

# **CONQUEST PLANNER** **FOR PRISM BJJ**

## **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]

Generate **10-15 high-quality leads** with a **20-30%+ conversion rate** by March 10, 2025, leading to increased student enrollments for Prism BJJ and securing a **killer testimonial** to leverage for outreach and landing high-paying marketing clients.

Memberships Prices are as follows:

- Month to month: \$145
- 6 month contract: \$135
- 12 month contract: \$125

This'll help my client build a thriving student base, predictable revenue and will position the academy as a leading Jiu Jitsu school in Escondido. This will also strengthen my client's ability to expand services, invest in growth like opening a 2nd academy, and then being able to invest in the online academy.

I will also gain a valuable testimonial for generating 10-15 **high-quality leads**, increasing revenue and gear sales within 2 months, extremely valuable case study to begin expanding my clientele.

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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.)

[Insert your answers here]

How will I measure my progress?

- **Client Satisfaction:** Securing a testimonial that demonstrates massive ROI.
- **Leads Generated:** Number of forms submitted and classes scheduled.
- **Conversion Rate:** At least 20-30%+ of leads converting to sign-ups. Number of new memberships acquired.
- **Revenue Growth:** Monthly revenue increased based on membership plans and gear sold.
- **Click-Through Rates (CTR):** Email campaign effectiveness.

What will it look and feel like? -

- The client is beyond satisfied, giving a testimonial that highlights impressive growth.
- The campaign is consistently generating quality leads.
- Systems are in place to refine and scale for future projects.
- I will feel extreme pride in knowing I built an effective and profitable funnel.

What will it allow me to do after I reach it?

- I will gain a client testimonial to build credibility for future campaigns and charge higher upfront fees as well as retainers.
- Strengthen my marketing portfolio for performance-driven campaigns.
- Potentially increase my revenue through upsell opportunities with my client.

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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?

[Insert your answers here]

Where am I now?

- I have a client who is willing to pay me and give me a testimonial if I bring him massive results. We currently have 212 students for the physical classes.
  - We launched our funnel on Jan 3rd and since then we made quite a few adjustments to some of our ad copy but I completely redesigned the landing page → Re-launched on **Feb 10-11**, currently **1 lead generated**.
  - Total Leads Since Launch: 8 leads, but **not converting at a high rate**.
  - My client is happy with the results but not overwhelmed with results begging to pay me.
  - Lack of structure, falling into “**maintenance mode**” instead of optimizing aggressively.
  - External Challenges: Homeless, staying with my sister, leading to lack of focus.
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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:

[Insert your answers here]

### ***Daily Commitment:***

Work at least **2 hours per day** to ensure consistent progress and eliminate entropy.

## **Revised Goal:**

- Generate 10-15 high-quality leads with a 20-30%+ conversion rate by March 10, 2025.
  - Focus on receiving a valuable testimonial from the client by March 10th to support outreach for larger clients.
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## **Major Checkpoints & Weekly Objectives**

### ☐ **Checkpoint 1: Feb 13 - Feb 20**

**Objective:** Optimize ad performance and landing page to improve conversion rates.

- **Feb 13 - Feb 16:**
  - ☑ ~~Analyze early ad performance~~
  - ☑ ~~Adjust targeting/messaging if needed.~~
  - ☑ ~~Ensure all tracking tools are set up and finalized.~~
    - Hotjar for landing page.
- **Feb 17 - Feb 20:** Implement landing page refinements based on Hotjar & ad data.

### ☐ **Checkpoint 2: Feb 21 - Feb 28**

**Objective:** Generate 5 additional leads while increasing conversion rates through retargeting ads and conversion process.

- **Feb 21 - Feb 24:** Identify winning ads and scale budget accordingly.
- **Feb 25 - Feb 28:** Optimize email follow-ups, prepare and launch retargeting ads.

### ☐ **Checkpoint 3: March 1 - March 10**

**Objective:** Reach 10-15 total leads, maximize retargeting impact, and secure a **killer testimonial** from this client.

- **March 1 - March 5:** Monitor and optimize retargeting ads, track engagement.
- **March 6 - March 10:** Push final lead conversions & lock in testimonial.

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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.)

### What potential roadblocks could hinder my progress?

- Limited Budget: Tight constraints on ad spend.
- Time Constraints: Balancing tasks with client follow-ups and approvals. (homelessness, external pressures).
- Lead Drop-Off: High drop-off rates between inquiries and sign-ups.
- Low lead volume from ads leading to slow progress.
- Poor conversion rates from collected leads.

