

Goal: make \$5000/month in the next 3 to 6 months

Cause

I will have to onboard more clients as I'm currently making \$500 so 4500 of the goal

I can have to bring more value to my existing client to bring the price to 5k

Or have one client paying me 2k and another paying 2.5k to make up 5k

Or other clients for smaller amounts until reaches 5k

I do short form content and email marketing so I will need to improve the quality and results of those services

Expanding my skills Learn social media ads and how to run them writing effective persuasive copy using the real world resource in the copywriting campus

Continue posting more value able content to my instagram page and grow following sell my service to them

I will have to do some more warm outreach to my friends, close school teacher if I have to, and networking around my church with business owners to onboard clients

Cold outreach with testimonials from my existing clients to onboard clients such as cold emails, social media dms, and cold calls

Effect

I will hit 5k

If not within 3 months eventually adapting and evolving my strategy

I may get closer hitting 4k or 3k in those months

Will have more results and experience in those months

Leverage the results from old and new clients in my cold emails

Will build up my IG following make it more easy to sell my services to followers

Expanding my skill sets and improving my copywriting abilities making me more valuable

Unknowns

Will have to get my work review by Andrew Bass or the captains

May have clients leave me

Will probably need to outsource onboarded a team (1 or 2 people if needed)

Will have some troubles with my cold outreach

Some strategy for my clients may not work

Will have continually adapt