BUSTA CONQUEST PLANNER

1. Define Objective
   a. What is the goal?
- To make $7000 in a month for all sources of income.

   b. How will I know I've achieved it?
- It will be visible in my bank account. I can add it up.
- I will also be planning to take my family out to dinner on a budget of at least $700 dollars.

   c. When is my deadline?
- July 2nd 2024, but we will try to beat it so mentally set June 2nd, 2024.

——------------------------start social media and client acquisition campus on 02/05/2024

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

IMPORTANT NOTE!

TIMELINES FOR EACH CLIENT INTERTWINE
CALENDAR WILL SHOW TASKS PER DAY BUT THEY ARE SPLIT BY CLIENT HERE!

CLIENT 1

a. Checkpoint (Feb. 10th) - Copy for Book Publishing Companies companies
   Completed

   02/05 - 02/10

   Submitted Copy for Advanced Copy Review 1-2 times

Submitted Copy to general review every day you work on it (3 to 5 times a week)

   i. Cause and effect #1
      - If instead of outreach I only have G' work sessions on client work for a min of 30 mins a day, I can finish this copy by or before the deadline.
   ii. Cause and effect #2
      - If I submit this copy for Review on Mondays and Thursdays (may not be feasible depending on work schedule, so submit whenever you can), this will allow the 3 days needed to receive feedback.
   iii. Cause and effect #3
      - If I submit my copy for review every day I work on it, I can progress quicker and make my copy much better.

b. Checkpoint (Feb. 17th) - Copy for Postcards public Completed

   02/12 - 02/17

   Submitted Copy for Advanced Copy Review 1-2 times

Submitted Copy to general review every day you work on it (3 to 5 times a week)

   i. Cause and effect #1
      - If instead of outreach I only have G' work sessions on client work for a min of 30 mins a day, I can finish this copy by or before the deadline.
   ii. Cause and effect #2
      - If I submit this copy for Review on Mondays and Thursdays (may not be feasible depending on work schedule, so submit whenever you can), this will allow the 3 days needed to receive feedback.
   iii. Cause and effect #3

- If I submit my copy for review every day I work on it, I can progress quicker and make my copy much better.

    c.   Checkpoint (Feb. 24th) - Copy for general public Completed

02/19 - 02/24

Submitted Copy for Advanced Copy Review 1-2 times

Submitted Copy to general review every day you work on it (3 to 5 times a week)

        i.   Cause and effect #1
- If instead of outreach I only have G' work sessions on client work for a min of 30 mins a day, I can finish this copy by or before the deadline.

      ii.   Cause and effect #2
- If I submit this copy for Review on Mondays and Thursdays (may not be feasible depending on work schedule, so submit whenever you can), this will allow the 3 days needed to receive feedback.

     iii.   Cause and effect #3
- If I submit my copy for review every day I work on it, I can progress quicker and make my copy much better.

    d.   Checkpoint (Feb. 24th) - Complete customer 1's 3 copies (books, postcards and general public) for email (you can adapt for social media from this)

        i.   Cause and effect #1
- If I submit for Advanced Review 1-3 times a week I can have very compelling copies by the deadline.

      ii.   Cause and effect #2
- If I submit the copy for general review every day I work on it (ideally every day but aim for 3-5 times a week), I can reach my goal by the deadline or sooner.

     iii.   Cause and effect #3
- If I am in constant communication with my client, I can reach my goal by the deadline or sooner (2 to 4 times a week).

    e.   Checkpoint (Feb. 25th) - Get prospect emails and make a document to save them.

      i.   Cause and effect #1
- If I look at sites where publishing companies visit,I can get their emails (assumption).
  - Starting the weekend of the 10th dedicate 30 mins to 1hr looking for emails (you will do this every day until you have the 400 emails for books, 400 for postcards and 3500 for the general public).

     ii.   Cause and effect #2
- If I look at social media acquisition campus and continue with copywriting campus lessons, they will show you how to contact
  - Starting Monday (02/05) dedicate 30 mins-1 hour every day (except Sundays) to continue content on copywriting campus.
  - Starting Monday (02/05) dedicate 30 mins-1 hour to client and social media acquisition 3 to 5 times a week. Flexible on days,

f. Checkpoint -
(March 3rd) Send out the first email and post on clients social media

