To make your own editable copy, hit “File” then “Make a copy”

CONQUEST PLANNER



1. Define Objective
    a. What is the goal? make $8k per month as a copywriter

b. How will I know I've achieved it? If I will have add 8k to my account in that month. I will be pushing myself even more to reach the 10k per month milestone. I will be super proud of myself among with god and my social circle.
c. When is my deadline? 15 June

2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE
    a. **Checkpoint #1** - making $300 to join experienced club
        i. Cause and effect #1 Make the daily checklist every single day(analyze copy from swipe file, send outreach messages,
        ii. Cause and effect #2 improving copy skills
        iii. Outreach to them
        Build trust and rapport
        Ask them if they want a call with me
        Close discovery project on the call
        Valuable ideas for them
        Personalized outreach(analysis of page potential, weaknesses, and positive facts

        iv. Provide good preview (free value)of info products/emails/sales page
        v. Cause and effect #3 making good free value, he is ok with working with me (Provide a good preview of info products/emails/sales page)
        vi. Get a prospect interested in me so that we can talk on a call
        vii. Cause and effect close (2-3 prospects for 100-200 $ discovery projects in 14 days) him on the call so I can provide him value in exchange for money
    b. **Checkpoint #2** - provide massive value to current paying clients(for discovery project
        I. If I Make a captivating intro to the ebook, readers need to feel the curiosity alongside with the owner of the page(if motivation page/info business owner)
        II. And if content of the book is good ,that improves subscribers lives so everybody(me, my client , subscribers) is happy
        III. And if I Make it interesting and converting sales pages on gumroad so clients are satisfied and review copy in the aikido channel
        IV. And if Use email content of free subscribers to make email, providing valuable and useful lesson

V. And if Make converting email (implementing knowledge from sm campus and copy campus, and make it reviewed in copy aikido channel)
VI. I will make Make my client sales

c. **Checkpoint #3** - turning clients into retainers
   I. Provide 20k of value, he is super grateful for the work that I have done
   II. And if he is super grateful for the work that I have done
   III. And if We talk in a call
   IV. And if My offer for scaling even more in his niche
   V. And if I use level 4 techniques
   VI. And if He says is ok
   VII. And if He will allow me to get a certain fee a month for my services
   VIII. I Can make him a retain
d. **Checkpoint #4 -** scale current clients or outreach for bigger clients?
   –outreach for bigger clients or continue with current client
e. **Checkpoint #5** - having 4 clients that pay me 500 a month or 2 1k or 1 pay me 2k
   -keep customers happy and satisfied with my projects, actively talk and analize with them , have a personal relationship(business relationships)
   -take marketing with a whole new level using level 5 techniques
f. **Checkpoint #6** - scale business
   - Build a team and give out work
   - continue closing 2+ clients per week
   - help the team with the most important things

3. What Assumptions or Unknowns do I face?
   Will I keep maintaining the same effort to copy every day
   My plan is good?

Once I have got my first client results what should I do: outreach to bigger clients or continue with current clients

4. What are the biggest challenges/problems I have to overcome?
   Getting my clients the best possible results
5. What resources do I have?
   time;
   TRW courses
   1) Copy level 1-4
   2) Use AI to conquer the world faster + toolkit and general resources + copy shorts+copy conquerors show and MPUC

3) Sm campus: learn a skill, get first client, build social media, get clients online, + side hustles to pay a monthly fee
4) Agoge program
5) Ask expert guide
6) Chats based on levels with support also from experienced g's and captains
7) Daily checklist
8) Old MPUC's

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

Start where I am now

pick a niche

1. Already Done , most profitable are fitness and health,infoproducts
2. Identify prospect pages/creators with 20-500 k and building info products for them and doing marketing for them or just doing marketing

Outreach to them (social media)

1. Outreach to them
2. Build trust and rapport
3. Ask them if they want a call with me
4. Close discovery project on the call
5. Provide good preview of info products/emails/sales page

winning outreach

1. Valuable ideas for them
2. Personalized

Close clients

1. Make a sales call with them
2. Identify pain points and desired outcomes
3. Offer a discovery project+free value to convince the,

4. They accept to make this discovery project

Improve their marketing

1. Provide valuable resources to their current clients
2. Upsell their current clients
3. Continue building trust and relationship

