

# **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 create a source of 1500 eur income per month until **DEADLINE 2025-01-31**

It is important because I will have created something real. Something tangible and useful, for another business.

It is very important because I will prove to myself that I am capable of creating **REAL VALUE** for other people.

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## **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.)

- The moment that I deliver real value, (500€ or more) in a month of total revenue generated for my client.
- Keep solving problems and make more sales for my client bringing in a total of 1000€ revenue generated in one month.
- Keep raising the revenue up by bringing back customers to buy and also obtain new customers for my client.
- Keep scaling up and take 15-20% revenue generated in a month until I reach 1500€ for myself earned in a month.

**How will I measure my progress? -**

- I will measure my progress towards the first 500€ mark by tracking the number of old visitors and retargeting them.
- New customers are targeted separately depending on where they are on the market awareness scale.

**What will it look and feel like? -** A feeling to feel proud of, I will have provided tangible results for my client and his audience. I will see the transaction numbers on my bank screen and understand that I am truly capable of doing this. I was made for this. I will feel proud in that moment and will deem this a BIG VICTORY. I will feel VERY PROUD of Myself. I will savor this moment.

**What will my goal allow me to do after I reach it? -** The FIREBLOOD that comes with the hard work will propel me to new levels of masculine capability in an instant. I will reflect on my current “mountain climb” and set out a new goal, create a new conquest plan and get to work.

The resource of money I have earned will allow me to treat Myself, my Family, and the closest people in my life to an immaculate experience of my choice.

This kind of income will be the start of my journey towards joining the council and later towards the War room. I am gonna learn more about and start investing in assets. Stocks. Crypto. I will not be consumed by the chaos and problems that come with this resource. I will use it very wisely and invest it into my well being.

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## **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?**

Right now I have a total of 0 clients. At this very moment in time I am creating a better version of myself. The version who is capable of handling the stress and providing real tangible results.

Yesterday 07-28 my only client decided to stop working with me because of my inability to provide tangible results. I did not create the value that I intended to create. It is a moment of reflection and feedback.

I have to understand why this happened. Why couldn't I create the result I wanted? Laziness or truly unlucky? Did I really try my hardest to win? Did I actually understand what I was doing or just playing the "Do the work and feel good game".

As of today 07-29 I am sticking to my plan that I've created after the new OODA LOOP.

I have observed my situation for the past weeks. I now have oriented and decided on what I need to do. I made a plan for this week and the upcoming month on what I need to do.

I am now taking real action and creating a new conquest plan which is clear and easy to follow. Not just a plan that I sometimes visit and "do little work on it to make it happen. NO.

I am taking REAL action. CAUSE and EFFECT.

- I will keep adding people to my [Outreach 50 List](#) and DMing them with the script. Every single day I DM people until I get a starter client to work for. As of 2024-08-18 I have several leads and a client 90% closed.
- As of 2024-08-18 I am taking action on closing the leads I have for recurring clients and one time clients. Main objective is to over-deliver for a testimonial that I will leverage and land bigger and better clients.
- Each day I will keep prospecting for 15 minutes and fill up my dream 100 list.

By taking action and studying my ass off, I will deepen my knowledge by a lot on outreach and prospecting.

I will find a business that I will solve a MASSIVE problem as an entry project and OVER-deliver on my part of the deal. Goal is to transition to a revenue share deal and keep identifying problems that are hurting the marketing part of this company.

I will make a plan and schedule a call with my client and use persuasion to sell him the need to fix this idea. I will take him on a journey towards the BIG dream state.

Where am I now? -I have 0 clients and am on DAY1 the plan I've laid out. I am creating a new conquest plan to gain insane clarity and keep myself on this path until I win.

08-11 I am now focused prospecting and outreaching to land a new project to work with.

