

CONQUEST PLANNER

DAILY DOMINATION

-  4.18.24  DAILY DOMINATION 
-  4.19.24  DAILY DOMINATION 
-  4.20.24  DAILY DOMINATION 
-  4.21.24  DAILY DOMINATION 
-  4.22.24  DAILY DOMINATION 
-  4.23.24  DAILY DOMINATION 
-  4.24.24  DAILY DOMINATION 
- 4.25
- 4.46
- 4.27
-  4.28.24  DAILY DOMINATION 

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

What is your target outcome?

Generate 10K in revenue in a month for my current client through several projects and successes.

My Result Is - I make them 10K. I take home my share and reach rainmaker status. Pride runs through my blood. Nothing can stop me.

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.)

Revenue generated and the stats (whether or not sales go up, people joining their newsletter, increased engagement, more attention, and attention monetization.).

How will I measure my progress? -

I will see the work I've done day by day. I'll analyze this. I'll look at it and decide to review/edit my plans over the next couple of days. The Daily Domination Doc should help me with this.

For measuring client business growth I'll look at stats like the ones MailChimp provides for email marketing. The rate at which their IG followers grow can be noted over time. I can ask how sales are going and ask for the stats.

What will it look and feel like? - It will feel good. Winning always feels good. I'll want more of it and it'll be easier to do after reaching a goal like that.

What will it allow me to do after I reach it? - It will allow me to go out there and make any business good money. It will allow me to upgrade myself and improve overall massively. I'll improve in several ways in my life. I'll be able to get out there and make much more money. I will feel very proud of myself and accomplished. I can feel it.

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

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

I am nowhere near but also at the same time closer than I think. I have a client and they trust me. And they get good attention but suck at marketing. There is so much potential so I'm not as far off as I think.

Where am I now? - I am in a position where I have made little to no money for them. Though it's better than having no client at all.

Step 4: What Are Your Checkpoints Toward 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 -

- Checkpoint 1: Finish planning the giveaway with my client and run it (through IG reels and posts)
 - a. Edit reels here and there
 - I. Interesting hooks
 - li. Analyze top players' content
 - lii. Use good hooks
 - lii. mess around with requirements and formatting.
 - Iv. Test, Test, Test and see what works out best.
 - b. Help them out with posting ideas
 - I. Announcing the giveaway on a normal IG post
 - li. Keeping the giveaway post(s) pinned
 - c. Get all of the details from the forms that'll be filled out (as part of a requirement to join) on a spreadsheet
 - d. Plan out how the winner is gonna be picked (giveaway winner online spin-the-wheel)
 - e. Test on/off if a requirement should be to join the newsletter
 - f. Continue keeping note of all of the entries
 - g. On the day before it is over make a post urging more people to join and how entries will be doubled
 - h. Pick a winner through the online wheel I talked about
 - i. Announce the winner on IG and obviously contact them privately for their prize
 - j. Analyze the performance of the giveaway and take note of EVERYTHING
 - k. Make sure the client is satisfied and fully wants to move on to the next projects now at full speed
- Checkpoint 2: A very successful giveaway will generate new sign-ups on to my client's newsletter. A proper plan for email marketing has to be set up with my client. \$\$\$ To be made for them here.
- Checkpoint 3: Design my client a proper website and get the job done. (moving on from a shitty Etsy website)

- Checkpoint 4: Plan and launch an affiliate program with my client (They had one before that was semi-worked but it lost them money in the end in exchange for new followers and reach.)
 - a. Over time the affiliate program proves to be very successful. More \$\$\$ generated, more followers, more reach, more presence, more traffic to their website, more sales, more EVERYTHING.
 - Checkpoint 5: Keep handing everything, (IG Reels and posts could be passed on to someone else whom I can still benefit and get paid from or I could keep doing some myself), Email marketing, More successful giveaways, website expansion/improvements, more of everything, more scaling, more \$\$\$.
 - Checkpoint 7: Money comes reeking in and eventually 10K is made in a month.
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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.)

What potential roadblocks could hinder my progress? -

- Client struggling with not being able to deal with the stress you get from running a business.
- Lack of client cooperation (communication)
- Lack of time.
- Financial constraints.
- Reels and Posts fail to get the engagement needed.
- Not growing as fast as I want.
- Not as many sales coming in.
- Not as many people in the newsletter as expected.
- Email marketing not doing much and not bringing in as much money.
- Loss of engagement.
- Lack of engagement.
- Giveaway failing.
- The affiliate program failing.

- Me having trouble designing a website.
- Me having trouble coming up with ideas for reels and posts.
- Me having trouble coming up with ideas for emails.
- Me failing to cause massive results.
- Client not retaining new customers.
- A bunch of roadblocks popped up at once that I didn't expect.
- Managing a giveaway is harder than expected.
- Managing workload.

How will I overcome these roadblocks? -

Planning things out. I have to be aware of these possible roadblocks and prepared to handle them, especially to not freak out my client. I will carefully plan out and analyze everything with deep, heavy thoughts and analysis. And make my checkpoints as detailed as possible and the tasks I need to do along the way.

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

I know that a bunch of more mini problems and roadblocks will pop up. My client will freak out. They may have no time. I know that I'll have to be prepared to handle whatever excuses and problems my client comes up with.

How will I close this knowledge gap? -

By expecting all of this. Good thing my ex was very emotional and sensitive like my client. I will be prepared and also keep in mind the potential things my client could come up with.

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.)

I have access to and will use -

The Real World.

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]

Finish Planning Giveaway and Run It -

Task 1: Finish planning it with my task. Plan out everything on my calendar. I have to keep in touch with them and let them know what I'll be doing and also need to know what they'll be doing on their part.

Task 2: Help the client announce it by coming up with a post and reel (using footage they provided).

Task 3: Come up and post reels with good hooks (after analyzing top player content and ideas.)

Task 4: I make sure daily to keep track of all of the details provided by participants on a spreadsheet

Task 5: On the final day make it known and get urgency out there while starting to put all the entires on a spin wheel thingy.

Task 6: The winner is chosen after the final day and announced (I help my client with this.) I help with contacting them privately and letting them get their prize.

Task 7: Take note of how well the giveaway did, what could've been done better, where I did good, and make sure my client is fully satisfied with the job I did and wants to move on at full speed.

Lay out a plan for email marketing with my client -

Task 1: Let them know and talk about how much I'd be getting paid plus how many emails I'd be doing.

Task 2: Finish negotiating (sort of based on how many people joined and are on the newsletter) and get going on drafts for emails

Task 3: Show them to the client for approval and prepare them for a campaign or just send them out as regular newsletter emails.

Task 4: Get a monthly retainer set

Design my client a proper website and get the job done

Task 1: Plan out with client and explain to them, while deciding what service I'll be using.

Task 2: Get everything set up (domain, web design service, copy, basic design

Task 3: Get approval and revise over and over again til fully satisfied and the website is complete

Task 4: Get paid.

Plan and launch an affiliate program with my client -

Task 1: Talk about redoing an affiliate program with my client. Get everything out and explain thoroughly.

Task 2: Get reels done and posts to get the message out.

Task 3: Analyze the growth of their account, analyze people who've joined, and take note of all the stats.

Task 4: Ensure the program is profitable and keep everything relatively stable and secure.

Keep handling everything -

Task 1: Stay updated and communicate with my client.

Task 2: Stay organized daily and use my calendar.

Task 3: Analyze the money coming in and make optimizations.

Task 4: Keep track of revenue generated.

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.

<https://calendar.google.com/calendar/u/4/r/day>

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)

