

1. What Assumptions or Unknowns do I face?

- i. I assume I will find killer ideas when I analyze the market's top players, if I don't I will just go take a look at top players from different markets until I find one.
- ii. I assume I will land my first client after 200 messages, but I will send 400 just to be sure.
- iii. I assume I will have a hypothesis about how to help my clients before the call, but I won't be sure about what it will be until I get on a sales call with them and get to understand their situation.
- iv. I don't know the exact time every task will take, that's why I'll allocate extra time just to be sure I'm on track.
- v. I don't know how to upsell them on a bigger project but that's okay because I can ask in TRW and find out from people who did.
- vi. I don't know how to create a winning outreach that's why I'm going to go over the client acquisition, level 4 copywriting and business mastery resources I have and start testing my way to success to create a winning dm because the opportunities in my current market are infinite (The scientific method).
- vii. I don't know what the outcome of the sales call its going to be, but it's 100% going to be 1 of 2 possibilities Yes or No I will prepare for both of those possibilities and go get another client.
- viii. I don't know what kind of project I'll have to do for my clients, but I'll narrow down the client's needs to 4 and have a contingency plan and a solution already ready for each.
- ix. I don't know what their audience will resonate with that's why before launching a project I need to research and analyze top players more, launch a mvp and test, test it out to only 100 people to not burn their entire audience down.
- x. I assume I'll close 50% of my sales calls because I will take advantage of the level 4 course in the copywriting campus and handle any objections they might have with ease by preparing for them.