1. Introduction

Thank you for joining my workshop on Client Magnet Habits. Before we dive in, let me share what you can expect to learn today. We'll cover realistic expectations about getting clients, developing the right mindset for handling rejection, making productive work a habit, and reducing the mental resistance that comes with daily tasks. All of this will lead to 100 productive days

that will help you land clients.

2. Who Am I?

I'm Judy, a 17-year-old copywriter and growth operator based in Belgium. I started this journey in 2022 when I was 15, at a time when my family was struggling financially and I needed to find a way to help my mom.

3. My Journey: From Gaming to Growth Operating

Here's something funny - a few months before I started copywriting, I began seeing Andrew Tate on my For You page. Even my mom started sending me his videos, saying "Look, this man, what he's saying, he's right." For me, it was life-changing advice because until then, I'd never heard anything different. All I knew was school - I didn't even have big goals in life.

When I heard what he had to say, it was so different that I needed to hear more. I fell into this rabbit hole of online business and making money online. Instead of just watching motivational videos, I decided to take action.

3.1. My First Success

I started with short-form video editing when YouTube Shorts were really taking off. A few weeks later, I got my first client and started earning $50 per week. This was crucial because it proved to me that making money online was real. Let me tell you - even if you make just one cent online, that proof is powerful. It shows you it's possible, and once you know it's possible, you'll succeed even faster.

3.2. The Turning Point

During the FIFA World Cup, I had a realization that changed everything. I saw how much money was flowing into something that wasn't even life-changing - just entertainment. I thought to myself, "If there's so much money being spent on this, why can't I have at least a fraction of it?" That's when I decided to invest in my first copywriting course.

3.3. My Daily Routine

I developed what some might call an intense schedule, but it worked for me:

- Wake up at 4 or 5 AM
- Practice copywriting

- Reach out to 50 prospects
- Attend school full-time
- Work from 5 to 9 PM
- Repeat every single day

Let me be clear - I wouldn't have been able to do any of this if I hadn't fixed my mindset first. You see, before all this, I was obsessed with video games - Team Fortress 2, Overwatch, Fortnite, League, you name it. I had no goals, my grades were bad, and I wasn't doing my homework. I'm not saying I've made some incredible transformation, but considering where I started, it's pretty significant.

4. The Truth About Productivity

Here's something important - I achieved all of this without ever having to meditate or take cold showers. You won't hear me talking about a 13-step morning routine because, honestly, that's just unnecessary. If you've tried those elaborate morning routines for productivity, you probably already know they don't work. They're just a waste of time.

I did all of this without coaching or mentorship, just through continuous experimenting and experience. What I'm about to share with you has a 100% success rate - but only if you do it consistently.

Quick disclaimer: You might be disappointed by how simple this stuff is. There's no magic involved - I'm not a wizard. You might even hear things you already know, and your brain will start making excuses. But today, we're going to remove those excuses and get straight to work.

5. Why You're Struggling to Make Progress

Let's talk about why you started copywriting in the first place. Maybe it was to make extra money, help your family, quit your 9-to-5, or become rich. Whatever your reason, you have to take it seriously. If you don't take yourself seriously, you'll end up procrastinating.

Here's the missing piece that nobody talks about: You need to keep your "why" as relevant as possible. Not just as one of your top priorities - but as THE top priority. I want you to think about your goals 24/7.

5.1. The Power of Productive Thoughts

When you're washing dishes, showering, or doing laundry, you have random thoughts because you have nothing else to think about. I want you to use these moments for productive thoughts. Here's what I've

noticed from my personal research: whenever I'm in a rut, I don't have any thoughts about productivity or my goals. But when I'm on a productivity streak, all I think about is work, my goals, how I can improve, what content I can create - and that leads to even more productivity.

5.2. Fixing Your Thought Cycle

If you're in a rut, the first thing to do is change your thought cycle. You need to think like someone who is productive all the time. Only consume content related to your goals. I promise this will automatically lead to productivity.

5.3. Setting Realistic Expectations

You won't become ultra-productive after one day. You won't get a client after one day. If it was that easy, everyone would do it. Here's what you should actually expect:

- You'll fall into ruts occasionally - it happens to everyone, even for just a day
- You'll fail to achieve some short-term goals
- You might get unwanted results despite your efforts
- You might go without sales or clients for a

while

But once you do get a client, you'll finally know what works. The key is to keep going.

