

Cause and Effect Assignment

1 - Pick one of the goals that your ideal self is going to achieve in the next 3-6 months:

Make 3-5K per Month

2 - Work backward from your goal and identify as many of the cause-and-effect chains that will lead to the desired result.

- 🍌 **Get paid 1.5 or 2k from the client**

- Follow up with the client and send him a spreadsheet of the results I've made for them
- Bring them more leads and increase their conversion rate (Appointment bookings), as we discussed in our call Through landing pages and paid advertising.
- Constant Improvement and testing of the headline and fascinations in the landing page ad copies also
- Launch ads and link them to the landing page
- Send the last draft to the client in order to validate it
- Finalize it and make my personal analysis
- Refine the content of the landing page according to the captain's reviews and start building it in the click funnels
- Publish the content of the landing page in the Aikido copy review channel
- start writing the content of the landing page
- Answer the 4 pre-writing questions + The Mechanism
- Start mining the reviews and finding the customer language
- Analyze the big players in the market
- Analyze the weaknesses and the strengths of my client's Marketing systems and their current results and how we can improve them (Grabbing Attention-Monetize Attention)
- Get on A call to discuss their business Goal in order to align it with the marketing goal
- Get one of them interested in working with me
- Show the clients the results that I made for their competitor (My recent client) in order to persuade one of them to work with me

- 🍌 **Start prospecting again using the website that I'm Building in the BIAB (Business campus)**

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- Improve my acquisition website and add testimonials
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- 🍌 **Getting paid 1k-2k from the first client after bringing them the results we've discussed and ask for a testimonial**

- Bring Them the results they're expecting from me After a lot of hard work and Constant Improvements

- Choose the one that performed better and increase the budget of the ads
- Contact the client and inform him/her about the next step
- Compare the results of the ad copies and headlines we've test
- Test different ad copies and headlines
- Refine the content of the landing page and add my personal analysis after (24 hours)
- Building the landing page and designing it in click funnels
- Start writing the content of the landing page with the goal in mind
- Ask the 4 pre-writing questions + Mechanism
- Understand precisely what my avatar needs, and he can't find in other services or at least what other services missing in the way how they communicate and address the needs of the clients
- Empathy my avatar and visualize his previous touchpoints with my client's product/ Service
- Min the reviews and extract the customer language
- Analyze the big players in the market and their marketing systems
- Agree with the client about the steps we're gonna in order to achieve our goal
- Sitting SMART goal aligned with the business goal
- Understand in-depth what my client needs, what his current results are, and what his end goal
- Getting on the call with my client
Get at least one client interested in working with me
- Send my client A free value of how better his landing page should be
- 🏠 Start using the website that I'm Building in the BIAB (Business campus

3 - Identify any potential "unknowns" or assumptions in your understanding of the cause-effect chains

My assumptions:

The client doesn't need to ads for him

The client can ghost me after the call because I'm not an English-native speaker

Can't get a client as fast as I expect

I have a general idea about how I can launch Ads, But I'm not an expert

I know how to write good content, but I don't practice enough

Maybe the client don't like my landing page

Unknowns:

I don't know how that Zoom call with the client will be. I will probably be confident enough, but the correct answers won't come up.