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CONQUEST PLANNER

EVERYTHING HAS TO BE DONE WITH RULE NUMBER 1 "SPEED"

1. Define Objective
 - a. What is the goal? \$3k/month
 - b. How will I know I've achieved it? When I see a deposit for 3k on my phone.
 - c. When is my deadline? 2th August 2024
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Closing the deal with an in person outreach client.
 - i. Target market research,
 - ii. Top players research,
 - iii. Sales call questions,
 - iv. Free value,
 - v. Find what can I compliment and what can I correct.
 - vi. Deal closed? Go here →
 CONQUEST PLANNER if I will close the deal
 - b. Checkpoint #2 - Completing top players research
 - i. Finding 1-3 top players in that market.
 - ii. Completing document for each one of them.
 - iii. Finding things that make their business work and unique.
 - iv. Having listed ideas that might grow prospect business.
 - c. Checkpoint #3 - Finish rewriting home page for my prospect - **I am here**
 - i. Analyzing skeletons from top players in that niche and others
 - ii. Make sure that language fits the avatar and includes customer's quotes.
 - iii. Skeleton included
 - d. Checkpoint #4 - Sending it to review the aikido channel and get feedback.
 - i. Preparing answers for copy review questions (from google doc on avatar research)
 - ii. Doing the exercise and uploading the video
 - e. Checkpoint #5 - Correct my mistakes
 - i. Reviewing mistakes that was written

- ii. Correcting them
- f. Checkpoint #6 - Sending it again and correcting the mistakes
 - i. Reviewing mistakes that was written
 - ii. Correcting them
- g. Checkpoint #7 - Sending outreach to the prospect
 - i. Writing outreach message
 - ii. Making sure that message is personalized
 - iii. ?????
 - iv. Finding a way to enhance it in SM & CA campus
 - v. Making sure that my online presence looks professional (linkedin, instagram, gmail)
- h. Client liked the home page and wanted a sales call
 - i. Setting up the date
- i. Preparing for sales call
 - i. Going back to notes and resources inside of the campus
 - ii. Preparing questions
 - iii. Make sure I'll look professional
 - 1. Hairstyle,
 - 2. shaven,
 - 3. clean background,
 - 4. confident.
- j. Sales call
 - i. Be friendly, kind and confident.

1. Nodding, making notes and asking follow up questions
 - ii. Demolish objection for not being english native speaker
 - iii. Lead the conversation
 - iv. Get to the deepest pains of the prospect by asking questions
 - v. Making a proposition based on the conversation
 - vi. Prospect agreed to do discovery project (probably rewriting rest of the pages)
- k. Creating discovery project
 - i. Reviewing the answers that I got.
 - ii. Writing discovery project
 - iii. Sending it to copy review channel
 - iv. Correcting the mistakes
 - v. Sending it to the client
 - vi. Correcting suggestions .
- l. Money In
 - i. Generating X amount of profit for the client
- m. Next project (probably rewriting their facebook ads and youtube thumbnails)
 - i. Writing copy
 - ii. Testing it
 - iii. Sending it to the copy review channel
 - iv. Creating final version
- n. Success
 - i. Money in and testimonials
- o. Making a new day schedule to make space for second client
 - i. Adjust the plan of the day for second client work

- p. Finding well paying niche
 - i. Using chat gpt to help me with the beginner part of finding a good niche.
 - ii. Is the niche lucrative (Are there people with money) ?
 - 1. If no - skip
 - 2. If yes - dive in
- q. Doing avatar research
 - i. Filling out the market research doc
- r. Analyzing the top players
 - i. Filling out the top players research doc
- s. Doing research for the prospects
 - i. Using AI to quickly create search terms
 - ii. SWOT analysis
 - iii.
- t. Acquiring them
 - i. Writing outreach message
 - ii. Making sure that message is personalized
 - iii. ?????
 - iv. Finding a way to enhance it in SM & CA campus
 - v. Using testimonials to get them
- u. Sales call
 - i. Be friendly, kind and confident.
 - 1. Nodding, making notes and asking follow up questions
 - ii. Demolish objection for not being english native speaker
 - iii. Lead the conversation

- iv. Get to the deepest pains of the prospect by asking questions
 - v. Making a proposition based on the conversation
 - vi. Prospect agreed to do discovery project (probably rewriting rest of the pages)
 - vii.
- v. Creating discovery project
 - i. Reviewing the answers that I got.
 - ii. Writing discovery project
 - iii. Sending it to copy review channel
 - iv. Correcting the mistakes
 - v. Sending it to the client
 - vi. Correcting suggestions .
- w. Money In
 - i. Generating X amount of profit for the client
- x. (Work with another client)
- y. Next project
 - i. Writing copy
 - ii. Testing it
 - iii. Sending it to the copy review channel
 - iv. Creating final version
- z. Success
 - i. Money in and testimonials
- aa. Creating Facebook AD (⬇️ action for both clients ⬇️)
 - i. Writing copy

- ii. Testing it
- iii. Sending it to the copy review channel
- iv. Creating final version

bb. Lead magnet

- i. If lead magnet will be good then people will opt in for free value.

cc. Writing a sales page that's gonna shake the market

- i. If I write a very good sales page then it will convert very well.

dd. Another Facebook AD for those who got the free value from lead magnet

- i. Writing copy
- ii. Testing it
- iii. Sending it to the copy review channel
- iv. Creating final version
- v. Sending customers to the sales page

ee. Making \$3,000 per month

- i. Generating \$15,000 for each of my clients (30 mid ticket products \$500 each)
- ii. Having 2 clients pay me \$1,500 each
- iii.

3. What Assumptions or Unknowns do I face?

a. Assumptions:

- i. Prospect will like my free value.
- ii. What she firstly needs is rewriting of the pages in order to boost her online presence.
- iii. There is always an answer to the unknown.
- iv. I'll have time for the second client

b. Unknowns:

- i. When the client will respond.
 - ii. Everything from point F.
4. What are the biggest challenges/problems I have to overcome?
 - a. First outreach and first work with the client.
5. What resources do I have?
 - a. Whole TRW (campuses, professors, other students)
 - b. PC
 - c. Phone
 - d. Laptop

Calendar Work

- List out checkpoints and set time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task.
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs

https://docs.google.com/document/d/13kwzCKhWBw72fBDD184ZpRg6h_0GWCcxmrH-JCB1IMs/edit?usp=sharing