🛡️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")

[Insert your answers here]

My Result Is - My result is to be the man that is capable of landing clients and being able to deliver amazing results for them. This applies to both local businesses and online businesses. Not just be a copywriter but to be a holistic problem solver. I would like to be able to create effective and successful marketing materials that businesses can use to grow their revenue. This includes being able to generate websites that sell. To be able to generate paid ads, email marketing campaigns and be an expert in SEO and social media management. Being an expert copywriter that is capable of writing any copy or creating any marketing material that produces the effect that I want it to.

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.)

[Insert your answers here]

How will I measure my progress? - My progress will be measured by being able to close clients and manage them simultaneously while producing results for each of them. This will be measured by having at least 3 to 4 clients at a time and making at $3000 a month from the projects that I am doing for them.

What will it look and feel like? - Being able to close clients because they believe that I am the

guy that can deliver the results that they are looking for. They respect me because of the work that I have in the past and have proven success in the arena that I am stepping into. They are eager to get started on the projects that I pitch them because the super believe that it will work for them. I will feel in control and powerful because I will have the ability and the skills to be able to make a mark in any market that I enter.

What will it allow me to do after I reach it? - I will be able to be the man who walks into any industry and business and be skilled enough to produce results for people. This skill will allow me to level up my life in ways that I could not before. It will allow me to break free from working a 9-5 job and start scaling the amount of money that I am able to generate. It will allow me to have enough to invest in my flipping business, where I take products and then sell them for a higher fee. This will allow me to scale the amount of money I have in a serious way. I can finally join a fight gym and improve my fighting skills, and become a holistic developed man.

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 am not able to land clients or generate amazing results for them. I do not have any copywriting skills good enough to produce results for clients. I do not have the ability to generate websites that sell, I don't know how to run successful SEO projects, I don't know how to produce copywriting projects that will produce results for clients. I have no clue on how to write cold outreach that gets responses and that will make people interested in working with me. I do not have any social proof that they can look at and go, YEAH I WANT TO WORK WITH HIM. I dont not have the skills to get the prospect on a sales call and close them on projects that they would actually be interested in or believe will super work for them.

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 - Become an expert market marketer that is able to generate results for clients, whether it is increasing traffic to their business, converting traffic or building social media accounts that can serve as a lead generation source.

- Checkpoint 1: Being able to land a sales call and then close the prospect on a sales call on a project that they find interesting and believe will super work for them. Using sales tactics, objection handling, controlling frame, having charisma and enough social proof for them to go, *YEAH THIS IS THE GUY THAT IS GOING TO HELP MY BUSINESS GROW.* Being able to present ideas that show I have analyzed their business and the market and know how to best position their business to success.
- Checkpoint 2: Being able to write and construct an outreach that gets responses and make the prospect super interested in working with me.
- Checkpoint 3: Have proof that I have delivered in the past and that I have past successes that I can point to and say , yeah I have done that and I can help do the same thing for you. Have enough social proof and an online presence that makes them believe I am a real person who generates results for them.
- Checkpoint 4: Be able to write amazing copy and produce marketing materials that actually produce results for my clients. Be able to write DIC, PAS, HSO, SALES PAGES, LANDING PAGES, EMAIL MARKETING CAMPAIGNS
- Checkpoint 5: Be able to produce marketing assets that increase the amount of leads that a business has coming into their business which results in more sales for the business and an increase in revenue.
- Checkpoint 6: Be able to understand markets and how they operate. Being able to understand top players in the game and how they are successful. Understand the

different markets stages and how to position my marketing materials in a way that will allow me to achieve maximum results from my marketing campaigns

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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.)

[Insert your answers here]

What potential roadblocks could hinder my progress?

Checkpoint 1: I have no idea how to use sales tactics in order to close these prospects on projects. I do not know how to even get the prospects to agree to a sales call. I do not have the marketing knowledge needed so that I can recommend projects that will genuinely produce the results that the clients want. My computer camera is of super low quality, it's not the best way to present myself as someone who is capable and can provide value to their business.

Checkpoint 2: I don't not know my niche well enough in order to know what they need in order to provide value to them. I do not know how to write quality copy needed to produce results for their business. I do not have a good understanding of marketing that will allow me to show up in their inbox and be perceived as someone that can provide value to their business.

Checkpoint 3: I have never worked with a client before and have no proof that I can point to and say look, I have delivered results for their business, I can do the same for you. Essentially I have 0 social proof. I also do not have an online presence that will make people believe that I am a real person and not a scammer. I have no social media and I have no website or linkedin that they can look at to verify that I am legit. I also have no business email that will allow me to show up as someone that they can respect. I have no website and I have no portfolio that I can point to in order to prove my competence.

Checkpoint 4: I dont not have the skills needed to create compelling copy that gets people to act. I do not have the ability to capture people's attention, increase desire and curiosity and then get them to take action towards their goals. Essentially, I have no ability to produce the necessary marketing materials needed for success.

Checkpoint 5: I have no clue on how to produce marketing assets that will lead to an increase in leads for their business.

Checkpoint 6: I have no knowledge on how the markets work and how they act and also how to position myself and the marketing assets in a way that produces optimal results and desirable outcomes.

How will I overcome these roadblocks? -

Checkpoint 1: I will have to watch previous sales calls of people who have successful landed clients. Study sales scripts and learn how to handle sales objections and how to manage the sales call in a way that I maintain a frame. Learn how to ask probing questions in a way that will allow me to understand them and pitch a project that actually makes sense for them and that they can use to be successful. I will also purchase a CAM that I can use instead of using my computer's camera which is a GHETTO.

Checkpoint 2: Study top players in my niche and see what it is that makes them successful and how they talk to the audience. What angle do they approach it from and why are they so successful when others are not.

Checkpoint 3: I will need to find a warm outreach client, which will allow me to gain experience of working on projects with clients and delivering them results. I can then use those testimonials as a way to let prospects know that I have done work in the past and that I am capable. I can build my website and structure it in a way that shows I am a professional and that I have experience and that I am a competent individual. I can add testimonials there, spec work and links to my social media where prospects can see that I am a real person.

Checkpoint 4: I will take the time needed to become a good copywriter that is capable of producing results for clients, study all the techniques and strategies that are used to persuade people and get them to act in a way that I want them to.

Checkpoint 5: I need to learn how to create websites that sell. I need to learn how to run successful paid ads, how to test SEO and improve prospects SEO ranking. I need to learn how to create successful email marketing campaigns. I need to learn how to manage social media in a way that I can grow it and then produce more leads for the business.

Checkpoint 6: I need to analyze top players and see and understand what it is that makes them successful. I then need to look at businesses in my niche and understand where they can improve and why they are not as successful as the top players.

What do I know that I don’t know? -

I don't know how long it will take to become skilled enough to achieve all these checkpoints, for example when it comes to SEO I have no idea what roadblocks I will face which will increase

how long it could potentially take me to reach that checkpoint. The same can apply to warm outreach, I haven't tried it so I do not know how long it will take to complete it, there might be challenges that I have not foreseen.

How will I close this knowledge gap?

I will take one checkpoint at a time, and work towards completing it. I will use all the resources at my disposal and I will adjust the time schedule as needed in order to overcome the potential roadblocks that I might face in pursuit of each checkpoint .

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

Checkpoint 1: There are sales call reviews that I will use and review other people's sales calls and where they went wrong and how I can avoid them.

- There is the level 4 content that I can use in order to understand the objectives of the sales calls.
- There is Prof Arno sales calls review that he has done.
- There are prof Arno sales lessons that he has in his campus.
- There are captains that have done sales calls and have closed deals, so I can literally just ask them, just in case I get stuck.
- I have money that I can use to purchase better equipment so that I am presented in the best possible light.

Checkpoint 2: Go through the TAO of marketing to learn and understand how to analyze top players and how to analyze markets.

- Watch the level 3 content on research and top layer analysis.
- Watch the training on how to find specific ways to help business

- Go through the document that Prof Andrew uploaded about how to help local businesses.
- Go through the TAO of marketing live walkthrough.
- Go through Prof Arno market research training.
- Watch the level 4 content on partnering with other businesses.
- Watch Dylan's mad DM outreach.
- Watch Arno lessons on outreach.
- Take advantage of the outreach review resources within the campus.

Checkpoint 3: Use prof Dylan campus to learn how to structure and grow my social media so that I look like a legit person and not a scammer.

- Use Campus videos on how to find a warm outreach client (Copywriting campus and client acquisition campus)
- Use Prof Arno and Prof Dylan lessons on how to ask for a testimonial.
- Use prof Arno and Prof Dylan lessons on how to build a website
- Use the TRW to develop my skills enough to produce results for my warm outreach client

Checkpoint 4: Use the copywriting campus and the level 3 lessons in order to learn how to write copy.

- Use an advanced review channel to get captains to review my stuff and get feedback.
- Swipe file to break down copy.
- Use prof Dylan email marketing campaign lessons

Checkpoint 5: Use Copywriting campus to learn how to create and run a successful paid ad campaign.

- Use prof Arno and Dylan campus in order to know how to do web development.
- Use Prof dylan campus on how to do successful email marketing campaigns
- Use Prof Dyalans campus to find how to do SEO
- Use prof dylan campus to find how to grow businesses social media accounts and generate more organic leads for their business.

Checkpoint 6: Top player analysis videos in the real.

- Live TAO of marketing walkthroughs.

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]

1) ***Crush sales calls and land clients***

   Task 1: Learn how to handle sales calls watching the level 4 content in the copywriting campus

   Task 2: Watch prof Arno sales lessons on his campus.

   Task 3: Buy a CAM and a ring light in order to look better on camera and not like a scammer in a creepy basement.

   Task 4: Watch sales call reviews and see mistakes that people are making when doing sales calls.

   Task 5: Watch prof Arno previous sales calls and see how he handles sales calls.

2) Writing outreach that gets responses and allows me to get prospects to agree to a sales call

   Task 1: I need to understand my niche and what their desires and pains are so that I can show up and provide them with things that they actually find valuable

Task 2: Watch the level 4 content and how to approach the outreach game

Task 3: Watch how to find specific ways to help businesses

Task 4: Read the document on how to help local businesses

Task 5: Go through Prof Arno market research training.

Task 6: Go through the TAO of marketing live walkthrough

Task 7: Watch Dylan's mad DM outreach.

Task 8: Watch Arno lessons on outreach.

Task 9: Go through Prof Arno 40 questions and find creative ways to do outreach that gets a response.

3) Improve my social proof and have an online presence that makes me look trustworthy to prospects.

Task1: Find a warm outreach client and deliver results for them

Task 2: Get a testimonial from my warm outreach clients that will show that I am capable of producing results for prospects.

Task 3: Use Prof Arno and Prof Dylan lessons on how to ask for a testimonial. That can improve my social proof.

Task 4: Use prof Arno and Prof Dylan lessons on how to build a website. That will prove my online presence.

Task 5: Build my social media profile in a way that makes me look like a legit person and not like a bot.

Task 6: Get a business email that I will use to outreach to prospects.

4) Write amazing copy for clients that actually produces results

Task 1: Learn how to write DIC, HSO AND PAS Copy using the level 3 content in learning center

Task 2: Learn how to write sales pages and landing pages

Task 3: Learn how to write email marketing campaigns for clients that increase sales.

Task 4: Get copy reviewed by captains in the advanced copy review channel.

5. Be able to produce marketing assets that allows me to increase the amount of leads generated by a business

Task 1: Use Prof Dyalans campus to find how to do SEO

Task 2: Watch Youtube training on how to do SEO.

Task 2: Use prof Arno and Dylan campus in order to know how to do web development.

Task 3: Use Copywriting campus to learn how to create and run a successful paid ad campaign.

Task 4: Use prof dylan campus to find how to grow businesses social media accounts and generate more organic leads for their business.

6) Be able to understand markets and how they operate. Being able to understand top players in the game and how they are successful.

Task 1: Rewatch the TAO of marketing lessons

Task 2: Watch the TAO of marketing live lessons

Task 3: Analyze 3-4 top players

Task 4: Conduct market on target market audience.

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]

https://calendar.google.com/calendar/u/0/r/month/2024/5/1

Checkpoint 6: Be able to understand markets and how they operate. Being able to understand top players in the game and how they are successful.

28 April 2024 - 5 May 2024

Task 1: Rewatch the TAO of marketing lessons

Task 2: Watch the TAO of marketing live lessons

Task 3: Analyze 3-4 top players

Task 4: Conduct market on target market audience.

Task 5: Watch how to find specific ways to help businesses

Task 6: Read the document on how to help local businesses

6 May 2024 - 20 May 2024

Checkpoint 4: Write amazing copy for clients that actually produces results

Task 1: Learn how to write DIC, HSO AND PAS Copy using the level 3 content in learning center

Task 2: Learn how to write sales pages and landing pages

Task 3: Learn how to write email marketing campaigns for clients that increase sales.

Task 4: Get copy reviewed by captains in the advanced copy review channel.

Task 5: Break down copy every single day

21 May 2024 - 4 June 2024

Checkpoint 5: Be able to produce marketing assets that allows me to increase the amount of leads generated by a business

Task 1: Use Prof Dyalans campus to find pout how to do SEO

Task 2: Watch Youtube training on how to do SEO.

Task 2: Use prof Arno and Dylan campus in order to know how to do web development.

Task 3: Use Copywriting campus to learn how to create and run a successful paid ad campaign.

Task 4: Use prof dylan campus to find how to grow businesses social media accounts and generate more organic leads for their business.

5 June 2024 - 19 June 2024

Checkpoint 3: Improve my social proof and have an online presence that makes me look trustworthy to prospects.

Task1: Find a warm outreach client and deliver results for them

Task 2: Get a testimonial from my warm outreach clients that will show that I am capable of producing results for prospects.

Task 3: Use Prof Arno and Prof Dylan lessons on how to ask for a testimonial. That can improve my social proof.

Task 4: Use prof Arno and Prof Dylan lessons on how to build a website. That will prove my online presence.

Task 5: Build my social media profile in a way that makes me look like a legit person and not like a bot.

Task 6: Get a business email that I will use to outreach to prospects.

20 June 2024 - 8 July 2024

Checkpoint 2 Writing outreach that gets responses and allows me to get prospects to agree to a sales call

Task 1: I need to understand my niche and what their desires and pains are so that I can show up and provide them with things that they actually find valuable

Task 2: Watch the level 4 content and how to approach the outreach game

Task 3: Watch how to find specific ways to help businesses

Task 4: Read the document on how to help local businesses

Task 5: Go through Prof Arno market research training.

Task 6: Go through the TAO of marketing live walkthrough

Task 7: Watch Dylan's mad DM outreach.

Task 8: Watch Arno lessons on outreach.

Task 9: Go through Prof Arno 40 questions and find creative ways to do outreach that gets a response.

Checkpoint 1 Crush sales calls and land clients

Task 1: Learn how to handle sales calls watching the level 4 content in the copywriting campus

Task 2: Watch prof Arno sales lessons on his campus.

Task 3: Buy a CAM and a ring light in order to look better on camera and not like a scammer in a creepy basement.

Task 4: Watch sales call reviews and see mistakes that people are making when doing sales calls.

Task 5: Watch prof Arno previous sales calls and see how he handles sales calls.

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 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)

