



THE EXERCISE

- 1 Identify a problem you are facing (bad outcome/symptom)
- 2 Walk the factory line
- 3 Ask why until you find the root causes. Use outside resources if needed.
- 4 Create or update your strategy and tasks to solve the problem and get your outcomes

Problem:

The problem I'm facing is making money because my current client is ghosting me, I don't have a prospects list to reach out and I'm not very confident about my copywriting skills

Walking in the factory line:

- I don't have a prospect list of prospects to reach out to, my client is ghosting me maybe because of the work I've shown him or he just doesn't want to work with me and my copy skills aren't improving because I'm not practicing copy formats

Ask why until you find the root cause use other resources if needed:

- Why haven't I made any money? Because I haven't progressed with my client and I didn't reach out to another one
- Why didn't I progress with my client? Because I haven't heard from him since I presented to him the landing page I created for him
- Why haven't I reached out to any clients yet? Because I don't have a prospect list and I'm a pussy
- Why don't I have a prospects list? Because I haven't bothered to create one
- Why haven't I practiced any copy? Because I'm spending my time elsewhere
- Why am I spending my time elsewhere? Because I do other important stuff, not enough time and wasting a little time on social media
- Why don't I have enough time? Because I can't get up in the morning
- Why can't I get up in the morning? Because I stop my alarm and go back to bed

- Why do I waste time on social media? Because I'm not disciplined enough to open up a google doc

Create or update your strategy to solve the problem:

- My strategy for solving this problem is to wake up every single day and start my day by doing my morning routine, create a prospect list with prospects i can reach out to form social media, physical stores, etc and carve out enough time to improve and practice my copy through out my day for example when i finish my morning routine and making breakfast i go right to work by opening a google doc and at night when i finish all other things that i need to do first