

# **Day 1/60 - \$0/\$8K Client Revenue**

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## **Who You Are Now vs Who You Want to Be**

- **Now:**

At 18, my life feels like a blend of challenge and momentum. I'm a young copywriter, and every day I push to build a life that feels distant but vividly clear in my mind — a life where I am successful, strong, and capable of caring for the people I love. For now, I feel like I'm just getting started and seeing the first sight of success. I currently work with a skin clinic client, where I'm focused on improving SEO, and I'm readying to dive into ad campaigns for cold traffic on Instagram and Facebook. This client lets me dig into the mechanics of building a brand online, and I'm grateful for the opportunity to sharpen my craft. My next goal is to land a second client so I can move one step closer to financial stability.

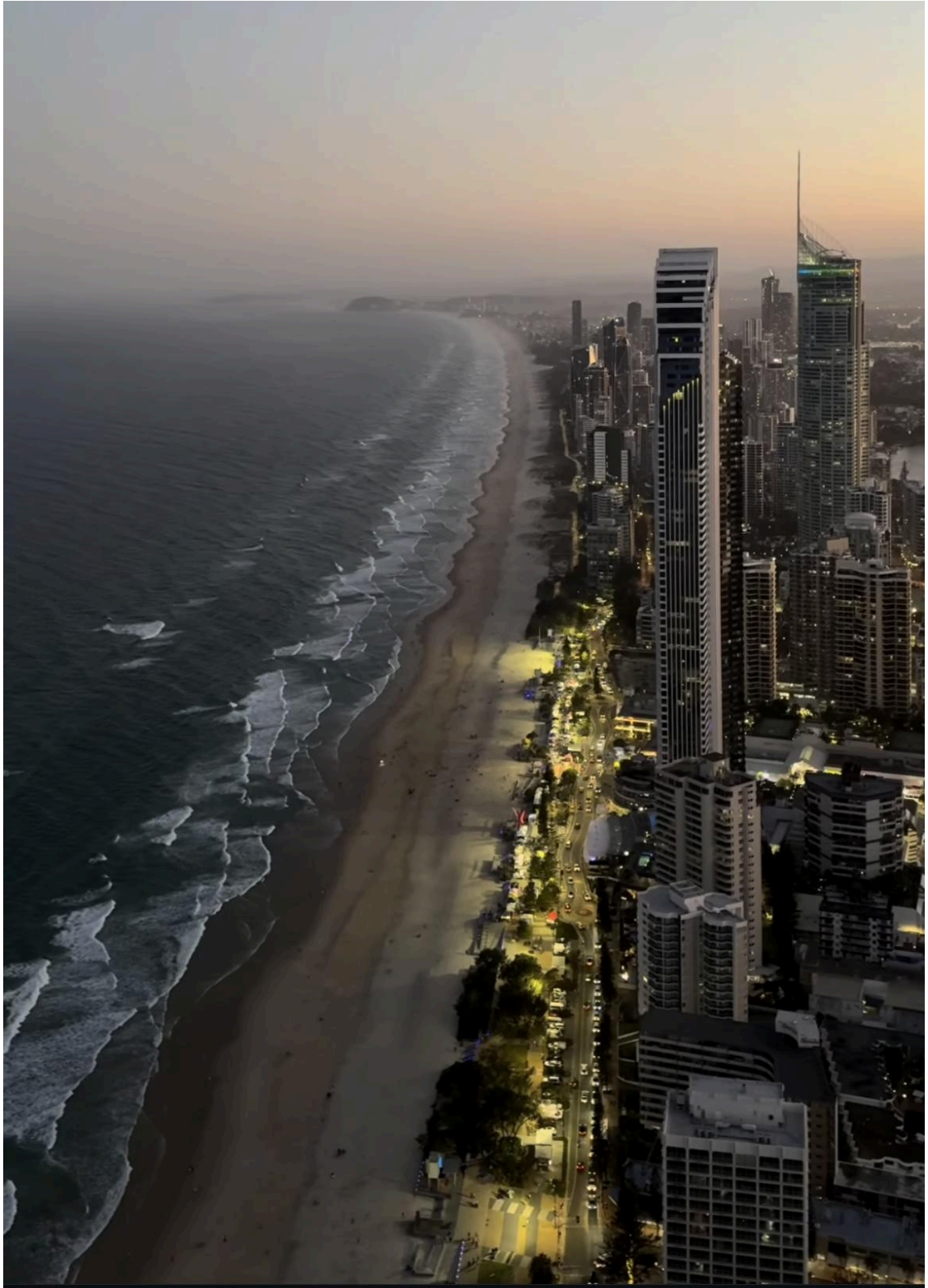
Because financially, things are tight — almost like I'm balancing on a wire. I'm in the UK, where my family and I moved to escape the war in our home country, and I feel the weight of responsibility to support my parents. Right now, that goal is just out of reach, and I'm responsible for changing that. I live with a modest sum saved, and I know that, without another client, my bank account will be empty in two months. But every moment of the hustle, every hour spent working on my skills, feeds my drive to make it.

Physically, I'm disciplined. I train hard, and it shows in my workouts — eight pull-ups with 20kg of added weight and 40kg of weighted dips for reps. This regimen keeps me focused, though the confidence I project in the gym isn't always the same confidence I feel outside of it. The acne that's followed me for years is a barrier I'm working to break. It's held me back from relationships and from making the connections I want. But I know I can overcome this, just as I'm overcoming other challenges.

I have a long way to go in copywriting, and I don't pretend to know it all. There's a mountain of knowledge between me and where I want to be — a place where my work can change a business's trajectory and generate real revenue. Working with my client has given me experience in website development and SEO, and I'm ready to master every part of the process. I know this path isn't easy, but I believe in the work and in what lies ahead.

- **Who You Want to Be:**

I open my eyes after a solid sleep. On my right, my beautiful wife is still sleeping, and between us, our one-year-old baby. I stand up carefully and go towards the window, trying not to wake up two of the most important people in my world. We live on the 32nd floor of a high-rise building next to the sea. I look at the view and think, "Thank you, God, for everything You give me."



I turn back. My wife wakes up and looks at me with her sleepy eyes, she starts smiling. She fell in love with me when I was still broke trying to make my path in this wild world and from that time on she never had a doubt in me. Now I'm a self-made millionaire with a physic of a Greek God. I conquered a lot of mistakes and dealt with tons of failed projects on my path, but I became a confident copywriter who can bring money to any business. Big, tall, with a high testosterone level man who never thinks about giving up on his goal.

I make \$35k/month at the age of 26. This is enough to provide for my parents, my small family and live a free life. My clients love my ability to actually care about their business and implement new creative ideas that make them hundreds of thousands of additional revenue.

After kissing my wife I put on my gym clothes and go to the car parking where a dark green Porsche Turbo S is waiting for me to take it on a drive to the gym. A day always starts with a pain of discipline.



### 🔥 Your Reason Why 🔥

- My parents can't work forever, eventually, they'll become old enough and tired, so I must take care of them before it happens.
- My parents won't have a pension, so I can't allow myself to have a matric job, because I won't have enough money to provide for them

- I can't imagine myself not having enough money to buy Christmas gifts that my future kids, wife, and parents will want.
  - I want to buy a nice brand-new car for my dad because he always had an old used car.
  - I can't wake up and see my mom go to clean houses for 8 hours to make some money.
  - I'd better suffer from work rather than see my parents giving their scares time working for someone else making barely enough money for day-to-day needs.
  - My family's future depends on me
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## G Work Checklist

- ☐ Set a binary, tangible goal
  - ☐ Pick an attitude
  - ☐ Hydrate, Caffeinate, Get the blood flowing
  - ☐ Remove distractions
  - ☐ Set a challenging timer and try to beat it
  - ☐ Get started
  - ☐ Evaluate afterwards
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## Day - 05.11.2024

- ☒ ~~Wake up, shower, breakfast - 7:00 - 8:00~~
- ☒ ~~Go to college 8:00 - 9:00~~
- ☒ ~~College exams + lessons - 9:30 - 16:00~~
- ☒ ~~Go home + eat - 16:00 - 17:30~~
- ☒ ~~Gym - 17:30 - 19:30~~
- ☒ ~~Shower + eat - 19:30 - 20:30~~
- ☒ ~~1st G work session - 20:30 - 22:00~~
  - Create a website page for hair treatments
- ☐ 2nd G work session - 22:15 - 23:15
  - Create a website page for eye rejuvenation treatments

☒ End day review - 23:15 - 23:30

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- ☐ GWS #1 - create a webpage for hair treatments
  - Write a copy for the hair treatments page using related keywords for SEO
  - Find pictures that show the dream outcome
  - Create the before/after section
  - Create the price section
  - Add free consultation offer and FAQ

## **GWS Reflection:**

What tasks/objectives did I demolish?

- Created before/after, price, and consultation sections fast. It took me 25 minutes to create them.
- Optimized the webpage for the mobile version
- Quickly found the main picture that represents the target audience's desirable outcome
- Wrote solid copy with related keywords using AI that helped me save time

Problems/mistakes encountered?

- It took me longer than it had to be done. I spent a lot of time looking for a good image for the price section that had to fit a design and show the desirable outcome
- I started GWS later than I planned (at 21:15) because my all family was in my room and I spent some time with them

Solutions to each mistake/problem?

- To find a good image for a specific section of the website quickly, I'm going to think about what exactly is going to be on that picture that will influence the visitors and search for the related keywords. For example: "young-girl-playing-with-her-hair"
  - Don't think that spending time with family is bad, but next time I plan to do GWS when they are not at home or in another room.
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## **End day review:**

### **Overall problems/mistakes throughout the day?**

- I did my 1st GWS later than I planned because my family was in my room
- I took a long nap when I came back from college which resulted in quicker gym training

### **Solutions to each mistake/problem?**

- I could done my GWS first and then go to the gym. This way I could follow my plan for a day
- Next time I set a timer for a nap and put the phone far away from me, so when it rings I have to stand up from the bed