CONQUEST PLANNER

1. Define Objective
   a. What is the goal?
      - The goal is to to make $3k from clients
   b. How will I know I've achieved it?
      - I will know I have achieved it when I can pull out my phone and see those green pixels from a deposit and when I add them up they equal at least 3k. I will feel as sense of pride, but will keep in mind that it is just the beginning
   c. When is my deadline?
      - May 1
2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE
   a. Checkpoint #1 - Getting a client (February 10)
      i. Cause and effect #1(Everyday until I get a response)
         - Cause - I reached out using my network asking them to reach out to their contacts if they know someone who would be interested in working with me
            ○ Have an outreach message
            ○ Have list of prospects to reach out to
         - Effect - My name, what I do, and contact info ended up with a potential client
      ii. Cause and effect #2(date based on when client connects)
         - Cause - Client was intrigued by me, my offer, or the trust my network contact said they had with me
         - Effect - I get a sales call
      iii. Cause and effect #3(when our schedules line up)
         - Cause - I impress my client on the sales call
            ○ Speak with confidence
            ○ Initial impression
            ○ Provide low risk offer to them
            ○ Suggested potential improvements
         - Effect - Client decides to let me work with them

b. Checkpoint #2 - Client leaves a positive testimonial February(21)
    i. Cause and effect #1
        ● Cause - I interview the client, perform market research, and investigate the niche
        ● Effect - I have a good understanding of the target market, their feelings(pains/desires), I make a strong avatar I can embody
    ii. Cause and effect #2
        ● Cause - I leverage the skills I learned in bootcamp, my notes, TRW, my avatar, people around me in my writing process
        ● Effect - I write good copy/web design/social media management
    iii. Cause and effect #3
        ● Cause - People see my work which causes them to take desired action
            ○ Copy must make them feel desired emotions
            ○ Path must be clear and easy to follow
            ○ CTA must be strong and relevant
        ● Effect - Client gets results
    iv. Cause and effect #4
        ● Cause - Client got results
        ● Effect - Client is impressed with my work and agrees to leave positive testimonial(maybe pays some money)

c. Checkpoint #3 - I get more clients this time paying(February 28)
    i. Cause and effect #1
        ● Cause - Outreach, positive testimonials, and proof of work
            ○ Look above for how these were obtained/how to do them
        ● Effect - I get more clients who will pay for my work
    ii. Cause and effect #2
        ● Cause - I interview the client, perform market research, and investigate the niche
            ○ learn what the client needs
            ○ learn what is working in the niche
            ○ Learn what the purpose of the niche is(what is it providing)
        ● Effect - I have a good understanding of the target market, their feelings(pains/desires), I make a strong avatar I can embody
    iii. Cause and effect #3

- Cause - I leverage the skills I learned in bootcamp, my notes, TRW(campus and people), people around me in my writing process
- Effect - I write good copy/web design/social media management

 iv. Cause and effect #4
- Cause - People see my work and take the desired action
- Effect - Client gets results

 v. Caused and effect #5
- Cause - Client got results, made money, and is impressed with my work
- Effect - Client pays me and leaves a positive testimonial

 vi. Cause and effect #6
- Cause - I got paid
- Effect - I made money and progress towards the goal

d. Checkpoint #4 - I make $1000(March 17)

 i. Cause and effect #1
- Cause - I repeated the steps for checkpoint 3 as many times as necessary, either providing value to bigger clients or more value to existing ones to add up to $10,000 for clients
- Effect - I made $1000

 ii. Cause and effect #2(path a)
- Cause - I have positive testimonials, work experience, results, and performed outreach
- Effect - I get bigger clients who will pay more

 iii. Cause and effect #3(path a)
- Cause - I provide lots of value($10,000) to these clients by writing good copy/web design/social media management using the above outlined skills and resources from TRW
- Effect - These bigger clients pay me

 iv. Cause and effect #4(path b)
- Cause - I have already impressed these clients, they want to keep working with me because they feel it will be beneficial for their business
- Effect - I stay with existing clients and they continue to pay me

 v. Cause and effect #5(path b)

- Cause - I provide new levels of value to these clients and provide more results by further leveraging my skills and resources from TRW in order to write good copy/web design/social media management
- Effect - I get paid more

    vi. Cause and effect #6(path c)
- Cause I do paths a and b
- Effect I make money)

e. Checkpoint #5 I make $2000(April 10)
    i. Cause and effect #1
- Cause - I repeat the steps from checkpoint 4 with even bigger clients providing $20,00 dollars this time
- Effect - I make more money and progress towards my goal

f. Checkpoint #6 I make $3000 and achieved my goal(May 1)
    i. Cause and effect #1
- Cause - I followed this plan and adapted as necessary to provide a total $30,000 of revenue for clients
- Effect - I completed the goal and made $3000

3. What Assumptions or Unknowns do I face?
- Assumption - I will impress clients on sales call
  - Use skills from TRW/ confidence from agoge program
- Unknown - When client will reach out/be intrigued
- Unknown - If my timeline is good/realistic
- Unknown - how much each client will pay relative to value provided
  - Craft a fair/strong offer
- Assumption - My copy will produce results(ie people will see it)
- Unknown - what client niches will be
- Unknown - What clients will specifically want me to do
  - Use various campuses in TRW plus problem solving skills to overcome the issue
- Assumption - Potential clients will see/be impressed by my testimonials/results
- Assumption - potential first clients will take the low risk offer from someone with no experience
- Assumption - clients will be willing to implement proposed ideas

4. What are the biggest challenges/problems I have to overcome?
    - Fear
        - Just do it, I chose this
    - Getting that first client and their testimonial(challenge)
        - Network
        - TRW skills
    - Potential poor time management
        - Calendar
    - Balancing school with this goal
        - Time management see above
    - Issues with clients slow response times
    - Learning the particular niche(s) of clients
        - Research/internet
    - Providing quality copy/work with no real prior experience
        - Online copy
        - TRW
        - Practice and adapt as I go with what is working
    - That I set an unrealistic goal/timeline

5. What resources do I have?
    - TRW lessons
    - My notes
    - TRW campus/copy review
    - My network
        - My dad, his knowledge, and his business friends/network
        - Old boss who runs his own business
        - Lyttle who is excellent at problem solving
    - Internet for research, inspiration etc
    - God/strength in faith
    - Potential clients lined up, actively scheduling sales calls
    - Friends and family for copy review, new insights, general support etc
    - Drive
    - Skills I have obtained from TRW
    - Confidence from life experiences
    - Youth
    - Reasonable amount of time to work most days

Calendar Work

February 10, 2024

S 4 M 5 T 6 W 7 T 8 F 9 S **10**

Saturday February 10, 2024

all-day Have a client Lunar New Year

12 AM
1 AM
2 AM
3 AM
4 AM
5 AM
6 AM
7 AM
8 AM
9 AM
10 AM
11 AM
Noon

Today   Calendars   Inbox

February 21, 2024

S 18 M 19 T 20 W **21** T 22 F 23 S 24

Wednesday February 21, 2024

1 PM
2 PM
3 PM
4 PM
5 PM
6 PM
7 PM
8 PM
9 PM
10 PM
11 PM Get positive testimonial
12 AM

Today   Calendars   Inbox

February 28, 2024

S 25 M 26 T 27 W **28** T 29 F 1 S 2

Wednesday February 28, 2024

Noon
1 PM
2 PM
3 PM
4 PM
5 PM
6 PM
7 PM
8 PM
9 PM
10 PM
11 PM Get clients who will pay
12 AM

Today   Calendars   Inbox

March 17, 2024

S **17** M 18 T 19 W 20 T 21 F 22 S 23

Sunday March 17, 2024

all-day Make $1000 St. Patrick's Day

12 AM
1 AM
2 AM
3 AM
4 AM
5 AM
6 AM
7 AM
8 AM
9 AM
10 AM
11 AM

Today   Calendars   Inbox

April 10, 2024

S 7 M 8 T 9 W **10** T 11 F 12 S 13

Wednesday April 10, 2024

all-day Make $2000

12 AM
1 AM
2 AM
3 AM
4 AM
5 AM
6 AM
7 AM
8 AM
9 AM
10 AM
11 AM

Today   Calendars   Inbox

May 1, 2024

S 28 M 29 T 30 W **1** T 2 F 3 S 4

Wednesday May 1, 2024

all-day Make $3000

12 AM
1 AM
2 AM
3 AM
4 AM
5 AM
6 AM
7 AM
8 AM
9 AM
10 AM
11 AM

Today   Calendars   Inbox