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CONQUEST PLANNER

1. Define Objective
 - a. What is the goal?

Land my first client through the Cold Outreach method.
 - b. How will I know I've achieved it?

I will put the phone aside and feel a surge of joy from a well-conducted sales call in which I heard "yes".
 - c. When is my deadline?

1 month (30 days to reach the last step)
05.03.2024 - 8 AM (odsunięty na później) - teraz inny
2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE
 - a. Checkpoint #9 - Having a great sales call
 - i. I need to tell him what I need from him, how everything will be looking from now on
 - ii. The client agrees to cooperate
 - iii. Proposing to him a discovery project
 - iv. I need to show him value, what is exactly my plan, what I suggest as the course of action
 - v. I need to listen to him carefully and show an understanding of his problems and desires
 - vi. I need to ask him SPIN questions
 - vii. I need to do small talk
 - b. Checkpoint #8 - Setting up a sales call with a prospect
 - i. The prospect agrees to a specific time and day
 - ii. I propose a date for the call and ask
 - c. Checkpoint #7 - Analyzing and OODA looping my outreach strategy (until it works)
 - i. The client likes the free value I sent him
 - ii. OODA looping till it works (higher response rates, clients are interested in fv)
 - iii. Re-testing my outreach method on 20 prospects
 - iv. Upgrading outreach

- v. Fixing what doesn't work well
- vi. Sending my outreach to review-outreach chat
- vii. Evaluating my results
- viii. Testing my outreach method on 20 prospects
 1. Choosing approach (method)
 2. Sending fast, not thinking too much
- d. Checkpoint #6 - Creating Free Value
 - i. OODA looping till it looks great
 - ii. Upgrading FV
 - iii. Fixing the bad elements
 - iv. Sent free value to copy review channel
 - v. Analyze fv with chat gpt and then myself
 - vi. Write a free value
 1. Choose format (dic,pas,hso)
 2. Copy model
 - 3.
 4. Writing session
 5. GPT correcting session
 6. Creative session (assesment and assembling)
 7. Fixing and design
 - vii. Choose a great piece of copy to model on (model powinien być juz dodany na etapie riserczu do folderu niszy)
 1. From [great marketer's](#) in this niche
 2. From great marketer's in other niches
 3. From top players in this niche
 4. From top players in other niches
 5. [Open dylan guidelines](#)
 - viii. Choose FV to create
 1. Landing page
 2. Optin page
 3. Sales page
 4. E-mail sequence
 5. Post/reel script
 6. Article
 - ix. Read avatar
 1. Ask yourself questions: who they are, where they are, where do you want them to go, what steps I need for them to take action

- a. Who they are (as a person, their problems, desires, likes)
 - b. Where they are (in marketing system, awareness, place)
 - c. Where to go (to click and buy, to click and like?)
 - d. What they need to see/hear
- e. Checkpoint #5 - Creating my [outreach](#)
 - i. Analyzing it like every copy
 - ii. Having final draft
 - iii. Writing and creating
 - iv. Understanding guidelines (outline for methods)
 - 1. E-mail
 - a. Subject line
 - b. Body
 - c. FV
 - d. CTA
 - 2. IG DM
 - a. Engagement (2-3 likes/comments)
 - b. Lead question
 - c. Conversation
 - d. FV
 - e. Pitch
 - 3. Cold call
 - a. Opening script
 - b. Pitch
 - c. CTA
 - d. Objections
 - e. FV in e-mail
 - v. Choosing method
 - 1. Loom video
 - 2. Specific question
 - 3. Mention results
 - 4. Offer work for cheap/testimonial
 - 5. Free value
 - vi. Choosing platform
 - 1. Cold call
 - 2. IG DM
 - 3. FB DM
 - 4. FB groups

