

CONQUEST PLANNER

- ≡ Copy of THE AGOGE NEW IDENTITY TEMPLATE
- ≡ Copy of  DAILY DOMINATION  ≡ Call w/ Merthie
- ≡ Food plan ≡ Questions to ask myself + AI Resources
- ≡ Yaseen's 100 G WORK SESSIONS AWAY ≡ Dream 100 process map
- ≡ Long term conquest plan

What is your target outcome? (e.g., "Launch a successful online business within the next year")

[to generate \$10k for 4 clients]

My Result Is - getting \$1k from each client

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.)

[by having \$2k in my Stripe/bank account, I will know I hit my goal when I'm in my own apartment and a gym I go to and train while working with 4 clients in total]

How will I measure my progress? - By keeping myself accountable with Gs who are serious on my checkpoints with a certain date of when to complete them, and completing the daily checklist to have my momentum going, OODA looping my way to the top and analyzing each week's progress on Sundays

Also side note:

by having 2 clients each paying me \$1k. By doing that we need to generate \$10k at least for both. Either I need to have

10 people buy a \$1000 product or

20 people buy a \$500 product or

25 people buy a \$400 product or
50 people buy a \$200 product

What will it look and feel like? - I will feel super confident in my abilities after knowing the face I successfully got to convince a business person to work with me. It will make me feel like I'm the dominant one in the field and I know what I'm doing. I'll remember this is only a stepping stone in my journey, then I will

What will it allow me to do after I reach it? - the first thing I can do is get a gym membership which will only strengthen me as a person and get closer to faith knowing everything in life is difficult. As Allah mentions "with hardship comes ease". The second thing it will allow me to do is either travel to a country or get me to move to another country. Better to move than travel at the moment so I will hit up Dubai to network and carry out my conquest plan while being the head of the household for my family, thirdly which can come any time is i can use money as a tool to better leverage my business. first, I get tools like Semrush, web domains, etc then later I can hire students and work for me. I will also become freer since I carve out my schedule and thus it helps me network with other students, 3 brains together doing copy will destroy my competitors

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'm here just acquired a client today but still doesn't feel like it's enough of a client even if she was the best or not. I only have 1 client but it's better to have 2-3 that way I don't end up wasting my time.

I'm here I also need to upgrade my copywriting skills, I know some lessons but I need to make sure I implement all of them into play

Right now my bank is sitting at 0 dollars from copywriting but have 2 potential clients I can work with to get me to 600 which can lead me to 1400 left to achieve

Step 4: What Are Your Checkpoints Toward 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 -

- ☒ Checkpoint 1: Set up a plan for my current client and get them results
- ☒ Checkpoint 2: Apply for experience and take the lessons
- **Checkpoint 3: Leverage testimonials then** Go through the Dream 100 phase
- Checkpoint 4: Cold outreach or **skip to checkpoint 5**
- Checkpoint 5: Get two clients and pitching both of them
- Checkpoint 6: Acquiring 2 clients (each paying \$1k)
- Checkpoint 7: Following the winners writing process
- Checkpoint 8: Finish completing the sales page copy then launch it to test

- Checkpoint 9: generate \$2k into my bank account and \$10k for my client (Rainmaker)



Advanced Checkpoints

Checkpoint 9:

Checkpoint 10: Get \$50k a month

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? What could potentially make you stop along your journey? -

Making the outreach different

I need to make personalized but also need to focus on making it different so they can actually respond

Making it hyper personalized

Telling them their current situation and
Not getting the copy with the results I want

How will I overcome these roadblocks? -
going back to the lessons whenever I need it the most
repeat over and over again until it works
How?

What do I know that I don't know? -

How I will get the exact results I want for a client? Ex I want a goal to generate 10k for a client
but end up getting 7k instead
How long the conquest plan will it actually take to reach to rainmaker?
How many times will I need to revamp the copy to make it perform well?
What's the budget for spending on me and the campaigns we will be running?

How will I close this knowledge gap? - by keeping up with the momentum and testing process to
keep myself at a fast pace

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 -

CHATGPT (AI)
AGOGUE CHAT & LESSONS
AIKIDO CHANNEL
TRW LESSONS/CAPTAINS/CHAT/NETWORK
MY TESTIMONIAL/ CASE STUDY
INSTAGRAM TO LEVERAGE MY SOCIAL PROOF AND TESTIMONIAL
TAO OF MARKETING
MY NOTES

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 1: plan for my current client and get them results
 - ☒ ~~The first step is to research the target market, go on Amazon, YouTube, testimonials, etc~~
 - ☒ ~~second is a bit of resource from top players to see what ideas they use, what hooks, what words they say, what level of awareness and sophistication level, etc~~
 - ☒ ~~third is the winner's writing process which I use a model copy, find a copy, swap out their words with mine, take the words from top players and put them on the copy, and use the lessons whenever you need the most~~
 - ☒ ~~fourth is to use the Aikido channel (AI as well if possible)~~
 - ☒ ~~Extra: Make video scripts for client~~
 - ☒ ~~Fifth is to take the mistakes from Aikido and rewrite them then test out the copy.~~
 - ☐ Repeat the process by testing the sales page copy over and over again until we hit massive results.



- CHECKPOINT 2: Apply for experience, take the lessons (If checkpoint 1 goes successful)

- ☒ ~~Apply for experience and show off the real world your fantastic win~~
- ☒ ~~Write down notes with index cards~~
- ☒ ~~Go out and apply the lessons~~
- ☒ ~~If possible go sign up for a gym membership~~



- CHECKPOINT 3: Leverage testimonials then dream 100 & cold outreach

- ☒ ~~Leverage the testimonial by posting it on instagram and pinned posts~~
 - ☐ Pick a niche and make sure to meet the requirements
 - ☐ Do top player analysis and gain at least 5 ways to help them
 - ☐ Prospect and find 20 prospects if possible. Outreach and aim for 151 times
 - ☐ Finish writing your outreach for email. Say what the problem is and why it's causing an issue in their brand, add some avatar personalization to make it specific, tell them about what solution you bring and lead with a cta. Add a section saying " My name is Yaseen i did X for Y in 18 days etc etc"
- Identify the roadblocks in this one task ⚠️
- ☐ Send a DM/Outreach. On IG send a message from their story saying "Hi Name, is this the best place to ask a question?" and send 3-5 outreach a day, increase them every day
 - ☐ Get a response from all of them and have a conversation built. This is the endpoint right before you ask for a call



- CHECKPOINT 4: Cold outreach



- CHECKPOINT 5: Get 4 clients and pitch both of them

- ☐ Tell all 4 when they are available to schedule a call within the next week "are you open for a call this week to better discuss this etc etc"
- ☐ Send over the Zoom link and begin to build rapport with them so we can come in a friend matter
- ☐ Go over the SPIN questions and follow up on each questions they say that we they don't think " this man doesnt care what i just said to him"
- ☐ Give them a summary of what just happened "So you told me you had been doing X and tried Y but still failed, so what I can do is put together X so you can generate Z



- ☐ Pitch them each on a project saying “ So we can do 10% commission on your sales page, for instance, you get 100 people to buy X product which generates at 10k, and since it's 10% I will take 1k out of that. Sounds good?” then continue the convo

generate 10k with the copy I made

- CHECKPOINT 6: Acquiring 4 clients (each paying \$1k)

- ☐ Send over the payment details and follow up on anything else
- ☐ Gather every extra information & listen to the call to gain some insights. Also check what you need to change for next time
- ☐ Next is to research the target market, go on Amazon, YouTube, testimonials, etc. what do they need to think, hear, imagine, etc



- CHECKPOINT 7: Following the winner's writing process

- ☐ First know who are you talking to and where they are at and where they want to go, then Find a piece of copy you can take, swap out their words with your word, take the words top player copies use it onto yours
- ☐ second is a bit of resource from top players to see what ideas they use, what hooks, what words they say, what level of awareness and sophistication level, etc
- ☐ third is the winner's writing process which I use a model copy, find a copy, swap out their words with mine, take the words from top players and put them on the copy, use the lessons whenever you need it the most
- ☐ fourth is to use the Aikido channel (AI as well if possible)
- ☐ Fifth is to take the mistakes from Aikido and rewrite them then test out the copy.
- ☐ Repeat the process by testing the sales page copy over and over again until we hit massive results.



- CHECKPOINT 8: Finish completing the sales page copy then launch it to test

- ☐ Review it yourself and ask where is it ugly, lame, boring
- ☐ Have a draft of a copy you just made from modeling, let her check it out and see if they like it, ask them “is there any part you want to change so it sounds like you speaking to them?”
- ☐ Send it out to test and review and let the money come in (if failed submit for Aikido again telling the full details then do it again with the winner's writing process)
- ☐ Get a total of 4 clients' sales page copies to generate each 10k revenue



Checkpoint 9: generate \$4k into my bank account and \$10k for my client (Rainmaker)

- ☐ Eat a Steak
 - ☐ Visit/ move to a different country (head to dubai for network)
 - ☐ Continue your conquest plan here once you completed your current one
-

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.
-

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 a 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

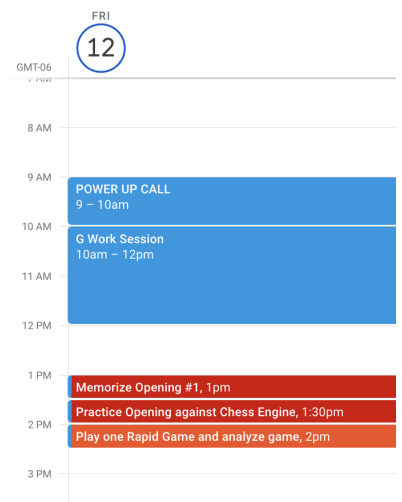
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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)



•

