









# WEEK 2 - 28 Days To A Client




## THE MASTER WAR MODE DAY PLAN + REPORT

✓/✗	U+I Of Task	Task List For The Day - Fill In ALL 20!
1. ✓	Q2 ▾	Meditate
2. ✓	Q2 ▾	Gratitude journal
3. ✓	Q2 ▾	Cold shower
4. ✓	Q1 ▾	Morning uni class SKUA
5. ✓	Q1 ▾	Morning uni class HPSA
6. ✓	Q2 ▾	Review 1 piece of student copy (timebox to 45 mins)
7. ✓	Q2 ▾	Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences
8. ✓	Q2 ▾	Watch morning power-up call and write down the lesson learned in 1-2 sentences
9. ✓	Q1 ▾	Send follow-up message to Igor (prospect)
10. ✗	Q1 ▾	Refine free gift for Ali with feedback from students
11. ✓	Q1 ▾	Write an outreach message to Ali
12. ✗	Q1 ▾	Refine outreach message for Ali
13. ✗	Q1 ▾	Send free gift to Ali
14. ✓	Q2 ▾	Finish Copy Corsairs challenge #1 - Extract ideas and draw conclusions
15. ✓	Q4 ▾	100 pushups
16. ✗	Q4 ▾	Yoga session
17. ✓	Q4 ▾	go over all the valuable messages/lessons extracted from #Improve marketing IQ chat
18. ✓	Q1 ▾	Reflection: Day 10 of the Real War Mode
19. ✓	Q1 ▾	Plan out Day 11 of the Real War Mode

	<b>U+I Of Task</b>	<b>Task List For The Day - Fill In ALL 20!</b>
20. 	<b>Q2</b>	<b>10 min yoga nidra before sleep</b>

	 <b>DAY NUMBER + DATE + TIME</b> 
<b>Day Number:</b>	<b>11</b>
<b>Date:</b>	<b>03/23/23</b>
<b>Start Time:</b>	<b>6 am</b>

	 <b>3 Things That I Am Grateful To Have In My Life</b> 
<b>1.</b>	<b>I am grateful for the white cheese I’m going to eat at lunch</b>
<b>2.</b>	<b>I am grateful for Gutcheck - he’s a top copywriting G, and all he has aided me with over the past few months</b>
<b>3.</b>	<b>I am grateful for the opportunity to review and learn from other students’ copy.</b>

	 <b>My Top 3 Priority Tasks That MUST Be Completed</b> 
<b>1.</b>	<b>Send follow-up message to Igor (prospect)</b>
<b>2.</b>	<b>Write an outreach message to Ali</b>
<b>3.</b>	<b>Send free gift to Ali</b>

 **Hour-By-Hour Tracking:**   
**[Plan+Measure=Improve]**

<b>\$ Task:</b>	<b>\$ Task = Set The Task That I Intend To Complete This Hour?</b>
<b>🔔 Intention:</b>	<b>🔔 Intention = What Is My Plan Of Action To Complete This Task For This Hour?</b>
<b>✍️ Reflection:</b>	<b>✍️ Reflection = Did I Complete This Task For This Hour? If Not, Then Why?</b>

## **MY MORNING WAR PLAN**

**🧠 What Do I Plan To Accomplish This Morning? 🧠**

**Get through uni classes.**

**Use the leftover time before lunch to expand my marketing IQ.**

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**🎯 What Is The Main Goal For This Morning? 🎯**

**Get through uni classes.**

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**🔑 How Will I Start My Morning With Power? 🔑**

***"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."***

**(Delete Any Boxes Below  
That Are Before The Time  
That You Start Your Day +**

# After The End OF Your Day In Your Own Copy)

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<b>6 am: Task</b> 💰	<b>Wake up, morning routine</b>
<b>Intention</b> 🔔	<ul style="list-style-type: none"><li>- Cold shower</li><li>- Coffee</li><li>- Morning hygiene</li><li>- Meditate for 15-20 mins</li><li>- Gratitude Journal</li><li>- Get ready for uni</li></ul>
<b>Reflection</b> ✍️	<b>Everything done</b>

