

CONQUEST PLANNER

Define Objective

- a. Make \$3,000 monthly from my services
- b. Make \$3,000+ in 2 consecutive months
 - i. *I will know I hit this goal when I make \$3,000+ in a month for the first time and when I do it again the very next month. When I see moneybags coming in throughout the month, I will be filled with a sense of purpose that I have accomplished something that felt out of reach at one point in my life. I will feel the sense of accomplishment radiating through me, igniting a level of confidence that will make my eyes glow in excitement. And honestly, I might even get emotional about it, not because I'm a bitch, but because I so care about these goals I have developed way too fucking much.*
 - ii. *When I do it for the second time the following month, I will have a sense of "okay, I'm here. I'm in this world. I'm making moves and improving myself. I can do something in this world." I would describe this sense as a growth mindset. Yes, I'll be glad I accomplished my goal, but this is only the beginning of my hero's journey. Now, I will have the absolute confidence to sharpen my blade and slay the dragon, every last one placed in front of me. Dragons will tell stories for generations about the unbeatable warrior that killed their great, great, great grand dragon. That's me. I'm HIM.*
- c. July 1st—6 months

What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

a. Checkpoint #1 - Get First Paying Client + Testimonial

i. I choose a niche that I want to work in

1. Personal Development Marketing Copywriting

a. Personal Growth Marketing

- i. Promoting personal development courses and coaching services through effective marketing strategies.
- ii. Crafting marketing messages that highlight the transformative impact of personal growth

b. Wellness and Lifestyle Branding

- i. Marketing Campaigns for wellness brands, emphasizing a holistic lifestyle approach
- ii. Creating content that aligns wellness products with personal development goals.

c. Mindful Marketing:

- i. Infusing marketing messages with mindfulness principles.
- ii. Helping businesses align their products/services into advertising copy

d. Positive Psychology in Advertising

- i. Incorporating positive psychology principles in advertising copy.
- ii. Focusing on the emotional and psychological benefits of products and services.

ii. Decide on what services I want to offer

1. Landing Pages

- a. **Relevance:** Landing pages are crucial for promoting personal development products, courses, and coaching services. They serve as a direct point of interaction where you can convey the transformative impact of personal growth and encourage visitors to take specific actions (such as signing up for a course or contacting a coach).
- b. **Application:** Craft landing pages that not only showcase the features of personal development offerings but also

highlight the emotional and practical benefits. Use persuasive copy and compelling visuals to guide visitors toward conversion.

2. Email marketing

- a. **Relevance:** *Email marketing is a powerful tool for nurturing relationships, delivering valuable content, and promoting personal development resources. It allows you to stay connected with your audience, share insights, and encourage them along their personal growth journey.*
- b. **Application:** *Develop email campaigns that provide valuable content, such as tips for personal development, success stories, and exclusive offers for courses or products. Implement segmentation to tailor messages to different audience segments based on their interests and engagement level.*

3. SEO

- a. **Relevance:** *SEO is essential for ensuring that your personal development marketing content is discoverable by individuals seeking personal growth resources. Optimizing your website and content for relevant keywords helps improve visibility on search engines, attracting organic traffic.*
- b. **Application:** *Conduct keyword research to identify terms related to personal development, wellness, and lifestyle branding. Integrate these keywords naturally into your website copy, blog posts, and landing pages. Create SEO-friendly content that addresses the needs and queries of your target audience.*

By offering these services, you create a comprehensive approach to personal development marketing. Your clients will benefit from a cohesive strategy that includes engaging landing pages, strategic email campaigns, and a strong online presence through SEO. This integrated approach allows you to showcase your expertise not only in copywriting but also in the broader realm of digital marketing, enhancing your value proposition in the market.

