

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 - **Launch a successful clothing brand that consistently makes me 4 figures in the next 3 months.**

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? - **Everything is feedback, check the communication between me and my audience on Instagram → Engagement, followers, direct feedback**

What will it look and feel like? - **A cold breeze of freedom in a heated burst of pressure, alleviating all primitive concerns about future uncertainty. The pride I'll feel when telling my mother that I can fulfill her dream birthday in Paris. The fulfillment in the conquest I'll have when I know I won against all odds.**

What will it allow me to do after I reach it? - **Travel anywhere I want to, do things I've never done before, reward myself with luxury and the finest things in life.**

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 am in the position to say I'm close to having a brand. I have an idea, a niche, the necessary resources to establish myself in that niche (designs and overall content + the ideas) an account with nearly 10 followers where I can start posting.

I'm missing an audience, a way to consistently make content, and the sample piece.

A simple logo will do, pretty much finalized a name, but I do need a website.

I am confident that I can run a brand and scale it into the skies so its peak is nowhere to be seen. I am capable of turning all the ideas that are trapped in my mind into reality and inspire people to raise their standards.

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 - **Sellout my first drop**

- Checkpoint 1: **Post content with the main intent to go viral, I can use more than just clothing videos to achieve that → Videos I cut together about ridiculously high powered cars & race cars going crazy**
- Checkpoint 2: **Get a sample of my design by going back and forth with a manufacturer, use the ones in my list**
- Checkpoint 3: **Attain multiple hundred to thousand(s) of followers**
- Checkpoint 4: **Use all marketing tactics I have for getting people to get ready to buy my items**
- Checkpoint 5: **Announce a drop**
- Checkpoint 6: **Create hype, scarcity and urgency around the drop**
- Checkpoint 7: **Release the drop**

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? - **Slow content creation, communicating correctly with my manufacturer, no one engaging with my content**

How will I overcome these roadblocks? - **Like Tate said, everything is feedback. I can use exactly that to walk the factory line and determine where the bottlenecks are and get rid of them**

What do I know that I don't know? - **Pricing of the sample + bulk orders, what people that are into cars + clothing pay attention to to make them buy**

How will I close this knowledge gap? - **Just find out by talking to a manufacturer. Analyze top player car clothing brands and see what they post that goes viral + ask my friend who is into cars and basic streetwear clothing.**

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; Tao of marketing: Attention winner's writing process, BIAB courses for how to find domains / set up websites (I can easily Google this), Ecom courses for videos.**

- **Extensive knowledge about marketing clothing brands.**

- **My friend who is into cars and basic clothing, who has already given me great feedback on my designs.**

- **The clothing brand bible I purchased a while ago.**

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 **POST VIRAL GOING CONTENT**

Task 1: **Research content that goes viral in the car community and clothing brand community**

Task 2: **Gather resources that I can use in order to create the content**

Task 3: **Cut it up and edit it into great clips**

Task 4: **Post it with good hashtags on TikTok and Instagram**

Task 5: **Use the feedback I get to OODA loop and improve the content**

Task 6: **Test, revise and loop this process until the desired result arrives**

Task 7: **Create a small community inside a Whatsapp group that is ready for every drop so that they gain exclusive access and codes → Top player move**

CHECKPOINT NAME **Get a sample**

Task 1: **Go through my list of manufacturers and pick the one with the highest quality but the most affordable sample + bulk price**

Task 2: **Go back and forth with him on my designs until the desired outcome is achieved.**

CHECKPOINT NAME **Attain multiple hundreds or thousand(s) of followers interested in my brand with some ready to buy**

Task 1: **Keep repeating Checkpoint one**

CHECKPOINT NAME **Use all marketing tactics to get people to buy my clothes**

Task 1: **Go through the marketing sauce document**

Task 2: **Go through the Ecom campus**

Task 3: **Go through the Tao of marketing**

CHECKPOINT NAME **Announce the drop**

Task 1: **Announce it on my social media per story and post**

CHECKPOINT NAME **Create hype, scarcity, and urgency for the drop**

Task 1: **When the community is gathered and the drop announced, use all of the above to get people excited for the drop**

CHECKPOINT NAME **Release the drop**

Task 1: **Go live and give people access to my store**

Task 1: **Give people inside the enclosed Whatsapp group community early access**

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>

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

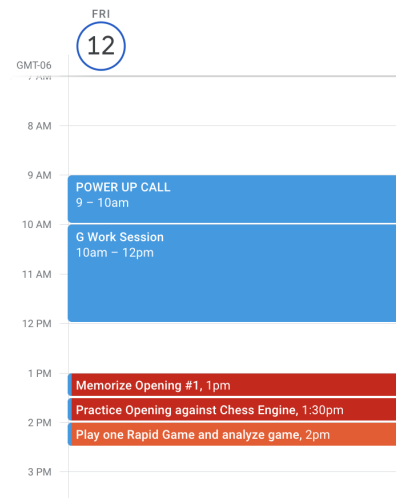
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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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