

## **Cause and Effect Assignment**

**Step 1: Pick one of the goals that your ideal self is going to achieve in the next 3-6 months.**

**The goal is to get  
paid \$10,000 a month**

**Step 2: Work backward from your goal and identify as many of the cause-and-effect chains that will lead to the desired result.**

**If I provide more value, then I will be of more value.**

**If I search IG, Google Maps, Facebook, then I can find prospects.**

**If I analyze prospects, then I can determine what they're missing.**

**If I outreach to prospects then I can expect a response.**

**If they respond then I can begin the process of delivering on my promise.**

**If they don't respond in 2-3 days then I can send a follow up.**

**If none of the prospects respond then I must analyze DM's and make changes.**

**If I receive minor interactions and am being ghosted by clients then I need to analyze from responses or my value provided and tweak it.**

**If I'm persistent and analytical in my work then I will eventually land a client.**

**If I land 1 client then I can land 100 clients.**

**If I charge \$500 for 1 client, then I need 20 clients for \$10,000**

**Step 3: Identify any potential "unknowns" or assumptions in your understanding of the cause-effect chains.**

**Assumptions:**

- I'm providing enough value
- I'm not under-selling my service
- I will receive a reasonable amount of responses.
- I know what the solutions are
- I will overcome any obstacle in my path.

**Unknowns:**

- Will the companies see the value
- How many clients can I land in a month alone
- Is \$500 asking for too much or too little

