







# 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. ✓/✗	Q1 ▾	200 push-ups ✓
2. ✓/✗	Q1 ▾	Morning Power-up ✓
3. ✓/✗	Q1 ▾	Pick two prospects for free value in same niche ✗
4. ✓/✗	Q1 ▾	Research niche + create avatar ✓
5. ✓/✗	Q1 ▾	Layout copy for prospect #1 ✓
6. ✓/✗	Q2 ▾	“No delete key” first draft writing for prospect #1 ✓
7. ✓/✗	Q2 ▾	Edit copy for prospect #1 ✓
8. ✓/✗	Q2 ▾	Layout copy for prospect #2 ✓
9. ✓/✗	Q2 ▾	“No delete key” first draft writing #2 ✗
10. ✓/✗	Q2 ▾	Edit copy for prospect #2 ✗
11. ✓/✗	Q3 ▾	Write a cold email for prospect #1 and #2 + and Paste Free value ✗
12. ✓/✗	Q3 ▾	Review pieces of copy ✓
13. ✓/✗	Q3 ▾	Hand-copy/Analyze a Gene Schwartz Sales letter ✗
14. ✓/✗	Q3 ▾	Gym ✗
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. ✓
19. ✓/✗	Q4 ▾	Plan for tomorrow ✓
20. ✓/✗	Q4 ▾	Sundown Rule (daily check-ins, send cold emails) ✓









	 <b>DAY NUMBER + DATE + TIME</b> 
<b>Day Number:</b>	<b>9</b>
<b>Date:</b>	<b>3/21/23</b>
<b>Start Time:</b>	<b>8 am</b>

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

	 <b>My Top 3 Priority Tasks That MUST Be Completed</b> 
<b>1.</b>	<b>Write a cold email for prospects #1 and #2 and Paste Free value</b>
<b>2.</b>	<b>Gym</b>
<b>3.</b>	<b>Review pieces of copy</b>

## **Hour-By-Hour Tracking:** **[Plan+Measure=Improve]**

 <b>Task:</b>	 <b>Task = Set The Task That I Intend To Complete This Hour?</b>
 <b>Intention:</b>	 <b>Intention = What Is My Plan Of Action To Complete This Task For This Hour?</b>
 <b>Reflection:</b>	 <b>Reflection = Did I Complete This Task For This Hour? If Not, Then Why?</b>





# MY MORNING WAR PLAN



 **What Do I Plan To Accomplish This Morning?** 

**I plan to accomplish tasks 1 - 11.**

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 **What Is The Main Goal For This Morning?** 

**Write a cold email for prospects #1 and #2 and Paste Free value**

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 **How Will I Start My Morning With Power?** 

**100 pushups, caffeine, and morning power-up call!**

<b>8 am: Task</b> 💰	<b>100 push-ups   Brush teeth   Caffeine   Morning-power up call</b>
<b>Intention</b> 🔔	<b>Start the day with a POWER!</b>
<b>Reflection</b> ✍️	<b>Fuck... woke up late. Did this task at 10 pm</b>

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<b>9 am: Task</b> 💰	<b>Pick two prospects for free value (preferably in the same niche).</b> <b>Research niche + create avatar(s)</b>
<b>Intention</b> 🔔	<b>Research not only gets me informed, but it gives my writing empathy.</b>
<b>Reflection</b> ✍️	<b>Fuck... woke up late. Did this task at 10 pm</b>

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<b>10 am: Task</b> 💰	<b>Layout copy for prospect #1</b>  <b>No delete key” first draft writing for prospect #1</b>  <b>Edit copy for prospect #1</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>Did my power-ups first, researched my prospect.</b>

<b>11 am: Task</b> 💰	<b>Layout copy for prospect #2</b>  <b>No delete key” first draft writing for prospect #2</b>  <b>Edit copy for prospect #2</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>Didn’t do copy for prospect #2.</b>  <b>I was too busy writing for prospect one.</b>

<b>12 am: Task</b> 💰	<b>Eat something.</b>  <b>Tidy up both pieces of copy.</b>  <b>Write a cold email for prospects #1 and #2 + Paste Free value, and send!</b>
<b>Intention</b> 🔔	<b>Complete my tasks that move the needle.</b>  <b>Get a reply from my prospect.</b>
<b>Reflection</b> ✍️	<b>I could only send one free value and cold email at this hour.</b>



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# 🎯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.**

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## ❌What Problem's Did I Face This Morning?❌

**Domino effect of late tasks.**

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## 🔑How Will I Solve These Problems For This Afternoon?🔑

**I plan to do my best to do my tasks at hand.**

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# MY AFTERNOON WAR PLAN

 **What Do I Plan To Accomplish This Afternoon?** 

**I plan to review pieces of copy.**

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 **What Is The Main Goal For This Afternoon?** 

**Sharpen copywriting principles.**

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 **How Will I Start My Afternoon With Power?** 

**Take a step back, eat, and do 100 pushups**

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<b>1 pm: Task</b> 💰	<b>100 pushups. Review pieces of copy.</b> <b>Hand-copy/Analyze a Gene Schwartz Sales letter</b>
<b>Intention</b> 🔔	<b>Not only increase my copywriting principles but help others improve too.</b>
<b>Reflection</b> ✍️	<b>Reviewed one piece of copy in TRW.</b> <b>Did not complete hand-copy a Gene Scwartz sales letter.</b>

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<b>2 pm: Task</b> 💰	<b>Gym</b>
<b>Intention</b> 🔔	<b>Strong body</b>
<b>Reflection</b> ✍️	<b>Did not go to the gym</b>

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<b>3 pm: Task</b> 💰	<b>Pick up mom and sister?</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>Picked them up</b>

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<b>4 pm: Task</b> 💰	<b>Get ready for work, drive to work listening to Alex Hormozi podcast</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>Listened to Alex Hormozi's three evil E's</b>

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<b>5 pm: Task</b> 💰	<b>work</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>work</b>

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<b>6 pm: Task</b> \$	<b>work</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>work</b>

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<b>7 pm: Task</b> \$	<b>Work.</b>  <b>Break time: study some emails in my inbox</b>
<b>Intention</b> 🔔	<b>Increase copy skills.</b>
<b>Reflection</b> ✍️	<b>Read some emails.</b>

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<b>8 pm: Task</b> \$	<b>work</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>work</b>

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<b>9 pm: Task</b> \$	<b>work</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>work</b>

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<b>10 pm: Task</b> 💰	<b>Work and arrive home.</b>
<b>Intention</b> 🔔	
<b>Reflection</b> ✍️	<b>work</b>

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<b>11 pm: Task</b> 💰	<b>Sundown Rule (send cold emails with free value if you haven't)</b> <b>Plan for tomorrow and daily check-in!</b>
<b>Intention</b> 🔔	<b>Send everything that I created today!</b>
<b>Reflection</b> ✍️	<b>Planned for tomorrow</b>





# End-Of-The-Day Report:



## 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.”**

## What Problems Did I Face In The Day?

**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.**

## How 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 can get results more quickly.**

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



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 **What Do I Plan To Do The Same Tomorrow?** 

**Tasks**

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 **Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With?** 

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 **What Tasks Were Left Undone?** 

**Gym.**

**Valuable outreach for prospect #2.**

**Hand-copy.**

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**Brain Dump:**