5. LinkedIn
 6. E-mail
 7. X DM
- f. Checkpoint #4 - Analyzing great marketing systems in niche + creating
- i. Filtering solutions
 1. Low-cost, high-value
 2. High-cost, high value
 3. Used by top player
 - ii. Implementing all solutions in one Google doc
 - iii. Created/found solutions for prospects/businesses
 1. Came up with creative marketing strategies
 2. Came up with basic foundational marketing strategies
 3. Analyzed other market's top marketers strategy
 4. Analyzed other market's top player strategy
 5. Analyzed top marketers GSO's
 6. Analyzed how top marketers monetize attention for my business
 7. Analyzed how top marketers get attention for my business
 8. Analyzed how top players monetize attention for my business
 - a. Lead magnets
 - b. Funnels
 - c. Website copy
 - d. E-mail marketing
 - e. GSO's
 9. Analyzed how top players get attention for my business
 - a. Paid ads
 - b. SEO (google search ranking)
 - c. GMB (Google Maps ranking)
 - d. Social Media
 - e. Affiliates
 10. Chosen business's current problems
 - a. Check how they gain attention
 - i. Which platform/s they're on
 - ii. How does their sm look (bio, follower count, likes under posts, pinned posts)
 - iii. Are they good at paid or organic (or none)
 - iv. Where they guide attention (and how)
 - b. Check how they monetize

- i. What value vehicles they lack/have but not use properly/miss out on
- ii. What funnels they have in place
- iii. Do they work properly, are there any dots?
- iv. Quality of copy

11. Chosen business's current dream outcomes

- a. Check what strategies are they focusing on
 - i. Are they focusing on monetization or attention
 - ii. How are their strategies working
 - iii. What are the dots in strategy
 - iv. How they should have work
 - v. What they wanted to achieve with this and how it end up?
- b. Ask yourself this question
 - i. You don't know for sure... But you can make a best guess... If you were a business owner, what would you class as the most important things in your business that you want more of?

g. Checkpoint #3 - Qualifying the prospects list

- i. Following how to analyze prospect's guidelines
- ii. 10-200 reviews (testimonials, ratings)
- iii. Some recent reviews
- iv. Not a top player (either no attention or monetization)
- v. 1-10 employees (more suggest they have a marketing team)
- vi. Strictly my chosen business (their main offers are like others)

h. Checkpoint #2 - Creating a prospect list

- i. Adding 10-200 prospects to the excel sheet
- ii. Finding info about prospects
 - 1. Their name
 - 2. Website
 - 3. SM accounts
 - 4. Phone number
 - 5. E-mail
 - 6. Owner Name
 - 7. Owner phone number
 - 8. Owner e-mail

9. Google Map link
- iii. Finding prospects
 1. Manually
 - a. Google Maps search
 - b. Google search for a website
 - c. Social media search
 - d. Udemy method
 - e. Gumroad method
 2. Automatically
 - a. LinkedIn Sales Nav - import with apollo.io
 - b. Apollo.io (fast) import prospects
 - c. RocketReach - max 10 prospects
- i. Checkpoint #1 - Choosing a niche
 - i. Analyzing all the information gathered and the accuracy of the info
 - ii. Full market research on this business
 1. Having a full, complete avatar
 2. Adding lacking info till it works
 3. Analyzing for weak spots and lack of information
 4. Writing an avatar history
 5. Adding information to the doc
 6. Searching for customer language/testimonials
 7. Choosing which platform they are most likely on
 - a. Reddit
 - b. YouTube
 - c. Facebook
 - d. Google
 - e. IG
 - f. X
 - g. Amazon
 - iii. Learn the differences between this specific business and others in the niche
 - iv. Check how many businesses are out there
 1. Search with keywords
 2. Are these businesses scarce?
 3. If yes, then proceed to choose a new niche
 - v. Finding keywords (Sentences to search businesses for)
 1. Analyzing what words would they use to search for a solution (copy questions to later copy-paste)

- a. Ask this question to yourself: What search terms do people type into Google when looking for a particular product, service, business or type of organization? And what do they expect to find?
 - b. Google analytics, search console
 - c. Check Amazon reviews
 - d. Youtube comments
 - e. Quora
 - f. Reddit
 - 2. Analyzing what words I can use to find prospects in this niche
 - a. Ask Chat GPT for words to make it easier to find a given business/prospects
 - 3. Put them all in one Excel sheet
 - a. Create one column for head terms (the more general ones for your niche)
 - b. Create multiple columns for tail terms (more specific for sub-niches or unique selling points)
 - c. Create a third column for prospecting keywords
- vi. Learn more details about niche (clientele ceiling, employee number, roles, etc)
 - 1. Searching Google for statistics, articles, etc
 - 2. Searching videos on YouTube
- vii. Checking value vehicles of this niche (physical services and products)
- viii. Analyzing how lucrative niche is
- ix. Picking the specific type of business
- x. Creating a Google doc with chosen niche
- xi. Asking CHAT GPT for sub-niches in the main 3 niches (health, wealth, fitness)

3. What Assumptions or Unknowns do I face?

- a. Assumptions
 - i. Through chat GPT as my first step, I can find a good sub-niche - znaleźć inne sposoby
 - ii. Searching through social media and Google will give me enough knowledge to call niche a good one - średnio z tym jest. Gpt pomaga ale muszę mieć pomoc z google i jeszcze inne źródło.

- iii. I will know all the mistakes that I'm making after analyzing the outreach - pewnie nie dlatego pokazuję innym i testuję ponownie
 - iv. I will have to nail every step of the plan before even thinking about my plan succeeding - nie do końca, nie można być perfekcjonistą ale etap taki jak outreach daje największy ROI
 - v. The target market would ask questions in similar format to find what they want: "What are 5 ways I can become stronger or faster or more athletic" - podobnie ale wątpię by podawali konkretne liczby
 - vi. Do tworzenia outreachu e-mail cold muszę wykorzystać metodę D.I.C. - na pewno, D.I.C. jest dla cold
 - vii. Mój outreach wyszedł słabo i nie mogę go wysłać do oceny - bo to tylko hello how you doing
 - viii. Mój outreach do grup nie zobaczy za dużo osób (dlatego zrobiłem grafikę)
 - ix. Ten cały czas poświęcony na warm video DM to strata czasu była. Nikt i tak nie odpowiedział, a matka nie wysłała nigdzie.
 - x. Dalej w kolejności muszę wysłać video free DM na IG lokalnych firm
 - xi. Dalej w kolejności muszę nagrać video DM do lokalnych firm z analizą ich problemów
 - xii. Ludzie nie będą wierzyć początkującemu studentowi bez poleceń i dowodów pracy w grupowym outreachu
- b. Unknowns
- i. How to be sure my chosen niche is lucrative for sure/enough? - I check google with question, asking if my niche is lucrative. I check articles, statistics and so on.
 - ii. What are the exact processes I need to take to check if my niche is lucrative? - Start from the bid 3 (wealth, health, relations), then ask about your specific niche in google
 - iii. Which details do I need to have a better understanding of the niche, other than employee number, roles, etc? - if local, who is the owner,
 - iv. How to feel like I know exactly what people in the market think and want
 - v. How to check how many workers business has? - I can try on rocket reach, but low accuracy, Or if he has marketing agency. Outreach then?
 - vi. How to get the prospects to answer to my IG DM's outreach strategy?

1. My hypothesis: When I first engage with them on content and ask about something, they'll begin conversation with me
 2. Design A test: Groups will have 20 people, 1 will be sent directly message, 2 will be sent after first conversation.
 3. I will prepare a proof (portfolio to back my claim)
- vii. How to choose the best possible outreach strategy for my situation (having testimonials, but not amazing effects)
1. Create few strategies and test every one of them till one works best
- viii. How to get good quality info on a target market
1. Try to speak directly with some of the market representatives
 2. Engage with them in the comments
 3. Create/reply to Reddit topics
- ix. How much info I need to analyze to mark prospect as worthy (qualification) - I can really fast find things to offer them if they are good fit.
- x. Is it crucial to stick strictly to the my chosen business? If I chose skin coach for aging people, does skin coach for acne still counts? They have the same main desires, but differences are their age and few problems.
- xi. How to know a product is a high ticket? Are there certain pricing points when high starts?
1. You can think of a low-ticket offer, use AI to create it, then present it as a FV to set up a call.
 2. Low ticket is usually below 100\$
 3. Mid should be distinguishable from low and high
 4. High is worth thousands of dollars
- xii. How strictly I should qualify my prospects? Does fast checking all products through value ladder, what they're good at, bad and messaging is enough? Yep no need to overthink it - it takes 15min-1h to analyze top player, so analyzing low player should not be different
- xiii. How to really know what business/prospect wants? I can check what they're bad at and what they could do better, is it it? Just telling them I can upgrade their good stuff or fix bad?
1. You don't know for sure... But you can make a best guess... If you were a business owner, what would you class as the most important things in your business that you want more of.
- xiv. How to check if top player has an affiliate marketing contract?

- xv. How to analyze GMB and what is important to copy to model it in my business?
- xvi. What are GSO's?
- xvii. How to get great ideas from top marketers in my niche/business? (different than swipecompany.com)- szukać samemu dobrych lub z innych stron jak swipecompany lub nawet gary halbert. Mam tez swipec andrew.
- xviii. How to evaluate the growth progress of my free-value writing skills - post it in the copy channel
- xix. Which outreach method will I get the best results with? - there is no best, need to test everything
- xx. How to acquire a client with the potential for mega success without any proof of concept- either show him portfolio or say to work for free and youre student.
 - 1. Grupy fb
 - 2. Warm
 - 3. Inperson
 - 4.
- xxi. How to get valuable feedback from a business that lacks attention and therefore has limited monetization. - I can attract attention to them or just take lesser credentials about my character
- xxii. How to practice free value writing without wasting too much time - I can create a fv for my whole niche as a template to show, a proof. Not write a copy for someone who may not be interested yet. It's a waste of time. So write for niche to show as proof.
- xxiii. What type of content on your profile will be best to make a good impression on potential customers? - Probably showing skills, case studies, testimonials, graphics with great quality
- xxiv. At what point will my social media be considered sufficient social proof? - after 100 follows i can start outreach that for sure. The more the better.(musi być clear oferta)
- xxv. Czy tak duża przerwa od postowania nie zniszczyła mojej szansy na dobrego ig
- xxvi. Czy muszę zacząć od nowa
- xxvii. Jak pokonać mój mózg i zmusić się do robienia bez myślenia
- xxviii. Jak po prostu realizować outtricz i nie siedzieć w miejscu jak kolek
- xxix. Jak zebrać odwagę do inperson outtriczu i telefonu do kliniki
- xxx. Jak napisać do fryzjerki i czy jest szansa by zarobić na niej/pomóc jej
- xxxi.

4. What are the biggest challenges/problems I have to overcome?

- a. Creating a free value so good that prospect will want to have a call with me (to nie problem, robię po prostu przykład dla całej niszy kazdego elementu copy i podsyłam jako portfolio)
- b. Doing well-detailed research so I have enough information and knowledge to influence the market
- c. Analyzing top players for great marketing systems and then recreating them
- d. Getting the qualification process of prospects right and fast.
- e. Understanding what prospects really want
- f. Finding good quality prospects in the beginning
- g.
- h.
- i.

5. What resources do I have?

My 1997 civic ek coupe

My laptop Intel i5 3050ti rtx 144 Hz/win 11

My rented apartment 50 m² in the city centre

My tripod for taking photos with backlight

Digital printer with scanner

My room in my family house on the outskirts of the city

An aunt who works at a primary school (may have contact with business owners)

My 2 Honda with a damaged exhaust

My father's friend who had a construction company (still may know other business owners)

My mother works in the mortgage department of a bank (has contact with different people)

My friend's father is the owner of a driving school (his social media are nonexistent and he works through recommendations, but he may know other business owners)

My license to possess firearms as a collector

Our family's old friend who is a partner in a law agency

TRW copywriting campus

- Bootcamp (levels 1-3) How to write a copy (catching attention, creating curiosity, writing frameworks, writing process, cta, objections)
- Lvl 4 - niche domination (everything about niches), partnering with business (how to position myself as a partner, mind upgrades (woss), new outreach.

- General resources - empathy course, ads, design, email, ghostwriting, general (breakdown copy, copy analysis, live Q&A)
 - Powerup calls
 - Fixing brain (stress, critical thinking, time management)
 - Chats
 - Mindset
 - Advanced Aikido copy (review of my copy by better copywriters)
 - Copy review channel
 - Outreach lab
 - Improve marketing IQ
 - Agoge program
- Business mastery campus
- Client acquisition campus
- Outreach mastery course
 - Chats
 - Review outreach chat (after 20 sent outreaches)
 - Review sm profile chat
 - Ig&fb chat
 - X chat
- My father buys guns and knows gun store owners (maybe try outreach)

6. Main time frames

- Top player analysis, checkpoint 4 (top analysis) should take 1-2 days to finish
- Avatar and market research should take 3-4 h

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.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs

