

How many hours of sleep did you get last night?

- 9

What is the critical task you completed today that is moving the needle most?

- Finished my clients lead magnet and she loves it. Still needs a few tweaks before launch but the overall guide is done.

What were your achievements today?

- Submitted lead magnet copy for review and got good feedback.
- Added cta's in my lead magnet content
- Styled all the pages of the content
- Finished my checklist
- Got all my sunlight, water and food.
- Meal prepped for the week.

Twilight review on the day:

-  Aug 25

Wins:

- Finished styling my clients lead magnet and they loved it.

Losses:

- Slept in today. I got up at the right time but went back to bed. This is even worse.

Insights learned today and how you will apply them to hit your goal:

- I learned about optimizing my ads for conversions, but only looking at the clicks while I find my audience, then once I have an audience that has high clicks but low conversions, I move to optimizing the landing page. This is vague, but basically I learned about optimizing Meta campaigns better.

Tomorrow's tasks:

- Task: Make final tweaks to lead magnet and send to client
 - Make the button link work

- Set up download link
 - Add guide to autoresponder and write welcome message
- Task: Plan and Write New retargeting ad for lead magnet
 - Use ai to go through WWP
- Task: Add new ad campaign to Meta and launch.
 - Pause other ads.

Any other thoughts you have on your current situation and what you need to work on:

-