

CONQUEST PLANNER

Goal → Hit Rainmaker

Why? → Because it will allow me to quit my job, I want to experience walking out that shitty restaurant with a smile looking back at my month and realizing that I will never have to work a 9-5 ever again.

When is my deadline?

→ Sep 11, 2023

x	x	x	x	x	x				

1. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Final Checkpoint #1 - 1,000 in my bank account
 - i. Crush the new project
 1. Bring in 20 new clients for my clients agency
 - b. Checkpoint #2 - I set up a new funnel for my client
 - i. We run ads
 - ii. I make sales page
 - iii. He makes the ads
 - iv. I Script the ads
 - c. Checkpoint #3 - I upsell my client to the new project
 - i. I talk to him about doing ig reels, retainer based
 - ii. And also using paid ads to bring in new clients for his agency
 - d. Checkpoint #4 - I absolutely crushed and over delivered on the discovery project
 - i. I generaged 10 new leads for his agency
 - ii. He posted the videos I created
 - iii. I talk to him about the videos
 1. Go over the spin question
 2. Have a plan as to how you will pitch
 3. Don't sound desperate
 4. De-risk the offer
 5. And identify why he might say no

- iv. I create killer videos
- 2. What Assumptions or Unknowns do I face?
 - a. Creating killer ads
 - i. I don't know if I can bring in 10 new leads
- 3. What are the biggest challenges/problems I have to overcome
 - a. Writing good copy
- 4. What resources do I have?
 - a. I need to use the trw to the max
 - i. Use all of the resources
 - ii. And then ask for reviews

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.