### How will I overcome these roadblocks?

- Budget: Focus on high-ROI strategies like email marketing and retargeting ads.
- Time: Use AI and templates to streamline repetitive tasks.
- Lead Drop-Off: Introduce urgency and social proof in all communications.
- Strict time blocking (morning and evening work sprints).
- Daily tracking of leads & conversion rates to make fast adjustments.
- A/B testing everything to find what resonates best with potential sign-ups.

### What do I know that I don’t know?

- Identifying the most effective local ad strategies.
- Advanced email segmentation techniques.
- Which ad creatives will perform best?
- How many touchpoints a lead needs before converting?

### How will I close this knowledge gap?

- Leverage TRW community for guidance on campaigns.
- Research on YouTube and use AI tools for insights.
- Test aggressively, analyze data daily.
- Seek insights from marketing professionals in TRW.

- Implement funnel tweaks immediately based on feedback.
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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.)

**[Insert your answers here]**

**I have access to and will use -**

- **The Real World.**
  - Within this platform I have my professor, captains and expert guides who have solved the problem I am looking to solve.
  - Whether it's questions with my funnel, copywriting or content creation. Someone in the campus can effectively help me.
- **Youtube.**
  - Within youtube there are videos on how to solve specific problems if needed.
  - Someone has sold a course before and definitely has uploaded content on how to XYZ or ABC.
- **AI, ChatGPT, or Gemini.**
  - Artificial intelligence will literally be my robot slave. I can find a way to delegate small tasks and use it to its fullest potential.
- **The Internet.**
  - On the internet there will be a variety of resources I can use in case I need them.
- **The Campaign Performance:**
  - Direct signals on what's working & what's not.

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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.<sup>1</sup>

- ☐ **Feb 13 - Feb 16 (Ad Analysis & Landing Page Optimization)**
  - ☐ Evaluate **early ad performance**, adjust targeting if needed.
  - ☐ Identify **top-performing ad creatives** for scaling.
  - ☐ Use **Hotjar & Google Analytics** to track landing page behavior.
  - ☐ Make **necessary refinements to CTAs, form placement, and messaging**.
  
- ☐ **Feb 17 - Feb 20 (Landing Page Execution & Adjustments)**
  - ☐ Implement **A/B tests on landing page elements**.
  - ☐ Continue **monitoring lead quality** and conversion rates.
  - ☐ Adjust **follow-up email sequence** to ensure proper engagement.
  
- ☐ **Feb 21 - Feb 24 (Scaling Winning Ads & Lead Nurturing System)**
  - ☐ Increase ad spend on **high-performing ads**.
  - ☐ Implement **structured cold calling follow-up system** for leads.
  - ☐ Prepare **retargeting audiences & ad creatives**.
  
- ☐ **Feb 25 - Feb 28 (Retargeting & Conversion Push)**
  - ☐ Launch **retargeting ads** to re-engage warm leads.
  - ☐ Execute **manual follow-up calls for higher conversions**.
  - ☐ Push **scarcity-based messaging** for urgency in final decision-making.
  
- ☐ **March 1 - March 5 (Final Lead Push & Retargeting)**
  - ☐ Continue optimizing **retargeting ads**.
  - ☐ Track Conversion rate changes and pivot if needed.
  - ☐ Personalize **manual lead follow-ups** with tailored offers.

- ☐ **March 6 - March 10 (Secure Testimonial & Wrap Up)**
    - ☐ Follow up with **all warm leads** for last-minute conversions.
    - ☐ Push **final urgency-based cold calling & email campaign**.
    - ☐ Secure **client testimonial** & prepare case study.
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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

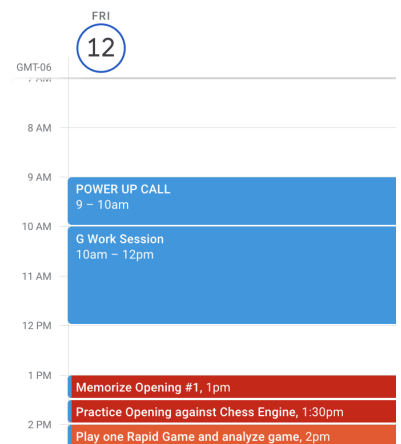
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

#### 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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