## #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