

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")

My target outcome is to maximize the revenue of the business I'm working with by 1,5x what is grossing now.

My Result Is - Knowing that I'm capable of making a business thrive and being able to start writing for more businesses through cold outreach. That way, I stop depending on the 9 to 5 and can begin to dedicate myself solely to copywriting.

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.)

[Before I launch the website and run the ads I have in my mind, I will ask for the grossing of the last 2 years and I will compare the impact of my digital marketing.]

How will I measure my progress? - I'll measure my progress through checkpoints. I'll set small goals at certain dates and assess where I am at each of those points, whether I'm far from reaching the planned objectives, and how to improve from there, making necessary adjustments along the way.

It will be a fantastic sensation. Knowing that I can do this with more businesses and that I can multiply sales and generate income will be gratifying. It will be the first step to free myself from my 9 to 5 and start my work independence. However, I can't get too comfortable with it. Knowing that it will be good but just a means to an end, the first step with results, which obviously will bring confidence to face the future.

What will it allow me to do after I reach it? - The response is somewhat covered in the previous one, will provide me with the opportunity to start my independence and be able to do copywriting full-time. And of course, I'll be able to start my cold outreach to other businesses with the major barrier of lack of testimonials shattered.

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?

[I'm still far. I have one client, but I haven't been able to improve results for their business yet. I've decided to create a well-structured, organized, and intuitive website to capture more attention and facilitate user access regarding prices and so on, in order to improve SEO and start paid online campaigns.]

Where am I now? - The website is still not complete; a page is missing, final adjustments need to be made, and then I'll start improving SEO from top to bottom. So, there's still a lot left to do, and completing the website in its entirety will be my first checkpoint. I know I'm far from where I want to be, and I understand there's a lot of work ahead of me.

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 -

- Checkpoint 1: Finish the website.
- Checkpoint 2: Review the market research from applying the concepts of TAO Marketing (Level of awareness, level of sophistication, winners writing process).
- Checkpoint e-com store: Criar a loja e ter tudo operacional.:
- Checkpoint 3: Running facebook and instagram ads and meanwhile use aggressive and active social media posting and find a strategy to apply and have more testimonials and reviews in facebook, instagram and google.
- Checkpoint 4: Analyze and understand what impact all the adjustments had on the sales. Review if needed the market research, the AVATAR, and the ad itself.
- Checkpoint 5: Continuadamente fazer o checkpoint 4, de forma a melhorar todos os checkpoints anteriores.
- Checkpoint 6: Iniciar a minha loja de e-com com o conhecimento do agoge program. Mas isso terá que haver um novo desenho de plano. Ficará assim que alcançar os meu objetivos aqui.
- Checkpoint 7:
- Checkpoint 8:

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.)

[bad time management, lack of results, negative thoughts due to the lack of results.]

What potential roadblocks could hinder my progress? - bad time management definitely ; the ads + website don't have results. + I will feel sad and down because things aren't worked as they were planned.

How will I overcome these roadblocks? -

Analyze everyday and plan my next day but, take a time in my sunday ooda loop to actually do very detailed analysis on how to perform a higher levels shrink the time to every task and make my time more profitable and productive. Prioritize sleep 7 - 8 hours, lately I feel I'm lacking in sleep.

I need to go back in TRW programs seat and analyze with the tools I have what went wrong and ask for revise of my work so they can give me an opinion on how I can move on and improve my copywriting to be a winner in the niche I'm working on.

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

I know that I can improve my time management and skills at copywriting.

How will I close this knowledge gap? - Constantly revise of the time usage and work with the tools from TRW to achieve my despite outcomes.

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.)

[TRW of course, and thankfully we are in 2024 there's also a bunch of stuff out there, AI tools to upgrade whether it is copy or research. Also, there is very good organic content to learn and improve whatever skill we need.]

I have access to and will use - Definitely, I'll use the chats of TRW to my advantage. Ask professors to review my copy before I test it, with the specificity that it might not sound the same due to translation, but I'll figure it out later the best way. AI of course's a must-use. It just creates content super fast that I can adjust to make it sound human and effective. Also organic content out there is super useful.

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: Finish the website.

Task 1: Improve the speed of the website by changing the pictures to the correct sizes and the format of the pictures.

Task 2: Do and finish the last missing page, about traditional laundry.

Task 3: Improve and maximize the SEO of the website, from head to toe.

Task 4: Review every single detail to make sure it will be launched correctly

Task 5: Change the previous website to the new one and put it live.

- Checkpoint 2: Review the market research from applying the concepts of TAO Marketing (Level of awareness, level of sophistication, winners writing process).

Task 1: Pick up the research I already have and analyze it.

Task 2 : Check the level of awareness and sophistication again with “new eyes”

Task 3 : DO the same with the ads that I already wrote and check if I can make it more effective, by the new research and by asking people in the chats.

- Checkpoint e-com store:

Task 1: Fazer a pesquisa do target market e todo o winners writing process

Task 2: Escrever a copy de cada produto, consoante o estudo do target market

Task 3: Fazer o website na shopify

Task: 4 : Definir as margens dos artigos em cada preço praticado

Task 5: Criar as redes sociais. Insta e facebook e começar a postar conteúdo de importância ecológica etc...

Task 6: Criar o site e pôr operacional.

Task 7: Ouvir as dicas do Miguel e começar a fazer anúncios para crescer.

- Checkpoint 3: Running facebook and instagram ads and meanwhile use aggressive and active social media posting and find a strategy to apply and have more testimonials and reviews in facebook, instagram and google.

Task 1: Understand the differences of each facebook and Instagram add.

Task 2: Apply the concepts, learn and start to build the ads.

Task 3: Use une campaign that gives 3% of discount if they comment on social media and google what they think about the service.

Task 4: Meanwhile keep posting everyday active social media content.

Checkpoint 4: Analyze and understand what impact all the adjustments had on the sales. Review if needed the market research, the AVATAR, and the ad itself.

Task 1: Analyze the results of the marketing campaigns.

Task 2: Review the avatar and adjustments that have to be made, eventually go for the winners writing process again.

Task 3: Study new potential projects to launch, promotions and opportunities to trigger emotions and scale the business.

Checkpoint 5: Começar a e-com store

Task 1: Estudar um mercado e surgir como a solução para resolver problemas. Fazer todo o winner's writing process.

Task 2: Criar o site no shopify, desta vez uma coisa mais elaborada e com um catálogo com melhor apresentação e mais composto.

Task 3: Fazer anúncios para publicitar a marca e avançar no market.

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.

[<https://calendar.google.com/calendar/u/0?cid=aGVucmlxdWUyNDA5OThAZ21haWwuY29t>]

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

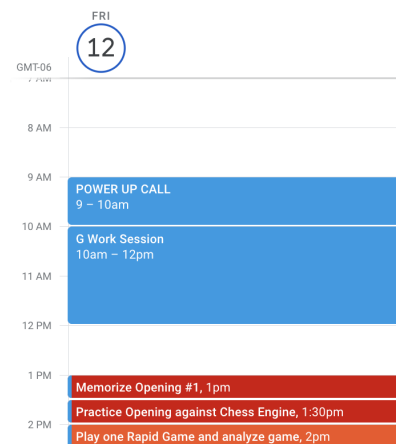
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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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