

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

Landing a Med Spa as a client

b. How will I know I've achieved it?

The med spa owner has agreed to work with me without any doubts.

At the end of the sales call the med spa is excited to start working with me.

I feel a massive sense of relief when I land this med spa client because I've spent a long time working hard everyday.

I feel like I can finally open the channel for my marketing and copywriting skills to flow into this med spa business. I've been stacking up my skills for a long time and now I can launch them and completely skyrocket this med spa.

c. When is my deadline?

30 days, so I have 3 months to work with the med spa and deliver.

2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

NOTE: THE STEPS ARE REVERSED (CHECKPOINTS FROM BOTTOM TO TOP - CHAINS FROM BOTTOM TO TOP)

P.S: MADE SOME MODIFICATIONS: CHECKPOINTS 2 AND 3 HAVE SWAPPED ORDER

a. Checkpoint #7 - Closing the lead and landing a med spa client

- i. We agreed on a project in the sales call
- ii. I read the CTA script
- iii. I handled the objections with the script
- iv. I introduced the discovery project
- v. I asked the SPIN questions
- vi. I read the opening script
- vii. We got on the call

b. Checkpoint #6 - Booking the call

- i. They booked a call for the next 24-48 hours
- ii. I sent a Calendly link to book the call
- iii. They agreed to book a call
- iv. I replied and teased more value to talk about in a call

c. Checkpoint #5 - OODA looping the outbound strategy to success

- i. I learnt more about the market in the process (1 hour of analysis daily)
 - 1. Top player strategies:
 - a. Monetization:
 - i. Funnels
 - ii. Website copies
 - iii. Email copies
 - iv. GSO
 - v. Lead magnets
 - b. Attention:
 - i. Meta Paid Ads
 - ii. Google Paid Ads
 - iii. Website blog SEO
 - iv. Website SEO
 - v. Directories Ranking
 - 2. Market research:
 - a. New answers
 - b. Solidify old answers
 - 3. Med Spa details:
 - a. Learn more about value vehicles
 - b. Learn more about med spa management
 - 4. Top marketer strategies (same as top player + their GSO)
 - 5. Creative marketing strategies
 - 6. Basic marketing strategies (learn new courses in TRW)
 - 7. Other markets' top marketers strategies
 - 8. Other markets' top player strategies
- ii. I repeated the process until I got a positive response (Learn so you Earn method)
- iii. I re-tested with 20 Med Spa prospects
- iv. I added new tactics
- v. I fixed what doesn't work
- vi. I doubled down on what works
- vii. I evaluated the results:
 - 1. Outbound methods structures
 - 2. Qualifiers
 - 3. Strategies
- viii. I tested the strategy with 20 Med Spa prospects:
 - 1. Get 20 qualified prospects

2. Find their details
3. Most fitting outbound method
4. Prospect Growth Opportunities analysis
5. FV Creation
6. Changing one variable
7. Commencing outbound

d. Checkpoint #4 - Crafting the structures of each outbound method ✓

i. Email: ✓

1. Subject line
2. Body
3. FV
4. CTA

ii. DM: ✓

1. Engagement
2. Lead Question
3. Conversation
4. FV
5. Pitch

iii. Call: ✓

1. Opening script
2. Pitch
3. CTA script
4. Objections script
5. Email FV

iv. Direct mail:

1. Hook (Opening lines, attachments...etc)
2. Body
3. CTA
4. Call
5. Email FV

v. Video:

1. Opening script
2. FV
3. CTA script

e. Checkpoint #3 - Prospect Generation + Qualification: ✓

- i. Finding 20 prospects' details: ✓
 - a. Med Spa name
 - b. Med Spa website
 - c. Med Spa social media account
 - d. Med Spa LinkedIn
 - e. Med Spa phone number
 - f. Med Spa email
 - g. Owner's info
 - i. Med Spa owner name
 - ii. Med Spa owner phone number
 - iii. Med Spa owner email
 - iv. Med Spa Google Maps link
 - ii. Qualifying 20 prospects ✓
 - iii. Finding the right qualifiers: ✓
 - 1. Strictly a Med spa (their main offers are med spa offers)
 - 2. 4 stars at least
 - 3. Struggles with Attention
 - 4. Struggles with Monetization
 - iv. Finding prospects: ✓
 - a. Manually:
 - 1. Google Maps search
 - 2. Directories Search
 - 3. Google Search for Website
 - 4. Social Media Search
 - b. Automatically:
 - 1. Apollo.io (fast) import prospects
 - 2. LinkedIn Sales Nav (fast and best) import prospects with Apollo.io
 - 3. RocketReach (fast but limited) import 10 prospects max
- f. Checkpoint #2 - Crafting my GSO (Use Opportunities training + \$100m offer checklists) ✓
- i. I created my first GSO and my plan to improve it overtime ✓
 - ii. I created/found solutions for med spas:
 - 1. I analyze top marketers' GSO's ✓
 - 2. I analyzed how top marketers monetize attention for med spas ✓
 - 3. I analyzed how top marketers get attention for med spas ✓
 - 4. I analyzed how top players monetize attention: ✓
 - a. Lead magnets ✓
 - b. Funnels ✓

c. GSO's ✓

5. I analyzed how top players get attention: ✓

a. Paid ads ✓

b. SEO (Content Marketing) ✓

c. GMB (Google Maps ranking) ✓

g. Checkpoint #1 - Understanding the Med Spa market ✓

i. I verified the accuracy of all the information by asking the target market directly ✓

ii. I did full market research on the Med Spa market ✓

iii. I learnt the differences between Med Spas and other types of Spas ✓

iv. I learnt more details about Med Spas (clientele ceiling, employees number, roles...etc) ✓

v. I learnt about the value vehicles of Med Spas (physical services and products) ✓

vi. I learnt about the lucrative-ness of Med Spas ✓

3. What Assumptions or Unknowns do I face?

a. Assumptions:

i. Med Spas will take the time to implement FV and get results

ii. Med Spa will reach out to me after they get results from FV

iii. It will take me 20 attempts to get adequate results for an effective evaluation

iv. Med spa owner will agree on project

v. I will get on a sales call with the med spa owner

vi. 10-200 reviews on Google means the med spa is struggling with something

vii. Recent reviews means the med spa is alive

viii. 1-10 employees means the med spa doesn't have a marketing team

ix. The med spa owner doesn't decide to end the sales call before I finish

x. Direct mails, personal visits, phone calls and DMs work

xi. There is more value to tease

xii. They will book a call for the next 24-48 hours

xiii. Qualifying 500 prospects will leave me with 300 qualified prospects

xiv. 300 prospects is enough for testing the outbound strategy and getting a positive response

xv. I can find 500 med spa prospects in the US

- xvi. The 5 qualifiers are the best way to qualify and get good prospects
- xvii. Med Spas in the US are affluent
- xviii. Med Spas in other countries are not affluent
- xix. Reviews are real and not faked

b. Unknowns:

- i. How do I break down paid ads? (TP)
- ii. How do I analyze SEO? (TP)
- iii. How do I analyze GMB? (TP)
- iv. How do I analyze Affiliate marketing?
- v. How will I tease more value?
- vi. What will I say that will get them to book the call?
- vii. How will I create my scripts (opening, objections handling, CTA)
- viii. How will I record the outreach video?
- ix. How will I evaluate the results of testing specific elements in the outreach email body structure?
- x. How will I find the prospects' details? (especially med spa email and owner details)

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

- a. Making sure that the market research is accurate
- b. Finding the prospects information: Med Spa email - Owner information
- c. Making sure that the strategies are accurate (correct research on dream outcome, problems, identifying top players and top marketers)
- d. Deciding what the FV would be
- e. Instagram low account following (weak digital presence for DMs)
- f. Outreaching to 20 prospects in one day
- g. Not knowing how to improve my outbound strategy
- h. Running paid ads without burning too much money

5. What resources do I have?

- a. Reverse market research (verifying the answers for each of the questions in the research template)
- b. Lead scraping tools
- c. Reverse strategy analysis
- d. Time management training
- e. Copywriting trainings
- f. Sales courses (sales calls + outbound strategy)
- g. Business mastery (CA + Market + Strategies)

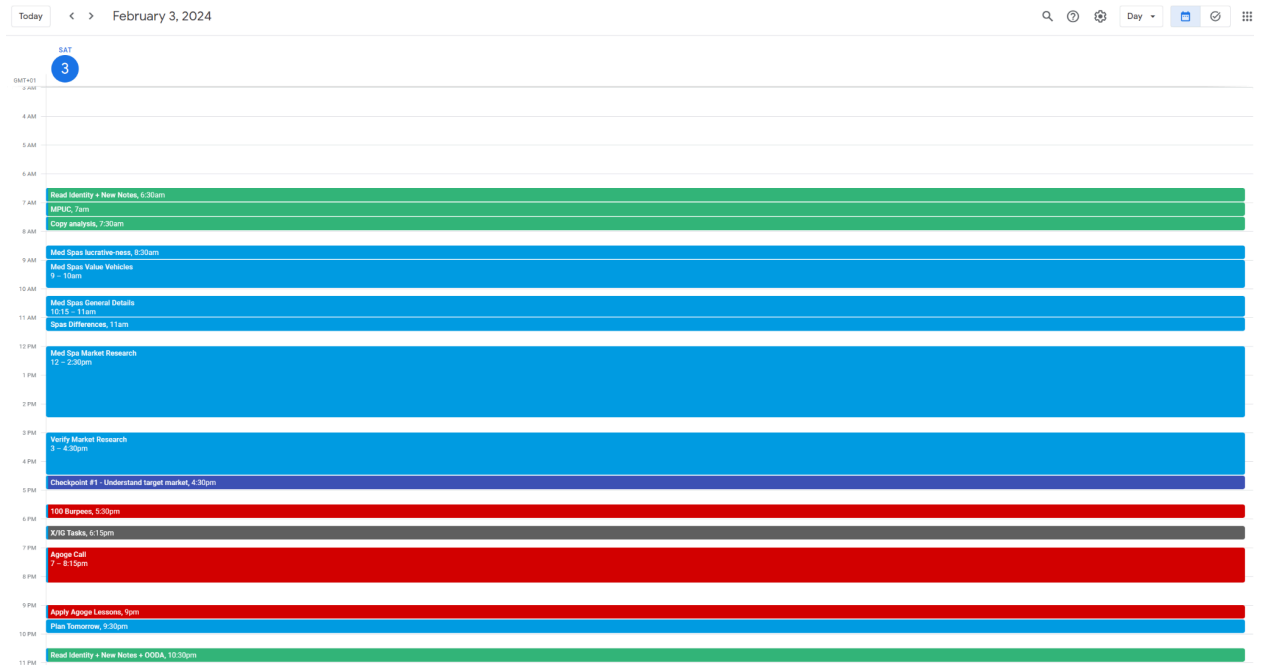
- h. SSSS (sales)
- i. Public speaking (Instagram digital presence)
- j. CA Outreach courses (outbound strategy)
- k. Closing courses (responding to replies + sales calls)
- l. SM courses (social media)
- m. Skills courses (SEO, landing pages, email marketing)
- n. Harness your speech (video outreach method)
- o. Craft your offer (GSO creation)
- p. Harness your IG + content planner + basics of fame (Instagram digital presence)
- q. Flipping + 9-5 (business funding)
- r. BIAB (local business strategies)
- s. Captains guidance
- t. Students guidance
- u. Professors guidance
- v. <https://www.instagram.com/reel/C2rwnKyJdyj/?igsh=bWdmanlkZ2F4a3Nz>
(scraping leads)

Calendar Work

- List out checkpoints and set time to reach them
 - Checkpoints #1 #2 and #3 : Day 1
 - Checkpoint #4 and #5: Day 2
 - Checkpoint #6: Day 25
 - Checkpoint #7: Day 27
 - Checkpoint #8: Day 30
- List out tasks needed to reach each checkpoint
 - Checkpoint #1:
 - Learn about Med Spas (Value vehicles, general information, differences)
 - Market research med spas
 - Verify accuracy of information
 - Checkpoint #2:
 - Find med spa prospects (600 prospects)
 - Add them to a sheet
 - Verify details of the prospects
 - Checkpoint #3:
 - Remove any prospects that don't meet the requirements (left with 500)
 - Checkpoint #4:

- Research the desired dream outcomes of med spas
 - Research the problems that med spas face in marketing
 - Find/create solutions for med spas
 - Filter the solutions
- Checkpoint #5:
 - Create the structure of each outbound method
- Checkpoint #6:
 - Test with 20 med spa prospects
 - Evaluate results
 - Enhance outbound strategy
 - Repeat
- Checkpoint #7:
 - Reply and tease more value
 - Add the call to your calendar
- Checkpoint #8:
 - Prepare an opening script (rapport)
 - Prepare a objections handling script (rapport)
 - Prepare a CTA script
 - Get on the call
 - Read opening script
 - Ask the SPIN questions
 - Introduce the discovery project
 - Read O.H script
 - Read CTA script
 - Close the client
- Identify metrics/kpis for each task.
 - Outbound strategy numbers:
 - Open rate: at least 90%
 - Response rate: at least 20%
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

Checkpoint #1:



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