

#1 Goal: Cause and Effect Chain

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

- 5K USD (7.5K AUD) A Month from 2–3 Clients on Retainer & Rev Share

2 – Work backwards from your goal and identify as many of the cause and effect chains and microsteps that will lead to the desired result. As Detailed as Possible

25: Repeat #8 → #23 for a Second Client if 10% Rev Share

24: Money Hits my Stripe Account and then Transfers to my Bank

23: I Get 10–20% of Revenue at the end of the Month

22: Get Brilliant Results for my Client 25K of Sales in One Month

21: Work to Build on a Greater Higher Scale Project for my Clients Biz Based on Top Player Analysis, Market Research, and Customer/Avatar Research

20: Negotiate a Small Retainer and 10–20% Monthly Revshare Deal

19: Client Loves me and my Results for them

18: Successful Discovery Project

17: New Product/Projects Testimonials creates Flywheel of Growth effect for Clients Biz

16: Customers Buy and Rave About the New Product

15: Launch new Promotion/Funnel

- 14: Get Feedback from Client on a call and Refine if Needed
- 13: Send First Version of the Copy Project to my Client
- 12: Batman Mode V2.0: Top Player Analysis, Market Research, Avatar Creation, Create Skeleton for Copy, Fill out the Skeleton
- 11: Discovery Project Time
- 10: Sales Call Success
- 9: Get Positive Reply from Prospect
- 8: Send 3-10 high Quality Outreaches Per day
- 7: Switch to Cold Outreach Strategy
- 6: Website including my Testimonials
- 5: Get Testimonials from Warm Outreach Clients
- 4: Batman Mode to get Results for my warm outreach clients
- 3: Warm Outreach Client Sales Call success
- 2: Daily execution of the Copywriting Checklist
- 1: Deep Understanding of Bootcamp Drilled into my brain both conscious and subconscious

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

1. This Assumes my Copy hits the market desires and can get my Clients the desired sales results
2. This assumes Warm Outreach works for me
3. This assumes Cold Outreach does not take me 300+ emails to land 1 sales call

4. This assumes I can K.O the discovery project so I can leverage the results into a Rev Share + Retainer
5. This assumes all the steps flow smoothly and there are no big time delays between steps
6. This assumes Testimonials from Warm Clients will have any impact on my Cold Outreach Conversion Rate
7. This assumes Clients do not try to fuck me over after I deliver a project
8. This assumes I pick a client/market that there is a strong demand for.
9. This assumes I wake up early and become a professional
10. This Assumes I can balance 2 clients from a time management perspective and the work is not more time demanding than expected
11. This Assumes I OODA LOOP this cause and effect chain as I progress