CONQUEST PLANNER

1. Define Objective
   a. **What is the goal?**
   - To see $10k every month coming into my bank account just through copywriting.
   b. **How will I know I've achieved it?**

   - Waking up in a and seeing this.

   - Seeing my current (clients I will have) clients sending me $10k every month through copywriting and thanking me for changing their whole market system which changed their life forever.

   - And the proud feeling I'm going to feel when I see $10k coming into my bank account every month.
   - The Respect me and my brothers will have and get from people.

- Use that money so that Dad doesn't have to work anymore and he could travel anywhere or wake up at any time he feels like waking up.

- I and my 4 brothers don't have to go to school anymore and don't get programmed to become slaves and be nice to people we don't like,
- move into a bigger and better house where we have more freedom, get a good car, and buy nice clothes, and watches.
- And if one day we don't feel like staying in Sweden we could just pack up that same moment and travel to Croatia, Spain, or Greece.
- Interact with high-level men and women.
- NEVER EVER worry about money EVER again.
- And also use the money to be able to join the war room to get a better network that my brothers can use (network = net worth)

- **When is my deadline?**
- June 1, 2024
2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE

Checkpoint #11 - Repeat the process you used to get paid in the first place.

- They refer you to their friends
    - They know that you will provide results
    - It will make them look better
    - You will be able to network with them.
- Check Boot Camp number 4
    - You will see more in-depth what the process will look like.
- Your new clients pay you even more money.
    - Because your new clients are bigger and have a bigger audience and have mid-high ticket products.
    - And you get a lot of people to buy them, you 10X their revenue.
    - They pay you a lot of money.
- Because you're providing a lot of value to them.
    - You have 10X your client's revenu and they can't stop thanking you.
    - You become a money-maker

- And they pay you a lot of money.
- Your copy made a lot of people buy their services/products.
    - You have used your deep human psychology knowledge.
    - And written copies that made the target market feel that this guy knows my pains and desires.
    - And they can't but take action and purchase the product/service to get to their dream state faster and easier, with less effort sacrifice, and time spent.
- You wrote a copy that made their target market take action so that they feel less pain than they are feeling right now.
    - You write the thing that they are missing after you have understood their target market's pains and desires.
        - A better funnel
        - Rewrite their website
        - Write better ads
        - Make a lead magnet
        - Write a short-form email and send it out to their email
        - Create a sales page
        - Create a video sales page

- You did target market research to understand even more about their audience's pains and desires.
    - You do deeper research on their target market to understand their pains and desires.
        - You can use testimonial
        - You can use previous customers
        - You can do a deep search
            - Reddit
            - Youtube
            - Amazon
- You closed the clients on a call.
    - Create a good script.
    - What you have for them
    - You pitched them the thing that the top players that they aren't doing.
    - A good CTA
- You set up a call with them.

- Book a time
- Send them a link
- They were interested in your offer and wanted to hop on a call.
- Because they trust you and know that you aren't just here to take their money.
- And you tell them a bit about your idea
    - Pitch it in a G way (watch the client's accusation course to know how to do it)
    - They get interested
        - You tell them I will explain the prosecco further on the call
        - You tese the call
- You pitched them your ideas.
- After you have built report and they feel comfortable with you you tell them how you can better their marketing game forever.
    - So that they get to know you, so that you aren't just like everyone else trying to take their money.
- They answered your DM.
    - Answered your question
    - You start a convo with them and try to build report.
- Then you sent them a DM.
    - You craft a DM.
    - You have identified what they are doing wrong when getting attention to monetizing the attention and you have an idea of how to change their marketing forever.
    - You start with a question.
    - Depends on which type of outreach you're doing
    - You can send an email
        - Subject line
        - Body
        - FV
        - CTA
        -
    - A DM
        - Engagement
        - Lead Question
        - Conversation
        - FV
        - Pitch
    - A video