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<b>7 am: Task</b> 💰	<b>Commute to uni</b>
<b>Intention</b> 🔔	<b>Listen to chapter 3 of “How to win friends and influence people” part 1</b>
<b>Reflection</b> ✍️	<b>I was reminded of an important principle: arise in the other person an eager want should I want to influence them. REMEBER: it’s not about selling, it’s about providing value</b>

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<b>8 am: Task</b> 💰	<b>Morning uni class SKUA</b>
<b>Intention</b> 🔔	<b>Morning uni class SKUA</b>
<b>Reflection</b> ✍️	<b>Was driven in an old Lada while doing an experiment. Cool.</b>

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<b>9 am: Task</b> 💰	<b>Morning uni class HPSA</b>
<b>Intention</b> 🔔	<b>Morning uni class HPSA</b>
<b>Reflection</b> ✍️	<b>Boring.</b>

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<b>10 am: Task</b> 💰	<b>Morning uni class HPSA</b>
<b>Intention</b> 🔔	<b>Morning uni class HPSA</b>
<b>Reflection</b> ✍️	<b>BOOOOOOOOOOOOOOOOOOOORING</b>

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<b>11 am: Task</b> 💰	<b>Commute back home</b>
<b>Intention</b> 🔔	<b>Commute back home</b>
<b>Reflection</b> ✍️	<b>Came back home</b>

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<b>12 am: Task</b> 💰	<ul style="list-style-type: none"><li>- <b>Review 1 piece of student copy</b></li><li>- <b>Watch 1 Kyle Milligan video and write down the lesson learned in 1-2 sentences</b></li><li>- <b>Watch morning power-up call and write down the lesson learned in 1-2 sentences</b></li></ul>
<b>Intention</b> 🔔	<ul style="list-style-type: none"><li>- <b>Review 1 piece of student copy</b></li><li>- <b>Timebox myself to 45 mins</b></li><li>- <b>Watch 1 Kyle Milligan video and write down the lesson learned in</b></li></ul>

	<b>1-2 sentences</b> <ul style="list-style-type: none"> <li>- <b>Watch morning power-up call and write down the lesson learned in 1-2 sentences</b></li> </ul>
<b>Reflection</b> 	<b>What I learned.</b> <ul style="list-style-type: none"> <li>- <b>Lesson from Kyle Milligan video: Don't read copywriting books. Find high-performing copy and analyze it.</b></li> <li>- <b>Lesson from morning power-up call #210: The most successful people are the ones who are the most adaptable.</b></li> <li>- <b>Lessons written down respectively as #38 and #39 in</b>   <b>Quick Lessons Learned</b></li> </ul> <b>Reflection on student copy review:</b> <ul style="list-style-type: none"> <li>- <b>I was able to finish my review in 45 mins, outlining most of my critiques and suggestions</b></li> <li>- <b>One lesson I reinforced is to have a clear purpose behind your piece of short-form copy. Target only one primary pain point, one primary desire or one idea and expand on it with intrigue and curiosity</b></li> <li>- <b>Furthermore, Refrain from targeting pains and desires from a different niche or a different Avatar in a similar niche</b></li> <li>- <b>Don't sell myself short: DON'T talk about what I CAN'T do for the prospect</b></li> </ul>

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## **END-OF-THE-MORNING REPORT**

 <b>What Did I Learn This Morning?</b> 
<b>I learned the importance of doing extensive research and focusing my copy only on one specific niche and one distinct Avatar.</b> <b>I also learned why I shouldn't sell myself short. DON'T talk about what I CAN'T do for the prospect, only talk about the super effective benefits of my product</b>

 <b>What Problem's Did I Face This Morning?</b> 
<b>None really. Everything went according to plan for once.</b>

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🔑 **How Will I Solve These Problems For This Afternoon?** 🔑

N/A

## **MY AFTERNOON WAR PLAN**

🧠 **What Do I Plan To Accomplish This Afternoon?** 🧠

**Send a follow-up message to Igor.**  
**Write an outreach message for Ali. Send free gift to Ali.**  
**Finish the Copy Corsairs Challenge 1.**

