective
- To be totally prepared for my next client call tomorrow morning. I need to have questions listed out for extra info I need from them and also I need to have all my new ideas ready to present to them

Planned Tasks:

- Task 1 - do another review of top players in the local carpet cleaning niche to see if there are any ideas I haven't got
- Task 2 - make sure I have multiple strategies of things that are working well right now
- Task 3 - have questions and ideas ready to ask and present to my client in tomorrow's call

Post-session Reflection

- Notes
- Really happy with how this gws went and I was super focused throughout. Got a plan laid out for my next call with my client tomorrow. I can go into this with a lot of confidence in the hope that we can set some new and clear goals for me to concentrate on and deliver on for them and there business

SESSION #85 - 18th August 9:00pm - 10:00pm

Desired Outcome:

- Objective
- Spend an hour reviewing copy and improving my skills

Planned Tasks:

- Task 1 - review email copy
- Task 2 - review social media ads
- Task 3 - write down my analysis of each piece I review

Post-session Reflection

- Notes
- Another very well focused gws. Reviewed two emails and a fb ad all in great detail. Will continue doing regular gws to review copy as I can feel it making me more skilled and knowledgeable each time

SESSION #86 - 19th August 3:00pm - 4:00pm

Desired Outcome:

- Objective
- Research and use the TRW for ways to implement the ideas me and my client have put together from our recent call

Planned Tasks:

- Task 1 - look at the ways other businesses contact new customers and how they get customers to share posts etc
- Task 2 - get feedback from TRW chats on ideas
- Task 3 - have ways written down of how I could implement our ideas

Post-session Reflection

- Notes
- Identified a few ways of using my ideas from research on chat gbt and from fellow TRW students. Will get to work on the execution of these ideas in my next gws.

SESSION #87 - 20th August 5:45pm - 6:45pm

Desired Outcome:

- Objective
- To put together a draft of one of my ideas

Planned Tasks:

- Task 1 - research ahead of writing the copy
- Task 2 - use TRW chats
- Task 3 - read over it

Post-session Reflection

- Notes
- Used research chat gbt and TRW to put together a draft. Going to review and improve on it much more though in an upcoming gws.

SESSION #88 - 21st August 3:15pm - 4:15pm

Desired Outcome:

- Objective
- To send a follow up message to at least 20 businesses that I have reached out to in the past. Then to start making another list up of 20 new businesses for me to contact

Planned Tasks:

- Task 1 - to follow up to at least 20 carpet cleaning businesses I have messaged In The past
- Task 2 - begin making a new list of 20 local carpet cleaning businesses
- Task 3 - make sure each business on the list i have ideas for how I can help

Post-session Reflection

- Notes
- When I started this gws I realised that it would be a lot better if I had a template/strategy to try when it comes to sending a follow up. So I asked in TRW chats and I've put together a strategy to try going forward.

SESSION #89 - 22nd August 5:45pm - 6:45pm

Desired Outcome:

- Objective
- To continue sending follow up messages to more businesses on my list. Then to begin a new list of 20 businesses for me to contact that I know I can help

Planned Tasks:

- Task 1 - to follow up to at least another 20 businesses on my list
- Task 2 - start a new list of businesses
- Task 3 - makes sure that I can actually help each business on the list

Post-session Reflection

- Notes

- Followed up to loads of businesses on my list and I am awaiting responses. I worked quite slow in this gws and had some distractions which meant I didn't get onto starting a new prospect list.

SESSION #90 - 23rd August 9:30am - 10:30am

Desired Outcome:

- Objective
- To send a follow up message to at least 20 businesses. To also begin making a new list up of 20 businesses for me to contact

Planned Tasks:

- Task 1 - send a follow up to at least 20 businesses I've contacted before
- Task 2 - start a new list of up to 20 businesses for me to contact
- Task 3 - make sure I know how I can help each one and have ideas

Post-session Reflection

- Notes
- Sent more follow ups just like previous gws and also began a new list of prospects. Once I reach 20 on this list I will begin reaching out to them.

SESSION #91 - 24th August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To write up and send my weekly friday social media post to my client

Planned Tasks:

- Task 1 - identify a trend/something that is relevant to the niche right now
- Task 2 - write up a post about it and review thoroughly
- Task 3 - send it to my client

Post-session Reflection

- Notes

- I used google and chat gpt to get some ideas together for this post. I also had it reviewed by chat gpt after and refined it before sending it over to my client for them to post out.