- Opening script
- FV
- CTA script

- You analyzed what opportunities they have that they haven't leveraged untapped markets.
    - Things the top players are doing to get attention that they aren't doing
    - Things the top players are doing to monetize that attention that they aren't doing
    - Opportunity for growth.
- Prospecting
    - Watch the client accusation course
    - To understand how to find a prospect
    - Have at least 300 prospects on a spreadsheet.
    - Have their name, email, business, etc
    - Do deep research
        - Twitter
        - Instagram
        - Youtube
        - ChatGPT-assisted search terms
    - Qualifintge the prospects
        - See the client acquisition course
        - 10 - 50k followers
        - Faulty funnel
            - No landing page
            - The gap between their funnel & top player funnels
            - Not reaching the 'target market' which I created
        - What are the top players in that niche doing when getting attention and monetizing that attention that they aren't doing?

        -
- You analyze how top players in that niche are getting attention and how top players in that niche are monetizing that attention.
    - How are the top players getting people's attention?
        - Organic
        - What types of content are they using

- What platforms are they using
- Are they promoting the product straight away
- Are they trying to get you on a funnel
- Trying to provide value and get you up the value ladder
- Paid ads
- Which type of content are they using on the platform?
- Are they trying to sell you the click
- Are they trying to sell you the product
- How are the top players monetizing that attention?
  - Do they have a lead magnet, if which type
  - Do they have a funnel
  - What type of funnel do they use
  - Are they using short-form copy
  - Are they using long-form copy
  - What pains and desires are they pressuring
  - Do they have an opt-in on their page and later on send email to?
  - Do they have email sequences?
  - What type of opt-in do they have

- You do reacher on a niche
  - Watch the client acquisition course
  - Take notes
  - Apply the things and look for a good niche
  - You find a profitable nice + isn't saturated.

- Continue to work on my copywriting skills
  - Analyze top players from the swipe file or read my notes.
  - Rewrite copies from the swipe file

Checkpoint #10 - Leverage that testimonial to get bigger and better clients.

- After they replay I get them to hop on a call and do the same process.
    - but now I have established my authority through the testimonial.
    - and also understood the business from the outside and now get to know it from the inside.
    - to be able to know what more they are having problems with (roadblocks)

- You can mix up your outreach strategy.
    - You can now show the results you have created for X client.
        - The prospect will more likely be happy with working with you.

- You used that testimonial to get new clients
    - You leverage the testimonial when prospecting
        - Said I have created X result for X and I can do the same for you.

- Watch the 4 courses on the bootcamp.
    - to understand how to get bigger and better clients.

Checkpoint #9 - Make my clients 10x their revenue

- Check the copywriting campus
    - Learn how to get your client's results

- So he gave me a testimonial or referred his friends to me (assumptions)
- I overdeliver and he was happy with the result I got him and paid me. (assumption)
- you have to create a copy that will get your audience to buy your product.
    - New landing page
    - An opt-in page
    - Lead magnet
    - Short form
    - long-form
    -
- you have to understand his client's current pains and desires.
- and to be able to understand their current pains and desires you have to do target market research.

Checkpoint #8 - **Target market reaches**
- Check the copywriting campus
- To be able to write copy that will resonate with the reader you need to understand his pains and desires.
- to be able to do that you need to do a recharge on them.
- you need to switch to a hunter mindset
    - To catch someone you have to stay where they stay (YouTube, Reddit, SM)

- After you understand their pains and desires you can write so that the reader thinks this guy understands me.

Checkpoint #7 - **Getting a client**
- Getting a client you can see the client accusation course
- You need a client and get him a lot of results
    - To get the results check the copywriting courses
- you close them via a sales call
    - Setup calendar account
    - Make an event
    - Organise schedule
    - Integrate google calendar
    - Send prospect details
    - Weave in the call request from the prospect. Don't be abrupt about asking for a call, ensuring value has been provided first.
    - After they agree, send them a link.
    - You have identified their roadblock from mega success
        - you have made a package offer that they will love.
        - you made them understand why this pack will get them to mega success.
        - you have de-risked the offer, I don't get paid until I show results.