🎯 **What Is The Main Goal For This Afternoon?** 🎯

**Two main goals (prospecting):**  
- **Send a follow-up message to Igor.**  
- **Write an outreach message for Ali. Send free gift to Ali.**

🔑 **How Will I Start My Afternoon With Power?** 🔑

***"It is the internal struggles, when fought and won on their own, that yield the strongest rewards."***

<b>1 pm: Task</b> 💰	<b>Cook lunch</b>
<b>Intention</b> 🔔	<b>Cook lunch</b>
<b>Reflection</b> ✍️	<b>Cooked lunch.</b>

<b>2 pm: Task</b> 💰	<b>Eat lunch</b>
<b>Intention</b> 🔔	<b>Eat lunch</b>
<b>Reflection</b> ✍️	<b>Ate lunch.</b>

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<b>3 pm: Task</b> 💰	<b>Finish Copy Corsairs challenge #1</b>
<b>Intention</b> 🔔	<ul style="list-style-type: none"> <li>- <b>Extract ideas from research and funnel analysis</b></li> <li>- <b>Draw conclusions</b></li> <li>- <b>Gain UNLIMITED MARKETING POWEEEEEEEEEEERRRRRRR</b></li> <li>- <b>20 pushups</b></li> </ul>
<b>Reflection</b> ✍️	<b>I have extracted both some BIG ideas and some cunning tactics as well.</b> <b>All of my analysis, diagrams and thoughts are available at:</b> 📄 <b>Copy corsairs challenge 1</b> <b>20 pushups</b>

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<b>4 pm: Task</b> 💰	<b>Send follow-up message to Igor (prospect)</b>
<b>Intention</b> 🔔	<ul style="list-style-type: none"> <li>- <b>Go back to the boot camp to review follow-up messages</b></li> <li>- <b>Write a follow-up message for Igor</b></li> <li>- <b>Send the message</b></li> <li>- <b>20 pushups</b></li> </ul>
<b>Reflection</b> ✍️	<b>Couldn't find any relevant information for follow-ups in the bootcamp.</b> <b>Follow-up sent.</b> <b>20 pushups</b>

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<b>4:30 pm: Task</b> 💰	<b>Write an outreach message to Ali</b>
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<b>Intention</b> 🔔	<ul style="list-style-type: none"> <li>- <b>Write an outreach message to Ali</b></li> <li>- <b>Refine with GPT4</b></li> <li>- <b>Send for review in the chats</b></li> <li>- <b>20 pushups</b></li> </ul>
<b>Reflection</b> ✍️	<b>I spent this time writing most of the outreach message for Ali. Didn't do the pushups.</b>

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<b>5:30 pm: Task</b> 💰	<b>Refine free gift for Ali with feedback from students</b>
<b>Intention</b> 🔔	<ul style="list-style-type: none"> <li>- <b>Take a look at students' feedback</b></li> <li>- <b>Refine free gift</b></li> <li>- <b>20 pushups</b></li> </ul>
<b>Reflection</b> ✍️	<b>Also spent this time writing the rest of the outreach message for Ali. Didn't refine my free gift though. 20 pushups.</b>

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<b>6:30 pm: Task</b> 💰	<b>Refine outreach message for Ali</b>
<b>Intention</b> 🔔	<ul style="list-style-type: none"> <li>- <b>Take a look at students' feedback</b></li> <li>- <b>Refine outreach message</b></li> <li>- <b>Send free gift to Ali</b></li> <li>- <b>20 pushups</b></li> </ul>
<b>Reflection</b> ✍️	<b>Finally finished writing the outreach message for Ali. Refined it with some ideas from chatGPT4. And sent it for review in the chats.</b>

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<b>7 pm: Task</b> 💰	<b>Yoga session</b>
<b>Intention</b> 🔔	<b>20-30 min yoga session</b>
<b>Reflection</b> ✍️	<b>Took an afternoon break in this timeslot. Didn't do any work.</b>

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<b>8 pm: Task</b> 💰	<b>go over all the valuable messages/lessons extracted from #Improve marketing IQ chat</b>
<b>Intention</b> 🔔	<ul style="list-style-type: none"> <li>- <b>Extact value</b></li> <li>- <b>Do challenges</b></li> </ul>
<b>Reflection</b> ✍️	<b>Spent this hour going over the #Improve marketing IQ chat</b> <ul style="list-style-type: none"> <li>- <b>Extracted more valuable insights</b></li> <li>- <b>Did a Flash fascination challenge</b></li> </ul>

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<b>9 pm: Task</b> 💰	<b>go over all the valuable messages/lessons extracted from #Improve marketing IQ chat</b>
<b>Intention</b> 🔔	<ul style="list-style-type: none"> <li>- <b>Extract value</b></li> <li>- <b>Do challenges</b></li> </ul>
<b>Reflection</b> ✍️	<b>I've fully gone over the “dump” of valuable messages from the #Improve marketing IQ chat.</b> <b>I shared a cunning technique with the Gs #Improve marketing IQ chat which I extracted from my analysis of the Copy Corsairs challenge #1.</b>

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<b>10 pm: Task</b> 💰	<b>Eat dinner</b>
<b>Intention</b> 🔔	<b>Eat dinner</b>

<b>Reflection</b> 	<b>Ate dinner</b>
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<b>10:30 pm:</b> <b>Task</b> \$	<b>Reflection + Plan</b>
<b>Intention</b> 	<ul style="list-style-type: none"> <li>- <b>Reflection: Day 11 of the Real War Mode</b></li> <li>- <b>Plan out Day 12 of the Real War Mode</b></li> <li>- <b>Send both to # Accountability Roster</b></li> </ul>
<b>Reflection</b> 	<b>Day 11 done.</b> <b>Day 12 planned.</b>

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<b>11 pm: Task</b> \$	<b>Cool down and go to bed</b>
<b>Intention</b> 	<ul style="list-style-type: none"> <li>- <b>nighttime hygiene</b></li> <li>- <b>10 min of yoga nidra</b></li> <li>- <b>and go to bed.</b></li> </ul>
<b>Reflection</b> 	<b>Everything done.</b>



## End-Of-The-Day Report:



### What Did I Learn Today?

**Quite a lot of things actually:**

- **Don't sell myself short: DON'T talk of what my product/solution CAN'T do**
- **Adapt fast: The most adaptable people are the most successful**
- **Don't read copywriting books. Find high-performing copy and analyze it.**
- **Talk only about one specific niche and one distinct Avatar in that niche. Don't just mesh desires/pains from other niches or Avatars.**
- **Be purposeful: Always have a clear purpose behind every single one of my actions.**
- **"Ultra-low" ticket items: a cunning technique to bait more leads to become**

**customers**

**✗ What Problems Did I Face In The Day? ✗**

**The usual: needing more time than allotted to complete my tasks. Still, I'm getting more efficient at coming up with effective copy every single day.**

**🔑 How Will I Solve These Problems Tomorrow? 🔑**

**Remember to set a timer for each task (timebox myself).**

**NEW What Do I Plan To Do Differently Tomorrow? NEW**

**Remember to set a timer for each task (timebox myself).**

**♻️ What Do I Plan To Do The Same Tomorrow? ♻️**

**Plan out the morning and afternoon separately. This is wayyy better than having both halves of the day planned out the night before, because it saves me a huge amount of effort when the mornings don't go as planned (6/7 days).**

**📱 Who Do I Need To Update, Contact, Ask A Question To, And Share Feedback With? ➡️**

**I need to finish my free gift and outreach message to Ali and send him the free gift.**

**📝 What Tasks Were Left Undone? 📝**

- **Refine free gift for Ali with feedback from students**
- **Refine outreach message for Ali**
- **Send free gift to Ali**
- **Yoga session**

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## **Brain Dump:**

**Yoga session isn't really that important anyway. I'm not doing any hardcore strenght or bodybuilding training so I doubt I'll have flexibility problems anytime soon.**