(April 3rd for 100 outreach emails a week or March 3rd for 50 emails a week for books and postcards and 500/week for the general public)
- Consider the traveling done for your current job, Agoge, and family responsibilities. TO BE REALISTIC LET'S SET DATE FOR 13th but plan around March 3rd... this will push you)

      i.   Cause and effect #1
- If I complete a proper email for outreach, I can send it out to publishing firms/agencies.

     ii.   Cause and effect #2
- If I complete proper social media posts for outreach, I can send them out to publishing firms/agencies (they may even come to my client).

g. Checkpoint (May 3rd) - 400 publishing firms/agencies, 400 postcard agencies, and 3500 people in the general public are contacted (adjust if not feasible)
      i.   Cause and effect #1

- If I email or call (preferably both, but mainly email so they see the copy) <mark>50 publishing firms/week, 50 postcard companies/week and 450 general public emails/week STARTING March 3rd,</mark> then we meet the goal.

<mark>Note: I will not list each contact as an individual checkpoint but the dates to contact will be added to calendar.</mark>

h. Checkpoint (May 17th) - 20 childrens' books pay to use client 1's art (assuming $500 fee per book)
   i. Cause and effect #1
      - If 220 publishing firms are contacted, 22 books can publish client 1's art (at a success rate of 10%).

i. Checkpoint (do not know when royalties will kick in) - Earn 4.5% royalties from 22 books making $10,101 each.
   i. Cause and effect #1
      - If 220 publishing firms are contacted, 22 books can agree (by paying) to publish client 1's art (at a success rate of 10%).
   ii. Cause and effect #2
      - If each book costs $10 and 1010 copies are sold for each book, the goal is met. (this cause and effect cannot be a checkpoint

<mark>Note: The numbers can vary a lot so I will run with these numbers that are the average.</mark>

j. Checkpoint (May 17th) - Client 1 has made $10k and you make 10% of that
   i. Cause and effect #1 If
      - If 30 greeting cards are using her art (at an average pay of 350/card), the goal is met.
   ii. Cause and effect #2
      - If 334 items are sold from her society 6 shop (At an average price of $30/item), that goal is met
   iii. Cause and effect #3
      - If 20 childrens' books use her art. Children book illustrators pay artists a wide range but assuming $500 per book, the goal is met.
   iv. Cause and effect #4
      - If 22 books making $10,101 per book = 222,222 (Royalties are about 4.5 % average), the goal is met.

- ASSUMPTIONS
- UNKNOWNS
- RESOURCES

CLIENT 1:

- I am assuming the client agrees to use her art for books, postcards,

- I am assuming client 1 will be willing to be in communication with me regarding the copy 2 to 4 times a week.

- I am assuming If I look at sites where publishing companies visit, maybe I can get their emails.
- I am assuming getting emails is best approach as opposed to other methods.
- Are there any other methods?
- I am assuming it is possible to contact 400 publishing agencies during this time frame considering other responsibilities... like work).

- I am assuming a success rate of 10% (out of 220 publishing companies/agencies, 22 will agree to publish her art).
- I am assuming each company that agrees will publish her art in 1 book.
- I am assuming each book can sell 1010 copies.

- I do not know how long it would take for royalties to be paid. Where can I ask about this information? Is there a way to time this so it can be scheduled?

- Can emails be automated? Can someone send them out for you?
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- I am assuming royalties will pay 4.5% because that is the average according to google.

- I am assuming google approximation of how much is paid for greeting cards, payment for book illustrations and royalties is correct.

- I do not know how to get prospect emails to send client 1's copy to (I assume we do not just cold email).
  - RESOURCE: Learn in social media acquisition campus and copywriting campus

- 48) I do not know when the royalties will pay because I do not know how quickly they will sell the book. I don't know their end of things. Speak with companies about this!!!!!!!!!!!!!!!!!!!!!!!!
- 49) I do not know how much each book is gonna make in checkpoint (---)

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CLIENT 2

k. Checkpoint (March 6th) - Copy for Event Planners Completed
02/26 - 03/06
Submitted for Advanced Copy Review 1-2 times
Submitted to general review every day you work on it (3 to 5 times a week)

 i. Cause and effect #1
- If instead of outreach I only have G' work sessions on client work for a min of 30 mins a day, I can finish this copy by or before the deadline.

