**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.

**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**.

**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.

**Growth (17.1 & 17.2)**

* **Editing** and **copywriting** are the most important skills — master them.
* **CapCut** 🡪 **TikTok** – competition for Instagram.

**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.

**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).

**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.

**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.

**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**.