6. Making Productivity a Habit: My System That Works

6.1. The Power of Habit Tracking

Let me share something that changed everything for me - habit tracking. But here's the twist: you need to compare yourself to yourself. Every week, track your habits and compare them to last week. If you're more productive this week than last week, that's progress. It's like leveling up in a video game.

For example, let's say you're tracking:

- Writing copy (checkmark)
- Doing outreach (checkmark)
- Creating content (checkmark)

If you don't complete Thursday and Wednesday this week, but last week you missed Monday, Tuesday, and Wednesday - guess what? You've still made progress because you did four more tasks than last week.

6.2. My Daily To-Do List System

I carry a small notebook everywhere I go. Before going to sleep, I write my to-do list for the next day. This gives me a blueprint when I wake up. Here's why this is crucial: you cannot leave room for boredom or excuses - that's the ultimate way to fall into a rut.

If you finish all your tasks and feel bored, at least read a book or do something productive related to your goals. Don't slow down - the more you slow down, the more you delay achieving your goals.

6.3. The "Eat the Frog" Method

Get to work as soon as you wake up. That's why I woke up at 4 or 5 AM. I knew that if I didn't do the work then, I'd never find time later in the day. Even if you just wake up an hour earlier than usual, get to work immediately. Trust me, it doesn't feel as hard as trying to work after coming back from school or your job.

6.4. Time Blocking for Success

Add timestamps to each task. You can use Google Calendar for this. For example:

- Morning: Copywriting
- After 10 AM: Outreach

- Afternoon: Content creation

Even if you don't follow these timestamps exactly, repeat the pattern every day and adjust based on what works best for you. Eventually, it becomes imprinted in your mind - you'll know that at 10, you need to start outreach. At 9, you need to do prospecting. It becomes automatic.

6.5. The "One Step at a Time" Method for Overcoming Resistance

Sometimes starting a task is harder than doing the actual task. Here's my method for removing that mental pain:

1. Simplify your tasks as much as possible
   - Outreach? It's just talking to people
   - Writing an email? It's just clicking buttons
2. Prepare without pressure
   - Just open your laptop
   - Pull up your prospect list
   - You don't have to do anything yet
3. Take tiny steps
   - "Maybe I'll just send one message"
   - "Okay, maybe one more"
   - "Five messages isn't so bad"

7. The Reality of Getting Clients: My Proven Approach

7.1. The Simple but Effective System

Let me be completely honest - there's no magic formula here. The system I use is straightforward, but it works. Here's what I do:

1. Prospecting
   - I keep a Google Sheet with potential clients
   - Store their profile links or emails
   - Dedicate two days per week just for prospecting
   - Track everything on a tracking sheet (this is crucial)
2. Non-Negotiable Outreach
   - 50 outreaches per day, minimum
   - No excuses - even if I'm sick
   - This isn't optional - it's the foundation of success
3. Track Everything
   - Record all responses
   - Document results
   - Use this data to improve your approach

7.2. My Instagram Outreach Method

Here's my specific approach that's worked consistently:

1. The Opener Message
    Instead of sending a block of text, I start with a simple question about their product. For example:
    - "Are you still taking coaching clients?"
    - Keep it short and relevant to their business This gets me about a 90% response rate. Why? Because it's easy to answer and directly related to their business.

2. The Follow-Up
    After they respond, I continue with something like:
    "What if I can get you 50 more coaching applicants in three months, free of charge? I don't get paid unless you get results." Yes, I often get ghosted after this, but some people respond politely, and occasionally, someone says yes. That's all you need - one yes.

7.3. Multi-Channel Approach

I don't just stick to Instagram. I reach out to the same prospects through email too:

- Instagram for conversation-based outreach
- Email for straightforward pitches
- This doubles your chances of getting noticed

7.4. Handling Rejection

Let me be real with you - I've been told to F off, been blocked, been told my profile looks horrible, that my outreach is terrible, and that my voice notes are awful. But here's the key: Don't take it personally.

The worst thing you can do in outreach is bring emotion into it. Think from the prospect's perspective:

- They're busy business owners
- They only have time for work and family
- Why should they take time to read your message?

7.5. The "Next" Mentality

Here's my secret for handling rejection: the "Next" mentality.

- Someone doesn't reply? Next.
- Someone rejects you? Next.
- You will never run out of prospects
- There are millions of businesses worldwide ready to give you money

7.6. Building Credibility

Even without extensive experience, you can build credibility:

- If you're in a paid community like CopySkills, mention it
- Talk about your education and investment in yourself
- Use any past results, even small ones
- Show that you're serious about your craft

Remember this: all it takes is one 'yes' to change everything. You're not just looking for any client - you're looking for the right client who can help you grow.

8. Starting Your Year Right: The 100-Day Framework

8.1. Why 100 Days?

Let me tell you why I chose 100 days. It's long enough to see real results but short enough to stay focused. Plus, if you start now, imagine where you'll be in just over three months. Most people overestimate what they can do in a day but underestimate what they can

achieve in 100 days.

8.2. The Framework Breakdown

8.2.1. Days 1-30: Foundation Building

- Set up your systems
- Create your prospect list (minimum 500 businesses)
- Perfect your outreach messages
- Start building your portfolio (even if it's spec work)
- Begin daily outreach (50 messages per day)

8.2.2. Days 31-60: Momentum Phase

- Analyze what's working and what isn't
- Refine your approach based on responses
- Continue consistent outreach
- Start creating content to build authority
- Focus on getting your first client

8.2.3. Days 61-100: Scaling Phase

- Double down on what's working
- Get testimonials from early clients
- Increase rates if you've gotten results
- Build systems for recurring clients

- Start creating case studies

8.3. Daily Non-Negotiables

Here's what you absolutely must do every single day:

1. Wake up early (pick a time and stick to it)
2. Write your to-do list the night before
3. Track your habits
4. Send 50 outreach messages
5. Improve your skills (study copy for at least 30 minutes)

8.4. Weekly Reviews

Every Sunday, ask yourself:

- What worked this week?
- What didn't work?
- What can I improve?
- Am I closer to my goals?
- What do I need to change?

8.5. The Mindset Shift

Here's something crucial I learned: Stop thinking about yourself. Instead, think about:

- How can I help this business?

- What value can I bring?
- How can I solve their problems?

8.6. My Personal Tips for Success

1. Remove Distractions
   - Delete social media apps except those you use for work
   - Turn off notifications
   - Create a dedicated workspace
2. Stay Consistent
   - Don't break the chain of daily tasks
   - If you miss a day, never miss two in a row
   - Keep your momentum at all costs
3. Track Everything
   - Number of outreach messages sent
   - Responses received
   - Conversations started
   - Deals closed
4. Build Systems
   - Create templates (but personalize them)
   - Use automation tools wisely
   - Document what works

8.7. Final Words

Remember this: The difference between success and failure isn't talent or luck - it's consistency and persistence. You don't need to be the best copywriter in the world. You just need to be good enough to help businesses grow.

9. Common Questions & Real Answers

9.1. "What if I'm not good enough yet?"

Look, when I started, I wasn't "good enough" either. But here's the truth - you get better by doing the work. Start with smaller businesses who need basic copy. As you improve, you can take on bigger clients. Remember, I started at 15 with zero experience. If I could do it, you can too.

9.2. "How do I handle rejection and ghosting?"

I get it - rejection hurts. But here's how I reframe it: Every "no" is one step closer to a "yes." Think of it like a video game - you need to defeat small enemies to reach the boss. Each rejection is just leveling up your

resilience.

9.3. "What if I can't wake up early?"

Then don't. Seriously. The early morning routine works for me, but maybe you're more productive at night. The key isn't the time - it's the consistency. Pick hours that work for you and stick to them.

9.4. "How much should I charge as a beginner?"

When I started, I charged $50 per email. Was it low? Yes. But it got me started. Once I had results, I increased my rates. Start where you're comfortable, get results, then raise your prices. The key is to start somewhere.

9.5. "What if I don't have time because of school/work?"

I went to school full-time while doing this. Yes, it was hard. But ask yourself - how badly do you want this? Find pockets of time:

- During lunch breaks
- On the commute
- Between classes

- Early morning/late night
- Weekends

9.6. "How do I deal with imposter syndrome?"

I still deal with this! But here's what helps me: Focus on solving problems. When you're genuinely trying to help businesses grow, imposter syndrome fades. You're not pretending to be something - you're just helping people.

9.7. "What if my English isn't perfect?"

Neither is mine! I'm from Belgium, remember? Good copy isn't about perfect grammar - it's about connecting with people and driving results. Some of my best-performing emails had grammar mistakes.

9.8. "How long until I get my first client?"

It took me 3 weeks of consistent outreach. For some people, it's faster; for others, slower. The timeline doesn't matter - your persistence does. Keep improving, keep reaching out, and it will happen.

9.9. "What if I fail?"

Let me reframe this: The only real failure is giving up. Everything else is learning. I've "failed" countless times, but each failure taught me something valuable.

9.10. Final Advice

1. Start today, not tomorrow
2. Focus on helping businesses, not on your fears
3. Track everything
4. Stay consistent
5. Keep learning
6. Don't compare yourself to others
7. Take action, even if it's imperfect

Remember why you started this journey. Whether it's to help your family like I did, to gain financial freedom, or to build a career you love - keep that reason in front of you every day.

Are you ready to start your 100 days? Because if you follow this system consistently, I promise you'll see results. They might not come as quickly as you want, but they will come.

10. Your Action Plan & Resources

10.1. Day 1 Setup Checklist

10.1.1. Essential Tools (All Free to Start)

- Google Sheets (for tracking)
- Google Calendar (for time blocking)
- Simple notebook (for daily planning)
- Gmail account (for professional outreach)

10.1.2. Create Your Tracking System

Here's a simple template for your Google Sheet.

Outreach Tracking Sheet Layout:

- Column A: Date
- Column B: Business Name
- Column C: Contact Person
- Column D: Platform (Instagram/Email)
- Column E: Message Sent (Yes/No)
- Column F: Response (Yes/No)
- Column G: Type of Response
- Column H: Follow-up Sent
- Column I: Result

- Column J: Notes

10.1.3. Daily Schedule Template

- 5:00-6:00 AM: Wake up & morning routine
- 6:00-8:00 AM: Writing/Learning
- 8:00-10:00 AM: Prospecting
- 10:00-12:00 PM: Outreach
- 12:00-1:00 PM: Break
- 1:00-3:00 PM: Client work/Portfolio building
- 3:00-4:00 PM: Skill development
- 4:00-5:00 PM: Admin/Planning

(Adjust times to your schedule)

10.2. Week 1 Focus Areas

10.2.1. Monday-Tuesday: Setup

- Create your tracking systems
- Set up professional email
- Clean up social profiles
- Make template folder

10.2.2. Wednesday-Thursday: Research

- Identify 100 potential clients
- Study their businesses

- Find pain points
- Create outreach templates

10.2.3. Friday: Start Outreach

- Send first 50 messages
- Track all responses
- Adjust approach as needed

10.2.4. Weekend:

- Review week's progress
- Plan next week
- Study successful copy

10.3. Resource List

10.3.1. Copy Learning

1. Free Resources:
    - Copyhackers blog
    - Gary Halbert letters
    - Swipe files from successful campaigns

1. Books to Start With:
    - "Breakthrough Advertising" by Eugene Schwartz
    - "The Boron Letters" by Gary Halbert

- ◦ "Scientific Advertising" by Claude Hopkins

10.3.2. Portfolio Building

Start with these practice assignments:

1. Write 5 different email subject lines
2. Create 3 landing page headlines
3. Write 2 complete sales emails
4. Develop 1 full product description

10.4. Templates to Create

10.4.1. Basic Outreach Template

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Hi [Name],

Quick question - are you still [taking coaching cli

[Your name]
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10.4.2. Follow-up Template

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Thanks for responding!

I noticed [specific observation about their busines
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I only get paid when you get results.

Interested in hearing more?

10.4.3. Project Tracking Template

Project Name: Client: Start Date: Deadline: Goals: Metrics for Success: Daily Progress Notes:

10.5. First Week Goals

- Set up all systems ✓
- Create tracking sheet ✓
- Build initial prospect list (100 minimum) ✓
- Send first 250 outreach messages ✓
- Start portfolio with 3 spec pieces ✓
- Read one copywriting resource completely ✓

10.6. 30-60-90 Day Goals

10.6.1. 30 Days:

- 1,500 outreach messages sent
- Portfolio complete
- First client secured
- Basic systems established

10.6.2. 60 Days:

- 3,000 total outreach messages
- 2-3 active clients
- Case study created
- Rates increased

10.6.3. 90 Days:

- Consistent client base
- Higher-ticket clients
- Systematic approach
- Clear specialization