Checkpoint #6 - **Doing outreach**
- Check client acquisition course
    - Start doing outreach
    - Learn different outreach methods
    - Use one to get a client
    - Do 10 outreaches a day
    - Analyze what works and what doesn't

Checkpoint #5 - **Crafting the structures of each outbound method**
- See the client acquisition course
    - try to get them to hop on a sales call
        - Tese them to hop on the call so that they will show up.
- and you can do outreach via social media.
    - About 10 dms a day.
    - make it personalized
- when doing outreach you have different options.

i. Email:
    1. Subject line
    2. Body
    3. FV
    4. CTA

ii. DM:
    1. Engagement
    2. Lead Question
    3. Conversation
    4. FV
    5. Pitch

iii. Video:
    1. Opening script
    2. FV
    3. CTA script

Checkpoint #4 - **You qualified the prospects**
- See the client acquisition course
    - 10 - 50k followers
    - Faulty funnel
        - No landing page
        - The gap between their funnel & top player funnels
        - Not reaching the 'target market' which I created

b. Checkpoint #3 - **find prospects**

- See client acquisition course.
- Do deep research
    - Twitter
    - Instagram
    - Youtube
    - ChatGPT-assisted search terms

c. Checkpoint #2 - **Understanding the specific niche market**
    - See the client acquisition course
        - About finding a niche
    i. Research niches
    ii. Pick 1 sub-niche
    iii. Do a full market research of the specific niche market
        1. specific niche current problems research
        2. specific niche desired dream outcome research
            a. Youtube
            b. Reddit
            c. Instagram
            d. Bard
            e. Top Players

                f.   Testimonials
         iv.   Analyze how top players monetize attention
1. Lead magnets
2. Funnels
3. Website copy
4. Email marketing
         v.   Analyze how top players get attention:
1. Paid ads
2. SEO (Google Search ranking)
3. Social Media
4. Affiliates

    d. Checkpoint #1 - **Becoming better at my skill**

- Read your notes every day before sleep so that you're improving daily.
- go through the campus and check it often.
- Learn more about copywriting
  - Go through Boot Camp 3
  - do the exercises
  - Landing pages
  - Short form cop (DIS, HSO, PSO)
  - Create landing pages
  - Create funnels
  - Create email sequences
  - Opt-in pages
  - long-form copy

3. What Assumptions or Unknowns do I face?
4. What are the biggest challenges/problems I have to overcome?

5. What resources do I have?
   - [ ] Advanced copy review Aikido channel
   - [ ] Student copy review channel
   - [ ] Mom
   - [ ] Dad
   - [ ] My brother
   - [ ] 101 following on Instagram
   - [ ] Copywriting campus for marketing & copywriting
   - [ ] Business Mastery campus for sales
   - [ ] My smartphone
   - [ ] My laptop
   - [ ] This plan
   - [ ] My personality
   - [ ] My new identity document
   - [ ] Well-fitting clothes
   - [ ] Notebooks for MPUCs, Pro copy analysis, Copywriting campus course notecards, random notecards, random insights
   - [ ] The accountability channel
   - [ ] #ask-an-expert channels - Ognen and other two
   - [ ] All of YouTube
   - [ ] All of the accessible internet
   - [ ] The floor for pushups & squats
   - [ ] #improve-your-marketing-IQ channel
   - [ ] #off-topic channel
   - [ ] #mindset-and-time channel
   - [ ] The copywriting boot camp
   - [ ] My past experiences
   - [ ] Agoge chats and Agoge call recordings
   - [ ] High school friends
   - [ ] Copy Squad
   - [ ] Boxing skills
   - [ ] Andrew Tate's emergency meetings
   - [ ] My pc

☐ My mouse
☐ My monitor
☐ My brother's programming skills
☐

Calendar Work

- List out checkpoints and set time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task.
- Allocate time for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs