Aug 6, 2024 5:36 PM

200 G WORK SESSIONS AWAY

💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪	💪	💪	💪	💪	💪	💪	💪	💪
💪	💪								

G Work Checklist

- [x] ~~Set a desired outcome and plan actions~~
- [x] ~~Pick an attitude~~
- [x] ~~Hydrate, Caffeinate, Get the blood flowing~~
- [x] ~~Remove distractions~~
- [ ] Set a timer for 60-90 mins
- [ ] Get started
- [ ] Evaluate afterwards

G Work Session Tracker Template

SESSION #15 - 14:10 → 15:34

Desired Outcome:

- Find out what the top players in my niche are doing, to use it for outreach ideas and free value for worse performing businesses in this market.

Planned Tasks:

- Find 1 - 3 top players.
- Pick 1 or 2, and do a full top player analysis using Professor Andrew's template.

Post-session Reflection

- Great session, I was dialed in and focused. Only downside is I had to finish 10 mins early because the power went out but oh well!

SESSION #16 - 16:01 → 17:42

Desired Outcome:

- Using the top player ideas I found, reach out to dream 100 prospects with ways to improve their business.

Planned Tasks:

- Pick a dream 100 prospects.
- Analyze their business.
- Create a "sample idea" of a way to improve their business...

Post-session Reflection

- Good session again! Keeping up the flow here. I outreached to a prospect with FV and got it all done in 40 minutes.

SESSION #17 - 19:31 → 21:07

Desired Outcome:

- Finish draft of client idea so that I can pitch it to him and potentially earn a share of sales generated. Reach out to another person on my dream 100 list, and come up with FV to get them on a call and have a client with massive growth potential.

Planned Tasks:

- Open google docs → open copy → Action the feedback from Thomas
- Open Google sheets → pick a business → analyse their biz needs → get feedback for idea in chats → write FV and send an outreach msg..

Post-session Reflection

- Good session but I kept checking the timer a bit too much, and I didn't have enough time to completely finish the free value I wanted.. Clearly I didn't mentally reset enough from the last sesh!

SESSION #18 - 21:50 → 23:04

Desired Outcome:

- Finish Free Value for dream 100 prospect. Send over logos for clients. Finish last minute tasks for today.

Planned Tasks:

- Open Wix → click on website → Change design and tweak copy. → send outreach mssg
- Open file → save → send to phone
- Open TRW → check tasklist → finish last minute tasks and or OODA loop.

Post-session Reflection

- Intensity definitely dropped as this was the last of the day. Need to figure out some way I can work someplace else other than being on my phone. A laptop would be great!

SESSION #19 - → 12:08

Desired Outcome:

- Nurture relationships with current clients.

Planned Tasks:

- Analyse my clients biz again and see what they are struggling with
- Winner's Writing Process.

Post-session Reflection

- Good session but I keep checking the timer which distracts me. I enjoy work sessions where I learn something new or produce something. This session was a mix of both!

SESSION #20 - → 13:00 → 14:18

Desired Outcome:

- Finish draft of idea for next week's meeting with client. Continue on with the process map.

Planned Tasks:

- Finish the winner's writing process I started earlier
- Check over it by reading it out loud 2 times then checking over it with ChatGPT
- Send the email to my client once I'm finished with it.

Post-session Reflection

- Good session. Finished my work with 20 mins left on the timer so I just decided to break down some old copy.

SESSION #21 - → 15:00 →

Desired Outcome:

- Finish draft of idea for next week's meeting with client. Continue on with the process map.

Planned Tasks:

- Finish the winner's writing process I started earlier
- Check over it by reading it out loud 2 times then checking over it with ChatGPT
- Send the email to my client once I'm finished with it.

Post-session Reflection

- Good session. Finished my work with 20 mins left on the timer so I just decided to break down some old copy.

SESSION #22 - → 18:08 → 19:17

Desired Outcome:

- OODA loop and evaluate my week. Analyze what I've done right, wrong, and come up with ways to improve my output.

Planned Tasks:

- Fill out the weekly OODA template in the Sunday OODA loops channel.
- Create a plan or tasklist of things I will do next week to improve my output.
- If time left, break down copy or answer questions in the chats.

Post-session Reflection

- Nice session. Listening to rain for some reason helps me focus easier. I finished my OODA loop and had 20 minutes left so I broke down some copy from the swipe file. Awesome!

SESSION #23 - → 20:20 →

Desired Outcome:

- Continue with the process map. Evaluate what I've already written for a client and brainstorm ways to improve it. See how a top player is achieving a similar result.

Planned Tasks:

- Open google docs → copy I wrote for Derek → Evaluate it with AI.
- Pick 1 - 3 top players and analyze their ads.

Post-session Reflection

- Nice session. Listening to rain for some reason helps me focus easier. I finished my OODA loop and had 20 minutes left so I broke down some copy from the swipe file. Awesome!

SESSION #24 - → 14:20 → 15:34

Desired Outcome:

- Continue with the process map. Focus on the part where it says "Have you provided them a valuable business outcome?" and write more ads for my second client.

Planned Tasks:

- Open google docs → create a new document → name it → start the winner's writing process.
- Check the aikido comments from the copy I submitted yesterday if there is any, and implement feedback given asap.

Post-session Reflection

- Not a great session! Focus wasn't there, I wasn't TAPPED IN! I think this is due to a lack of just commitment on my part. My bad. I did use GPT to start writing out some ideas for copies though which is good.

SESSION #25! - → 16:31 → 17:50

Desired Outcome:

- Continue with the process map. Focus on the part where it says "Have you provided them a valuable business outcome?" by writing more ads for my client, and OODA looping how to make them perform better...

Planned Tasks:

- Open google docs → open previous document → Read it out loud and OODA loop it.
- Check the aikido comments from the copy I submitted yesterday if there is any, and implement feedback given asap.

Post-session Reflection

- Again, I was super tired during this session and didn't put in nearly close to my best effort. This is really unusual for me. I'm thinking it's either a lack of good sleep or it's coffee so I'll lay off coffee for a couple days. 25% of the way there but felt like I haven't produced nearly as much as I should've by now.

SESSION #26 - → 19:37 → 20:56

Desired Outcome:

- Continue with the process map. Focus on the part where it says "Have you provided them a valuable business outcome?". I will evaluate the ads I've written for my photography client one last time by using AI and reading it out loud at least twice, then I will evaluate what I've written for follow up emails for my dentist client again. The goal of this session is to see if what I'm trying to do for my clients right now is as effective as it could be.

Planned Tasks:

- Evaluate ads written for photography clients.

- Evaluate follow up emails for dentist client
- If there's time left after doing both, then I will send more follow ups from previous outreaches or interact in the real world chats.

Post-session Reflection

- Much better session. I do my best work when I focus on cutting off all distractions from my desk and just honing IN on the work that's required..

SESSION #27 - → 16:51 → 18:10

Desired Outcome:

- Continue with the process map. Figure out ways to improve possible client's website, action comments from aikido copy review, and send some follow up messages.

Planned Tasks:

- Open emails → click on a message I was sent → search up the client's website → use ChatGPT and also top player/logic to brainstorm ways to improve it. ✅
- Send at least 10 follow up messages, personalized or not, to local businesses near me.✅
- Open the copy aikido doc I sent → action comments → save. ✅

Post-session Reflection

- Really good session yet again. I made my ads better, and started a conversation with a potential new client which I'd consider me producing something.

SESSION #28 - → 18:59 → 20:17

Desired Outcome:

- Continue with the process map. Brush up on dream state language that my tarket market uses so I can paint the dream state better in my copies for my photography client.

Planned Tasks:

- Check customer reviews
- Fill out the avatar research document in more detail

- Leverage AI to speed up the search's effectiveness.

Post-session Reflection

- Slower session. I didn't get nearly as much done and didn't really produce much because I was basically just reconfirming what I already suspected in my research.

SESSION #29 - → 16:00 → 17:23

Desired Outcome:

- Continue with the process map. Brush up on dream state language that my tarket market uses so I can paint the dream state better in my copies for my photography client and see if there's anything I should change about my current ad copy.

Planned Tasks:

- Check customer reviews
- Fill out the avatar research document in more detail
- Leverage AI to speed up the search's effectiveness + use my new market research "trick" if possible.

Post-session Reflection

- Decent session but not a great one. Getting a better understanding of small tactical issues my market faces, like photographer availability and having a lack of technical understanding of photographer terms

SESSION #30 - → 18:37 → 19:37

Desired Outcome:

- Continue with the process map. Brush up on dream state language that my target market uses so I can paint the dream state better in my copies for my photography client and see if there's anything I should change about my current ad copy.

Planned Tasks:

- Leverage AI and TRW chats to speed up filling out the market research
- Send more follow ups

Post-session Reflection

- Time passed super quick. Found loads of juicy details and customer language. Had to rush a bit at the end due to poor time management though!

SESSION #31 - → 15:59 → 17:32

Desired Outcome:

- Continue with the process map. Get a new starter that I can absolutely crush it for, get a testimonial, and leverage that to bigger success using Andrew's advice from a couple days ago.

Planned Tasks:

- Watch the beginner "Get your first client today" call. Take action on any steps he mentions.

Post-session Reflection

- Followed the action steps and now I've added a bunch of people in my network I can already start reaching out to. Not a super focused work session at all though since I had to use my phone and had interruptions, dinner, family etc

SESSION #32 - → 18:03 → 19:35

Desired Outcome:

- Fulfill work for other clients before taking on another new one.

Planned Tasks:

- Do more intense market research to understand who I'm talking to with my wedding photography client better by using AI and the research doc.

Post-session Reflection

- Got some real work done. I enjoyed this because I pushed through the resistance and forced myself to not look at the timer and just got to work.

SESSION #33 - → 20:01 → 21:15

Desired Outcome:

- Fulfill work for other clients before taking on another new one.

Planned Tasks:

- Do more market research around finding descriptions of customer's previous experiences with brands in the past so I can write better copy for my photography client.
- Watch some of the prompt engineering videos from the AI campus to do market research faster.

Post-session Reflection

- Got distracted with a couple of things in the chats because I didn't focus on one single objective at a time. Discovered some new ways to make AI my slave.. Faster.

SESSION #34 - → 15:56 → 17:12

Desired Outcome:

- Complete market research using new tool to make the copy I write for my photography client better, and to do top player analysis later on.

Planned Tasks:

- Sift through customer reviews and use the new AI tool I discovered to pick out dream state language.

Post-session Reflection

- Not a good session. Wasted 20 - 30 minutes mindlessly going through my work. Didn't PRODUCE anything. Disappointing

SESSION #35 - → 18:00 → 19:09

Desired Outcome:

- Do a top player analysis for my wedding photography client to brainstorm more ideas to help him absolutely crush it in the market.

Planned Tasks:

- Pull up the Google Doc of the top player analysis template ✅
- Follow it
- Write down ideas my client could take advantage of to increase revenue, become more popular, and dominate the market quickly.

Post-session Reflection

- Really good session. Head down, and I've stumbled upon a nice idea I could implement for my client.

SESSION #36 - → 9:54 → 11:30

Desired Outcome:

- Do a top player analysis for my wedding photography client to brainstorm more ideas to help him absolutely crush it in the market.

Planned Tasks:

- Finish the top player analysis I started yesterday
- Analyse another top player's strategy and pick out strategies to get my current client more customers
- Review the beginner live call and see how Andrew does it.

Post-session Reflection

One of my best G work sessions so far. Analyzed one top player, and now have a clear path forward for what my client is lacking in - social media. Started a very rough draft of a video he could post to get engagement.

SESSION #37 - → 12:11 → 13:34

Desired Outcome:

- Do a top player analysis for my wedding photography client to brainstorm more ideas to help him absolutely crush it in the market.

Planned Tasks:

- Finish the rough draft of the example social media post I made for a client. ✅
- Find another top player to break down ✅
- If I get stuck, follow the beginner calls or ask questions

Post-session Reflection

Another great G work session. I worked hard and broke down another top player. Finished the draft I made and now I'm sending it to a client.

SESSION #38 - → 15:50 → 17:12

Desired Outcome:

- Create another Instagram reel modeled after a top player reel for my wedding photography client.

Planned Tasks:

- Pick a top player✅
- Find a reel that's performed really well✅
- Try and model it/steal it's formula✅
- Success.

Post-session Reflection

Another really good session today. Been knocking it out of the park. Created another reel for my client, think they'll love it (after we revise it ofc)

SESSION #39 - → 19:14 → 20:27

Desired Outcome:

- Finish the IG reel drafts I've made so far and make them ready to be reviewed tomorrow in the aikido copy review channel. Read them out loud and make sure they are as good as possible.

Planned Tasks:

- Open google docs
- Copy paste all of the drafts of the IG reels
- Read them out loud 5 times each
- Follow the bootcamp videos for reviewing copy.

Post-session Reflection

Not as good of a session since I had shit food before it, but I still managed to get the copy nearly ready for review tomorrow.

SESSION #40 - → 21:14→ 22:24

Desired Outcome:

- Finish work for the day and make a concise plan for tomorrow.

Planned Tasks:

- Open TRW → check off my task list bit by bit
- Create a plan for tomorrow.

Post-session Reflection

Shit session since my focus went out the window since I got complacent → "Oh I've already done enough work today.. I'll get rich one day."

SESSION #41 - → 11:03→ 12:19

Desired Outcome:

- Create at least one more reel for my client meeting tomorrow by modelling a top player. ⇒ doing this so that I can overdeliver for my first client project.

Planned Tasks:

- Make sure I've included everything for copy aikido review✅
- Find a top player reel that did really well, steal it's "formula" and edit it in Davinci Resolve✅
- Put everything together, read it out loud, then submit it for review if possible.

Post-session Reflection

Decent session but not my best either. I wasn't completely tapped in, I still made a new reel and sent my copy off to get reviewed so there is that.

SESSION #42 - → 13:29 → 14:50

Desired Outcome:

- Do another top player analysis so I've got even more ideas to help my client for tomorrow's meeting. Send out some local business outreaches to get another client for downtime.

Planned Tasks:

- Find a top player✅
- Analyze how they get attention then write down ideas for how to apply it for my client✅
- Open up google maps and send out at least 5 - 10 local biz outreaches with personalized messages following the method shown in the beginner call.

Post-session Reflection

Still a low mojo session. Didn't pull any major insights from my top player analysis apart from a couple of really small things. Didn't send the local biz outreaches because I remembered Andrew said to exhaust warm completely first.. Silly mistake.

SESSION #43 - → 15:24 → 16:32

Desired Outcome:

- Reach out to more people in my warm network through Telegram, Snapchat, Discord etc to get another starter client because I've got tons of downtime. Communicate with clients.

Planned Tasks:

- "Pitch my offer" to at least 5 people in my warm outreach network
- Get some urgency when it comes to my dentist client. Let him know this is going to work for his biz.

Post-session Reflection

Directly pitched my offer to one person over text. Sent a text to my dentist client. Still waiting on replies from other people.

SESSION #44 - → 15:24 → 16:32

Desired Outcome:

- Focus on CREATING THINGS. I haven't done nearly enough work yet to deserve the life I want. I'm going to send out 20 - 30 local biz outreaches to land a 3rd starter client.

Planned Tasks:

- Open google maps and find local businesses near me
- Take a minute to understand what they're missing in the funnel (e.g. Facebook ads, TikTok content, emails, etc etc)
- Send a personalized version of Andrew's template.

Post-session Reflection

Good session. I was tapped in, and did the work even when it got boring as fuck.

SESSION #45 - → 20:41 → 21:41

Desired Outcome:

- OODA LOOP the previous week

Planned Tasks:

- Follow the OODA loop template.

Post-session Reflection

Reflected on my week. I took a look today and everything I had produced and realised how little I actually work. Stepping up now.

SESSION #46 - → 17:08 → 18:28

Desired Outcome:

- Send over reels to Derek after reading them out loud and checking them over. Start following the advice that Micah and Thomas gave about turning Derek's IG into a landing page.

Planned Tasks:

- Open Google Docs → Find IG reels → read them out loud and evaluate with GPT → send em' over
- Open Google Docs → IG reels again → comments → put together a short loom video or google doc showing how to lay it out.

