

What is the goal?

My goal is to have been paid \$1000 by a client, to do this I have to have a better understanding of how to make effective pieces for copywriting, get better at short form, long form, email sequences and everything else.

How will I know I've achieved my goal?

I will look at my bank account and see \$1000 transferred into my account by the client.

When is my deadline?

June 1st

My checkpoints

Since I am brand new to copywriting I will first need to get some clients and get some testimonials to become a more respected copywriter and have more of a chance to earn big money from other companies. However, if I do amazing and get paid by the first customer that would be even better.

Checkpoint 1

Cause - I will go through the bootcamp again and write better, more detailed notes about every single video.

Effect - I will have a better understanding on how to write different forms of copy, and retain the information in my brain by reading the notes everyday

Deadline - 11/2/24

Checkpoint 2

Cause - I will be spending at least 2 hours a day on writing copy, creating mock client work and becoming a better writer.

Effect - I will be able to write every type of copy in great detail and be able to deliver for the client.

Deadline - 23/2/24

Checkpoint 3

Cause - I will start sending 100 outreach messages a day and securing a client

Effect I will have a client to work with

Deadline - 15/3/24

Checkpoint 4

Cause - I will have over delivered and done great for my client earning a great testimonial and if lucky been paid

Effect - If paid reach \$1000 before the dealing if not earn a great testimonial and have more experience on how to work with a client

Deadline 24/4/24

Checkpoint 5

Cause - I have earned enough testimonials and started working with bigger clients and made my first \$1000

Effect - I would have made money and be able to change my life by taking on bigger and bigger clients making more and more

Deadline -1/6/24

What unknowns will I face?

How long helping each client will take?

Any drastic changes in life that hinder me from making progress

What are the biggest challenges and roadblocks I need to overcome?

Laziness

Making excuses

Closing the deal

Delivering great copy for the client

What resources do I have?

Time (Waking up earlier)

Discipline

Indefatigability

Focused mind