 ii. Cause and effect #2
- If I submit this copy for Review on Mondays and Thursdays (may not be feasible depending on work schedule, so submit whenever you can), this will allow the 3 days needed to receive feedback.

 iii. Cause and effect #3
- If I submit my copy for review every day I work on it, I can progress quicker and make my copy much better.

l. Checkpoint (March 16th) - Copy FASHION
03/07 - 03/16
Submitted for Advanced Copy Review 1-2 times
Submitted to general review every day you work on it (3 to 5 times a week)

 i. Cause and effect #1
- If instead of outreach I only have G' work sessions on client work for a min of 30 mins a day, I can finish this copy by or before the deadline.

 ii. Cause and effect #2
- If I submit this copy for Review on Mondays and Thursdays (may not be feasible depending on work schedule, so submit whenever you can), this will allow the 3 days needed to receive feedback.

 iii. Cause and effect #3

- If I submit my copy for review every day I work on it, I can progress quicker and make my copy much better.

m. Checkpoint (March 16th) - Complete customer 2's copy (if two copies are needed they should be completed by this date)
   i. Cause and effect #1
      - If I submit for Advanced Review 1-3 times a week I can have very compelling copies by the deadline.
   ii. Cause and effect #2
      - If I submit the copy for general review every day I work on it (ideally every day but aim for 3-5 times a week), I can reach my goal by the deadline or sooner.
   iii. Cause and effect #3
      - If I am in constant communication with my client, I can reach my goal by the deadline or sooner (2 to 4 times a week).

n. Checkpoint (March 17th) - Get prospect emails and make a document to save them (make doc on 5th)
   i. Cause and effect #1
      - If I look at sites event planners visit,I can get their emails (assumption).
         ○ Starting the 5th dedicate 30 mins to 1hr looking for emails (you will do this every day until you have the 1000 emails - this is date you make doc).
   ii. Cause and effect #2
      - If I look at social media acquisition campus and continue with copywriting campus lessons, they will show you how to contact
         ○ Starting Monday (02/05) dedicate 30 mins-1 hour every day (except Sundays) to continue content on copywriting campus.
         ○ Starting Monday (02/05) dedicate 30 mins-1 hour to client and social media acquisition 3 to 5 times a week. Flexible on days,

o. Checkpoint -
   (March 24thth) Send out the first email and post on clients social media

[Same concept, you are pushing for quicker deadlines but can be adjusted if not feasible… let's do it though).
- Consider traveling for your current job, Agoge, and family responsibilities. TO BE REALISTIC LET'S SET DATE FOR 20th but plan around March 10th… this will push you)

    i. Cause and effect #1
- If I complete a proper email for outreach, I can send it out to event planners..

    ii. Cause and effect #2
- If I complete proper social media posts for outreach, I can send them out to event planners (they may even come to my client).

p. Checkpoint (May 24th) - 1000 event planners are contacted (adjust if not feasible)

    i. Cause and effect #1
- If I email or call (preferably both, but mainly email so they see the copy) 125 event planners contacted per week STARTING March 10th, then we meet the goal.
  - Will the same copy be used or I need 2 different copies?

Note: I will not list each contact as an individual checkpoint but the dates to contact will be added to calendar.

q. Checkpoint (May 24th) - 5 to 10 major events are planned and paid for, 50-60 consultations are set and paid for, and/or my client has 10 new clients making her $1k/month each.

    i. Cause and effect #1
- If we send 1000 emails to event planners and 5% respond, the goal is met (this is the same email for consultations and events)
  - Unknown: Can the same emails serve for her marketing purposes or do we need two different copies?
  - Unknown: Do I write a copy for my marketing services and make a copy for her own marketing service? Is this a smart thing to do?

r. Checkpoint (May 24th) - Sell 200 pieces of clothing at $50 per clothing article

(Date is assumption, we can improve copy but I do not know how to predict purchase patterns for her clothing)
Note: Copy will be sent out at the same deadline as the others (March 10th).

    i. Cause and effect #1
- If 2000 people in the general public are sent the copy and 10% purchase, the goal is met.

s. Checkpoint (May 24th) - Client 1 has made $10k and you make 10% of that
    i. Cause and effect #1 If
- 250 consultations lasting 2 hours per month (not feasible). Can we do 50 to 60 for about $1k to $2k?

    ii. Cause and effect #2
- If 5 to 10 big events are planned per month (or less events of greater value) the goal is met... is it feasible?

    iii. Cause and effect #3
- If I get my client 10 clients worth 1k each
  - Unknown: is that taking business from me?

    iv. Cause and effect #4
- If we sell 200 pieces of clothing at $50 per clothing article the goal is met.

CLIENT 2:

- ASSUMPTIONS
- UNKNOWNS
- RESOURCES

I am assuming

- I am assuming 5 to 10 events can be done in a month if they consist of maybe photoshoots or runway modeling, but I have to consult with my client.

- I am assuming 10% of the general public will purchase her clothing

- I do not know what the consultations are like. I need to speak with my client regarding how many she can do, if they can be done virtually or telephonically, etc.
- I do not know how many events my client can handle I need to speak with her regarding her capacity and staff and how much is a realistic number of clients she can handle.
- Unknown: Can the same emails serve for her marketing purposes or do we need two different copies? ← IMPORTANT!!!!!

- Can the emails be automated or can someone send them out for you?

- Unknown: Do I write a copy for my marketing services and make a copy for her own marketing service? Is this a smart thing to do?
  - RESOURCE: Learn in social media acquisition campus and copywriting campus

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- I do not know if she makes more money from selling clothes or planning events, figure this out!!!!! This will affect plan!
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- I do not know if getting my client clients is taking business away from me because she is also in marketing (consult with copywriting campus).
- I do not know how we can schedule selling 200 pieces of clothing. We can improve the copy and work around her best selling pieces but ultimately, the public will respond according to their patterns. Consult the copywriting campus peers.

- I am assuming client 1 will be willing to be in communication with me regarding the copy 2 to 4 times a week.

- I am assuming If I look at sites where event planners visit, maybe I can get their emails.
- I am assuming getting emails is best approach as opposed to other methods.
- Are there any other methods?
- I am assuming it is possible to contact 1000 event planners during this time frame considering other responsibilities... like work).

- I am assuming 5% of event planners contacted will want to hire my client's services.

- I do not know how to get prospect emails to send client 1's copy to (I assume we do not just cold email).
    - RESOURCE: Learn in social media acquisition campus and copywriting campus

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       t.   Checkpoint (June 2nd [do not write actual date])- You have payment notifications adding up to $7k in the bank and you are planning to take your family to dinner on a $700 budget.

3. What Assumptions or Unknowns do I face?

- Written per client in their respective sections

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

- I was thinking of getting a third client but I believe my plate will already be full as is. I should focus on the clients I already have.

- My job involves traveling so I must do a lot of this from airports, hotels, I might also need to submit a copy while working without getting in trouble with the court.

- I cannot take days off work because I need the money so I will have to work around work.

- I will have to deal with bad wifi in the courts which may not allow me to submit my copy for review as much as I would like (you still have the general review chat)?

- One of my clients is very flaky but we work with what we got and I will go over lessons to learn to get her personality to work in my favor, somehow.

5. What resources do I have?
    - Copywriting campus lessons and peers
        - Copy Review channel is always open
        - Aikido and advanced are open from
    - Client media acquisition campus lessons and peers (make it a goal, when do you start this campus? 02/05/2024
    - Google
    - The client who is in marketing, maybe we can work together
    - I have my team who I may be able to delegate tasks to. Not sure

Calendar Work

- List out checkpoints and set time to reach them (done)

- List out tasks needed to reach each checkpoint (done)

- Identify metrics/kpis for each task.
● The metric will be set by completion date and approval of copy from campus leaders.
● I will make a document for expected revenue or client response and that will also be a metric.
- Allocate time on for each tasks (done)
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints. (will do)

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

These are notes taken from the call this morning. Disregard but keeping in case they come in handy later.

● Pick a niche
  ○ Discuss with chat
  ○ Brainstorm 20 - 40 niches
  ○
  ○
● Client acquisition campus
● Craft outreach message
  ○ Subject line to get prospect attention
  ○ Tell their situation
  ○ CTA
● Send out message
●