Post-session Reflection

Real good session. Focused on improving my reels and sent them over for my client. We movin'.

SESSION #47 - → 19:12 → 20:28

Desired Outcome:

- Send more local business outreaches to land another starter client while I "wait" for my other clients to respond.

Planned Tasks:

- Follow advice from the get your first client call

- Send 10 - 20 outreaches after analyzing quickly what the businesses are lacking in using the ultimate growth guide as a pointer.

Post-session Reflection

Good session again, been killing it. I've reached out to another 11 or so local businesses near me in an hour.

SESSION #48 - → 14:12 → 15:34

Desired Outcome:

- Get a new client through sending follow ups and doing warm/local business outreach.

Planned Tasks:

- Find a business, add their details to a google sheet, repeat.
- Send at least 20 outreaches. 10 - 20 follow ups as well.
- Follow advice from the live beginner call about local business outreach.` `

Post-session Reflection

Got an interested reply from a prospect. Sent out tons of follow ups and 20 local biz messages

SESSION #49 - → 16:30 → 17:53

Desired Outcome:

- Do some brief top player analysis to see how to help an interested prospect crush it in their market.

Planned Tasks:

- Pull up a power up call where Andrew does a top player analysis
- Copy his approach to a tee so I'm over prepared for the call`

Post-session Reflection

Another really good session. I broke down a top player and spotted something they're doing that I can mention on the call later this week.

SESSION #50! - → 18:56 → 20:11

Desired Outcome:

- Do more top player analysis to have a better idea of how to approach this call with a potential client

Planned Tasks:

- Pull up a power up call where Andrew does a top player analysis
- Copy his approach, but focus more on answering the first of the 4 questions so I understand his target market more.

Post-session Reflection

Not as good of a session as other ones. Why? I slumped through it because answering market research questions is boring as fuck but I should've worked hard regardless.

SESSION #50! - → 18:56 → 20:11

Desired Outcome:

- Do more top player analysis to have a better idea of how to approach this call with a potential client

Planned Tasks:

- Pull up a power up call where Andrew does a top player analysis
- Copy his approach, but focus more on answering the first of the 4 questions so I understand his target market more.

Post-session Reflection

Not as good of a session as other ones. Why? I slumped through it because answering market research questions is boring as fuck but I should've worked hard regardless.

SESSION #51! - → 20:47 →

Desired Outcome:

- Finish off my day by doing another top player analysis in the pest control niche. See what my client is lacking in.

Planned Tasks:

- Pull up the top player analysis calls/document → then start writing it.
- If possible, write an ad or some piece of copy to show to the client.

Post-session Reflection

Not as good of a session as other ones. Why? I slumped through it because answering market research questions is boring as fuck but I should've worked hard regardless.

SESSION #52! - → 13:38 → 14:54

Desired Outcome:

- Do another top player analysis to prepare for potential sales calls with clients. Even if the call falls through I can use the insights from this to reach out to other pest control companies.

Planned Tasks:

- Pull up the top player analysis calls/document → then start writing it.
- If possible, write an ad or some piece of copy to show on the call.
- Find at least 1 new insight I can apply to the client.

Post-session Reflection

Decent sesh. I didn't pull any major insights about how to help my client though, I think this was because I analysed a top player I've already analysed when I should've picked another one.

SESSION #53! - → 17:15 → 18:20

Desired Outcome:

- Whilst waiting for my other client to respond, do a top player analysis to brainstorm even more ways to help him get more social media IG attention.

Planned Tasks:

- Pull up the top player analysis calls/document → then start writing it.
- If possible, write an ad or some piece of copy.
- Find at least 1 new insight I can apply to the client.

Post-session Reflection

Good session. What did I produce → I pulled a couple of small insights for how to improve my client's social media content but didn't write anything because I was mostly analyzing the video.

SESSION #54! - → 14:11 → 15:19

Desired Outcome:

- Follow Onion's advice. Find ways to help this potential client's business grow by analyzing a top player and looking at the growth guide, and then sending them an outreach message teasing what I learned.

Planned Tasks:

- Use the top player analysis document
- After finding out what my potential client is lacking, send them a reply.

Post-session Reflection

Awesome GWS. I didn't finish the Facebook ad though because I ran into an annoying technical issue, I need to be more proficient when using Canva. I sent out an email reply.

SESSION #55! - → 15:49 → 17:06

Desired Outcome:

- Follow Onion's advice. Find ways to help this potential client's business grow by analyzing a top player and looking at the growth guide, and then sending them an outreach message teasing what I learned.

Planned Tasks:

- Finish the Canva draft✅

- Read over the draft, check if anything can be improved✅
- Analyze another top player to see what this client is lacking in.✅

Post-session Reflection

Good GWS. Finished the draft and found a few small tactical things my potential client needs to work on, namely small website tweak design shit.

SESSION #56! - → 18:19 → 19:38

Desired Outcome:

- Have at least 1 possible way I can help this golf ball business get more customers.

Planned Tasks:

- Pick a top player
- Analyse how they get/monetize attention
- Brainstorm ways to implement this for a client
- Follow the beginner live calls and the tao of marketing calls

Post-session Reflection

Good GWS.Created another Facebook ad and picked apart a viral reel from a top player, something to keep in mind for this potential client.

SESSION #57! - → 20:40 → 21:45

Desired Outcome:

- Do another top player analysis and understand another way I can help this potential client crush it.

Planned Tasks:

- Pick a top player
- Analyse how they get/monetize attention in terms of Instagram and Facebook
- Brainstorm ways to implement this for a client
- Follow the beginner live calls and the tao of marketing calls

Post-session Reflection

Good way to end the day. I finished a draft for a Facebook image and came up with a genius but simple way for my client to get more customers/social media attention EASILY.

SESSION #58! - → 11:46 → 12:52

Desired Outcome:

- Get at least one more client through warm outreach.

Planned Tasks:

- Follow the guidance of the beginner live call
- Get one client by the end of the day.

Post-session Reflection

Didn't get a client, but started a few conversations with people that could go somewhere.

SESSION #59! - → 13:09 → 14:13

Desired Outcome:

- Get at least one more client through warm outreach.

Planned Tasks:

- Follow the guidance of the beginner live call
- Get one client by the end of the day.

Post-session Reflection

Reached out to a few more people in my network. Got a potential sales call booked. Never count yourself out the game till you've tried it all.

SESSION #60! - → 14:42 → 16:00

Desired Outcome:

- Brainstorm ways to improve this potential client's website for the sales call.

Planned Tasks:

- Follow the guidance of the beginner live call
- Have at least one insight into how this client's website can be improved e.g. their design scheme

Post-session Reflection

Did a TPA for golf clubs near me. Found a couple of things my client needs to work on, namely SEO and the design of their site.

SESSION #61! - → 17:34 → 18:44

Desired Outcome:

- Brainstorm ways to improve this potential client's website for the sales call.

Planned Tasks:

- Follow the guidance of the beginner live call
- Have at least one insight into how this client's website can be improved e.g. their design scheme

Post-session Reflection

Nothing new was learned because this top player was doing pretty much the exact same strategy as the other one. Wasted time.

SESSION #62! - → 12:41 →

Desired Outcome:

- Create one new post for my photography client to get him results - sticking to the process map.

Planned Tasks:

- Find a top player's post that did well.
- Model it

- Create the copy/video
- Refine it or send it to get reviewed in the copy aikido channel.

Post-session Reflection

Ran into a roadblock, but managed to create some text for a post my client could use.

SESSION #63! - → 14:34 → 15:55

Desired Outcome:

- Create 2 new posts at least for my photography client.

Planned Tasks:

- Find a top player's post that did well.
- Model it
- Create the copy/video
- Refine it or send it to get reviewed in the copy aikido channel.

Post-session Reflection

Used AI lessons to generate a good few captions I can use. Once my client gets back to me, we rolling. I can create the captions/posts and send them over daily.

SESSION #64! - → 17:20 → 18:33

Desired Outcome:

- Refine current drafts for client based on feedback + write new drafts.

Planned Tasks:

- Implement client feedback
- Use AI lessons to evaluate copy so it's as good as it can be

Post-session Reflection

Used AI to enhance the drafts. Added them all to a google doc that I will go over with my client next Friday. Good sesh.

SESSION #65! - → 19:19 → 20:26

Desired Outcome:

- Get a new warm or local biz client.

Planned Tasks:

- Send warm outreaches to people in my network (At least 5)
- Get a new client by the end of the day.

Post-session Reflection

Waste of a session. Reached out to a lot of people but got left on delivered. Could've sent out more local biz outreaches instead

SESSION #66! - → 14:55 → 16:05

Desired Outcome:

- Prepare for tomorrow's sales call.

Planned Tasks:

- Create a list of spin questions by following Prof's guidance
- Start another TPA to brainstorm more ideas on how to improve this prospect's website for them

Post-session Reflection

Was focused, but didn't learn anything new.

SESSION #67! - → 16:36 → 17:44

Desired Outcome:

- Prepare for tomorrow's sales call.

Planned Tasks:

- Do a top player analysis on a international player

Post-session Reflection

Still didn't find anything new. I need to change my strategy. I don't think that analysing what top players are doing now is netting me any benefits, since they all focus on the same strat.

SESSION #68! - → 18:36 → 19:55

Desired Outcome:

- OODA loop the past week.

Planned Tasks:

- Follow the template.

Post-session Reflection

Good OODA loop. I recapped a lot of things I learned this week. Set my sights on specific targets that I will smash through this week. Time to conquer the earth.

SESSION #69! ;) - → 20:50 →

Desired Outcome:

- Be completely prepared for tomorrow's sales call. Finish last minute items on my daily checklist.

Planned Tasks:

- Do a full business analysis using the growth guide
- Do a practice sales call with ChatGPT?
- Double check if my strategy is the right one in the chats of TRW.

Post-session Reflection

Good OODA loop. I recapped a lot of things I learned this week. Set my sights on specific targets that I will smash through this week. Time to conquer the earth.

SESSION #70! - → 11:43 → 13:10

Desired Outcome:

- OODA loop ways to improve client posts, and create a new reel.

Planned Tasks:

- The above

Post-session Reflection

This was a very fast session. I need to do a major OODA loop after my sales call, as I'm more than halfway through the challenge but haven't made significant progress on my goals, merely a tiny trek in this massive journey.

SESSION #71! - → 16:11 → 17:32

Desired Outcome:

- Send out 30 outreaches, testing a new strategy

Planned Tasks:

- The above

Post-session Reflection

Good session. Only downside was that I didn't have enough time on my timer left to send all the outreaches, but I now know my "limit".

SESSION #72! - → 18:38 → 19:44

Desired Outcome:

- Finish sending outreach messages. Send more messages afterwards.

Planned Tasks:

- Finish current outreaches
- Reach out to at least another 10 - 20 people.

Post-session Reflection

Good session in the bag. I experimented and sent out more outreaches, over 20 or so. I tested different SLs, body text, CTAs, that kind of thing. Now I'll take time to recharge then attack.

SESSION #73! - → 14:09 → 15:44

Desired Outcome:

- Add 50 prospects to my outreach list.

Planned Tasks:

- The above.

Post-session Reflection

Good session, added 50 prospects to my list.

SESSION #74! - → 16:12 → 17:43

Desired Outcome:

- Reach out to 50 prospects with tailored outreaches.

Planned Tasks:

- The above.

Post-session Reflection

6/10 session. Got interrupted and had to go to the shop, and had another 4 or 5 outreaches to send out.

SESSION #75! - → 18:21 → 19:28

Desired Outcome:

- Reach out to more prospects, with tailored outreaches. At least another 10 - 20

Planned Tasks:

- The above.
- If I get stuck, ask for help in the chats.

Post-session Reflection

Good session again, but starting to feel the downside of sitting in all day. I need to get up and move more.

SESSION #76! - → 20:58 → 22:09

Desired Outcome:

- Start revising the Agoge lessons to speed up the rate at which I win.

Planned Tasks:

- Watch the first Agoge call.
- Start creating an identity document.

Post-session Reflection

Got a start on revising the Agoge content. Didn't get to create an identity doc yet, going to brainstorm ideas then finish a rough draft.

SESSION #77! - → 9:10 → 10:16

Desired Outcome:

- Add 25 - 50 prospects to my list, preferably luxury goods brands and companies with high profit margins and a decent advertising budget.

Planned Tasks:

- Add 25 - 50 prospects to my list

Post-session Reflection

Tired but got it done.

SESSION #78 - 11:13 →

Desired Outcome:

- Reach out to all 35 of the prospects that I collected.

Planned Tasks:

- Reach out to each with a personalized message
- If there's time left after reaching out, then I will engage in the chats of the real world.

Post-session Reflection

- Good session but couldn't track when it ended because power went out for a second.

SESSION #79 - 13:37 →

Desired Outcome:

- Do top player analysis to prepare for Friday's sales call.

Planned Tasks:

- Analyse a top performer - follow the guidance from Prof Andrew's get your first client call.

Post-session Reflection

- Great session, I was dialed in and focused. Only downside is I had to finish 10 mins early because the power went out but oh well!

SESSION #80 - 20:22 → 21:38

Desired Outcome:

- Do top player analysis to prepare for Friday's sales call.

Planned Tasks:

- Same as last time. Boot up the WWP doc, and analyse a top player.

Post-session Reflection

- I was dialed in and found two ideas to make my client do better. Design tweaks to their website/copy, and a referral program to get new leads.

SESSION #81 - 16:38

Desired Outcome:

- Do top player analysis to prepare for Friday's sales call.

Planned Tasks:

- Same as last time. Boot up the WWP doc, and analyse a top player.

Post-session Reflection

- Good session. I wrote two pieces of content to stop a scroll on Facebook, and had some spare time so helped a couple Gs in the chats

---

SESSION #82 - 17:17 → 18:27

Desired Outcome:

- Do top player analysis to prepare for Friday's sales call.

Planned Tasks:

- Same as last time. Boot up the WWP doc, and analyse a top player. Nothing new.

Post-session Reflection

- Wrote more content. Analysed a top player again. Finishing my work too early.

SESSION #83 - 19:54 – 21:02

Desired Outcome:

- Do top player analysis to prepare for Friday's sales call.
- Prepare a list of spin questions for this prospect and a list of possible objections that they might have

Planned Tasks:

- The above

Post-session Reflection

- Broke down another TP but didn't get to write anything

SESSION #84 - 12:35 → 13:57

Desired Outcome:

- Prepare my copy growth plan for the aikido channel
- Do 100 pushups, record it, then send it over.

Planned Tasks:

- The above

Post-session Reflection

- Messy G work session. My phone needed charging. I let myself get interrupted. Not good enough. Need to lock in better for my next session.

SESSION #85 - 14:55 → 16:24

Desired Outcome:

- Have a good, solid understanding of my client's market so I can write better copy.

Planned Tasks:

- Fill out the research template.

Post-session Reflection

- Man this was good. I was tapped in and resisted the urge to check how much time was left on my timer. I understand my market better.

SESSION #86 - 17:36 → 18:54

Desired Outcome:

- Have a good, solid understanding of my client's market so I can write better copy.

Planned Tasks:

- Fill out the research template, this time focusing more on the painful current state for the readers, so I can write better content that resonates with them.

Post-session Reflection

- Again, a really good session. This is a market I can find loads of customer language on and already I can write better copy.

SESSION #87 - 19:49 → 20:55

Desired Outcome:

- Write at least 2 or 3 ads to present to my client tomorrow

Planned Tasks:

- Find a top player doing ads really well
- Analyse their longest running ads
- Break their strategy down line by line, then write a draft
- Revise the draft briefly, then leave it

Post-session Reflection

- Great session. Created 3 rough drafts for Facebook ads for my client, but tomorrow I will revise them, re-do them, then submit them for my client to see.

SESSION #87 -

Desired Outcome:

- Finish ads and send them to client

Planned Tasks:

- The above

Post-session Reflection

- Good session. Got lots more done than I thought I would.Going to now send the ads over.

SESSION #88 - 11:48 → 12:46

Desired Outcome:

- Break down copy for 10 mins as apart of daily checklist
- Do more market research, this time on the dream state

Planned Tasks:

- The above

Post-session Reflection

- Wasted the first half of my session trying to get some new Google docs PDF thing to work. Got a bit more insight into my customers at leas.

SESSION #89 - 13:58 → 15:05

Desired Outcome:

- Analyse top player ads

Planned Tasks:

- Find a top player running ads for a while
- Steal their strategy then write an ad or two based on it
- Profit

Post-session Reflection

Not bad but definitely could be better. I wrote a Facebook ad modelled after a top player that I think my client is really gonna like. Only time will tell.

SESSION #90 - 17:50 - 19:04

Desired Outcome:

- Crush it for my local business outreach client.

Planned Tasks:

- Find a top player running ads for a while✅
- Steal their strategy then write an ad or two based on it✅
- Go through the ads course to know what to look out for✅

Post-session Reflection

Good session. Wrote a new FB ad for my client. I also reviewed a couple Gs' copy since I had 10 minutes to spare.

SESSION #91 - 19:47 → 20:55

Desired Outcome:

- Understand what my client's market's painful current state is better.

Planned Tasks:

- Brush up on customer language about the painful current state (find at least 5 - 10 solid quotes)

Post-session Reflection

.Found a few quotes but nothing too new which means I've learned a lot about this market's pains already.

SESSION #92 - 13:25 → 14:42

Desired Outcome:

- Understand my target market better. Be able to understand exactly what their pains/frustrations/desires are so I can write compelling copy to them.

Planned Tasks:

- Scroll through YouTube videos and pick out more quotes for customer language. Especially ones related to current painful states.

Post-session Reflection

I created a day in the life with GPT using all the data I collected. Got a few more quotes for dream state language as well. All in all, a very successful work session. Had to piss though.

SESSION #93 - 15:31 → 16:37

Desired Outcome:

- OODA loop my last week's actions. Understand what I've tried and what I need to double down on for maximum money in minimum time.

Planned Tasks:

- OODA LOOP

Post-session Reflection

Good OODA loop. Started also revising my copy as well thanks to Thomas' comments

SESSION #94 - 17:18 → 18:24

Desired Outcome:

- Have a much better set of ads to show to my client.

Planned Tasks:

- Action each of Thomas' comments on my copies.
- Read the copies out loud.

Post-session Reflection

Good session. I noticed a massive improvement in my copy after applying what Thomas told me to add. Now, time to take a small break then crank the work back up!

SESSION #95 - 20:17 → 21:30

Desired Outcome:

- Set a specific, actionable, and achievable goal by using the Agoge conquest planner.

Planned Tasks:

- Watch the Agoge call on creating a conquest planner
- Implement it, and create my first *real* one

Post-session Reflection

I got lazy toward the end of this session. Classic matrix brain move. Was trying to chicken out of doing the boring hard work that will get me rich.

SESSION #96 - 10:20 – 11:26

Desired Outcome:

- Have a completed conquest planner to use to achieve my goal

Planned Tasks:

- Complete my conquest planner
- Get it reviewed in the Agoge chat

Post-session Reflection

Conquest planner now created. The temptation is there to be a lazy shit and not use it but I don't care. I will use this conquest planner to DOMINATE my goal.

SESSION #97 - 11:51 → 13:02

Desired Outcome:

- Revise my client's ads based on her feedback.

Planned Tasks:

- Fix the ads
- Use canva to create a new ad image
- Add in the re-vised ads from Thomas' feedback

Post-session Reflection

Messy session. My focus was splintered. I tried focusing on this, on that, the next thing. Didn't finish revising the ad images.

SESSION #98 - 15:41 – 16:47

Desired Outcome:

- Have finished ads that align with my client's brand voice

Planned Tasks:

- Use canva and create a new scroll stopping ad image
- Check over the ads one last time

Post-session Reflection

I finished the ad images. I looked over them a bit and tried to use GPT to write better fascinations but to no avail. Starting to lose a bit of gas, need to take a step back.

SESSION #99 - 18:26 → 19:35

Desired Outcome:

- Prepared for Wednesday's sales call.

Planned Tasks:

- Find a top player
- Analyse them
- Pull insights to apply to client

Post-session Reflection

Good session. I know what my potential client is lacking in – a good website. Gonna need to do more research to know for sure but this is a good starting point.

SESSION #100 - 7:50 → 9:13

Desired Outcome:

- Finish tweaks to ads for client.

Planned Tasks:

- Finish ads

Post-session Reflection

Had to go to the toilet halfway through, annoying. I finished the ads and created a bunch of new creatives for them. I've already spilled a lot of time into these ads.

SESSION #101 - 12:48 – 13:57

Desired Outcome:

- Understand ways to help my potential client for the sales meeting tomorrow.

Planned Tasks:

- Pick a top player
- Analyse how they get attention through social media content
- Find an insight I can apply to tomorrow's call

Post-session Reflection

Had to go to the toilet halfway through, annoying. I finished the ads and created a bunch of new creatives for them. I've already spilled a lot of time into these ads.

SESSION #102 - 17:12 → 18:18

Desired Outcome:

- Finish ads for client

Planned Tasks:

- Read the ads out loud
- Use ChatGPT to evaluate them

Post-session Reflection

Really good session. I've done all I can with the ads for now and pleasantly "content" with them. I had 8 minutes spare so I broke down some copy

SESSION #103 - 19:34 → 20:38

Desired Outcome:

- Have ideas to present on tomorrow's call at 6pm.

Planned Tasks:

- Find a top player
- Break down their social media presence
- Profit money

Post-session Reflection

Not a great GWS. Why? I didn't find out anything new or create anything. I'm not sure on what to do for this potential client. They have a low budget and are a charity. Don't even know the target market!

SESSION #104 - 14:30 → 15:36

Desired Outcome:

- Prepare email ideas for dentist client for Thursday's meeting

Planned Tasks:

- Look over the emails and read them out loud to match the brand voice
- Use ChatGPT to evaluate the copies
- Refer to bootcamp and beginner calls for ways to make the emails more compelling.

Post-session Reflection

Terrible. Got interrupted halfway through and had to attend family thing. Read over the emails a bit and improved them but that's it!

SESSION #104 - 18:33 → 19:37

Desired Outcome:

- Analyze a top player to find ideas to present to client on Friday

Planned Tasks:

- Find top player
- Analyze how they get attention through a website

- Brainstorm ways to apply it to said client

Post-session Reflection

Got interrupted again but it wasn't as bad this time. Found a couple of insights I can apply to one of my clients. Now, time to kick the shit out of people.

SESSION #104 - 13:06 → 14:34

Desired Outcome:

- Have a good, solid idea on how to help my massage client get more clients through her door.

Planned Tasks:

- Go through the real world chats and get feedback on what the best move is to crush it for my client
- Analyze how a top player does it

Post-session Reflection

Got interrupted again but it wasn't as bad this time. Found a couple of insights I can apply to one of my clients. Now, time to kick the shit out of people.

SESSION #105 - 19:39 → 20:51

Desired Outcome:

- "Analyze their business needs + brainstorm possible solutions to their marketing needs"

Planned Tasks:

- The above. Get feedback from TRW chats on ideas.

Post-session Reflection

Slow session as I was spending a lot of time in chats but managed to come up with a good solid idea to get her more customers by leveraging what she's already doing. Posters. Here we go.

SESSION #106 - 21:44 → 23:09

Desired Outcome:

- "Winners writing process"

Planned Tasks:

- Design at least two posters to present to my client as ideas tomorrow.
- Use AI + Design mini course to make the posters look awesome and grab attention instantly!

Post-session Reflection

Great session to end the day with. I created a couple of designs but really want to fine-tune them a bit more before sending them off.

SESSION #107 - 14:18 → 15:28

Desired Outcome:

- "Winners writing process"

Planned Tasks:

- Create two more posters to present to client
- Get them reviewed by other students in the campus and also AI.

Post-session Reflection

Posters finished and sent off to client. I didn't evaluate them with AI because the feedback from the Gs inside TRW's chats seemed better and more valuable.

SESSION #108 - 16:21 → 17:37

Desired Outcome:

- “Provide them with a valuable business outcome.”

Planned Tasks:

- Create 3 Facebook posts with AI to present to charity client to get people who already know them to donate again.

Post-session Reflection

I created 3 posters and now just sent them off to my client. Easy days.

SESSION #109 - 20:54 → 22:02

Desired Outcome:

- “Provide them with a valuable business outcome.”

Planned Tasks:

- Refine ads and prepare a draft to be sent to the copy aikido channel tomorrow.

Post-session Reflection

I refined the ads and got them ready to get reviewed for tomorrow. Now, all I need to do is do some pushups tomorrow and submit the aikido copy.

SESSION #110 - 12:27 → 13:25

Desired Outcome:

- “Winner’s writing process”

Planned Tasks:

- Do 100 pushups✅

- Refine the ads✅
- Send the copy to get reviewed ✅
- Use AI to evaluate the ads one last time✅

Post-session Reflection

Very good session. I got a lot more done because I used one of the smart student lessons about setting a timer for each task. SUPER helpful!

SESSION #111 - 14:35 → 15:34

Desired Outcome:

- “OODA Loop my week and evaluate my progress and shortcomings”

Planned Tasks:

- Lessons learned✅
- Victories + failures✅
- How many checklist days✅
- Goals for next week/biggest challenges✅

Post-session Reflection

Good session. Wrote way more for this OODA loop than I thought I would. Asked an important question to Professor Andrew.

SESSION #112 - 17:47 → 19:07

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Who am I talking to?✅
- Where are they now + where do I want them to go✅
- Breakdown a top player’s social media posts✅
- Create a draft✅

Post-session Reflection

Good session. Created 3 drafts for Facebook posts my client could use. I also made a draft of an image. Timer method working graces.

SESSION #113 - 19:50 → 20:51

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Read the ads out loud a few times✅
- Evaluate them with AI✅
- Create a draft with AI for another ad✅
- Add them to the document that I sent to my client✅

Post-session Reflection

Really good sesh again. On fire today. Produced a ton of drafts for Facebook posts and sent them to the document for a client.

SESSION #114 - 9:07 → 10:13

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Find a template I like on Canva DONE
- Create 3 new posters for my massage client DONE
- Add the new posters to the previous word document DONE

Post-session Reflection

Great way to start the day. I gave myself 15 minutes per poster and used Canva templates. I perform best when I PRODUCE things.

SESSION #115 - 11:06 → 12:14

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Break down a long running Facebook ad in my client’s market DONE
- Write a rough first draft DONE
- Find a template on Canva DONE
- Create a new creative + refine draft

Post-session Reflection

Two FB ad drafts created. One new ad creative. Moving forward but got distracted toward the end in the charts since I had 5 mins spare.

SESSION #116 - 13:02 → 14:09

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Refine ads DONE
- Read them out loud DONE
- Use AI DONE
- Add them to the document

Post-session Reflection

Refined the ads and now they are much better. Got interrupted toward the end of this session so I messed around with AI instead.

SESSION #117 - 14:17 → 15:48

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Refine ads based on feedback given in my copy aikido review DONE
- Send the ads over DONE
- Create a new ad creative with a Canva template DONE

Post-session Reflection

Good session but it dragged on toward the end as I made a Canva design and realised it didn’t align with my client’s look at all for her brand. Otherwise this was a good session and I refined the ads and created a new creative.

SESSION #118 - 17:19 → 18:48

Desired Outcome:

- “Winner’s Writing Process” MONEY IN

Planned Tasks:

- Find a top player in the sports massage market near me I really like DONE
- Answer who am I talking to DONE
- Where are they now DONE
- Break down, step by step, how they are getting the attention of customers online DONE
- Write a draft to apply to my client DONE

Post-session Reflection

I did a top player analysis. It seems as though ads aren’t a good strategy and it’s gonna have to a website instead. It’s better to target either existing customers or make a new website for my client. Trying to convert cold ones will take too long at this stage without ads.

SESSION #119 - ? → 16:01

Desired Outcome:

- “Winner’s Writing Process”
- “Get feedback from TRW chats on ideas”

Planned Tasks:

- Spend 15 - 20 minutes in the chats getting feedback on my ideas DONE
- Find a top player with a website that’s either performing well or stands out DONE
- Answer “Who am I talking to?” DONE
- Start creating a rough first draft

Post-session Reflection

I created a rough first draft of a website my client could use. Good.

SESSION #120 - 17:40 → 18:45

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Find customer language for the dream state DONE
- Find customer language for the painful current state DONE
- Find customer language for previous solutions tried DONE

Post-session Reflection

I did more market research and have lots of quotes and a better understanding of my target market for one of my clients. They want to be champions. World class athletes.

SESSION #121 - 14:24 → 15:33

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Find a top player DONE
- Analyse how they monetize attention through a website
- Write a draft to apply to my client’s business

Post-session Reflection

I got interrupted twice. Couldn’t do much since it was important. I created a rough first draft of an email with ChatGPT and I’ll refine it. It’s just another idea on how to help my client other than ads.

SESSION #121 - 17:23 → 18:41

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Pick a draft I like from ChatGPT DONE
- Re-do the WWP
- Have two high quality emails to show to my client

Post-session Reflection

I created only one draft of an email since I was being picky and had trouble with ChatGPT. I’ll write one more email, revise the last one, then send it over to my client as an idea.

SESSION #122 - 20:09 – 21:31

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Revise last draft DONE
- Create another email, then revise it DONE
- Send to client

Post-session Reflection

This was a really good session. I wrote another email by swiping it from the swipe file, and had spare time left over so I scheduled a message to my client and also helped 3 Gs in the chat!

SESSION #123 - 14:52 - 16:03

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Find a Canva template I like
- Create two new ad creatives and delete the old ones
- Get feedback from members of the real world
- Add them to the document for my client

Post-session Reflection

I created two FB ad creatives. I had to start over with one. My current workflow isn’t good enough, I feel like I’m jittering from task to task.

SESSION #124 - 20:01 → 21:04

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Swipe an email from the swipe file
- Write the email
- Revise
- Repeat to create another email

Post-session Reflection

Awesome. I swiped two emails and realised a cool “trick” I can use to refine my first drafts more effectively with AI. If my client is interested, then these emails could be a GOLDMINE for revenue for her!

SESSION #125 - 22:36 - 23:37

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Revise previous emails
- Finish tasks for the day

Post-session Reflection

Finished the day off well. I was super surprised at how much better my copy was after taking a break from it and doing the 40 fascinations exercise. I need to make this a consistent practice.

SESSION #126 - 12:09 - 13:17

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Find two emails I really like from swiped.co or the swipe file
- Write a rough first draft of both of the emails
- Refine it with AI and reading it out loud

Post-session Reflection

Good start to the day. Wrote 3 emails and they are TERRIBLE but I will refine them with AI and my own brain afterwards. I also discovered a cool trick from Andrew.

SESSION #127 - 14:00 → 14:56

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Find a top player with ads I really like
- Write 5 ad creatives

Post-session Reflection

Not good. Had to end the session early to go to my brothers and only got one half decent ad creative made. I can finish the rest later.

SESSION #128 - 13:34 - 14:50

Desired Outcome:

- “Winner’s Writing Process”

Planned Tasks:

- Model a top player website and create a design to show to my client in the future

Post-session Reflection

I can't believe this was only an hour! I got an entire website design done. It's not perfect and is gonna need revision but it's a good start.

SESSION #128 - 16:14 → 17:28

Desired Outcome:

- Reflect on the previous week's progress and shortcomings and dominate the next week

Planned Tasks:

- OODA loop

Post-session Reflection

Good OODA loop. Reflected.

SESSION #129 - 18:10 - 19:13

Desired Outcome:

- Find new strategies to make my clients ads convert more

Planned Tasks:

- Find a top player and analyse their Facebook ads

Post-session Reflection

Good session. I broke down a top players ads and started writing a rough first draft. It looks shit now but once I come back it'll look great!

SESSION #130 - 19:53 – 21:00

Desired Outcome:

- Ad creatives should be finished
- Ad creatives should be sent to client document
- Emails should be evaluated

Planned Tasks:

- Finish the ad creative I started
- Evaluate the previous emails with ChatGPT
- Finish any last minute tasks

Post-session Reflection

Good session. I broke down a top players ads and started writing a rough first draft. It looks shit now but once I come back it'll look great!

