

CONQUEST **PLANNER**

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome?

EXPERIENCED

My Result Is - **Earn \$10,000 through FB ads by 1.11.2024**

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?

How will I measure my progress? -

- Sales
- Visitors on the sales page
- CR

What will it look and feel like? -

- I'll be truly proud, not only will I have earned \$10,000 but I will have delivered my word, this will show that I don't lie, when I say something, I find a way or make a way to do it

This is important because I'll prove to my family that this *shit* really works. Also, I'll be able to go on a tour with my dream electric bike Surron Light Bee X, and I'll become Experienced.

I'll also go to have a nice dinner in some restaurant with my family.

And ultimately this goal will allow me to reinvest not only in ads(i.e. get more money) but in other opportunities, which will in turn grow my business to hit the \$10k mark in just 2024, as a 14 year old, and I'll become a rainmaker.

What will it allow me to do after I reach it? -

- It will allow me to access the Experienced chats
- I might earn the respect of Petar back and start tagging him
- I'll be able to set my goal to the next level - RAINMAKER - \$10,000



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

Where am I now? -

- I've got 5.5% conversion rate on my sales page
 - I've got 2 upsells bringing the AOV to \$40
 - I've got an ad that is \$18 CPP
-

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.

☐ **Finish all the content for the video course upsell**

- ☒ ~~Learn Chapter 5, record it, edit it, and publish it~~
- ☒ ~~Learn Chapter 6, record it, edit it, and publish it~~
- ☒ ~~Learn Chapter 7, record it, edit it, and publish it~~
- ☐ Learn Chapter 8, record it, edit it, and publish it
- ☐ Learn Chapter 9, record it, edit it, and publish it
- ☐ Learn Chapter 10, record it, edit it, and publish it
- ☐ Learn Chapter 11, record it, edit it, and publish it
- ☐ Learn Chapter 12, record it, edit it, and publish it
- ☐ Learn Chapter 13, record it, edit it, and publish it
- ☐ Learn Chapter 14, record it, edit it, and publish it
- ☐ Learn Chapter 15, record it, edit it, and publish it
- ☐ Learn Chapter 16, record it, edit it, and publish it
- ☐ Redo WWP
- ☐ Write a new updated copy
- ☐ Review it from the mind of the reader
- ☐ Set up the copy
- ☐ Review the WHOLE funnel from the mind of the reader find what to improve and fix those parts
- ☐ Create an email campaign for the upsell check LDC for that
- ☐ Review the email campaign front the mind of the reader
- ☐ Send it for review and iterate it

- ☐ Update copy on upsell page to match current upsell status
- ☐ **Get a winning ad with \$10-\$20 profit**
 - ☒ ~~Analyze what's happening with my ads, why are they failing? Is the WWP dialed in, have I missed anything, send it for review to Ronan/Luke.~~
 - ☒ ~~Fix all the issues identified~~
 - ☐ Test Hooks 8-10 ads till 1,5k impressions
 - ☐ Test Creatives 8-10 ads till 1,5k impressions
 - ☐ Test body copy 8-10 ads till 1,5k impressions
 - ☐
- ☐ **Exercise Video Walkthrough Bump Sell**
 - ☐ After finishing the video course I should record another min-video course that will be just me going over all the exercises, solving them, and explaining them
 - ☐ They can purchase this through a bump sale on the video course checkout that is checked by default
 - ☐ Every exercise page should be a normal HTML page, not a PDF page
 - ☐ So that on every exercise page, there's a popup with an option to purchase an exercise video walkthrough
- ☐ **Video Course Upsell Pop-up**
 - ☐ The book itself should be integrated in the site, to where it has chapters, pages, and sections (could even be a separate sub-domain).
 - ☐ On specific sections, there should appear a pop-up for example "Struggling to understand nice command? Check how I personally guide you through a hacking challenge with nice." Then show 1-3min clip from that section of the course and a CTA to purchase it
- ☐ **Increasing AOV:**
 - ☒ ~~Video Course~~
 - ☐ **Test Multiple Price Points:** Experiment with the price point and offer split payments for the \$68 upsell to reduce friction - maybe even a free 7 day trial
 - ☐ **Enhance Perceived Value:** Present the course as a complete learning experience. Highlight its comprehensive nature (from beginner to expert) and the benefits of access to the **exclusive Discord Community**, which should emphasize networking, ongoing support, and exclusive content.
 - ☐ **Cart Abandonment**
 - ☐ **Leverage Scarcity and Urgency:** In your existing cart abandonment sequence, introduce **limited-time offers** for returning to complete the

purchase, like a discount or an additional bonus (e.g., access to a bonus module or Q&A session).

- ☐ **Segment Follow-Up Offers:** Send tailored follow-up emails based on which step the customer abandoned (e.g., ebook vs. upsell) and include social proof, highlighting customer success stories.

☒ **Bump Offers and Upsells**

- ☒ ~~**Additional Bonuses as Order Bumps:** Consider adding more valuable order bumps, such as video walkthroughs of the **Linux cheat sheet** or **exclusive access to live workshops**. These can be priced around \$19-\$29, fitting well with the existing \$24 Python scripting bump.~~
- ☐ **Bundle Offers:** Offer bundles that combine the ebook, video course, and cheat sheets at a slight discount to increase AOV.

☐ **Optimize FB Ads for Retargeting:**

- ☐ **Retarget Abandoners:** Set up Facebook retargeting ads that focus specifically on cart abandoners, promoting the value of the upsell and the benefits of joining the private community.
- ☐ **Test Video Ads:** Consider creating video ads showcasing the course content and testimonials, as videos tend to perform well in driving engagement and conversions.

☐ **Bundle**

- ☐ **Third Upsell (High Tier):** \$150 comprehensive bundle with video tutorials, advanced exercises, and additional coaching or consultation.

☐ **Membership**

- ☐ **Action:** Offer a **monthly membership** for continued access to updated materials, advanced quizzes, projects, and even a community for Q&A or additional support.
 - ☐ For example **daily labs** with first 30 days for free, and next for \$10-\$30/month

☐

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?

Potential Roadblocks:

How to overcome them:

Money ends for the ads.

- **Go to the hustler's campus, pick a side hustle, and make money with it, also ask my sibling for the rest of the money she owns me**

Not following the right strategy

- **Don't do anything that isn't in the conquest planner, if you think it's good, ask Gs and think if it's really needed or it can be done faster**

Tiredness

- **When I'm tired just:**
 1. **Do 50 burpees**
 2. **Vitamin C**
 3. **Cold Shower**
 4. **Power Nap**

Output decreases.

- **Pause for a second, breathe, and collect your thoughts.**
 - Analyze each of my actions, am I **following my conquest planner**? If not, remove any actions that aren't there
 - **Ask Gs** for help and feedback, take their harsh advice and conquer
 - **OODA Loop ON MY ACTIONS**, not anything else

Don't know audience:

- **Use ChatGPT/Bard for research, and don't analyze for longer than 30min, then you're just reading messages**

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.)

I have access to and will use -

- **Sports:**

- Well-fitting clothes
- The floor for pushups & squats
- Dumbbells
- Yoga mat
- Boxing skills
- Protein Powder

- **TRW:**

- Problem-solving Tactics from Agoge Program
- Perspicacity Walk tactics from Agoge Program
- Creativity and Idea Brainstorming Tactics from Agoge Program
- Demolishing unknowns tactic from Agoge Program
- Level 1 Funnels
- Level 2 Warm Outreach Tactics
- Level 3 Copywriting bootcamp
- Level 4 Cold Outreach and Client Tactics

- **Campuses:**

- Copywriting campus for marketing & copywriting
- Business Mastery campus for sales
- E-commerce campus for Organic and Paid traffic
- CA&SM campus for creating social media content
- Content Creation campus for creating video content and editing it, and hiring TRW students.
- Affiliate Marketing campus for content creation and TRW affiliate link
- Hustlers Campus for quick cash-in

- **Chats:**

- Agoge #chat
- Agoge #daily-checklist
- Agoge Calls and recourses
- #improve-your-marketing-IQ channel
- #off-topic channel
- #mindset-and-time channel
- #ask-an-expert channels
- Advanced copy review aikido channel
- Student copy review channel
- Experts Channels
- PUC Archieve Channel
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- **Network:**

- TheRealManu
- Moosy
- Petar
- Irtisam 🐉 *AH*
- Kire Stankovski
- Kasian | The Emperor
- JesusIsLord 🏴‍☠️
- King Saud
- AtaraxicRainmaker
- Bloxham ♠ King of Spades
- Henri - Dawstyle 🧑
- Diego Álvarez
- Adrian L | Copywriter
- Ludvig
- Ali the Slaughter
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- **Online:**

- CreatorU course with different social media courses
- NS1 Support team for any site problems
- ChatGPT and AI.
- Andrew Tate's emergency meetings
- Adobe Creative Cloud Tools
- Focus Music
- All of YouTube
- Google
- Notion
- GPT Plugin specifically created for Linux Blog Posts

- **Copywriting:**
 - All the marketing materials in the outside world
 - All documents, templates, and checklists in my docs
 - My swipe file
 - My folder with copywriting resources
- **Skills:**
 - My personality
 - Python, Java, and a little Linux skills
 - Full control over my time and schedule + Supportive family that will understand me
 - Knowledge of English, Bulgarian, Russian, and a little Chinese
 - A lot of knowledge in dieting
 - A ton of knowledge in bikes, MTB, electric bikes
 - Good cooking skills
 - Video Editing Skills
 - Web design skills
 - Very good problem-solving skills
 - Planning and reflecting skills
 - Copywriting skills
- **Network:**
 - Mom - willing to work
 - Dad
 - My sisters - willing to work/help
 - All my mother's friends with different businesses and connections
 - All my sister's friends with connections and businesses
 - All the people I've ever met and their contacts in FB or phone
- **Objects:**
 - Smartwatch
 - My smartphone
 - Multiple Laptops if one doesn't work
 - This plan
 - My identity document
 - Notebooks for MPUCs, Pro copy analysis, Copywriting campus course notecards, random notecards, random insights
 - Pens and a lot of paper
 - 2nd monitor
 - Up to \$250 from my family if I absolutely need them.
 - A ton of HW to be done and a sister willing to pay gold for it
 - Available place for work in the library and in cafes next to my home
 - Phone stand/tripod
 - Nvidia GeForce graphics card
 - 4 folding tables in home
 - 4 suitcases

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.

1. First 2 days - 2.06 - 3.06

a. Sales Page:

- ☒ ~~Edit the sales page first draft~~
- ☒ ~~Send it for review in TRW chats~~
- ☒ ~~Send it for advanced copy review~~
- ☒ ~~Revise the reviewed version~~
- ☒ ~~Send it for another review in TRW chats~~
- ☒ ~~Put the sales page in WP~~
- ☒ ~~Design the page to look good~~
- ☒ ~~Add the product visuals and make it easy to read~~

☐ 2 Days - 4.06 - 5.06

a. FB Ads:

- ☐ The steps I need to get through:
 - ☒ ~~Decide your targeting audience and placement. Audience size should be 3-15million~~
 - ☒ ~~Test the Statement of desire or pain~~
 - ☐ Test your hook
 - ☐ Test your Image
 - ☐ Test body text
 - ☐ Focus on the page then
- ☐ For each step
 - ☐ Get at least 3 variations of each step
 - ☐ Test each variant with 400-500 impressions MAX
 - ☐ Get a winner (CPC <\$0,50 or CTR > 4%)
 - ☐ Move to the next step
 - ☐ Use clicks as a goal until you find a full winning ad, then switch to conversions

3. 5 days - 6.06 - 10.06

☐ Iteration Process:

1. Every 30 recorded sessions, analyze the recordings and heatmaps
2. Come up with a hypothesis
3. Change ONE variable
4. Test with another 30-40 views
5. Measure again

☐ Improve the sales page until:

- a. **Conversion Rate (CR): 4%**
- b. **Total Visitors Needed: 900**
- c. **Number of Sales Needed: 36**

☐ **\$600 in sales**

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.
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UPSELLS:

****To create:****

- A 15-30 page version of the book for revision, or to just memorize all things to pass Linux+

- A mind map for the important concepts, so they learn things MUCH easier and faster.

****Problems existing:****

- They only learn %60 to pass Network+/Linux+, I can upsell them on a small continuation of the book, that fills in the gap.

- An AI chatbot that they can ask questions when they get problems in the book.

****Already Existing:****

- The last chapter is all about Python, no Linux. This can be an upsell.

- They know commands but you don't know what to do with them, so I upsell exercises.