iii. *Learn these skills to provide value to potential clients*

1. *Copywriting Learning Center*
2. *Social Media & Client Acquisition Learning Center*
3. *Create work examples of each type of service to show my skills*
4. *Store these examples in a folder*
5. *Post these examples on X as well + CTA through calendly.*
6. *Refine my skills through practice*

iv. *Start prospecting for clients within chosen niche*

1. *Go on social media and start searching for prospects in this niche*
 - a. *Choose prospects that have between 10k and 100k followers*
 - b. *Have a digital product*
2. *Put prospect's info into a Google Sheets document*
 - a. *Social media link*
 - b. *Follower count on the largest platform*
 - c. *Contact email*
 - d. *Digital product*
 - e. *Compliment about work*

v. *Craft my outreach message*

1. *Create 10 separate headlines that I think will lead to email openings*
2. *Choose the best 5 headlines*
3. *Use each headline for 5 prospects each*
4. *Craft the body section of the email*
 - a. *Create a general email template*
 - b. *Personalize it to each prospect*
 - c. *Write the draft in a google doc with grammarly*
 - d. *Read aloud 2x before sending*
 - e. *Confirm that it is error free*
5. *SEND email.*
6. *Determine rate of success for each headline*
 - a. *How many out of 5 were opened*
 - b. *Identify the best rated headline*
 - c. *Use the most successful ones and revise them if need be*
7. *Determine quality of email body by how many replies you received*

- a. *Analyze the structure of the email body*
 - 8. *Reply to prospects*
- vi. *Set up sales call*
 - 1. *Set it up through email*
 - a. *Make my offer*
 - b. *Schedule a time for the call*
 - c. *Finalize date and time*
 - d. *Set reminder*
 - e. *Begin planning Sales call*
 - 2. *Prepare Notes for call*
 - a. *Analyze how they are getting attention*
 - b. *Analyze how they are monetizing attention*
 - i. *Value Ladder and Funnels*
 - ii. *Copywriting Quality*
 - iii. *Testimonials/Reviews*
 - iv. *Visual Design*
 - c. *Determine where they fall on the attention/monetization graph:*
 - i. *Those that are mega successful are good at getting attention and good at monetizing that attention.*
 - ii. *Those that are good at getting attention but need work at monetizing attention*
 - iii. *Those that need work at getting attention but are good at monetizing attention*
 - iv. *Those that need work at getting attention and monetizing it as well.*
 - 3. *Find specific solutions to their identified weaknesses*
 - a. *Steal from Top Players in their market*
 - b. *Steal from other markets*
 - c. *Classic marketing answers*
 - d. *Divergent thinking*
- vii. *Have the sales call*
 - 1. *Introduce myself + have casual conversation for about 5 - 10 minutes and get to know them. Be sincere*
 - 2. *Ask them in depth questions are their business*
 - a. *Revenue*

- b. *How newsletter subs*
 - c. *Future business plans + goals*
 - d. *How they want to grow*
- 3. *Go over business opportunities and how I can help them reach their future business plans + goals + personal goals*
- 4. *Make my offer*
- 5. *Go over costs*
- 6. *Timeline for project*
- 7. *End call on good note*
- viii. *Get to work*
- ix. *Target Market research*
- x. *Create avatar*
- xi. *Answer 4 objectives*
 - 1. *Who am I writing to? Who is my avatar?*
 - 2. *Where are they now? What are they thinking feeling? Where are they inside my funnel? etc*
 - 3. *What actions do I want them to take at the end of my copy? Where do I want them to go?*
 - 4. *What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?*
- xii. *Write 100 fascinations for their product*
- xiii. *Chose the 10 best fascinations*
 - 1. *Refine them*
- xiv. *Start writing copy*
 - 1. *Refine + edit*
- xv. *Work on project every day until finished*
- xvi. *Send the final product*
- xvii. *See if they're satisfied with final product*
- xviii. *Implementation of final product*
- xix. *Determine its success*
- xx. *Collect payment*
- xxi. *Get social proof*
 - 1. *Get a review for my work, so now other potential clients will see more of the value I can offer through work examples and a testimonial.*

b. Checkpoint #2 - Make First \$1,000+ in a month

i. Provide \$10,000+ in value

1. Use OODALoop framework from the beginning of prospecting, closing the deal, getting to work, and asking for a testimonial.
 - i. *Make an analysis of what worked and didn't to make my process more efficient and more effective making it easier to closing deals with clients*
2. Further refine my skills
 - i. *Continuingly refraining my craft will allow me to provide more and more value even if I'm utilizing the same tools*
3. Take on larger clients
 - i. *More followers*
 - ii. *More money*
 - iii. *More revenue earning potential*
 - iv. *Higher ticket products*
 1. *If I take on larger clients, then it will require less clients to reach my financial checkpoint.*

c. Checkpoint #2 - Make First \$2,000+ in a month

i. Provide \$20,000+ in value

1. Use OODALoop framework from the beginning of prospecting, closing the deal, getting to work, and asking for a testimonial.
 - i. *Make an analysis of what worked and didn't to make my process more efficient and more effective making it easier to closing deals with clients*
2. Further refine my skills
 - i. *Continuingly refraining my craft will allow me to provide more and more value even if I'm utilizing the same tools*
3. Take on larger clients
 - i. *More followers*
 - ii. *More money*
 - iii. *More revenue earning potential*
 - iv. *Higher ticket products*
 1. *If I take on larger clients, then it will require less clients to reach my financial checkpoint.*
4. Build personal website.

- i. Provide examples of my work*
- ii. Provide testimonials*
- iii. Provide payment options*

d. Checkpoint #2 - Make First \$3,000+ in a month

i. Provide \$30,000+ in value

1. *Use OODALoop framework from the beginning of prospecting, closing the deal, getting to work, and asking for a testimonial.*
 - i. Make an analysis of what worked and didn't to make my process more efficient and more effective making it easier to closing deals with clients*
2. *Further refine my skills*
 - i. Continuingly refraining my craft will allow me to provide more and more value even if I'm utilizing the same tools*
3. *Take on larger clients*
 - i. More followers*
 - ii. More money*
 - iii. More revenue earning potential*
 - iv. Higher ticket products*
 1. *If I take on larger clients, then it will require less clients to reach my financial checkpoint.*

e. Checkpoint #2 - Second \$3,000+ in a month

i. Provide \$30,000+ in value

1. *Use OODALoop framework from the beginning of prospecting, closing the deal, getting to work, and asking for a testimonial.*
 - i. Make an analysis of what worked and didn't to make my process more efficient and more effective making it easier to closing deals with clients*
2. *Further refine my skills*
 - i. Continuingly refraining my craft will allow me to provide more and more value even if I'm utilizing the same tools*
3. *Take on larger clients*
 - i. More followers*

- ii. *More money*
- iii. *More revenue earning potential*
- iv. *Higher ticket products*
 - 1. *If I take on larger clients, then it will require less clients to reach my financial checkpoint.*
- 4. *Update social media bio*
 - i. *How much revenue I've helped generate*

- **What Assumptions or Unknowns do I face?**

- How much to charge initially
- What my niche is going to be
- Who exactly my target market is going to be
- How long will each step take (doesn't matter; I'll work until I get the result)
- I will work efficiently each and everyday
- I will not take days off
- I will eliminate loser habits
- I will be able to do this in 6 months
- I will deliver incredible value every single time
- Clients would love to pay me for my work
- Clients will be glad that we are working together
- Clients will leave raving reviews and testimonials of my work
- Other potential clients will find my testimonials compelling
- Clients will view my work examples as my ability to provide value
- Do I go with charging 10% of revenue generated or a price

- **What are the biggest challenges/problems I have to overcome?**

- Sabotaging my success
- Not protecting my time good enough
- Working even when I'm not in the optimal mental state
- Overcoming procrastination some days
- Eliminating all time wasting habits
- Staying organized
- Crafting a solid schedule
- Using my calendar more

- **What resources do I have?**
 - Laptop
 - Courage
 - Heart of gold
 - Clean work area
 - The Real World
 - Copywriting Learning Center
 - Social Media and Client Acquisition Learning Center
 - Agoge Program
 - Chats
 - ChatGPT
 - Internet
 - Accountability Partner
 - Time
 - A quiet work environment

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 on 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.