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## 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

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- Checkpoint 1: Land and secure a new project to bring tangible results for. Over-Deliver on the first project and get a testimonial, scale up and set up a revenue share deal of 15-20% from total revenue generated in a month. **DEADLINE 2024-08-15 DONE by**

**08-18** 3 days late. I could have done it 3 days early if it wasn't for my limiting fears that were holding me back.

- Checkpoint 2: Reach a monthly income of 500 euros. **DEADLINE 2024-09-15**
  - Checkpoint 3: Upscale current client with a new project. (a problem I have identified and presented the solution). Set up a revenue share deal for this project 15-20% from total revenue generated in a month. **DEADLINE 2024-09-20**
  - Checkpoint 4: Reach a monthly income of 750 Euros per month. **DEADLINE 2024-10-20**
  - Checkpoint 5: Upscale current client with a new project. (a problem I have identified and presented the solution). Set up a revenue share deal for this project 15-20% from total revenue generated in a month. **DEADLINE 2024-10-25**
  - Checkpoint 6: Reach a monthly income of 1000 Euros per month. **DEADLINE 2024-11-25**
  - Checkpoint 7: Upscale current client with a new project. (a problem I have identified and presented the solution). Set up a revenue share deal for this project 15-20% from total revenue generated in a month. **DEADLINE 2024-12-25**
  - Checkpoint 8: By upscaling one client and providing real, tangible results to his business, I now have a monthly income of 1500 euros per month. **DEADLINE 2025-01-31**
  - Checkpoint 9: Create a new goal and plan. **DEADLINE 2025-02-05**
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## 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.)

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What potential roadblocks could hinder my progress?

- **Unforeseen challenges.**

- **Prospects could decline my price deal.**
- **Prospect could decline my offer to work with them.**
- **Natural worldly disasters can happen.**
- **I could lose a client.**
- **Personal health issues.**

### **How will I overcome these roadblocks?**

- **Unforeseen challenges** - *I always leave an extra amount of spare time for situations like these that can happen at any moment given.*
  - *I do not crumble under intense pressure or stress, I refine that energy into fuel and solve any problem that comes my way.*
- **Prospects declining my price deal-** *I step into Marius The Great before engaging with any prospect/client or a sales call and use "black belt mental AIKIDO" to solve any problem at hand. I explain very clearly that the job I do will bring MASSIVE results and revenue for the company, I will sell the dream and the need to fix this problem.*
- **Prospect declining my offer to work with them.** - *I analyze each of my prospects' businesses to the smallest possible details and find the problems I can solve for them and then craft an offer specialized for their market. The outreach messages that I send will portray that I am an expert in their field.*
- **Natural worldly disasters** - *If something like an earthquake, a flood, tsunami, volcanic eruption, tornado or a meteor strike happens. I will not panic, I will use all of my brain and physical power to survive. I will not die. I REFUSE TO DIE.*
- **Setting unrealistic expectations for my daily tasks** - *In order to gain full crystal clarity and fulfillment from my day to day actions, they have to be realistic and attainable within 24 hours.*
- **Losing a client** - *I will not give up and to the smallest details possible I will analyze WHY did this client choose to stop working with me. Analyze - do more outreach and find a new client to work with.*
- **Personal health issues** - *If I get sick, I focus my time and energy on getting better. Depending on the situation I choose the level of intensity of my tasks.*

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

- I know there will be unforeseen events happening in my life EVERY SINGLE day.
- I understand that I am diving deep into the unknown, parachuting myself into the battlefield for greatness.
- There will be things that are out of my control. **Anything that happens unexpectedly will not be a surprise for me, I am expecting the unexpected.**

### How will I close this knowledge gap? -

***Expect the unexpected.***

I am a P-E-R-S-P-I-C-A-C-I-O-U-S and Q-U-I-C-K W-I-T-T-E-D. Individual.

I keep my mind sharp at all times and use stress as nuclear fuel to keep propelling Myself forward and win.

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# Step 6: What Helpful Resources Do You Have?

What resources do I have that will allow me to overcome obstacles and achieve my outcome faster? (e.g. TRW, current personal network, experience in an existing industry, etc.)

I have access to and will use:

- **Intense training sessions.** I am able to experience **FIREBLOOD**.
- **The Real World.** A network with like-minded individuals, I am able to get instant feedback and their shared opinions on my current problem/situation.
- **My family and friends.** I can ask for guidance from my family. I am able to help them with any problem they face and in return amplify my own energy.
- **Friends with businesses.** I can ask for insights on what they look for in marketing people, they can evaluate my copies, outreach or anything that might help me
- **Physical notebooks and a pen.** Writing and answering to my own-self is a very powerful tool to solve problems in an efficient way.
- **Written/Saved notes.** I have many topics including business, mindset, spiritualism, fitness and more, written down by my past self.
- **Tool1 Daily Domination planner**  
template [https://docs.google.com/document/d/145Vsyiukolb6n9Yx6VoqvrZ\\_84yrEmwn6jmfN6Hhls/edit#heading=h.xtrwo1rj54](https://docs.google.com/document/d/145Vsyiukolb6n9Yx6VoqvrZ_84yrEmwn6jmfN6Hhls/edit#heading=h.xtrwo1rj54)
- **Tool2 Problem Root Cause Analysis**  
<https://docs.google.com/document/d/15jmydfEDQEAQNpmxjZgoaDzlx6KZpzahsRuM28UAP9w/edit>
- **Tool3 Unleashing my creativity**  
<https://docs.google.com/document/d/1dyUpyJrymWtCd8IRUzOc0UDgWnB9hs8nauWVKfchYgg/edit>



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## Step 7: What Specific Tasks Will Lead To Each Checkpoint?

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- **Checkpoint 1:** Land and secure a new project to bring tangible results for. Set up a revenue share deal of 15-20% from total revenue generated in a month. **DEADLINE 2024-08-15**

Task 1: Study the courses and take notes that will help me with my outreach. ✓

Task 2: Share any questions related to these courses to the TRW network. ✓

Task 3: Find a niche and specific clients I'd like to work with. Add them to my LIST100.

Task 4: Read my TRW saved chats and use them to write the perfect outreach by analyzing their business. Think about how I will help their business grow? ✓

Task 5: Revise the DM I have written and outreach to them. ✓

Task 6: After sending 10+ DM's analyze and evaluate what went good/bad, learn from my mistakes and continue perfecting my outreach game until I get a prospect interested to work with me. ✓

Task 7: Prepare myself for the sales call by reading material from my notes about, how to harness my speech, how to keep a balanced relationship with my client. Step into Marius The Great and present myself as the expert of this market. ✓

- **Checkpoint 2:** By providing real and tangible results to my client I reach a monthly income of 500 euros. **DEADLINE 2024-09-15**

Task 1: By exchanging information about my analysis with my client I am able to understand my new market. I evaluate if I am ready to start writing copy.

Task 2: Identify any HUGE problem with MASSIVE potential to bring in more revenue for my client.

Task 3: Make a concrete plan on how I will solve this problem I have identified. Set deadlines for the tasks at hand and OODA loop on the fly.

Task 4: Raw action towards the plan I made. Take actionable steps towards my objective every single day.

- **Checkpoint 3:** Upscale current client with a new project. (a problem I have identified and presented a solution to). Set up a revenue share deal for this project 15-20% from total revenue generated in a month. **DEADLINE 2024-09-20**

Task 1: Identify the BIGGEST problem the business is facing and find the solutions. Sell the need to fix them to the client. Use copywriting to persuade him into agreeing on the project.

Task 2: Analyze my new market, create a detailed avatar, go through the Winners Writing Process, apply the Tao of Marketing diagrams, get a review by people who are related to this niche.

Task 3: Go over the analyzed information with my client. (Schedule a call and at the end decide on the next time to call each other.)

Task 4: Fix the problem by OVER-DELIVERING and generating MASSIVE value and getting them closer to their dream state.

- **Checkpoint 4:** By providing real and tangible results to my client I reach a monthly income of 750 Euros per month. **DEADLINE 2024-10-20**

Task 1: By exchanging information about my analysis with my client I am able to understand my new market. I evaluate if I am ready to start writing copy.

Task 2: Identify any HUGE problem with MASSIVE potential to bring in more revenue for my client.

Task 3: Make a concrete plan on how I will solve this problem I have identified. Set deadlines for the tasks at hand and OODA loop on the fly.

Task 4: Raw action towards the plan I made. Take actionable steps towards my objective every single day.

- **Checkpoint 5:** Upscale current client with a new project. (a problem I have identified and presented a solution to). Set up a revenue share deal for this project 15-20% from total revenue generated in a month. **DEADLINE 2024-10-25**

Task 1: Identify the BIGGEST problem the business is facing and find the solutions. Present them to the client.

Task 2: Analyze my new market, create a detailed avatar, go through the Winners Writing Process, apply the Tao of Marketing diagrams, get a review by people who are related to this niche.

Task 3: Go over the analyzed information with my client. (*Schedule a call and at the end decide on the next time to call each other.*)

Task 4: Fix the problem and OVER-DELIVER generating MASSIVE value and getting them closer to their dream state.

- **Checkpoint 6:** By providing real and tangible results to my client I reach a monthly income of 1000 Euros per month. **DEADLINE 2024-11-25**

Task 1: By exchanging information about my analysis with my client I am able to understand my new market. I evaluate if I am ready to start writing copy.

Task 2: Identify any HUGE problem with MASSIVE potential to bring in more revenue for my client.

Task 3: Make a concrete plan on how I will solve this problem I have identified. Set deadlines for the tasks at hand and OODA loop on the fly.

Task 4: Raw action towards the plan I made. Take actionable steps towards my objective every single day.

- **Checkpoint 7:** Upscale current client with a new project. (a problem I have identified and presented a solution to). Set up a revenue share deal for this project 15-20% from total revenue generated in a month. **DEADLINE 2024-12-25**

Task 1: Identify the BIGGEST problem the business is facing and find the solutions. Present them to the client.

Task 2: Analyze my new market, create a detailed avatar, go through the Winners Writing Process, apply the Tao of Marketing diagrams, get a review by people who are related to this niche.

Task 3: Go over the analyzed information with my client. (Schedule a call and at the end decide on the next time to call each other.)

Task 4: Fix the problem and OVER-DELIVER generating MASSIVE value and getting them closer to their dream state.

Task 5: Upsell. - Start implementing solutions for the other problems I have identified, find new marketing systems to implement that will generate more revenue. Provide clear tangible results.

**CHECKPOINT 8:** By providing real and tangible results to my client, I reach a monthly income of 1500 euros per month. **DEADLINE 2025-01-31**

Task 1: By exchanging information about my analysis with my client I am able to understand my new market. I evaluate if I am ready to start writing copy.

Task 2: Identify any HUGE problem with MASSIVE potential to bring in more revenue for my client.

Task 3: Make a concrete plan on how I will solve this problem I have identified. Set deadlines for the tasks at hand and OODA loop on the fly.

Task 4: Raw action towards the plan I made. Take actionable steps towards my objective every single day.

- **Checkpoint 9: Create a new goal and plan. DEADLINE 2025-02-05**

Task 1: Wim Hof breathing meditation 5 rounds 60 breaths in. Take out a notebook and a pen.

Task 2: Take out a notebook and a pen.

Task 3: Sit down and think of what is my next BIG mountain that I need to conquer.

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## 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.

For this week 24-07-29 – 08-04 I have planned to go through the level 0-2 copywriting modules. Each day has already been planned on what I will study and the time is after work, after my gym session at around 19:00 O'clock.

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## Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule. - Keep myself accountable and build an unbreakable trust with myself.
  2. Regularly review your progress toward each checkpoint. - This review stacked with my Sunday reflection of the week strengthens the chances of success.
  3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges. - Keep OODA looping as I go and evaluate the systems I have in place, what is working and what is not. What changes MUST be made and applied?
  4. Continuously refine your plan based on your experiences and feedback received.
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## Tips:

- Stay focused on my ultimate objective and be flexible in my approach to achieving it.
  - Breakdown complex tasks into smaller, manageable steps to avoid getting overwhelmed.
  - Get help from fellow Agoge Students, Experts, Captains, and Professors to overcome challenges or answer questions. - Use the tools I have to their fullest potential.
  - **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