SESSION #131 - 13:14 - 14:45

Desired Outcome:

- Have completed ads

Planned Tasks:

- Action any comments my client has left me
- Ask AI for feedback
- Get the copies reviewed in the Agoge chat

Post-session Reflection

Back in the game. I got way more work done because I set a specific goal for myself for the session and set the timer for the full 1hr30 mins. Time to take a break.

SESSION #132 - 16:59 - 18:29

Desired Outcome:

- Have at least 3 finished retargeting emails

Planned Tasks:

- Use the swipe file/swiped.co to find an email retargeting sequence I really like
- Write a rough first couple of drafts
- Refine them by reading them out loud

Post-session Reflection

Decent session, I used the live copy dom calls to write some basic GPT drafts for emails. They're shit right now, but I'm going to come back from my running club and make them spotless.

SESSION #133 - 20:15 - 21:45

Desired Outcome:

- Actually have 3 finished retargeting emails

Planned Tasks:

- Read the ads out loud to pick up flow issues
- Evaluate them with AI
- Repeat until the ads are "good enough"

Post-session Reflection

Good session to end the day since I finished writing those ads and they are way better now, I used a few plays from creating desire and curiosity calls.

SESSION #134 - 13:13 - 14:40

Desired Outcome:

- Send emails to get reviewed in the copy aikido channel

Planned Tasks:

- Double-check the ads for errors
- Evaluate them with AI one last time
- Send em' off to the races

Post-session Reflection

Got lazy halfway through the session because I was acting like a coward. I sent the emails off to the races.

SESSION #135 - 18:14 - 19:45

Desired Outcome:

- Have the ad creatives finished

Planned Tasks:

- Create at least 3 ad creatives by using AI/the copy domination calls

Post-session Reflection

Good session. Got lots done. 3 ad creatives done and dusted.

SESSION #136 - 14:26 - 15:59

Desired Outcome:

- I want to make sure that my ads are just as good as, if not better than the strategy top players are using for their ads

Planned Tasks:

- Find a top player
- Breakdown their ads, bit by bit

Post-session Reflection

Wrote one ad draft. Nothing new was really learned I don't think, other than that I discovered a way to write 10x better copy with AI once again.

SESSION #137 - 18:13 - 19:44

Desired Outcome:

- I want to make sure that my ads are just as good as, if not better than the strategy top players are using for their ads

Planned Tasks:

- Same as last time. Find a top player ad I write, then model it. This time I will use AI to speed up the process.

Post-session Reflection

Not a great session. I still got to write a couple more AI drafts but I wasted the last 20 minutes of the timer since I already finished my work.

SESSION #138 - 12:44 - 14:15

Desired Outcome:

- Fix the issues with the email sequence copy that I wrote by listening to Charlie's feedback.

Planned Tasks:

- Go through the document, comment by comment, and fix the issues

Post-session Reflection

Good session. Lots done. Refined the emails but they still aren't as good as they could be. Got interrupted in the last 5 minutes.

SESSION #139 - 16:30 - 18:00

Desired Outcome:

- Land one interested client for local business outreach

Planned Tasks:

- Send out at least 20 outreaches
- Use the insight from the copy domination call

Post-session Reflection

I got one interested reply back from local business outreach in less than an hour. LFG.

SESSION #140 - 19:13 - 20:44

Desired Outcome:

- Land one interested client for local business outreach

Planned Tasks:

- Finish sending previous outreaches
- Send at least 10 more

Post-session Reflection

I sent another 10 outreaches, and a few follow ups. This session was terrible because I was so bored but just had to push through…

SESSION #141 - 21:42 - 23:13

Desired Outcome:

- Land one interested client for local business outreach

Planned Tasks:

- Find at least 20 business names, add them to my list for tomorrow's outreach emails

Post-session Reflection

Collected nearly 40 prospects to outreach to tomorrow. Not a great session because I thought "Why not listen to music?" and it killed my productivity.

SESSION #142 - 14:51 - 16:23

Desired Outcome:

- Land another client through local business outreach to fill downtime

Planned Tasks:

- Outreach to each of those businesses that I listed yesterday

Post-session Reflection

Slow as all hell but I got another interested reply. LFG

SESSION #143 - 18:19 - 19:49

Desired Outcome:

- Prepare for upcoming sales call with potential client

Planned Tasks:

- Find two top players in their market and analyze how they are getting customers

Post-session Reflection

Got interrupted but I analysed two top players and now have a rough idea of the type of customers I'm going to be targeting, and also what their strategies are for getting customers.

SESSION #144 - 20:37 - 22:03

Desired Outcome:

- Prepare for upcoming sales call with potential client

Planned Tasks:

- Find two top players in their market and analyze how they are getting customers.. again.

Post-session Reflection

I overestimated how long it would take me to do top player analysis. So I just watched some of the copy domination calls, learned an insight I can apply, and finished my last daily tasks.

SESSION #145 - 13:18 - 15:24

Desired Outcome:

- Prepare for upcoming sales call with potential client

Planned Tasks:

- Find two top players in their market and analyze how they are getting customers.. Again.

Post-session Reflection

Got interttuped by my Dad to get some food. I analysed a top player and learned a couple of tricks they use to get customers coming in, like a friedn referral program and a ferw design things

SESSION #145 - 19:24 - 20:52

Desired Outcome:

- Since I've got downtime, I want to refine the ads further and see what a few top players in the market are doing with their funnels to take inspiration from

Planned Tasks:

- Find at least two top players
- Perform the full winner's writing process on their website
- Find at LEAST one insight I can tactically apply to my client's funnel, TODAY

Post-session Reflection

I checked out a couple of top players and extracted a solid outline. They use a stage 5 back to stage 3 play which is awesome. I can use this outline to write a website if/when my client requires so

SESSION #146 - 10:49 - 12:25

Desired Outcome:

- Still have downtime so I'll refine these ads even further. By the end of this session I want to be completely confident that these ads will perform really well.

Planned Tasks:

- Read the ads out loud
- Use AI to evaluate the copies
- Find top players who have achieved a similar result I'm trying to achieve with my readers

Post-session Reflection

Really good first session of the day. I tweaked the ads and fixed a couple of flow issues I didn't spot before.

SESSION #147 - 13:16 - 14:46

Desired Outcome:

- Still have downtime so I'll refine these ads even further. By the end of this session I want to be completely confident that these ads will perform really well.

Planned Tasks:

- Read the ads out loud
- Use AI to evaluate the copies
- Find top players who have achieved a similar result I'm trying to achieve with my readers

Post-session Reflection

Another fantastic session. I created and deleted a couple of ad creatives. I had 10 minutes left on my timer so I decided to answer a few questions in the chats.

SESSION #148 - 16:20 - 17:51

Desired Outcome:

- Have a set plan for next week to crush my goal of getting £1,000 in revenue for my skincare treatment client

Planned Tasks:

- Follow the OODA loop template
- Have specific action steps on how I can achieve said goal

Post-session Reflection

Great OODA loop. I've set a specific tangible, yes or no goal and I've set specific action steps on HOW to achieve it.

SESSION #149 - 18:47 - 20:18

Desired Outcome:

- Kill downtime by getting more clients to fill my time up

Planned Tasks:

- Add at least 40 business names to the spreadsheet
- Outreach using the local business template to at least 15 of them.

Post-session Reflection

This was a good session. I got another interested reply although I can't reply to them because they're asking for me to phone up and my phone has zero data. 🤓 I need to spend some more time between GWS, my brain is getting a little too fried.

SESSION #150 - 13:40 - 15:11

Desired Outcome:

- Kill downtime by getting more clients to fill my time up

Planned Tasks:

- Add at least 30 business names to the spreadsheet
- Reach out to as many as possible in one sitting

Post-session Reflection

Didn't finish all of my outreaches in time. I need to get faster at this.

SESSION #151 - 5pm - 6:30pm

Desired Outcome:

- Make sure my strategy for getting Derek results is solid and will work

Planned Tasks:

- Find a top performing wedding photographer near me and do a full top player analysis
- Get feedback from RW chats + checkout the live domination call

Post-session Reflection

I don't think this was actually a very useful session. I didn't learn anything too new, broke down a top player, and just reconcifmed my target.

