

**Goal:** \$5K in bank account

## **Causes & effects:**

Effect:

I have \$5K in my account

Cause:

My client paid me for getting them the results that they wanted

Effect:

I was able to exceed the results that I promised my client

Cause:

I precisely implemented the strategies of Level 3 from the boot camp for maximum impact on my target market

Effect:

I reviewed & revised my copy while utilizing the resources I had available to me

Cause:

I finished the rough draft of my copy that I am working on for my client

Effect:

I modeled successfully copy from top-players & plugged in the elements for my market.

Cause:

I did thorough market research and created an avatar so I can understand how to effectively communicate with my audience.

Effect:

I successfully landed a project with ym new client

Cause:

I went through the S.P.I.N. questions on a sales call and had to convince this potential client that I'm the best way they can get the results that they want

Effect:

I get on a sales call and build rapport with this prospect and got a baseline understanding of who they are/ their business goals

Cause:

I booked a sales call with a potential client

Effect:

I got a positive reply from a prospect who liked a sample of my work that I sent them

Cause:

I sent 10-15 outreach messages/ day that hint at some things I could help their business with based on my best assumption, WHILE providing FV/ spec work for my prospects

Effect:

I go through the internet to look for businesses in my niche that have the ingredients for success and add them to my spreadsheet

Cause:

I pick a market to look into, do my research, and start prospecting

Effect: I commit to my daily checklist every single day

Cause:

I use my power-phrases to build a burning desire to push towards my goals

Effect:

I vision my ideal self, bring those feelings of being successful to the present, and harness those feelings to discipline myself to WORK

Cause:

I wake up every morning committed to improving my life and supporting my family

**Unknowns/ assumptions:**

- I don't know if my outreach is unique to what everyone else is doing