How to identify the unknowns and assumptions?
- "Foggy" parts of the map ahead.
- Checkpoints and tasks you don't know yet If you've never been there or done it before, there are going to be things you don't know...

Preemptively solve the unknowns you can:
- Consult "maps" review notes and course material.
- Talk to people who have been there before or are there now
- Identify the most likely possibilities, prepare for all
- Quick "Leader's Recon"

Risk Determinetesting strategy:
- Are opportunities scarce or infinite?
- What are the upsides and downsides of getting it wrong?

Scare opportunities:
- Research and modelling take on greater importance
- Find creative ways to test your assumptions before you begin
- Measure twice and cut once

Abundant and low downside opportunities:
- "Recon By Fire"
- AB Test
- The faster you can test new variations the faster you'll find what works

The scientific method / OODA loop:
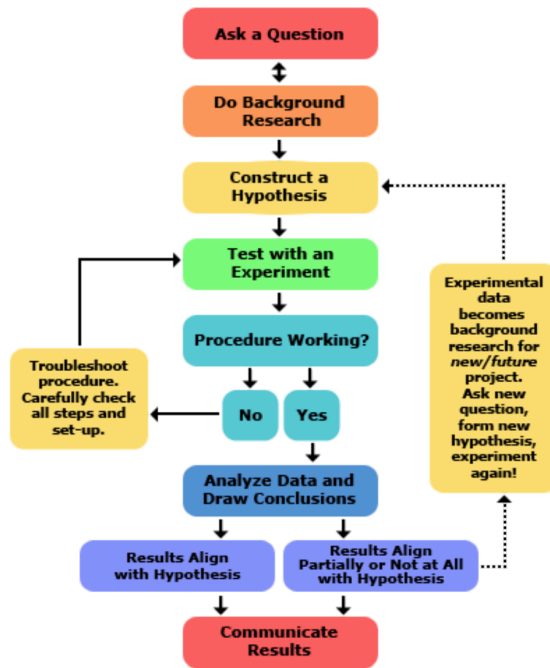
EXAMPLE - OUTREACH

1 Create Hypothesis
Including the prospect's name in the beginning of the DM will increase open rates

2 Design A Test
- Test group and control group
- Isolate single variable - Name position
- Keep everything else the same. Your profile name, niche, account size, etc
- Send X amount of research with name at beginning

3 Measure Results
- Which has higher open rates? Control or test?

4 Either use winning solution or create new hypothesis

Ways you can test hypothesis/assumptions:

- Launch an MVP and test Example - before launching the full program, create a lead magnet that helps with the main problem, launch, and see if people respond well
- Focus group. Talk with target market:
  - Directly In person
  - Surveys/polls
  - Response to Content

- Back test. View how an idea has played out or would have played out in past or adjacent scenarios.

My assumptions from the CONQUER PLAN:

I don't know:
1. What particular offer should I present during the sales call

Scarce opportunity- "Measure twice and cut once"- prepare myself as best as possible for potential solutions for them and prepare spin questions and educate myself on how to close a client on a call.

2. If the outreach will be liked and positively perceived by the business owner

Infinite opportunity- "Recon By Fire" and the AB Test together. I will increase the number of people to reach out to up to 90 to increase the probability of getting a positive outcome. Every outreach will be personalized specifically for them.

I assume:
1. Pains and desires of the business owner

It kind of infinite, Identify the most likely possibilities and desires, prepare for all and do relevant research to understand them as deep as possible

2. The best possible offer for a prospect during outreach

Find creative ways to do so good analysis of their business so that I will be prepared to rocket 10x their business at the outreach stage and present this to them.

3. What and how I'm gonna happen to 10x their revenue

I can assume that by clear math only and focus on one particular product to sell.

4. What objections might they have compared to my offer

Demolish objections course, maybe also some stuff from Arno campus

5. If the solution I offer and project that I'm doing is going to work

Zależy od wielkości projektu, strategia, jaką powinienem dobrać już na poźniejszym etapie