

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 - Land a long-term client. I can start a stable relationship and help my client's business grow bigger and bigger. Then I will make more and more money with him.

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? - I will deliver 20 good results for a client.

What will it look and feel like? - Everytime I deliver good results, my client sells more and makes more money. I feel I'm helping him on his hero's journey, helping him make the world better.

What will it allow me to do after I reach it? - I will make more and more money and I will always have projects to do with him as long as he breathes. I will make my portfolio and start to reach more clients.

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'm at the very beginning. I have no clients. I am not skilled enough. I attend *Daily Market Analyze* everyday and I'm working on 3 exercise projects for myself to build my portfolio. I feel I'm getting better at copywriting as I continue doing my job.

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 - Get my first client and make him my long-term client

- Checkpoint 1: Finish my 3 exercise (market research and copywriting) and get reviews in TRW

- Checkpoint 2: Build my portfolio
 - Checkpoint 3: Start outreach
 - Checkpoint 4: Land first client
 - Checkpoint 5: Make his (my) first win
 - Checkpoint 6: Ask if continue work together
 - Checkpoint 7: Repeat Checkpoint 5 and 6
 - Checkpoint 8: Make him more money than last 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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? - My outreach might not work. My portfolio might not be good enough.

How will I overcome these roadblocks? - Improve my outreach plan, choose niche and clients wisely, and improve my portfolio.

What do I know that I don’t know? - I don’t know how to reply when a client says I have no experience and refuses me to work with him.

How will I close this knowledge gap? - By getting help in TRW and do outreach again and again to practice my speaking skill.

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, I have experience in the music industry, I currently work in a bar so I can meet new people everyday.

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 NAME: Finish my first 3 exercises and build my portfolio

Task 1: Take 3 different niches (products/services)

Task 2: Conduct market research

Task 3: Write short form copy for each project

Task 4: Post on TRW and get review

Task 5: Revision until it's good

Task 6: Make a google doc to collect my exercise together.

CHECKPOINT NAME: Start Outreach and land first client

Task 1: Filter my proper prospect

Task 2: Write DMs for each prospect

Task 3: Talk and learn about different industries

CHECKPOINT NAME: Make him first win

Task 1: Know my client's product/service

Task 2: Identify target audience demographics

Task 3: Conduct competitor analysis

Task 4: Create surveys or questionnaires

Task 5: Analyze data and draw conclusions

Task 6: Find a best way to my client (Social media content/ Email newsletter/ Landing page/ SEO/)

Task 7: Write my first draft and review by myself and TRW

Task 8: Get client's review

Task 9: Revision and get reviews in TRW

Task 10: Deliver a perfect result to my client

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]

<https://calendar.google.com/calendar/u/0/r/week/2024/4/30>

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

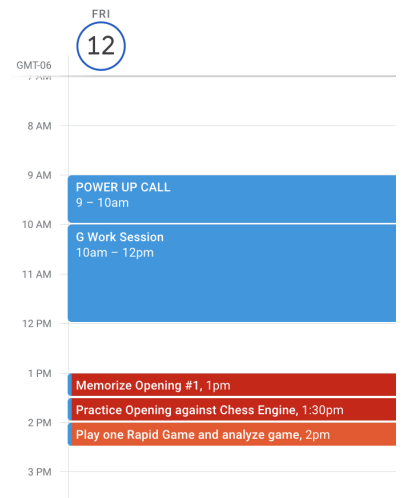
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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)



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