WEEK 2 - 28 Days To A Client

THE MASTER WAR MODE DAY PLAN + REPORT

✓/ ×	U+I Of Task	Task List For The Day - Fill In ALL 20!
1. V / X	Q1 ·	200 push-ups 🔽
2. V / X	Q1 ·	Morning Power-up
3. V / X	Q1 ·	Pick two prospects for free value in same niche X
4. 🔽/🗙	Q1 ·	Research niche + create avatar 🔽
5. V / X	Q1 ·	Layout copy for prospect #1 🔽
6. 1 / ×	Q2 ·	"No delete k <mark>ey" first dra</mark> ft writing for prospect #1 🔽
7. 🔽/×	Q2 ·	Edit copy for prospect #1 🔽
8. V / X	Q2 ·	Layout copy for prospect #2 🔽
9. 🔽/🗙	Q2 ·	"No delete key" first draft writing #2 X
10. 🔽/🗙	Q2 ·	Edit copy for prospect #2 ×
11. 1/	Q3 ·	Write a cold email for prospect #1 and #2 + and Paste Free value \times
12. 🗸/🗙	Q3 -	Review pieces of copy 🔽
13. 🔽 / 🔀	Q3 -	Hand-copy/Analyze a Gene Schwartz Sales letterX
14. 🗸 / 🗙	Q3 -	Gym X
15. / / ×	Q3 -	Read a book 🔽
16. 🔽/🗙	Q4 ·	Study some emails in my inbox 🔽
17. 🔽/🗙	Q4 ·	Listen to podcast 🗸
18. ☑ /×	Q4 ·	Go to the job. Have my subconscious chew on my problems to find solutions. ${\color{blue} igstyle igotimes}$
19. \(\)	Q4 ·	Plan for tomorrow 🗸
20. 🔽/×	Q4 ·	Sundown Rule (daily check-ins, send cold emails) 🔽

	TODAY NUMBER + DATE + TIME
Day Number:	9
Date:	3/21/23
Start Time:	8 am

	🙏 3 Things That I Am Grateful To Have In My Life 🙏
1.	I am grateful for my family.
2.	I am grateful that I get to progress in mastering the art of copywriting.
3.	I am grateful to have food.

1.	Write a cold email for prospects #1 and #2 and Paste Free value
2.	Gym
3.	Review pieces of copy



[Plan+Measure=Improve]

\$ Task:	\$ Task = Set The Task That I Intend To Complete This Hour?
A Intention:	Intention = What Is My Plan Of Action To Complete This Task For This Hour?
/Reflection:	/ Reflection = Did I Complete This Task For This Hour? If Not. Then Why?



	What Do I Plan To Accomplish This Morning?
I plan to accom	plish tasks 1 - 11.
	⊚What Is The Main Goal For This Morning?⊚
Write a cold en	nail for prospects #1 and #2 and Paste Free value
	Phow Will I Start My Morning With Power?
100 pushups, ca	affeine, and morning power-up call!
8 am: Task \$	100 push-ups Brush teeth Caffeine Morning-power up call
Intention 🔔	Start the day with a POWER!
Reflection /	Fuck woke up late. Did this task at 10 pm
9 am: Task \$	Pick two prospects for free value (preferably in the same niche).
	Research niche + create avatar(s)
Intention 🔔	Research not only gets me informed, but it gives my writing empathy.
Reflection /	Fuck woke up late. Did this task at 10 pm

10 am: Task \$	Layout copy for prospect #1
	No delete key" first draft writing for prospect #1
	Edit copy for prospect #1
Intention 🔔	
Reflection /	Did my power-ups first, researched my prospect.
11 am: Task \$	Layout copy for prospect #2
*	No delete key" first draft writing for prospect #2
	Edit copy for prospect #2
Intention 🔔	
Reflection /	Didn't do copy for prospect #2.
,	I was too busy writing for prospect one.
	T
12 am: Task \$	Eat something.
	Tidy up both pieces of copy.
	Write a cold email for prospects #1 and #2 + Paste Free value, and send!
Intention 🔔	Complete my tasks that move the needle.
	Get a reply from my prospect.
Reflection /	I could only send one free value and cold email at this hour.

©END-OF-THE-MORNING REPORT ©

What Did I Learn This Morning?
I learned how important it is to actually wake up on time - when you have a day dedicated to doing tasks by the hour.
I feel terrible about sleeping in.
It became a domino effect of doing late work — one after another.
It pisses me off that I did not do all the tasks I was scheduled to do.
Etch this feeling in my brain so it won't happen again.
XWhat Problem's Did I Face This Morning?X
Domino effect of late tasks.
Phow Will I Solve These Problems For This Afternoon?
I plan to do my best to do my tasks at hand.

MY AFTERNOON WAR PLAN

What Do I Plan To Accomplish This Afternoon?	
I plan to revie	w pieces of copy.
	⊚What Is The Main Goal For This Afternoon?©
Sharpen copy	writing principles.
	How Will I Start My Afternoon With Power?
Take a step ba	ick, eat, and do 100 pushups
1 pm: Task \$	100 pushups. Review pieces of copy.
	Hand-copy/Analyze a Gene Schwartz Sales letter
Intention 🔔	Not only increase my copywriting principles but help others improve
	too.
Reflection /	Reviewed one piece of copy in TRW.
	Did not complete hand-copy a Gene Scwartz sales letter.

2 pm: Task \$	Gym
Intention 🔔	Strong body
Reflection /	Did not go to the gym
3 pm: Task \$	Pick up mom and sister?
φ ω φ	
Intention 🔔	
Reflection /	Picked them up
4 pm: Task \$	Get ready for work, drive to work listening to Alex Hormozi podcast
Intention 🔔	
Reflection /	Listened to Alex Hormozi's three evil E's
5 pm: Task \$	work
Intention 🔔	
Reflection /	work
	•

6 pm: Task \$	work
Intention 🔔	
Reflection /	work
7 pm: Task \$	Work.
	Break time: study some emails in my inbox
Intention 🔔	Increase copy skills.
Reflection /	Read some emails.
	atom Some Candars.
	work
8 pm: Task \$	
8 pm: Task \$ Intention _	
8 pm: Task \$ Intention 🔔	work
8 pm: Task \$ Intention 🔔	work
8 pm: Task \$ Intention (a) Reflection /	work work
8 pm: Task \$ Intention (a) Reflection /	work
8 pm: Task \$ Intention Reflection / 9 pm: Task \$ Intention	work work

10 pm: Task \$	Work and arrive home.
Intention 🔔	
Reflection /	work
11 pm: Task \$	Sundown Rule (send cold emails with free value if you haven't)
	Plan for tomorrow and daily check-in!
Intention 🔔	Send everything that I created today!
Reflection /	Planned for tomorrow



≪What Did I Learn Today? ≪
OODA looping in my mind is not powerful enough.
I need more clarity.
So I need to do a G work session where I either write my (well-detailed) situation on paper or in Google docs.
This way, my gaps will be crystal clear.
"The person who goes through the OODA loop quicker will win."
XWhat Problems Did I Face In The Day?X
I woke up late, creating a domino effect of late tasks.
And the reason why I woke late is that I slept two hours later than my usual time.
PHow Will I Solve These Problems Tomorrow?
Sleep on time.
What Do I Plan To Do Differently Tomorrow?
Try using AI as my first draft. Why? Speed. So I can send more valuable outreach. So I

Then edit using my accurate market research and the prospect's writing style.

🗘 What Do I Plan To Do The Same Tomorrow?🗘
Tasks
■ Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With? 📧
∬What Tasks Were Left Undone? []
Gym.
Valuable outreach for prospect #2.
Hand-copy.

Brain Dump: