

CONQUEST PLANNER

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome? (e.g., "Launch a successful online business within the next year")

[Insert your answers here]

My Result Is - I want to earn \$1k in 3 months from now (19.04.2024)

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

How will you know when you've achieved your outcome and how will you measure it? (e.g., Revenue generated, number of customers acquired, website traffic, etc.)

[Insert your answers here]

How will I measure my progress? - Observing how much money is going into my bank account. If I get \$1k from all my clients, I will consider the task completed.

What will it look and feel like? - It will be just another day of hard work and completing my tasks, but I will feel proud of myself

What will it allow me to do after I reach it? - I will be able to boost my confidence and land bigger and more profitable deals with other clients and eventually become financially free within a few years. I will be able to protect my family if something wrong happens (war, economy crash, etc.). I will be able to fulfill my dreams of being a self-made millionaire and prove to myself and anyone around that I am able to achieve amazing results. I will be able to fulfill all my material dreams like owning a house in the countryside and having a supercar in my garage.

Step 3: How Close Are You To Your Outcome From Your Current Position?

Describe your situation in detail. Where are you currently in relation to your outcome?

[Insert your answers here]

Where am I now? - I am a broke right now. I've just got my first testimonial, but haven't ever made any money from copywriting.

Step 4: What Are Your Checkpoints Towards Your Outcome?

What checkpoints do you need to achieve between your current position and your ultimate outcome? Break down your big result into smaller, actionable steps.

For example, if your goal is to launch an online business:

- Checkpoint 1: Conduct market research
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

[Insert your answers here]

My Outcome Is - earning \$10k for my customers

- Checkpoint 1: Use earned testimonial to maximize the probability of cold outreach success
- Checkpoint 2: Get first paying client as a copywriter

- Checkpoint 3: Provide him massive value and earn first money as a copywriter
 - Checkpoint 4: Get into the Experienced section
 - Checkpoint 5: Land more clients that are willing to pay me/ continue working with old clients
 - Checkpoint 6: Keep doing projects and providing value while continuously learning and improving copywriting skills
 - Checkpoint 7: Earn \$10k for my customers and make \$1k myself as a result
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Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder your progress toward each checkpoint towards your outcome? How can you counteract these factors? What do you “know you don’t know”? How can you close the knowledge gap? (e.g., Lack of time, financial constraints, technical challenges, etc.)

[Insert your answers here]

What potential roadblocks could hinder my progress? -

- Troubles with finding clients
- Failing projects due to lack of knowledge
- Lack of time due to circumstances that might occur
- Lack of energy
- Lack of faith in myself
- Burnout

How will I overcome these roadblocks? -

- I will get more testimonials and recommendations even if I have to work for free
- I will sharpen my copywriting skills and become a true expert in marketing by investing as much time as I possibly can

- I will do everything I can to concise the time I am working and become as productive and concentrated as possible
- I will have a few pushups, prayers and get some mental boost from loved ones and will go back to work
- I will look on my previous victories and remind myself that if one man could achieve the results I want, I can too
- I will go back to the roots of why I consider copywriting as an exciting work. I will reward myself for every copywriting victory so that my brain will connect copywriting with becoming a better person and achieving more in life.

What do I know that I don't know? -

- I don't know how to run profitable Fb ads
- I don't know how to run TikTok ads
- I don't know how to grow SM account fast
- I don't know the technical stuff (like how to put my copy on clients web page etc.)

How will I close this knowledge gap? -

- I will go through all the resources I have or seek knowledge from other experts in these fields (but I assume I will find everything in TRW)

Step 6: What Helpful Resources Do You Have?

What resources do you have that will allow you to overcome obstacles and achieve your outcome faster? (e.g. TRW, current personal network, experience in an existing industry, etc.)

[Insert your answers here]

I have access to and will use -

- TRW chats
- TRW Copy Review Channel
- TRW Advanced Copy Review Aikido Channel
- Copywriting Experts' knowledge
- Experience of the Captains and prof. Andrew
- Other marketing courses I have gone through so far

Step 7: What Specific Tasks Will Lead To Each Checkpoint?

Break down each mini-goal into specific tasks that need to be completed to achieve it.

For example, if your mini-goal is to conduct market research:

- Task 1: Identify target audience demographics
- Task 2: Conduct competitor analysis
- Task 3: Create surveys or questionnaires
- Task 4: Analyze data and draw conclusions

[Insert your answers here]

CHECKPOINT #1: Use earned testimonial to maximize the probability of cold outreach success

Task 1: Find prospects, write a great cold outreach message and fit the testimonial into it so I could instill more credibility into my offer

Task 2: Send 3-10 outreach messages everyday

Task 3: Review my outreach messages if I'm not getting any response

CHECKPOINT #2: Get first paying client as a copywriter

Task 1: Book a sales call as soon as possible after I get a response

Task 2: Learn as much as possible about the client's situation during the call

Task 3: Come up with the strategies and the ideas on how to provide results for a client

Task 4: Use AI and chats to see if there are some better ways to provide value than those I came up with

Task 5: Follow the Winner's Writing Process and provide outcome for my client

CHECKPOINT #3: Provide him massive value and earn first money as a copywriter

Task 1: Stretch my brain, use AI and chats to see how much options there are to provide results for my client

Task 2: Follow the Winner's Writing Process and provide outcome for my client

Task 3: Revise my copy and submit it for review for other students and Captains/Prof. Andrew

Task 4: Close the knowledge gaps by spending at least 0,5h/day on improving skills

Task 5: Submit my copy for the client and revise it with him to make sure that the copy meets expectations

CHECKPOINT 4: Get into the Experienced section

Task 1: Earn ~\$300 for my client(s) and share it into the Wins channel

CHECKPOINT 5: Land more clients that are willing to pay me/ continue working with old clients

Task 1: Repeat the process from checkpoints #1 - #3

CHECKPOINT 6: Keep doing projects and providing value while continuously learning and improving copywriting skills

Task 1: Complete my daily checklist everyday

Task 2: Find an extra 0,5-1h to improve my copywriting skills and close the knowledge gaps

CHECKPOINT 7: Earn \$10k for my customers and make \$1k myself as a result

Task 1: Provide value to my customers and keep earning money until the goal is achieved

Step 8: When Will You Perform These Tasks?

Assign each task to a specific date and time on your calendar.

Be realistic about your time constraints and allocate sufficient time for each task.

- Use reminders and alerts to keep you on track and accountable.
- Prioritize tasks based on their importance and deadlines.

[Insert Your Google Calendly Link Here]

20.04 - 27.04: CHECKPOINT #1: Use earned testimonial to maximize the probability of cold outreach success

Task 1: Find prospects, write a great cold outreach message and fit the testimonial into it so I could instill more credibility into my offer (1,5h)

Task 2: Send 3-10 outreach messages everyday (1h)

Task 3: Review my outreach messages if I'm not getting any response (0,5h)

<https://calendar.google.com/calendar/u/0/r/week/2024/4/21>

Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule.
 2. Regularly review your progress toward each checkpoint.
 3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.
 4. Continuously refine your plan based on your experiences and feedback received.
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Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.
 - Break down complex tasks into smaller, manageable steps to avoid getting overwhelmed.
 - Get help from fellow Agoge Students, Experts, and Captains if needed to overcome challenges or answer questions.
 - Maintain momentum by taking time to feel proud of your successes along the way.
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EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals (“Checkpoints”)

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint?
How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
 - Online chess tutorials, courses, and videos
 - Chess books focusing on specific aspects of the game
 - Chess software for analyzing games and practicing tactics
 - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

Checkpoint 4: Increase Endgame Proficiency

- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- Tasks:
 - Study and memorize key lines in chosen openings (30 minutes)
 - Practice opening moves against chess engines or online opponents (30 minutes)
 - Review games to identify opening mistakes (30 minutes)