SESSION #152 - 13:43 - 15:14

Desired Outcome:

- Land another client to fill downtime with.

Planned Tasks:

- Add 30 - 40 names to the prospect list
- Reach out to them using the local business outreach template.

Post-session Reflection

Good session. No distractions and I sent out nearly 50 outreaches. I used to struggle to send that many!

SESSION #153 - 17:31 - 19:02

Desired Outcome:

- I want to have a winning strategy for my massage client. I've been bouncing between ideas for too long and want advice from the best of the best.

Planned Tasks:

- Find a top player to analyse
- Brainstorm some ideas
- Put them into the RW chats and get immediate feedback

Post-session Reflection

Good session but not a great one. Did basically a top player analysis. FUCK.

SESSION #154 - 16:41 - 18:14

Desired Outcome:

- I want to have 3 flyer designs finished and added to the document for my massage therapist client

Planned Tasks:

- Boot up Canva
- Find a cool flyer design or two I really like
- Modify and tweak it until it matches my client's brand voice/vibe

Post-session Reflection

Time slipped by fingers during this session. I think it was because I spent too much time checking for customer language online rather than just writing/creating the flyer itself. Only got one done which is BIZARRE.

SESSION #155 - 19:52 - 21:22

Desired Outcome:

- I want to redo the posters I've made for my client, and make at least two flyers they can hang up in the gym!

Planned Tasks:

- Boot up Canva
- Find a cool flyer design or two I really like

- Modify and tweak it until it matches my client's brand voice/vibe

Post-session Reflection

This was a fantastic session. No distractions. No annoyance. Just 3 flyers done. LFG!

SESSION #156 - 15:28 - 16:57

Desired Outcome:

- Have 50 outreach messages sent to local spas

Planned Tasks:

- Find a spa, get their email, paste it into the google sheet and repeat
- Send the messages

Post-session Reflection

- 52 outreaches sent
- Two replies from automated email systems

SESSION #157 - 18:00 - 19:31

Desired Outcome:

- Have a good idea of what to present in the sales call tomorrow to help this potential client.

Planned Tasks:

- Do top player analysis on a local wedding decor business to see what this guy is lacking in

Post-session Reflection

- Analysed two main top players
- No solid ideas, however, paid ads seems like a very good strategy

SESSION #158 - 20:45 -

Desired Outcome:

- Client fufillment. Create at least 2 more flyers for my client, then update her once I've added them to the Google document

Planned Tasks:

- Find two or three Canva templates I really like
- Then modify and tweak them until I like their design

Post-session Reflection

- Analysed two main top players
- No solid ideas, however, paid ads seems like a very good strategy

SESSION #159 - 10:58 -

Desired Outcome:

- Prepare for today's 1pm sales call by doing a top player funnel breakdown to see what my client is lacking in.

Planned Tasks:

- Find one or two top players in the marketplace
- Do a full winner's writing process on their entire funnel
- Copy/steal it hehhe

Post-session Reflection

- Analysed two main top players
- No solid ideas, however, paid ads seems like a very good strategy

SESSION #160 - Aug 2, 2024 5:06 PM - Aug 2, 2024 6:48 PM

Desired Outcome:

- Create another 2 reels for my wedding photography client

Planned Tasks:

- Find one or two top players in the marketplace
- Do the WWP on their reels, then use the Capcut lessons to make the reels
- If I get spare time after making the reels, I should go through the copy domination call

Post-session Reflection

- One reel created out of two

SESSION #161 - Aug 2, 2024 8:01 PM - Aug 2, 2024 9:38 PM

Desired Outcome:

- Create another reel for my wedding photography client

Planned Tasks:

- Same as last session. Create another reel using the outline I made

Post-session Reflection

- Two more reels created
- Client proposal made

SESSION #162 Aug 3, 2024 12:44 PM - Aug 3, 2024 2:16 PM

Desired Outcome:

- Create another two reels for Derek

Planned Tasks:

- Find a few pieces of top player content
- Model it but make it better

Post-session Reflection

- Two more reels created

SESSION #163 Aug 3, 2024 6:30 PM - Aug 3, 2024 8:16 PM

Desired Outcome:

- Create another reel for Derek

Planned Tasks:

- Do the WWP on a viral piece of top player content
- Closely model it in DR
- Refine it then add it to the document

Post-session Reflection

- Two more reels created
- Caption created with AI; needs tweaking

SESSION #164 Aug 3, 2024 9:27 PM - Aug 3, 2024 10:43 PM

Desired Outcome:

- Create another reel for Derek

Planned Tasks:

- Use one of the ideas generated from GPT and create it in DR

Post-session Reflection

- Didn't make another reel
- Created two captions instead
- Started filling out document for review tomorrow

SESSION #165 Aug 4, 2024 1:49 PM -

Desired Outcome:

- Finish writing the captions for my wedding photography client

Planned Tasks:

- Finish writing the last captions
- Read them out loud
- Use ChatGPT to refine them

Post-session Reflection

- All captions finished
- Redone two or three captions
- Used AI to refine a couple

SESSION #166 Aug 4, 2024 4:05 PM - Aug 4, 2024 5:11 PM

Desired Outcome:

- REFINE the captions I've created

Planned Tasks:

- Finish writing the last captions
- Read them out loud
- Use ChatGPT to refine them

Post-session Reflection

- All captions shortened and refined with AI
- Reviewed a student copy as I had 30 minutes left

SESSION #167 Aug 4, 2024 7:38 PM - Aug 4, 2024 8:41 PM

Desired Outcome:

- OODA loop the week

Planned Tasks:

- OODA loop duh!

Post-session Reflection

- Ooda loop done
- 2 new goals set

SESSION #168 Aug 4, 2024 10:07 PM - Aug 4, 2024 11:31 PM

Desired Outcome:

- Create another reel

Planned Tasks:

- The above

Post-session Reflection

- Daily tasks finished
- Created another reel

SESSION #169 Aug 5, 2024 2:46 PM - Aug 5, 2024 4:26 PM

Desired Outcome:

- Create another reel

Planned Tasks:

- The above

Post-session Reflection

- Reel created

SESSION #170 Aug 5, 2024 6:41 PM - Aug 5, 2024 8:15 PM

Desired Outcome:

- Get one new interested client to fill downtime

Planned Tasks:

- Send 30 follow ups
- Add at least 30 names to the prospecting list

Post-session Reflection

- 35 follow ups
- 70 names on the list

SESSION #171 Aug 5, 2024 8:59 PM - Aug 5, 2024 10:36 PM

Desired Outcome:

- Create first draft of website for Derek

Planned Tasks:

- Do the WWP on a top player with a good website
- Boot up Canva and create a website draft

Post-session Reflection

- First draft done

SESSION #172 Aug 6, 2024 6:55 AM - Aug 6, 2024 8:26 AM

Desired Outcome:

- Finish first draft of website for Derek

Planned Tasks:

- Boot up the Canva document and finish making tweaks to the home page
- Start creating the layout for the contact page

Post-session Reflection

- First draft done
- Contact page finished
- Two variations

SESSION #173 Aug 6, 2024 11:50 AM - Aug 6, 2024 1:23 PM

Desired Outcome:

- Have a rough first draft of the homepage for Christina's website

Planned Tasks:

- Find a top player and do the WWP on their website
- "Steal" their formula

Post-session Reflection

- First draft of home page done
- TPA done

SESSION #174 `Aug 6, 2024 11:50 AM` - `Aug 6, 2024 1:23 PM`

Desired Outcome:

- Finish the website draft for Christina

Planned Tasks:

- The above. If I get stuck, use AI and/or TRW chats

Post-session Reflection

- Website first draft (at least, the home page, and the contact page)

SESSION #175 `Aug 6, 2024 5:36 PM` -

Desired Outcome:

- Get one new interested client to fill downtime.

Planned Tasks:

- Send outreaches to the 60+ names I listed yesterday

Post-session Reflection

- All but the last 7 outreaches sent out
- 1 negative reply

SESSION #176 -

Desired Outcome:

- Get one new interested client to fill downtime.

Planned Tasks:

- Send outreaches to the 60+ names I listed yesterday

Post-session Reflection

- All but the last 7 outreaches sent out
- 1 negative reply