

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")

My Result Is to earn 5000\$ for my client by increasing his sales.

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.)

How will I measure my progress? - **When people start buying his products.**

What will it look and feel like? - **It will be fantastic. It will open my way to start making serious money and not crumbs.**

What will it allow me to do after I reach it? - **After reaching this amount, I will then be able to increase it further, resulting in an increase in my own earnings.**

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? - For the last month I have been building his digital presence from scratch. I'm pretty far away I think.

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
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My Outcome Is - Increase the sales of my client by creating ADs.

- ☒ ~~Checkpoint 1: Conduct Market research~~
- ☒ ~~Checkpoint 2: Analyze the top player's ADs and mechanism for the particular product.~~
- ☒ ~~Checkpoint 3: Write the copy for the ADs and find the best icons to present each of them.~~
- ☒ ~~Checkpoint 4: Submit the copy for review in the TRW.~~
- ☒ ~~Checkpoint 5: Make the necessary corrections taking into account the experts' observations~~
- ☒ ~~Checkpoint 6: Submit again the copy for review in the TRW.~~

- ☐ **Checkpoint 7:** Get feedback from the owner. (for the copies)
 - ☐ **Checkpoint 8:** Start the campaign in the meta.
 - ☐ **Checkpoint 9:** Get feedback from the owner. (for the campaign)
 - ☐ **Checkpoint 10:** Publish the ADs.
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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.)

What potential roadblocks could hinder my progress?

- There is no cash on delivery option (in my country many people choose cash on delivery as a safe option, stupid but yes.)
- There is not much trust for the products.
- The specific product does not fulfill a great human desire

How will I overcome these roadblocks?

- I will find some application that confirms that it is safe to pay by card and we respect the privacy of the buyer
- I will put a guarantee or money refund + i will use some of the testimonials.
- I will try to write the best copy possible to try to make them buy the product.

What do I know that I don’t know?

- If people actually buy the product.

How will I close this knowledge gap?

- I have the risk of sharing the ADs which my owner will pay. It is what it is.

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:

- TRW chats.
 - ADs courses.
 - Expert chats.
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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]

CHECKPOINT1 NAME: Conduct market research

☒ ~~Task 1:~~ Identify target audience desires/pains/demographics

- ☒ ~~Task 2:~~ Conduct competitor analysis → Testimonials/desire&pains from their audience.

CHECKPOINT2 NAME: Analyze the top player's ADs and mechanism for the particular product.

- ☒ ~~Task 1:~~ Analyze the copy they use.
- ☒ ~~Task 2:~~ Analyze the mechanism they use.
- ☒ ~~Task 3:~~ Analyze the icons they use.
- ☒ ~~Task 4:~~ Analyze the statistics of the previews/current ADs.

CHECKPOINT3 NAME: Write the copy for the ADs and find the best icons to present each of them.

- ☒ ~~Task 1:~~ Write the first drafts.
- ☒ ~~Task 2:~~ Take a break and then review and revise for max effect.
- ☐ **Task 3:** Find the best icons to present.

CHECKPOINT4 NAME: Submit the copy for review in the TRW.

- ☒ ~~Task 1:~~ Check if I haven't made some stupid mistake.
- ☒ ~~Task 2:~~ Make sure that I have included all the prerequisites for the review.
- ☒ ~~Task 4:~~ Send for review

CHECKPOINT5 NAME: Make the necessary corrections taking into account the experts' observations.

- ☒ ~~Task 1:~~ Make sure I correct it and don't make the same mistakes.

CHECKPOINT6 NAME: Submit again the copy for review in the TRW.

- ☒ ~~Task 1:~~ Make sure again that I have included all the prerequisites for the review.
- ☒ ~~Task 2:~~ Make the final changes after the aikido review.

CHECKPOINT7 NAME: Get feedback from the owner *(for the copies)*

- ☐ **Task 1:** Put them all in a google Doc and schedule a call for a live feedback.

☐ **Task 2:** Take notes about the potential changes.

☐ **Task 3:** Do the appropriate changes.

CHECKPOINT8 NAME: Start the campaigns in the meta

☐ **Task 1:** Set carefully the target market/At the same time of designing watch the courses about ADs.

CHECKPOINT9 NAME: Get feedback from the owner. *(for the campaigns)*

Task 1: schedule a call for a live feedback.

Task 2: Do the appropriate changes live.

CHECKPOINT10 NAME: Publish the ADs.

Task 1: Every day check the statistics

Task 2: Inform the owner about everything.

Task 3: Good luck

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.

<https://calendar.google.com/calendar/u/0?cid=dHNvbXBhbmFraXNtaWNoYWVsQGdtYWlsLmNvbQ>

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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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.
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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

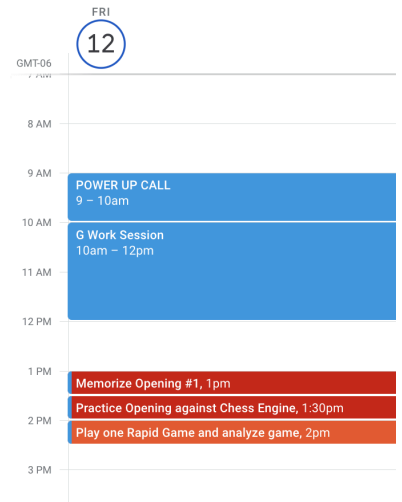
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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)



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