SESSION #92 - 25th August 9:00am - 10:00am

Desired Outcome:

- Objective
- Improve my copy knowledge and skillset by reviewing at least 5 pieces of short form copy

Planned Tasks:

- Task 1 - find 5 pieces of short form copy
- Task 2 - read through and perform analysis of each piece
- Task 3 - take notes on analysis

Post-session Reflection

- Notes
- Reviewed 5 different pieces of copy in this gws and took notes of my analysis. I focused on how each part of the copy connected to the next and what made it really stand out.

SESSION #93 - 26th August 5:00pm - 6:00pm

Desired Outcome:

- Objective
- Write up another social media post for my client to post on Tuesday and spend any remaining time finding other carpet cleaning businesses to outreach to

Planned Tasks:

- Task 1 - write up another social media post for my client
- Task 2 - review and improve it to the best of my ability and using ai then get it reviewed inside TRW
- Task 3 - get more carpet cleaning businesses on my list of businesses to reach out to

Post-session Reflection

- Notes

- I wrote up my clients social media post for Tuesday and had it reviewed by chat gpt before refining it myself. Then I sent it to my client for them to post out.

SESSION #94 - 27th August 10:15am - 11:15am

Desired Outcome:

- Objective
- To further my knowledge and skills by reviewing more copy

Planned Tasks:

- Task 1 - find different pieces of copy to review
- Task 2 - read through them and analyse
- Task 3 - make notes of my analysis

Post-session Reflection

- Notes
- Reviewed 3 pieces of copy in this gws. Each piece I looked at throughly and took notes on what stood out to me and the things that I thought worked well.

SESSION #95 - 28th August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To review at least 3 pieces of copy and take notes of my analysis

Planned Tasks:

- Task 1 - find different pieces of copy to review
- Task 2 - read through them and analyze each one
- Task 3 - make notes of my analysis

Post-session Reflection

- Notes
 - I reviewed 4 pieces of copy in this gws. Each piece was from my emails and each one jumped out to me as I read through. I took notes on the things I felt worked really well and what could cause a reader to pay attention.
-

SESSION #96 - 29th August 11:45am - 12:45pm

Desired Outcome:

- Objective
- To identify more carpet cleaning businesses that I can help and start creating another list of 20

Planned Tasks:

- Task 1 - find a wealthy area to look at
- Task 2 - begin identifying carpet cleaning businesses in that area that I can help
- Task 3 - take note of each businesses name and contact details

Post-session Reflection

- Notes
 - Was well focused throughout the majority of this gws. I used chat gbt again to find wealthy areas of the uk for me to find businesses in. However a lot of the areas it gave me where in London which means businesses are harder to find as it's a big area. I did give some other places to look at though and I found 13 businesses for my new list so far. In my next gws I will complete that list of 20 and begin outreaching to them.
-

SESSION #97 - 30th August 4:45pm - 6:15pm

Desired Outcome:

- Objective
- To complete my list of 20 new carpet cleaning prospects and begin reaching out to each of them

Planned Tasks:

- Task 1 - find 7 more businesses to add to the list
- Task 2 - begin reaching out to each business on the list
- Task 3 - make sure the messages I send are tailored to each business

Post-session Reflection

- Notes
 - Completed my new list of 20 carpet cleaning prospects. I then reached out to all 20 businesses using my current outreach strategies.
-

SESSION #98 - 31st August 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To further my copy knowledge and skills by reviewing more copy

Planned Tasks:

- Task 1 - find a piece of copy from email or social media
- Task 2 - analyze the copy and take notes of analysis
- Task 3 - repeat the process for at least 5 pieces of copy and spend any remaining time reviewing more

Post-session Reflection

- Notes
- Reviewed 5 pieces of copy and remained focused throughout the session despite some distractions

SESSION #99 - 1st September 5:30pm - 6:30pm

Desired Outcome:

- Objective
- To put together another list of 20 carpet cleaning businesses and send a message to each one

Planned Tasks:

- Task 1 - find 20 carpet cleaning businesses that I can help
- Task 2 - write down their contact details
- Task 3 - go through the list and contact each one

Post-session Reflection

- Notes
- Found 20 carpet cleaning businesses and went through sending a message to each one. I think going forwards I should try and tailor my messages to each business more than I'm currently doing. I am going to continue the current strategy that I'm using for a little while longer yet before reviewing the reply rate

SESSION #100 - 2nd September 4:30pm - 5:30pm

Desired Outcome:

- Objective
- To send my client this weeks social media post

Planned Tasks:

- Task 1 - do my draft write up and evaluate
- Task 2 - get feedback from chat gbt
- Task 3 - send final copy to my client

Post-session Reflection

- Notes
- Wrote up the post for my client. Read through it a couple of times and noticed some obvious areas of improvement which I corrected. Then had it reviewed by chat gbt and change a few parts around. Now it's been sent for my client ready to post.