

# **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")

Take A Small - Med. Business Owner, and leave with them thinking I'm the God of Marketing. Their Business, from barely turning profits, becomes the vector towards them living a better life, finding a brand new 10,000 Check in their Bank Balance this Month.

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## **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.)

I'll measure my progress through cold hard statistics: # of new followers, likes, clicks, Sales, Email List Participants, etc. As it comes together piece by piece, each day statistics unveiling my extreme dedication, an energy of confidence will slowly wrap its way up my body from my feet until it reaches my head, where I know finally I am a Marketer, I can and will proudly tell people such.

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## **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?

I'm in a frustrating spot: I had my warm outreach client, was working ridiculously hard scaling her website views 86% and her revenue 100%, but she lacked the ambition to actually grow her business, comfortable where she was – borderline poverty, in the red – she let me go, then from more warm outreach / locals hearing my name, I have 4 prospective clients – An acquaintance from my High School looking to start a business, a friend of my mother's in Chicago, my girlfriend's mother, and a dude I met wanting a website in my dead end gym job – and one current client – a personal trainer, who I'm so nearly done working for, she just needs to send me assets and I get my first check, albeit small of 250\$. I'm starting to believe that I can actually make this work derived from a spread of results piling up, supporters on my X, and my confidence in myself to manifest dreams into reality from the Agoge Practices. Though I'm merely an egg, in the face of a great hawk, sure, I've started my journey, but I'm very far: rapport, marketing IQ, getting active clients, producing massive results for them.

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#### **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 - 10,000k For A Client

- Checkpoint 1: Analyze Lead's Overall Marketing / Business Situation
- Checkpoint 2: Conduct Market Research
- Checkpoint 3: Create A Compelling Outreach Email
- Checkpoint 4: Crush The Sales Call
- Checkpoint 5: First Implementations Of My Dynasty
- Checkpoint 6: Re-evaluate, Re-gauge, and Crush It

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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.)

- Age – potentially unveiled via sales call – people may not want an 18 yr old.  
– Counteraction via portrayal of myself as far ahead of my time: appear neat and groomed, high IQ / Marketing IQ – know what I’m talking about / anticipating their questions– and be incredibly well spoken – deliberate, concise, never saying too much as to shed my lack of age based wisdom.
- Rapport  
– Build My X to brand new Follower / Engagement Heights, highlighting my positive past results / testimonials not only there but on my portfolio website. Also, continue pumping out high value content here, so people interested me off there are already overly present with my marketing prowess
- Marketing Knowledge Gaps  
– Identify -> TWR -> Videos || Chat || Captain || Historic Examples of my Problem
- Niche Knowledge Gaps  
– use all my assets, do I know someone who is like that? Check Reddit / other S.M.’s where people trauma dump, etc.
- Business Owners Actually Wanting to Grow  
– God Can’t help those who dont wanna be helped, while I’ll be reaching out to people, for the most if they take my help, it can be assumed that they want to grow
- Time Constraints – AP Exam’s Ending My Senior Year in HS  
– Become a master of budgeting my time, main issue of which is going to be spending inexpensive time with these folks -> instead of being with my girlfriend for 6hrs, have a crazy action packed date night.
- Misinterpreting Business / Markets Current State  
– Do Extensive Research w/ every tool TRW gives me, business wont accept me if I cant even understand their state, and my Dynasty’s changes certainly wont get the results I want if I mess up understanding my target market
- Outreach Feels Either Excessive & Length || Dull, Boring, & Valueless; I struggle with conciseness  
– Study successful TRW outreach and stick to Ogden’s guide, 2x – no 3x– checking my stuff running it by friends and family to procure value and conciseness.

- Are There Resounding Business Issues? Is his/her Inventory putting her in crippling debt, can't pay for tools I need?
  - Make something from nothing, solve underlying problems cranking that revenue, so I can impart the full effect of my IQ. Also, make sure that I'm not picking super loser business.
- My Dynasty's first efforts || Recalculated efforts the lack the Umph I anticipate
  - Take a deep look at all my moves, do they match the markets desires – matter-of-fact do I even understand that market – lets take a look at mega winners in the space, how can I emulate and evolve their content. Run my stuff by TRW.

What potential roadblocks could hinder my progress? -

How will I overcome these roadblocks? -

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

How will I close this knowledge gap? -

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## 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 -

TRW Members

TRW Captains

Presently || Historically Winning Copy Icons

Infinite # of books, videos, etc. Online

AI

Agoge Mind-Reframe Techniques

Unyielding Belief that I can and will win

Hyper Analysis of My Past Failures

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## 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]

### Analyze Lead's Business / Marketing Situation

Task 1: Create Lists of Potential Leads w/ Moderate Potential To Be Match (Quick)

Task 2: Create Excel Docx w/ Analytical Categories

Task 3: Complete How & How Well Are they Getting Attention Category

Task 4: Complete Value Ladder Analysis Category

Task 5: Complete Funnel Analysis Category

Task 6: Complete Copy Writing Quality Analysis Category

Task 7: Abstract Indicators of Success Analysis Category – Social Proof, Testimonials, etc.

Task 8: Cross-Reference All w/ Top Niche Winners

Task 9: Analyze Could Classic Marketing Answers, Other Market, Or My Own Creations Win The Niche

## Conduct Market Research

Task 1: Who Am I Talking To

Task 2: Where Are They Now -> Top Current Customers || Top Customers for Competitors

Task 3: Identify Current Market Awareness

Task 4: Identify Current Market Sophistication

Task 5: Where Do I Want Them to Go -> Check Active || Passive Buyers -> SEO !?

Task 6: What Are Their Current Level of Thresholds -> Analyze How Top Players Meet These

Task 7: Create An Avatar As Epitome Of All My Research

## Create Successful Outreach Email

Task 1: Synthesize 3x Business Growth Opportunities; Show What it'll do, Tease the Mechanism; MAKE IT INTERESTING

Task 2: Concisely Show Complex Understanding of Their Business Standing, Top Competitors, & The Market As The Whole

Task 3: How I Came Across Them, Compliment Them

Task 4: Exclaim My Rapport -> X Following || Testimonials || Past Results

Task 5: Synthesize All Of This In A Pertinent High Value Way

Task 6: Give this to them in a g standout way -> Are they Local, Can I Request Meeting w/ The Guy? -> Befriend them on Social Media, Compliment, Then Pitch? Etc.

## Crush The Sales Call

Task 1: Be Ready To Fully Explain the Three Mechanisms of Business Growth Opportunities

Task 2: Be Ready To Explain through and through my understanding of their state, competitors, and the markets

Task 3: Plethora of ideas to advance the market –

Task 4: Make My Research Evident – Show / Synthesize My Research Docx

Task 5: Back Up My Ideas w/ Evidence I'm a G

Task 6: Confident, Well Spoken, ANTICIPATE ANTICIPATE ANTICIPATE

### My Dynasty's First Implementations

Task 1: On Aspects of Copy, Go Through Full Winners Writing Process

Task 2: On Aspects of Copy, Show to People – including Business Owners – To get the voice Just right

Task 3: On Aspects of Machine, Cross Compare w/ Winners Machine

Task 4: Can I Make These Winners Funnels Better

Task 5: On Aspects of Advertising / SM Posts – Compare w/ Winners + Try Multiple Trials Runs

Task 6: Accurately log all changes, progress, etc. for later comparison

Task 7:

### Analyze Successes & Failures -> Reformulate & Seal The Deal

Task 1: Analyze Wins, Losses, and High Documented Process

Task 2: Re-Run My Research -> What Have I Missed; compare w/ Top Players, Historic Winners, Etc.

Task 3: Has Market Changed!? Did I Miss Interpret!? Are They Tired of My Mechanism!? -> Lets Advance the Market

Task 4: All Things Considered, Re-establish and give testing period to newly Synthesized Business Growth Opportunities.

Task 5: Test It Live, Watch the \$ Roll IN

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## 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]

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## 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

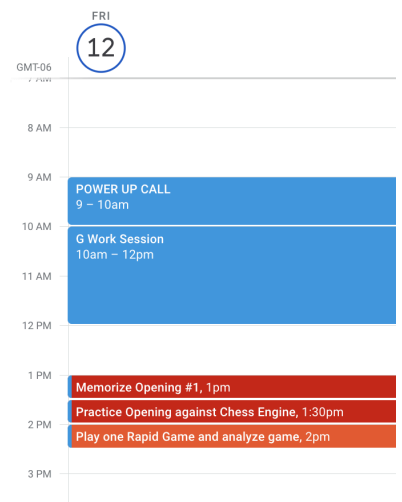
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

## 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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