

Rewritten Notes

General Mindset (10.0)

- Don't explain yourself to others.
 - Right now, no one really understands what you're building — and that's okay.
 - You have around **56,000 thoughts a day** — about **49,000 are negative**, and only **7,000 are positive**. Work on shifting that balance.
 - There's no time to cry about your feelings — focus on action.
 - Fill your calendar the night before with tasks for the next day to keep you going.
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9 Keys to Success (10.0)

1. Build your **personal brand** and keep enhancing your relevance.
 2. Find the right **content** that grabs your target audience's attention.
 3. Set **smaller, realistic goals**.
 4. Don't fall apart if you don't make a sale — it's part of the process.
 5. Create a **step-by-step plan** for your program: how it works, story marketing, content marketing — plan it well.
 6. You **will get burned** along the way — and that's how you grow.
 7. Learn **sales skills** — how to talk to people, how to make effective calls, and how to create the effect of **FOMO** (Fear of Missing Out).
 8. Create **multiple offers** — free trials, low-ticket, and high-ticket options.
 9. Actively **promote your content and your story**.
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How to Guarantee Long-Term Success on Instagram (17.1 & 17.2)

Mindset (17.1 & 17.2)

- Make your mindset a **top priority**.
 - Always show up — on every call, every day, keep learning.
 - No pausing.
 - Aim to reach your next level of potential.
 - Don't chase quick money. Fall in love with the process — the money will come as a **side effect**.
 - Create a solid **daily and weekly plan**.
 - Take it **step by step**.
 - Show up on calls and **take notes** — don't just listen.
 - Remember: **99.9% of this depends on you**. You're doing it for your future, and your mentor is guiding you in the right direction.
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Growth (17.1 & 17.2)

- **Editing** and **copywriting** are the most important skills — master them.
 - **CapCut** → **TikTok** – competition for Instagram.
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Posting Strategy (17.1 & 17.2)

When to post:

- 2 hours before or after peak activity, or about **20 minutes before the top of the hour**.

How to post:

- Add **keywords** and **topics** to your video.

- Choose **connected themes** if you include more than one topic.
- Use **keywords** that best describe your video — hide them in Instagram (move them off-screen) so the algorithm reads them but viewers don't see them.

Background:

- Use a clean, visually appealing part of your video or a well-edited background (CapCut works great).

Hashtags:

- Use **6–9 hashtags**:
 - 3 highly specific
 - 3 related to your video
 - 3 related to your page (large ones with millions of uses)

Captions:

- Write something engaging that encourages people to read. The longer they stay, the more **views you get**.

Engagement:

- Focus on **value, watch time, saves, and replies**.
- Respond to comments and create real conversations with your followers.

After posting:

- **Stay off Instagram for 60 minutes** so the algorithm doesn't detect constant refreshing.

Posting Frequency:

- **1k–10k followers**: Post **2x per day** → Focus on **quantity**.
- **10k–100k followers**: Post **1x per day** → Focus on **quality**.

Observe others:

- Study what works for others and why they appear on your **Explore Page**.

Algorithm tip:

- Instagram first shows your content to **10% of your followers**. Make content that can **go viral**, not just fill your feed.

Quality & Quantity (17.1 & 17.2)

- Sometimes one is more important than the other — but the **best results come when you balance both**.
 - Combining them effectively is the fastest way to grow.
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Sales (17.1 & 17.2)

- Be **confident** in what you're offering — know your value.
 - Use **ManyChat** (bots) to automatically respond to DMs and comments (monthly subscription).
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5 Rules for Success (28.0)

1. **Don't let other people's opinions hold you back.**
 - Listen only to people who've already achieved what you're aiming for — they won't judge you, they'll understand.
 2. **The 100% Rule**
 - Focus on **one thing at a time**. Too many goals lead to poor execution.
 - Use **timers and countdowns** — **focus** is everything.
 - Set **priorities** and stick to them.
 3. **Belief**
 - Believe that what seems impossible **can be achieved**.
 - Think big — 10k/month, 1M/year, dream car, dream house.
 4. **Set Goals**
 - Define clear goals and **reward yourself** once you achieve them.
 5. **Do what 99% aren't doing**
 - Don't skip days. Don't give half effort.
 - **Invest your all** — that's how you win.
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30-Day Challenge (28.0)

- Watch **1 live call** and **2 recorded sessions per week**.
 - Grow your main profile to **1,000+ followers**.
 - Post either **1 long video (30+ seconds)** or **2 short ones (around 30s or less)** every day.
 - Aim for **100,000+ views** on at least one reel.
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Dream Life Calculation – Dream Car (32.0)

- I calculated the cost of my **dream car** using a **leasing payment calculator**.
- The car: **Mercedes AMG GT63s**
- Duration: **72 months (6 years)**.
- Full price: **~150,000€**
- Monthly leasing cost: **€2,083**.