

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")

- Build a continuous customer generation machine for my Dad's fencing construction business and get a steady flow of leads. Get at least 2 fence installation customers for our fencing construction business every week.

My Result Is - Business has just starting. Already had 1 customer that discovered us through a business card we placed on a local notice board. That was a \$4K customer.

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.)

- When we're getting multiple calls and contact form submissions every day. We'll know we've achieved our goal when we're never wondering where our next customer will come from.
- In fact, we want to be in such high demand due to our advertising and SEO marketing that we'll need to turn away customers. (Hehe that's when we hire more fencing contractors and build an empire)

How will I measure my progress? - As above.

What will it look and feel like? - It'll feel like WINNING! It'll feel like BUSINESS SUCCESS! It'll look like a business that is so busy with customers that we need to turn some people away because we're in such high demand.

What will it allow me to do after I reach it? - Spend and invest the thousands of dollars we make from customers every month. Invest it into hiring more contractors into our business, so we can slowly start to disassociate our time from the amount of money we can make.

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?

We're in the start-up phase.

I'm working on building out the website, so it looks like a trustworthy, credible, and reliable business that customers will want to choose for their fencing work. I've written a landing page and some Google ad copy, almost ready to start running paid ads to attract leads.

I'm writing up about 1 and a half pages for the website every day, including the basic contact page, about us page, and individual service pages.

Also OODA looping the landing page – Getting feedback from experienced TRW G's, as I want to make sure it performs well before risking money on ads.

Where am I now? -

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 - Customer-generation machine for the fencing business as a result of Google marketing (paid ads + SEO)

- Checkpoint 1: Finalizing a solid landing page that I believe will perform extremely well.
- Checkpoint 2: Write solid Google ad copy.
- Checkpoint 3: Running a testing phase for the ads, so I can measure results to achieve a 4% CTR in Google and a landing page conversion rate I'm happy with (30 - 50% or higher) – *Achieve 4% CTR & at least 40% conversion rate with paid Google ads.*
- Checkpoint 4: Start content marketing strategy with SEO-friendly blog posts about fencing to start getting organic traffic AND to establish ourselves as an authority business in the fencing market.
- Checkpoint 5: Eventually get to the point where we're getting enough calls and inquiries from organic traffic sources that we can cut out ad spend, because money saved is money earned.
- Checkpoint 6: Stack up a gallery of completed projects and a bunch of happy customer testimonials, so we have even more credibility and get work from even the most skeptical customers.

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? -

1. Google ad not performing or working how I expected.
2. Not getting a return on ad spend that loses profit, rather than making it.
3. Struggles with tracking the performance on my ad and landing page conversions.
4. Poor landing page copy.
5. Our lack of testimonials (only have 1) and images of fences we've installed (only 4) may hurt our trust and credibility as other fencing businesses in the space have an ABUNDANCE of example work and testimonials.
6. My lack of technical Google ad setup knowledge and conversion tracking knowledge (I've never run Google ads before and measured key metrics, so I might get stuffed up on the technical side of all this)

How will I overcome these roadblocks? -

1. Do my VERY best to write good copy and not think "Oh, it's ok the way it is"
2. Continue OODA LOOPING both the landing page copy and Google ad copy, using TRW resources and student/expert feedback, so the copy does the job it's supposed to do. Go above and beyond to write exceptional copy that dominates the industry.
3. Do a little bit of market research every day – On top of the massive market research sessions I've already done. (helps me write better copy)
4. Analyze ad and marketing strategies of top players in other cities.
5. Go through a Google ads tutorial on YouTube for the technical stuff.
6. Go through Arno's marketing mastery + Andrew's Run Ads. Make Money courses
7. Provide the best customer service as possible to make up for a lack of social proof. (I know the bad experiences customers have had with other fencing companies, so I'll know what mistakes to AVOID and how to provide the best customer service possible)

8. Use Invoice.ai to create transparent quotes for potential customers as this is what past customers appreciated.
9. Aim to fulfill for customers as fast as possible (quoting, on-site inspections, and completing the fence)
10. Excel in all areas of customer communication (fencing customers) – To get better testimonials from happy customers.

What do I know that I don't know?

1. I don't know technical Google ads setup
2. I know I don't know with 100% certainty how the ad will perform until I take the risk and pay for ads.
3. Don't know how customers will respond to our ad.
4. Don't know how to set up a heat tracking software like CrazyEgg or Hotjar.

How will I close this knowledge gap?

1. Watch FREE tutorials on YouTube for technical set up stuff and tips for using specific tools, like Google ad manager and CrazyEgg.
2. Watch relevant lessons in TRW – Marketing mastery, business mastery, level 3 copy content, and anything to do with paid ads.
3. Look into other free resources from trusted marketers – Sabri Suby, Miles Beckler, Alex Hormozi.
4. Consult with experts in TRW and other students (who are ideally doing the same thing, something similar, or have done in the past)

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 -

1. Business mastery campus – Marketing mastery, sales mastery, and business.
 2. Copywriting campus – Level 3 content, design mini course, run ads course, TAO OF MARKETING (G-level course)
 3. FREE technical set up guides on YouTube – For Google ads, heat tracking, etc.
 4. My dad's 30+ years worth of knowledge about the fencing industry and its customers
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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.

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: Finalizing Landing Page Copy

Task 1: Write a finalized and polished version of the landing page that I believe is good.

Task 2: Submit the polished version into TRW (experienced review, copy review channels) and ask for specific feedback. Not just “pls review”.

Task 3: List out all the problems and changes I will make to the landing page while going through comments from TRW G's.

Task 4: Tackle each problem and make the landing page better with 1 change at a time.

Task 5: Take a break from this specific task for a day, meanwhile working on other tasks.

Task 6: Come back the next day, with fresh copywriting eyes, using the lizard brain formula, and read through the landing page from top to bottom.

Task 7: List out any glaring issues or problems or changes I should make.

Task 8: Make the changes needed for the copy to be better.

Task 9: Submit to TRW for more feedback on this ultra polished copy.

Task 10: Maybe more changes based on TRW feedback, then launch it once I'm happy with it.

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]

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.

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

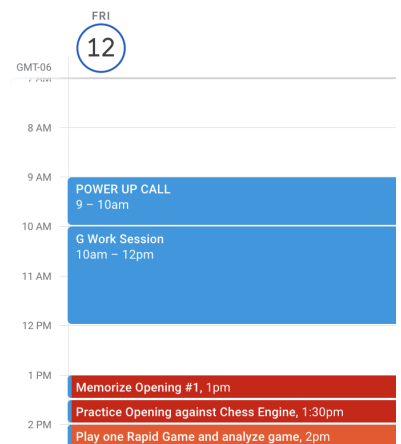
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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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