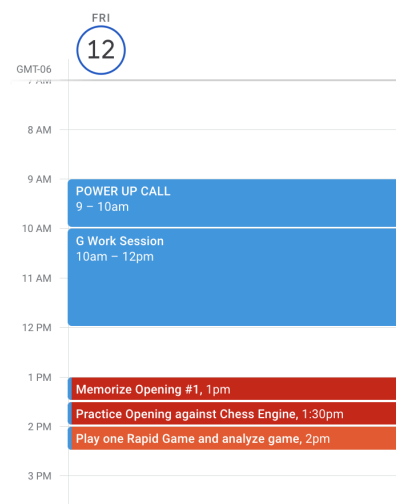
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

## 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)



# TOOLS TO USE AND CONQUER.

## Tool1 Daily Domination planner

template [https://docs.google.com/document/d/145Vsyiukolb6n9Yx6VoqvrZ\\_84yrEmwn6jmfN6Hhls/edit#heading=h.xtr wo1 rj54](https://docs.google.com/document/d/145Vsyiukolb6n9Yx6VoqvrZ_84yrEmwn6jmfN6Hhls/edit#heading=h.xtr wo1 rj54)

## Tool2 Problem Root Cause

Analysis <https://docs.google.com/document/d/15jmydfEDQEAQNpmxjZgoaDzIx6KZpzahsRuM28UAP9w/edit>

## Tool3 Unleashing my creativity

<https://docs.google.com/document/d/1dyUpyJrymWtCd8IRUzOc0UDgWnB9hs8nauWVKfchYgg/edit>

## DAILY DOMINATION

- <https://docs.google.com/document/d/1xM9LPTbqvK22vVkmD-tsoQMYOD8BPP3L4tJVINKL6lc/edit> DAY1
- [https://docs.google.com/document/d/1ESu5TW75HPOSOZQQexDSbO\\_G96\\_Bad4TycG4a\\_CVIPg/edit](https://docs.google.com/document/d/1ESu5TW75HPOSOZQQexDSbO_G96_Bad4TycG4a_CVIPg/edit) Day 2
- [https://docs.google.com/document/d/19JsX1u\\_HAIARNhmYA6Wqb66RIAsKyiReHZK82F8bel/edit#heading=h.xtr wo1 rj54](https://docs.google.com/document/d/19JsX1u_HAIARNhmYA6Wqb66RIAsKyiReHZK82F8bel/edit#heading=h.xtr wo1 rj54) Day 3
- [https://docs.google.com/document/d/1Eku-OcJxH8\\_dzZO1IKqpkynecBbvtL2Q47SNkvDjG4ug/edit](https://docs.google.com/document/d/1Eku-OcJxH8_dzZO1IKqpkynecBbvtL2Q47SNkvDjG4ug/edit) Day4
- <https://docs.google.com/document/d/1b3Qi1ePS-bkoSNOMTmWNds-AozWK0w1ZVvAKBONEDu4/edit> Day 5
- <https://docs.google.com/document/d/1vYuFL8EYN1zCsL-xRouskRJj9CNAkj5l8XSJ-hOLhgQ/edit> Day 6
- [https://docs.google.com/document/d/1UehO2-j\\_2meRI5WQg1GIXIQQ95-Wna0jxAE3\\_75lHEl/edit](https://docs.google.com/document/d/1UehO2-j_2meRI5WQg1GIXIQQ95-Wna0jxAE3_75lHEl/edit) Day 7
- <https://docs.google.com/document/d/11cHay1JTiz1XUkrqgStSfLRFL4pTi7zWTEBamiWyCA/edit> Day 8
- <https://docs.google.com/document/d/1vA1gkJtn1HeggjboNjAJoDZGwTH2tyh3hnoq2FAJyM/edit> DAY 9
- <https://docs.google.com/document/d/13b0Za7eJEdjRJVAZ7A-WqaprOWQUsoVveZjzHHJuv6M/edit> Day 10