

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

To prove everyone who doubted me wrong and make 10k AED

b. How will I know I achieved it?

When I have a personal bank account with 10k AED in it

c. When is my deadline?

40 days — 31/08/2024

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

NOTE: THE STEPS ARE REVERSED (CHECKPOINTS FROM BOTTOM TO TOP - CHAINS FROM BOTTOM TO TOP)

a. Checkpoint #9 - Make my client/'s 100k in total

i. He/She/They sends me my commission of 10k AED

ii. My client sends me a voice message in whatsapp thanking me for making them money and saving them

iii. Results from my multiple projects come rushing in and my client/'s make 100k

1. Yes - continue

2. No - back to checkpoint #

iv. I continue to do their daily posting on SM/Blog for client. And also continue local outreach to get more clients

v. We run it and We wait for the results

1. Desired results - continue

2. Didn't achieve results - I apply the scientific method and OODA Loop on the project

vi. I send it to them and ask for a review | 3 G-work sessions

1. Mistakes - review then repeat

2. No mistakes and clients happy - continue

3. No mistakes but clients not convinced - Aikido it and explain it or do what they say (depending on the kind of client)

vii. I leverage TRW to find my mistakes | 15 G-work sessions

1. Mistakes - review then repeat

2. No mistakes - continue

viii. I complete the first draft of the discovery project in $\frac{1}{4}$ of x days

b. Checkpoint #8 - Lead -> Client | 4 G-work sessions

- i. They agree and I tell them I will get this done for them in x days
- ii. I offer them a performance-based payment discovery project
- iii. I attend the sales call and follow SPIN format
- iv. I rehearse the sales call - SPIN.
- v. I ask fellow students/experts in TRW to review my questions.

- vi. I set up the SPIN questions that I will need to ask him in the call to increase the probability of success
- vii. I create a plan from current state to dream state for the lead
- viii. I write down other ways I can provide them value which were not mentioned before so that I don't just repeat what I said before in the call
- ix. I further analyze the lead's business and get a better understanding on how to help them specifically
- x. They agree on a call in the next 24-48 hours
 1. No - Redo checkpoint #7
- xi. I send a Calendly link to book the call
- xii. I ask G's in TRW if my reply is the right way
- xiii. They seem interested
- xiv. I reply and plant more curiosity in the prospect's mind about our call
- xv. I ask G's in TRW if my reply is the right way
- xvi. I write a reply

c. Checkpoint #7 - Prospect -> Lead | 20 G-work sessions

- i. Review the results and pick one winner
 1. If no lead - OODA Loop
 2. If already 1 or more leads - continue
- ii. Send the 20 personalized outreach messages to 20 prospects
- iii. Repeat from x 10x in total
- iv. Make a template for this Outreach (do this only once in this whole cycle)
- v. Review your notes/TRW to see if you can identify any mistakes in your outreach

1. No mistakes — continue
 2. Mistakes — repeat from vii
- vi. Write your personalized outreach using the student frame and say you will help with what they are currently struggling with
 - vii. Take the template you wrote (if this is not the first cycle)
 - viii. Look at what they are trying right now and not working
 - ix. Choose 1 prospect
 - x. Go through dylan's outreach course (if required)

d. Checkpoint #6 - Gathering Promising Prospects

- i. 15 G-work sessions Creating a prospect's list (20):
 1. Finding prospects' details:
 - a. Name
 - b. website
 - c. social media account
 - d. LinkedIn
 - e. phone number
 - f. email
 - g. Owner's info
 - h. owner name
 - i. owner's phone number
 - j. owner email
 - a. Google Maps link
 - b. Problems they have and your solutions for those problems according to your GSO
- ii. 10 G-work sessions Qualifying the prospects' list:
 - a. Prospect met all the criteria till now?
 - i. Yes - continue
 - ii. No - Disqualified
 - b. 10-200 reviews
 - c. Some recent reviews in the last 14-30 days
 - d. Not a top player (struggling with getting attention or monetizing attention)
 - e. [Number - Number] employees at max (anything more means they most likely hired a marketing team)

- f. Where the prospect is on the graph
 - i. If bottom left - back to 2
 - ii. Anywhere else - Continue

2. 3 G-work sessions Finding prospects (50):

- a. Manually:
 - 1. Google Maps search
 - 2. Directories Search
 - 3. Google Search for Website
 - 4. Social Media Search

e. Checkpoint #5 - Crafting my GSO (Grand Slam Offer)

- i. 3 G-work sessions to filter the solutions:
 - 1. Low-cost High value
 - 2. High-cost High value
 - 3. Used by top player
- ii. 3 G-work sessions to list out all the solutions in a Google Sheets document following this format:
 - 1. Creative marketing strategies
 - 2. Basic foundational marketing strategies
 - 3. Other markets' top marketer's strategies
 - 4. Other markets' top player strategies
 - 5. Top marketers' GSOs
 - 6. How top marketers monetize attention for niche
 - 7. How top marketers get attention for niche
 - 8. How top players monetize attention
 - a. Lead magnets
 - b. Funnels
 - c. Website copy
 - d. Email marketing
 - e. GSO's
 - 9. 3 G-work sessions How top players get attention:
 - a. Paid ads
 - b. SEO (Google Search ranking)
 - c. GMB (Google Maps ranking)

- d. Social Media
- e. Affiliates

iii. I created/found solutions for Niche:

1. 3 G-work sessions to I came up with creative marketing strategies
2. 3 G-work sessions to I came up with basic foundational marketing strategies
3. 3 G-work sessions to I analyzed other markets' top marketer's strategies
4. 3 G-work sessions to I analyzed other markets' top player strategies
5. 2 G-work sessions to I analyze top marketers' GSOs
6. 2 G-work sessions to I analyzed how top marketers monetize attention for niche
7. 2 G-work sessions to I analyzed how top marketers get attention for niche
8. 2 G-work sessions to Learn about numbers 7 and 6
9. 3 G-work sessions to I analyzed how top players monetize attention
 - a. Lead magnets
 - b. Funnels
 - c. Website copy
 - d. Email marketing
 - e. GSO's
10. 3 G-work sessions to I analyzed how top players get attention:
 - a. Paid ads
 - b. SEO (Google Search ranking)
 - c. GMB (Google Maps ranking)
 - d. Social Media
 - e. Affiliates
11. 2 G-work sessions Niche's current problems research
12. 2 G-work sessions Niche's desired dream outcome research

f. Checkpoint #4 - Understanding the [Niche] market

- i. 3 G-work sessions to Second step Verify the accuracy of all the information by asking the target market directly - face to face/ Social media DM
 - ii. 5.5 G-work sessions for The first step of verifying by doing full Avatar research on the said niche market
 - iii. 1/2 G-work sessions to Do full Avatar research on the said niche market based on assumptions/Ai
 - iv. 4 G-work sessions to Learn the differences between the chosen niche and other types of similar niches
 - v. 4 G-work sessions to Learn more details about Niche (top, employees number, roles...etc)
 - vi. 2 G-work sessions to Ask/search in TRW on the best way to get a deeper understanding of the niche
 - vii. 4 G-work sessions to Learn about the value vehicles of decided niche
- g. Checkpoint #3 - Decide on a profitable local niche that you can help
 - i. 1 G-work session for the following: Pick the one that is easiest to get results for fast - use chatGPT and TRW to decide that
 - ii. Look for the niches with the least amount of fitna
 - iii. Use chatGPT to find profitable local business sub-niches in your areas of knowledge
 - iv. 1 G-work session to Write down all your areas of knowledge - 1h
- h. Checkpoint #2 - 5 G-work sessions Learn about local outreach
 - i. Apply notes
 - ii. Take notes
 - iii. Absorb video's
 - iv. Go to the local outreach section
 - v. Go to dylans campus
- i. Checkpoint #1 - Get my client 10k in 30 days
 - i. Continue the posting on IG/blog and move on to the next checkpoint
 - ii. 10 - 20 G-work sessions to learn, test, and run social media ads (this will only happen if the previous ads are successful)

- iii. 10 - 20 G-work sessions to learn, test, and run Google search ads
- iv. Check if client has budget for ads
 - 1. Yes - continue
 - 2. No - Jump to i
- v. 2 G-work sessions per week on creating at least 2 posts for client's IG account
- vi. 6 - 12 G-work sessions to repurpose my old posts and use it here - (Check it out here https://www.instagram.com/renov8_uae/) this was for another client
- vii. Apply IG course notes
- viii. 2 G-work session to take your time and ask questions you have in regards to this in the CA campus
- ix. Review IG course notes
- x. Post a relevant blog after every x amount of days (You will learn the number)
- xi. 8 - 16 G-work sessions for making SEO-optimized pages for the most searched keywords (they are not many)
- xii. 2 G-work sessions to ask all questions I have regarding SEO in the expert's section and the CA campus - take your time writing these questions down following the how-to-format
- xiii. 2 G-work sessions to create a doc with all the gold nuggets I've gathered
- xiv. 2 G-work sessions to look for what has worked for other students in the home renovation niche
- xv. 2 G-work sessions on getting a deeper understanding on the target market — 1 out of 2 DONE 

3. What Assumptions or Unknowns do I face?

a. Assumptions:

- i. I only need 16 G - work sessions to finish all the SEO pages
- ii. I only need 2 G-work sessions per week to create the IG content.
- iii. IG content is a good idea
- iv. I can get a profitable google ad in 20 G – work sessions

- v. Repurposing old Posts is a Good Idea
- vi. I can use chatGPT to find profitable local business sub-niches in my areas of knowledge
- vii. I can do all this in 40 days

b. Unknowns:

- i. How do I analyze SEO? (TP)
- ii. How do I analyze Affiliate marketing?
- iii. How will I tease more value?
- iv. What will I say that will get them to book the call?
- v. How will I create my scripts (opening, objections handling, CTA)
- vi. How will I evaluate the results of testing specific elements in the outreach email body structure?
- vii. How will I find the prospects' details?
- viii. What niche will I decide on? How will I decide that this niche is affluent?
- ix. What will the discovery project be?
- x. How to write an outreach message?
- xi. Where do I look to fill in the market research template?
- xii. Will I finish this in time?
- xiii. How do I model a sales page?
- xiv. How do I write a sales page?
- xv. How do I run successful google ads
- xvi. How do I run successful IG ads
- xvii. How do I write SEO pages
- xviii. Will I be able to win against other companies with a lot of testimonials

4. What are the biggest challenges/problems I have to overcome?

- a. Making sure that the market research is accurate
- b. Finding accurate prospect information
- c. Making sure that the strategies are accurate (correct research on dream outcome, problems, identifying top players and top marketers winning strategies)
- d. I don't have any presence online
- e. Running paid ads without burning too much money
- f. Getting a successful ad
- g. Picking an affluent niche that I can help
- h. Crushing sales calls

- i. Mixing my Quran learning in all this
 - j. Managing my school exams in all of this
 - k. Family distractions
 - l. Not being able to leave home
5. What resources do I have?
- a. Lead scraping tools
 - b. Time management training
 - c. Copywriting training
 - d. Sales courses (sales calls + outbound strategy)
 - e. Business mastery (CA + Market + Strategies)
 - f. SSSS (sales)
 - g. Public speaking (Instagram digital presence)
 - h. CA Outreach courses (outbound strategy)
 - i. Closing courses (responding to replies + sales calls)
 - j. SM courses (social media)
 - k. Skills courses (SEO, landing pages, email marketing)
 - l. Harness your speech (video outreach method)
 - m. Harness your IG + content planner + basics of fame (Instagram digital presence)
 - n. Flipping + 9-5 (business funding)
 - o. BIAB (local business strategies)
 - p. Captains guidance
 - q. Students guidance
 - r. Professors guidance
 - s. <https://www.instagram.com/reel/C2rwnKyJdyj/?igsh=bWdmanlkZ2F4a3Nz>
(scraping leads)
 - t. My uncle is a marketer
 - u. Irfan uncle owns nayab handi
 - v. That other uncle owns a kandoora shop
 - w. My brother knows how to flip
 - x. My father knows how to flip cars
 - y. Saif Omar is very hard-working and skilled at a lot of things
 - z. I have a gaming laptop
 - aa. I speak Arabic, English and Malayalam
 - bb. I have one year of experience in writing Arabic IG captions for an advertising agency
 - cc. I have made a nice-looking IG account for renov8

dd. I have a phone with data
ee. I have access to an abundance of Islamic knowledge
ff. Shamas uncle has/used to have a shipping company
gg. Eisa really knows how to code
hh. Abdulrahman has some solid life experience that I dont have
ii. Sahir uncle has a company
jj. I have noise canceling headphones
kk. I have index cards
ll. I have 24h free times most days
mm. Entropy is very low in my life at the moment
nn. Zaid can create automation ai bots
oo. I can edit videos and have experience in it
pp. I know technical stuff pretty well
qq. I am good at problem solving in the technical aspect
rr.

Calendar Work

- List out checkpoints and set time to reach them
 - Checkpoints #1: Day 30
 - Checkpoint #2: Day 33
 - Checkpoint #3: Day 37
 - Checkpoint #4: Day 55
 - Checkpoint #5: Day 106
 - Checkpoint #6: Day 121
 - Checkpoint #7: Day 151
 - Checkpoint #8: Day 161
 - Checkpoint #9: Day 191
- List out tasks needed to reach each checkpoint
 - Tasks are in the checkpoint plan themselves
- Identify metrics/KPIs for each task.
 - Ads
 - Ads: $CPC < \$ 0.5$, $CTR > 4\%$
 - Outreach ideal metrics:
 - Open rate: at least 70%
 - Response rate: at least 20%

- SEO
 - 5% conversion rate
- Allocate time on for each task.
 - Google Calendar
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.