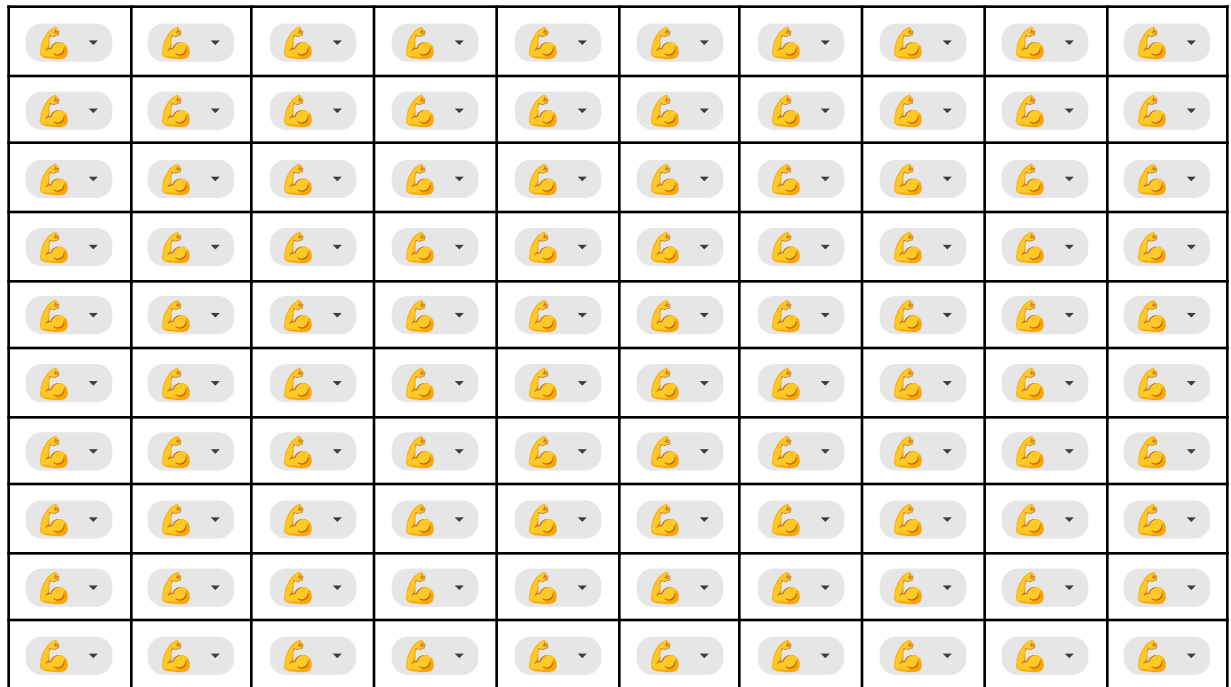


Click “File” → “Make A Copy” to create your own editable copy

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

100/100

1. 5.6 x I
2. 6.6 x III
3. 7.6 x II
4. 8.6 x IIII
5. 9.6 x I
6. 10.6 x II
7. 11.6 x II

(15)

8. 12.6 x III
9. 13.6 x III
10. 14.6 x IIII
11. 15.6 x II
12. 16.6 x II
13. 17.6 x III
14. 18.6 x I

(33)

15. 19.6 x I
16. 20.6 x I
17. 21.6 x III
18. 22.6 x I
19. 23.6 x III
20. 24.6 x I
21. 25.6 x III

(46)

22. 26.6 x II

23. 27.6 x I
24. 28.6 x II
25. 29.6 x II
26. 30.6 x II
27. 1.7 x II
28. 2.7 x I
(58)

29. 3.7 x II
30. 4.7 x III
31. 5.7 x IIII
32. 6.7 x IIII
33. 7.7 x II
34. 8.7 x III
35. 9.7 x II
(78)

36. 10.7 x II
37. 11.7 x II
38. 12.7 x I
39. 13.7 x I
40. 14.7 x III
41. 15.7 x V
42. 16.7 x III
(95)

43. 17.7 x I
44. 18.7 x II
45. 19.7 x II
(100)

G Work Session Tracker Template

SESSION #1 - 5.6 21:00

Desired Outcome:

- Fix the issues with my domain

Planned Tasks:

- Search online for instructions
- Follow the steps and get it running smoothly
- Contact the customer service if necessary

Post-session Reflection

- Looked into several tutorials, leveraged AI, went over all the settings, but it's still not working properly. Had to leave a message to customer service to see if they can fix it.
-

SESSION #2 - 6.6 10:00

Desired Outcome:

- Finish the copy for the landing page

Planned Tasks:

- Make the finishing touches and see what could be improved
- Send it over to be reviewed
- Modify if needed
- Send to client to be approved

Post-session Reflection

- Everything done in time, sent it to my client and they liked it
-

SESSION #3 - 6.6 11:30

Desired Outcome:

- Finish the landing page

Planned Tasks:

- Get access to the site, improve the design and include the new copy
- See if the client is happy with the results
- Modify if needed

Post-session Reflection

- Everything done in time, although their current website builder is HORRID (makes upselling new websites easier)
-

SESSION #4 - 6.6 23:00

Desired Outcome:

- Design the logo for the new client

Planned Tasks:

- Check the CC + AI tools
- Look for templates and Canva
- Ask reviews for the logo and improve

Post-session Reflection

- Got a few pretty good ideas and started drafting the logo, but the client's original ideas probably aren't going to work too well together. I need to compromise in a way that the outcome will please the client

SESSION #5 - 7.6 13:45

Desired Outcome:

- Pixel setup

Planned Tasks:

- Check the tutorial & lessons from campus and follow the steps
- Make sure all the settings are as they should
- First do your own, then the client's

Post-session Reflection

- A million different unknowns popped up, need to figure out the settings because they differ from the ones shown in the lessons.

SESSION #6 - 7.6 16:50

Desired Outcome:

- Pixel setup

Planned Tasks:

- Check other tutorials online
- Fill in the gaps between the lessons and Meta interface
- Practice first with my own website, only then do the client's

Post-session Reflection

- Pixel doesn't want to comply, my own interface looks completely different and I need to work my way around it. Need to continue tomorrow.

SESSION #7 - 8.6 11:00

Desired Outcome:

- Email/Domain setup

Planned Tasks:

- Check new tutorials
- Figure out the necessary settings
- Make sure everything works and send a test email
- Ask my "tech manager" (sis) for help if necessary

Post-session Reflection

- Got it done, had to AIKIDO it and I need to go back to it later to transfer the domain + email elsewhere, but for now the emails get delivered as they should

SESSION #8 - 8.6 17:00

Desired Outcome:

- Logo for the client

Planned Tasks:

- Go back to the project and pick the best designs
- See if you can make more, use AI and templates
- Ask sis to review and help out with minor details and modifications if needed

Post-session Reflection

- Got pretty good designs done for the client, next week I'll send them over to the client to see which ones she likes the best, so I can finish the design

SESSION #9 - 8.6 23:00

Desired Outcome:

- Blog post for my own business

Planned Tasks:

- Go over the draft and improve
- Run it through GPT and get ideas for further improvement
- Use MJ to create the pictures for the blog posts
- Use MJ to create fitting pictures for the social media posts

Post-session Reflection

- Kept the text somewhat the same, came up with a good headline.
The subject is a tricky one for the creative. GPT didn't really give any good ideas, and MJ is utterly stupid. Will have to look through the stock images for the creative.
-

SESSION #10 - 8.6 00:00

Desired Outcome:

- Social media content

Planned Tasks:

- Use the blog post as a base
- Write at least one long social media post and/or several short ones based on the blog
- Come up with ideas for new posts (not connected to the blog post)

Post-session Reflection

- Wrote one longer post based on the blog text, and wrote down 18 topics for future posts. Some of them are ready to be used as is, some of them I might turn into lead magnet(s) or other high value content for my business.

SESSION #11 - 9.6 10:30

Desired Outcome:

- Finding creatives for the posts

Planned Tasks:

- Use free stock image sites
- Try again with MJ
- Look for other resources in CC + AI campus

Post-session Reflection

- Super hard to find appropriate pictures for the post, since the topic is so abstract. Found some decent pictures for now, but I need to find better resources for the future.
-

SESSION #12 - 10.6 14:00

Desired Outcome:

- Setting up the email appropriately

Planned Tasks:

- Check the tutorials online
- Follow the steps
- Ask sis for tech assistance if necessary
- Send test emails

Post-session Reflection

- The emails are super messed up, and there are no appropriate tutorials I could find for fixing the issue. Might as well start looking for the new domain and then set the business emails up in a completely different way and through different servers this time, to get it right from the get go.
Getting a new domain would be beneficial for the Dream 100 approach as well, since the current one isn't optimal for international outreach

SESSION #13 - 10.6 23:00

Desired Outcome:

- Setting up Meta ads campaign

Planned Tasks:

- Check the final settings
- Link the client's Pixel
- Write the copy for the ad

Post-session Reflection

- The copy is done, but there was an issue with the video for the ad.
 - Couldn't get to the Pixel yet, need to figure out the video first
-

SESSION #14 - 11.6 11:40

Desired Outcome:

- Social media posts for my client

Planned Tasks:

- Write 3 drafts
- Ask reviews
- Add creative
- Post to client's social media accounts

Post-session Reflection

- Finished the copy, and the creative, but didn't have time to post them to the social media accounts.

SESSION #15 - 11.6 13:30

Desired Outcome:

- Social media posts for my client

Planned Tasks:

- Post to client's social media accounts
- Reply to comments and interact with the followers

Post-session Reflection

- All done.
-

SESSION #16 - 12.6 11:00

Desired Outcome:

- Work on the logo for a client

Planned Tasks:

- Pick best designs
- Improve and add minor details to few of the designs to showcase different styles we could go with
- Send for the client to be reviewed

Post-session Reflection

- All done.

SESSION #17 - 12.6 14:00

Desired Outcome:

- Modify the video to fit Meta ads better

Planned Tasks:

- See if the quality, the cuts and the ratio finally work like they should
- Call my brother to give him further instructions for the video edit if needed
- Try again with a different version if the first won't work

Post-session Reflection

- I freaking hate Meta.
-

SESSION #18 - 12.6 17:00

Desired Outcome:

- Create a logo for my company with the new name/design

Planned Tasks:

- Use Canva/MJ/Firefly
- Test different versions
- Add to the website after completion

Post-session Reflection

- All done.

SESSION #19 - 13.6 3:30

Desired Outcome:

- Course materials from the BM campus

Planned Tasks:

- Go through the Meta ads videos and the SSSS lessons
- Follow the steps for the Meta section
- Take notes for the SSSS lessons

Post-session Reflection

- Done

SESSION #20 - 13.6 16:00

Desired Outcome:

- Write a review for the pt course

Planned Tasks:

- Check the instructions
- Write first draft
- Review, improve, send

Post-session Reflection

- Done

SESSION #21 - 13.6 00:00

Desired Outcome:

- Rebuilding my own website

Planned Tasks:

- Start with the home page
- Transfer and improve the copy
- Look for the pictures
- Review and improve

Post-session Reflection

- Home page just about done
-

SESSION #22 - 14.6 14:30

Desired Outcome:

- Courses from the campus

Planned Tasks:

- Rewatch the 24h funnel launch + the Meta ads section
- How to leverage past successes for bigger clients

Post-session Reflection

- Done

SESSION #23 - 14.6 17:00

Desired Outcome:

- Website rebuild for my own business

Planned Tasks:

- Check the home page
- Start building the next page on the site

Post-session Reflection

- Done
-

SESSION #24 - 14.6 21:00

Desired Outcome:

- Website rebuild for my own business

Planned Tasks:

- Check the contact forms
- Fix the header + the footer
- Fix the fonts
- Add a new page after the frame for the homepage is done

Post-session Reflection

- All tasks done

SESSION #25 - 14.6 22:15

Desired Outcome:

- Website rebuild for my own business

Planned Tasks:

- Find a good site to model from an international top player
- Modify the copy to fit my own business and include into the "Services" page
- Add snippets from testimonials in crank up the "Will they trust me"-lever

Post-session Reflection

- Done
-

SESSION #26 - 15.6 11:00

Desired Outcome:

- Learn how to use Gimp and modify the client's logo

Planned Tasks:

- Take the client's 2 favourite designs
- Download Gimp and check some tutorials on how to operate
- Ask tech support (sis) for tips if necessary
- Modify the logos further based on client's needs

Post-session Reflection

- Got an understanding of the basics
- Still needs a lot of fiddling and messing around with the program to get a better hang of it

SESSION #27 - 15.6 12:45

Desired Outcome:

- Meta Ads Manager settings + Pixel

Planned Tasks:

- Give the aspect ratios from Meta to my sis, so she can whip up a new video for the ads
- Check again the bit about Meta ads from the Funnel launch in 24h-lesson

Post-session Reflection

- Can't add the Pixel, don't have the necessary rights to set it up for them
 - Everything else is in place for next week
-

SESSION #28 - 16.6 17:00

Desired Outcome:

- Lessons from the campus

Planned Tasks:

- Watch the Andrew/Alex call replay
- Take notes if necessary

Post-session Reflection

- Excellent call, learned a lot and was able to connect some dots for myself

SESSION #29 - 16.6 22:20

Desired Outcome:

- OODA loop

Planned Tasks:

- Go over the OODA loop from last week
- Did you get all of the tasks done this week?
- Take a look at the past week and post the new OODA loop in the campus

Post-session Reflection

- Couldn't finish, brain's getting fried. Need to finish the OODA loop tomorrow and post it

SESSION #30 - 17.6 13:00

Desired Outcome:

- Meta ads

Planned Tasks:

- Optimize the texts
- Edit the videos
- Ask the client to set up the Pixel

Post-session Reflection

- Done

SESSION #31 - 17.6 14:30

Desired Outcome:

- Finish the OODA loop

Planned Tasks:

- Analyse last week's progress
- Write the OODA loop for the week and plan next week's tasks accordingly

Post-session Reflection

- Done.
-

SESSION #32 - 17.6 15:40

Desired Outcome:

- Help the client set up the Meta Pixel

Planned Tasks:

- Give the client the necessary links and resources he can check if he wants to read more about the Pixel and why it's necessary
- Help him set it up step by step, since I can't do it using my own account

Post-session Reflection

- Helped him set it up in Meta but he wasn't able to find a way to connect it to his website. Which is not surprising, really. Their website sucks.
Told him to contact the customer service and I can take it from there

SESSION #33 - 18.6 13:00

Desired Outcome:

- Top player analysis on my #1 Miracle Week client

Planned Tasks:

- Look for some actually successful players
- If there aren't any, look into similar niches

Post-session Reflection

- The competition in the niche is horrendous. Never seen so many horrible websites and nonexistent funnels in my life.

SESSION #34 - 19.6 23:00

Desired Outcome:

- Writing the copy for my own website

Planned Tasks:

- Model top players
- Look for new ideas
- Write the first vomit

Post-session Reflection

- Done for the night, need to continue tomorrow

SESSION #35 - 20.6 23:00

Desired Outcome:

- Website rebuild

Planned Tasks:

- Improve the copy
- Focus on the service page

Post-session Reflection

- Done, finishing touches tomorrow

SESSION #36 - 21.6 10:30

Desired Outcome:

- Website rebuild

Planned Tasks:

- Improve the copy
- Focus on the service page
- Contact form

Post-session Reflection

- Done, finishing touches tomorrow

SESSION #37 - 21.6 12:15

Desired Outcome:

- Outreach messages

Planned Tasks:

- Write outreach templates for my brother
- Write several different templates/lines/offers he can use and start learning how to do this himself
- Write for him follow up templates he can use after the initial message

Post-session Reflection

- Done. Might use the templates myself, they came out pretty darn good!
-

SESSION #38 - 21.6 23:00

Desired Outcome:

- Copy outline for client's website

Planned Tasks:

- Take a look at the steps in WWP
- Write down the crucial steps and pointers
- Start drafting the copy, pin important bits under corresponding points

Post-session Reflection

- Done for the night, continue tomorrow
- Haven't had the chance to write long pieces of copy for a while, it's more fun than I remembered

SESSION #39 - 22.6 13:30

Desired Outcome:

- Copy outline for client's website and start with the first draft

Planned Tasks:

- Take a look at the steps in WWP
- Write down the crucial steps and pointers
- Start drafting the copy, pin important bits under corresponding points

Post-session Reflection

- Outline ready
 - Started with the first draft
-

SESSION #40 - 23.6 12:00

Desired Outcome:

- Copy for my client's website

Planned Tasks:

- Continue with the draft based on the WWP
- Include all the elements of the process in the copy
- Review, improve, reiterate

Post-session Reflection

- Writing was super fun, hard to stop to take a break, but focus starts to scatter

SESSION #41 - 23.6 17:30

Desired Outcome:

- Copy for my client's website

Planned Tasks:

- Continue with the draft based on the WWP
- Make sure to crank the 3 levers
- Review, improve, reiterate

Post-session Reflection

- Made progress and found good data from researches that I can include in the copy to increase the trust
-

SESSION #42 - 23.6 23:00

Desired Outcome:

- OODA loop

Planned Tasks:

- Analyse, write, and post

Post-session Reflection

- Done. Slightly pissed off, but it's done.

SESSION #43 - 24.6 23:00

Desired Outcome:

- Prospecting and outreach

Planned Tasks:

- Look for suitable local businesses
- Make sure they're big enough - no brookies
- Take a look at their business - find weaknesses and opportunities
- Hyper tailor the messages
- Reach out

Post-session Reflection

- Done.
-

SESSION #44 - 25.6 12:00

Desired Outcome:

- Finish my own website's design

Planned Tasks:

- Modify the copy
- Finish the layout and the design
- Make sure all the buttons and forms work

Post-session Reflection

- Done.

SESSION #45 - 25.6 15:40

Desired Outcome:

- Client's copy for their website

Planned Tasks:

- Review what I've already written
- Summarize the key points and find number/percentage data
- Include the scientific results

Post-session Reflection

- Looked into the studies, used GPT to process the data further, but I don't think they add anything to the copy. Might just leave them out after all.
-

SESSION #46 - 25.6 23:00

Desired Outcome:

- Prospecting

Planned Tasks:

- Look for a chamber of commerce around here.
- Go through their members
- List out the prospects

Post-session Reflection

- Done.

SESSION #47 - 26.6 23:10

Desired Outcome:

- Prospecting again

Planned Tasks:

- Continue to go through the list of members where I left off
- Take a look at their business
- List out the potential ones

Post-session Reflection

- Done.
-

SESSION #48 - 26.6 01:10

Desired Outcome:

- Lessons from the ecom campus

Planned Tasks:

- Start going through the materials like the Prof suggested
- Take notes

Post-session Reflection

- Went through the last lessons from Branding
- Watched almost all of the Paid traffic-lessons

SESSION #49 - 27.6 22:50

Desired Outcome:

- Prospecting

Planned Tasks:

- Check Pope's list of niches to see if I can find a new one
- Find prospects (Good product, scalable, the basics in place and a decent amount of revenue)
- List them in the hitlist

Post-session Reflection

- Went through the niche list, but they were mostly local businesses tied to the owner's time & no scalable products
- Went through local businesses as well as other Finnish businesses to find suitable ones, but didn't find anything yet. Either they're tiny businesses or massive ones who are out of my league at this point

SESSION #50 - 28.6 11:00

Desired Outcome:

- Prospecting + outreach

Planned Tasks:

- Look for local prospects
- Put them on the hitlist
- Send hyper tailored messages

Post-session Reflection

- Found a couple of good prospects and sent them the first emails.

SESSION #51 - 28.6 23:10

Desired Outcome:

- Prospecting + outreach again

Planned Tasks:

- Look for local prospects
- Put them on the hitlist
- Send hyper tailored messages

Post-session Reflection

- Found a few more prospects and sent them the first emails.
-

SESSION #52 - 29.6 22:00

Desired Outcome:

- Copy for my client's website

Planned Tasks:

- Add the scientific studies
- Improve the copy
- Add the contact information

Post-session Reflection

- The copy is done. All that's left is to sleep on it, review it one more time and send it to the client.
- I'll ask the client for some testimonials (if they have some) and pictures/videos. After that I can start creating the website.

SESSION #53 - 29.6 23:45

Desired Outcome:

- Set up the SquareSpace Circle and Impact accounts

Planned Tasks:

- Check the Circle account
- Open a new account on Impact
- Verify the website
- Add the others if necessary
- Check everything

Post-session Reflection

- Got the accounts opened, but for some reason Impact won't verify my domain. I need to contact them tomorrow
-

SESSION #54 - 30.6 22:00

Desired Outcome:

- OODA Loop

Planned Tasks:

- Analyse, write, post

Post-session Reflection

- Done

SESSION #55 - 30.6 01:00

Desired Outcome:

- Prospecting

Planned Tasks:

- Find prospects preferably in the security niche
- Use Google, chamber of commerce, and other online resources
- Slap them on the hitlist so I can contact them tomorrow

Post-session Reflection

- Found good prospects, listed them, I'll reach out to them later.
-

SESSION #56 - 1.7 23:30

Desired Outcome:

- Brainstorming/conquest planning

Planned Tasks:

- Rewatch the #640 PUC
- Doing the math on the potential of my current clients
- Brainstorming new ideas to pitch them
- Mapping out previous clients and acquaintances for opportunities

Post-session Reflection

- Done. Got good insights and ideas I can to pitch my auto diagnostics company and a previous client. Also came up with someone I could reach out to, if their business is at the level where it's worth my while

SESSION #57 - 1.7 01:00

Desired Outcome:

- Brainstorming/conquest planning

Planned Tasks:

- Doing the math on the potential of my current clients
- Brainstorming new ideas to pitch them and write out a plan
- Mapping out previous clients and acquaintances for opportunities

Post-session Reflection

- Done. Got good insights and ideas I can to pitch my auto diagnostics company and a previous client. Also came up with someone I could reach out to, if their business is at the level where it's worth my while
-

SESSION #58 - 2.7 18:40

Desired Outcome:

- Market research on security niche

Planned Tasks:

- Take a look at the Finnish businesses
- Take a look at the international players
- List out products they're offering, and fill out the research doc

Post-session Reflection

- Got a good idea of the level of products people are selling in the niche, and what would be the potential products I could be bringing into the store.

SESSION #59 - 3.7 00:00

Desired Outcome:

- Refine the copy for my client's webpage before getting it reviewed

Planned Tasks:

- Take a look at the WWP
- Take a look at the lessons in the Bootcamp and make sure you include the vital elements in the copy
- Read it through
- Improve

Post-session Reflection

- Copy just about done. Still need to make sure it flows and makes sense to outsiders. Will ask a couple of outsiders to read it tomorrow.

SESSION #60 - 3.7 02:30

Desired Outcome:

- Create an outline for the client's website

Planned Tasks:

- Open a new site on SquareSpace
- Check out the AI tool for layout
- Open the necessary pages
- Add the copy
- Look for stock images

Post-session Reflection

- Got started with the home page. I'm always surprised how much I enjoy this part of the process.
I could do this for days on end, but I'll have to pick it up from here tomorrow.

SESSION #61 - 4.7 13:00

Desired Outcome:

- Continue building the home page

Planned Tasks:

- Make sure the copy flows, cut it and distribute it to correct places to ensure it's easy to read
- Look for more pictures from the stock images
- Improve the copy along the way if necessary
- Add the testimonials and the information to the footer

Post-session Reflection

- Home page almost done (apart from the SEO obviously), but I still need to come back and refine everything
-

SESSION #62 - 4.7 15:00

Desired Outcome:

- Outreach

Planned Tasks:

- Look for potential website clients for both me and my brother
- Check the local chamber of commerce
- Send highly tailored messages
- List their contact information to the hitlist

Post-session Reflection

- Home page almost done (apart from the SEO obviously), but I still need to come back and refine everything

SESSION #63 - 4.7 23:30

Desired Outcome:

- Work on the client's website

Planned Tasks:

- Go through the home page and improve
- Start working on the Service page
- Look for the client's own pictures as well as stock images

Post-session Reflection

- Good progress on the second page of the website, but I need to finish it later. I also need more information from the client for the copy, and their own pictures if they're good enough to be used.
-

SESSION #64 - 5.7 13:30

Desired Outcome:

- Outreach

Planned Tasks:

- Look for local prospects
- Look into their business
- Send hyper tailored emails
- Add their contact information to the hitlist

Post-session Reflection

- Didn't find as many prospects as I'd like, I'll need to dedicate at least one more GWS for this today.

SESSION #65 - 5.7 15:55

Desired Outcome:

- Outreach #2

Planned Tasks:

- Look for prospects
- Look into their business
- Send hyper tailored email
- Add their contact information to the hitlist

Post-session Reflection

- Hit a rough list of people, it seems. Not a whole lot of potential prospects here, I might need to look elsewhere.
-

SESSION #66 - 5.7 20:45

Desired Outcome:

- Outreach

Planned Tasks:

- Look for prospects
- Look into their business
- Send hyper tailored emails
- Add their contact information to the hitlist

Post-session Reflection

- Found some potential ones. Will continue tomorrow.
-

SESSION #67 - 5.7 01:25

Desired Outcome:

- Work on the client's website

Planned Tasks:

- Modify the copy based on the information I got from her today on the call
- Add the necessary blocks so I can then insert the information once she delivers
- Couldn't do more with the website, so I tackled the DNS records that have messed up my previous domain's emails for a while now

Post-session Reflection

- Did everything I could on the website for now.
 - I was able to AIKIDO the DNS records so my brother doesn't have to
-

SESSION #68 - 6.7 14:00

Desired Outcome:

- Work on the Meta ads

Planned Tasks:

- Check the client's website analytics
- Take a screenshot of the traffic
- Take a look at the lessons to double check the metrics
- Look for additional materials online if necessary
- Make sure the ad is running properly

Post-session Reflection

- All good. Need to check the ads and the analytics again tomorrow.
-

SESSION #69 - 6.7 15:50

Desired Outcome:

- Outreach

Planned Tasks:

- Look for prospects
- Look into their business
- Send hyper tailored emails
- Add their contact information to the hitlist

Post-session Reflection

- Took too long to find suitable prospects, but I did find a few.
 - The entire process takes way too long, I need to get faster at this.
-

SESSION #70 - 6.7 23:00

Desired Outcome:

- Attending the spontaneous Q&A

Planned Tasks:

- Take notes
- Come up with ways to implement the lessons to my current situation while listening
- Read all the notes again after the call

Post-session Reflection

- Got a lot of valuable insights on different aspects and tools I can implement with my own clients.

SESSION #71 - 6.7 01:25

Desired Outcome:

- Conquest planner update

Planned Tasks:

- Take a look at the steps previously listed
- Modify to fit current situation
- Add in the option for ecom store launch
- Add the tasks and deadlines into the calendar

Post-session Reflection

- Was able to write down a ton of tasks and subtasks.
 - I'll take another look tomorrow and transfer the tasks to my calendar
-

SESSION #72 - 7.7 16:00

Desired Outcome:

- OODA Loop

Planned Tasks:

- Analyse, write, post

Post-session Reflection

- Done. Got a massive reminder of God's infinite power, that increased my trust in Him even further.

SESSION #73 - 7.7 22:00

Desired Outcome:

- Working on my client's logo

Planned Tasks:

- Figure out which sizes/formats I should provide for my client
- Check if there are any other details I must know about before making the final product
- Improve the design
- Remove unnecessary details
- Change the font and move the text

Post-session Reflection

- Got lost in all the details. I need to hit the chats and the internet to figure stuff out before I can finish the design.
-

SESSION #74 - 8.7 13:00

Desired Outcome:

- Follow ups and outreach

Planned Tasks:

- Check the mailtracker to see how many are opening and reading the emails
- Send the follow ups
- Reply to any messages in the inbox
- Send new messages

Post-session Reflection

- Couldn't get to the outreach, focused on the follow ups. Got several interested leads, some of them keep coming back to the messages 4-5 times and are clicking the links multiple times, checking the testimonial site I included.

- Only 1 negative response so far, and approx. 85% open rate. There are a few prospects who I know are on vacation, so the messages are unopened, and a few emails that aren't active anymore. Other than those almost all of the prospects open the messages
-

SESSION #75 - 8.7 20:15

Desired Outcome:

- AI Automation lessons

Planned Tasks:

- Hop into the new campus
- Start going through the lessons
- Take notes

Post-session Reflection

- Very interesting. I was expecting the process of building these AI automation systems to be a lot more complicated. Sure, I assume they're going to take quite a lot of time and effort especially in the beginning, but still. Seems more straightforward than I was expecting.
-

SESSION #76 - 8.7 20:15

Desired Outcome:

- AI Automation lessons

Planned Tasks:

- Continue with the lessons
- Take notes
- Open an account in Voiceflow

Post-session Reflection

- Went through the lessons, seems pretty straightforward still. I might start looking into this, although since my sister is also going to dive into it, I might not need to. I still want to know the basics so I can offer these services to my own clients, and to get a sense how everything works.
-

SESSION #77 - 9.7 13:40

Desired Outcome:

- Outreach

Planned Tasks:

- Find suitable prospects using the previous list of businesses
- Send tailored outreach messages
- List their contact information to the hitlist

Post-session Reflection

- Didn't find as many potential prospects as I'd like.
-

SESSION #78 - 9.7 15:00

Desired Outcome:

- Copy for the website

Planned Tasks:

- Take a look at the notes and the first draft
- Take another look at the competitors and see what they're doing
- Modify the copy of the homepage using the P-A-S format

Post-session Reflection

- Got about halfway through, I need to finish it up later.

SESSION #79 - 10.7 14:00

Desired Outcome:

- Copy for the website

Planned Tasks:

- Finish the copy on the homepage
- Search for a picture for the header
- Modify the colours in the themes to fit the overall design
- Write the copy for the second page

Post-session Reflection

- Almost done, just finishing touches remain
-

SESSION #80 - 10.7 1:30

Desired Outcome:

- Prepare for tomorrow's sales call

Planned Tasks:

- Take a closer look at the business and what they'd need
- Write down some ideas for offers
- Look into the business owner to see what I can find
- Take a look at the spin questions
- Write them down and come up with more questions that fit the prospect in question

Post-session Reflection

- All done for tomorrow

SESSION #81 - 11.7 12:45

Desired Outcome:

- Phone meeting with my client

Planned Tasks:

- Call my client
- Propose new product and service ideas
- Discuss their Meta ads
- Ask for the marketing materials
- Go through the marketing strategy for the national as well as the international product launch
- Pitch a better deal (revenue/share deal)

Post-session Reflection

- To be continued
-

SESSION #82 - 11.7 13:15

Desired Outcome:

- Phone meeting with my client

Planned Tasks:

- Call my client
- Propose new product and service ideas
- Discuss their Meta ads
- Ask for the marketing materials
- Go through the marketing strategy for the national as well as the international product launch
- Pitch a better deal (revenue/share deal)

Post-session Reflection

- Had a very interesting (and long) phone call with my client
 - I was able to further strengthen the relationship, increase their trust in me and portrayed them as the hero of the story. Also future paced the guy on some occasions, funny to notice how quickly it affects the other person's energy levels and their enthusiasm.
 - Talked about their journey with their business more in depth than before
 - Gained a ton of insights, ideas and background information from their past and their current situation, as well as their business' structure
 - Brainstormed new ideas for the product launch
 - Agreed on a pretty solid marketing strategy, or at least the rough frame for it
 - He offered me a much better deal. He suggested I could take 100% of all the profit I can make selling their products to the local businesses (the products will be sold for 5000-?) but instead I suggested I take a smaller percentage of the revenue generated for now, and I get a share deal before we start the international product launch. He told me they had already discussed this with the other shareholders, and it's not an issue. They just need to make the final decision together, and I can get a share of the business.
- I'm not getting too excited about this yet, there are always multiple things that can go wrong, but we'll just see how it goes.
- Either way I'm just waiting for them to wrap up their summer vacation so we can get to work.
-

SESSION #83 - 12.7 15:00

Desired Outcome:

- 4.3 from the Process Map - Brainstorming possible marketing solutions

Planned Tasks:

- Make a list of possible prospects for the national product launch
- Brainstorm on new angles and ways I can market the product to the chain stores here
- Come up with new applications for the products
- Ask for outsiders' opinions, especially from my dad since he has years worth of experience working within the same industry and running his own business in a similar niche.

Post-session Reflection

- Got a good start, and multiple good ideas for possible businesses I could reach out to. I love the challenge, but at the same time I understand this is something I've never done before and the stakes are high. There are only so many potential chains within the niche I could approach, so I need to be careful how I go about this.
I need to come up with an outreach method where i don't burn any bridges and get good results.
 - I need to figure out the potential partners' most likely objections and how to handle them.
 - I need to put together all the marketing materials before I start reaching out too much, and my client needs to have the capacity to manufacture the products promptly before I start reaching out. After I get first clients in we need to be able to deliver without any massive delays.
-

SESSION #84 - 13.7 01:00

Desired Outcome:

- Writing and translating the outreach messages

Planned Tasks:

- Take the best templates and texts
- Translate them to English using GPT
- Make sure the inserts fit the template
- Modify to fit
- Send

Post-session Reflection

- Got it done. Brain's getting toasted and unfocused.

SESSION #85 - 14.7 22:00

Desired Outcome:

- AI Powered Humans live call - Lord Nox

Planned Tasks:

- Listen to the call
- Take notes
- Think of ways you can implement the lessons in your own business

Post-session Reflection

- Very interesting call with a lot of insights regarding data analysis, how to use AI to do your research, how to use it for sales, small talk and building rapport with prospects, etc.
 - I need to take a closer look at Taskade and really start to implement it, right now I've kinda forgotten all about it.
-

SESSION #86 - 14.7 01:00

Desired Outcome:

- OODA Loop

Planned Tasks:

- Analyze, write and post.

Post-session Reflection

- Done.

SESSION #87 - 14.7 02:30

Desired Outcome:

- Finish the client's logo
- If there's still time work on their website

Planned Tasks:

- Remove the unnecessary details and simplify the logo design
- Make sure it scales perfectly
- Download in different formats
- Take a look at the checklist
- If there's still time work on the About-page on their website and include the introduction text they sent the other day

Post-session Reflection

- Ran into some issues with the Adobe Illustrator. I need to dedicate at least one more GWS to learn how to use the tools appropriately so I can modify the finer details so that the client won't have issues with the logo in the future.
-

SESSION #88 - 15.7 11:30

Desired Outcome:

- Finish the client's website copy and send it to them to be reviewed

Planned Tasks:

- Take the previous copy and add in the bit they sent
- Modify their text to fit the overall copy
- Include minor details when necessary
- Send the doc to the client

Post-session Reflection

- The kids came and interrupted me a couple of times, but luckily I was able to focus and get back to work quickly.
 - The copy is done and I sent it to the client
-

SESSION #89 - 15.7 13:30

Desired Outcome:

- Work on the client's website

Planned Tasks:

- Include the rest of the copy
- Make sure that the frame makes sense for the reader
- Double check that the homepage addresses all the 3 levers from the WWP
- Start putting together the About us-page

Post-session Reflection

- Got the page just about done. I'm still waiting on my client to send me new testimonials, if they can get some, and some pictures for the website.
 - Time to move on to the SEO next
-

SESSION #90 - 15.7 15:00

Desired Outcome:

- Follow ups & outreach

Planned Tasks:

- Send emails to all the prospects
- Reply to the ones who have showed interest
- Send outreach messages to new prospects if there's still time

Post-session Reflection

- Done with all the replies and the follow ups, but didn't have time to send new ones.
-

SESSION #91 - 15.7 16:00

Desired Outcome:

- Intermediate Tribe Call

Planned Tasks:

- Take notes
- Come up with ways to implement the lessons to my own work

Post-session Reflection

- Done with all the replies and the follow ups, but didn't have time to send new ones.
-

SESSION #92 - 15.7 00:00

Desired Outcome:

- Lessons from the BM campus

Planned Tasks:

- Start going through the sales mastery lessons again as well as other materials that could help me when I'll start reaching out to local + international partners for the diagnostics client.
- Take notes
- Think of practical ways to implement the lessons immediately

Post-session Reflection

- Done, but there's still a lot to go through.

SESSION #93 - 16.7 12:00

Desired Outcome:

- Meeting with a previous client

Planned Tasks:

- Go to meet them
- Get an overall perspective of their current situation
- Propose different solutions, give them at least a few options
- Agree on a new project

Post-session Reflection

- Closed them on a new rev share project, built the trust further, also with my client's daughter who seemed to be quite apprehensive at first.
-

SESSION #94 - 16.7 17:00

Desired Outcome:

- New product pictures for my client's marketing materials

Planned Tasks:

- Take the products back home
- Prepare them and pay attention to the settings
- Take the pictures
- Modify if needed

Post-session Reflection

- Done, got some good pictures I can present to my client, although I do need to take another GWS to edit them first.

SESSION #95 - 16.7 01:00

Desired Outcome:

- Follow the Process Map and identify my client's needs and brainstorm ideas to get them partnering businesses

Planned Tasks:

- Take a look at the spin questions mini masterclass
- Apply to my client
- Think of at least 20 different solutions
- Take a look at the WWP
- Make a list of the most viable options

Post-session Reflection

- Got a lot of ideas down, I actually had to start building a brainstorming map in Canva, otherwise I'm going to lose most of them
-

SESSION #96 - 17.7 14:30

Desired Outcome:

- Market research on my auto diagnostics client

Planned Tasks:

- Take the Marketing strategy mind map and fill in the objectives, resources and ideas
- Use Gemini + GPT to brainstorm more ideas and find suitable partners
- List everything in the doc and make a solid marketing plan for my client

Post-session Reflection

- Got a ton of ideas, tactics and perspectives to go through.
I still need to organize everything, pick out the best ideas and resources, and plan the marketing strategy effectively.

- I think I'll use the conquest planner as a template for this one. That'll help me set a clear and quite realistic timeline for the whole process, it'll give me a clear view of the steps I need to take and identify the unknowns and assumptions along the way.
-

SESSION #97 - 18.7 15:00

Desired Outcome:

- Prospecting for the auto diagnostics client

Planned Tasks:

- Post in the campus my idea for the outreach and ask for feedback
- Modify if needed
- Take a look at the biggest chains in the niche here in Finland
- See how many of the individual business owners within the chain are allowed to make their own decisions regarding their services
- Determine the most potential chains to target
- Look for potential local businesses within those chains to reach out to, using the method I mentioned
- Also take a look at other individual businesses within the niche that I could contact

Post-session Reflection

- Got a pretty clear understanding of what chains I'll be mostly targeting and list of the first potential prospects I'll be contacting
 - Also called my client to run this through him, he liked the idea and asked me to add a few things on the list, and also promised to send me materials for the marketing plan tomorrow.
-

SESSION #98 - 18.7 20:30

Desired Outcome:

- Attend the Live Copy Domination Call

Planned Tasks:

- Take notes
- Think of ways to implement the lessons to my own work
- After I need to hop off I'll come back and check the list of timestamps and take note of the resources I can find in the lesson afterwards

Post-session Reflection

- Got a lot of valuable information, although a lot of it I still couldn't watch.
 - Went through the timestamps though, and I can already spot a few clips I'll need to come back and watch later.
-

SESSION #99 - 19.7 17:00

Desired Outcome:

- Plan and design a presentation/brochure for my client for prospecting purposes

Planned Tasks:

- Ask my client what data they would like to get from the target audience and what are the key points they'd like to bring up to the potential partners
- Collect the bulk material for the presentation/brochure
- Look for suitable templates from Canva/Adobe
- Write down the key elements and points and start drafting the copy

Post-session Reflection

- Got a lot of valuable information, although a lot of it I still couldn't watch.
 - Went through the timestamps though, and I can already spot a few clips I'll need to come back and watch later.
-

SESSION #100 - 19.7 00:00

Desired Outcome:

- Plan and design a presentation/brochure for my client for prospecting purposes

Planned Tasks:

- Collect the bulk material for the presentation/brochure
- Write down the key elements and points and start drafting the copy
- Feed all the data into GPT and use it to speed up the writing process
- Fine tune the copy to fit our needs

Post-session Reflection

- Still have a lot to be done. I'm not satisfied with the copy, and I need to extract the most vital key points that the prospects would find most intriguing.