

# CONQUEST PLANNER

## 1. Define Objective

a. What is the goal?

Move out and get my own place in Manchester by making £2.5k a month.

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

When I see the payments totalling £2.5k hitting my bank, and I am packing my things to move to an apartment I have begun renting.

c. When is my deadline?

1st July

## 2. What are the Checkpoints between my Objective and where I am?

To move to Manchester, these are the checkpoints:

a. Checkpoint #1 - Start renting an apartment in Manchester, close to the city centre, for less than £700pm

- i. Do any paperwork and pay a deposit
- ii. View the property and meet the landlord
- iii. Contact the landlord about the property
- iv. Look for places to rent online
- v. Get confirmation I can work fully remotely for 9-5 job
- vi. Inform my parents and reach an agreement

b. Checkpoint #2 - Make £2.5k a month

- i. Get paid an extra £1200 for a month's work for a larger client.
- ii. Provide value worth at least £5800 (in one month) for that client
- iii. Analyse and strategize what the best way is for me to deliver the most amount of value for them.
- iv. Understand their business and niche
- v. Sign them as a client

c. Checkpoint #3 - Signing this larger client

- i. Be in contact with them after a sales call

- ii. Hold a successful sales call
- iii. Come across as confident, well-spoken, friendly, professional, skilled and experienced on the sales call. Being in control of the call.
- iv. Have experience with other sales calls or client calls.
- v. Get experience sitting in on and co-running client calls in 9-5 job
- vi. Have good questions prepared for the sales call
- vii. Write questions, have them reviewed and improve them from there.
- viii. Get them to attend the sales call
- ix. Follow up with them and get confirmation they're attending before the call
- x. Get them excited and wanting to have a sales call with me
- xi. Get them to reply to an outreach message

d. Checkpoint #4 -Get them to reply to an outreach message

- i. Get them to read my outreach, be excited and want to know more.
- ii. Get them to open my outreach
- iii. Get my outreach to appear in their world and for them to see it (e.g. show up in their inbox, dm's, SMS, etc.)
- iv. Send a good outreach message
- v. Write them a good (highly personalised) outreach message (including free value)
- vi. Find them as a prospect
- vii. Create a winning outreach message template/recipe
- viii. Test and OODA loop my outreach message in this niche, creating multiple versions, getting them reviewed and constantly making improvements.
- ix. Create one outreach message template to start outreaching to this niche for the first time.
- x. Analyse other student's outreach messages and learn from them.
- xi. Learn from and take notes on the outreach lessons and resources in the campus, and listen to "How to Win Friends & Influence People" again.
- xii. Research and Understand the niche I'm working in by reaching out to and talking with customers in that niche about their pains and desires.
- xiii. Have a list of prospects

e. Checkpoint #5 - Have a list of prospects

- i. Find prospects by looking on all different social media platforms searching for things that these prospect's avatars would be searching for (e.g. "how to do the splits in 30 days") and put them into a Google sheet.
- ii. Also, try lead scraping tools like Phantom Buster, and test their effectiveness for the specific niche I have chosen.
- iii. Create a Google sheet template with columns for the prospect's domain, business name, personal name, email address, and other personalised variables like a compliment.
- iv. Pick a niche

f. Checkpoint #6 - Pick a niche

- i. Evaluate and confirm this niche is profitable and also not overrun with copywriters
- ii. See how much demand there is in the niche by looking at all different kinds of social platforms seeing how many followers people have, how many people are engaging in discussions, and looking at the demand top players are getting.
- iii. Evaluate the profitability with how people are charging for their product/service, estimating how much it costs to make, as well as acquire a customer.
- iv. Choose different niches, and test them all with these metrics to see which one to focus on - the one with the most profitability and scale/demand, with less competition from other copywriters.
- v. Create my list of niches, starting by listing everything I enjoy or am interested in, and then using ChatGPT to give me ideas of sub-niches. If none of these seem to be a good niche create another list with any niche I can think of and go into sub-niches from there.

g. Checkpoint #7 - Having credibility/proof of my copywriting skills to show prospects.

- i. Get a testimonial and screenshots of the data/stats behind the results I have generated.
- ii. Generate these results for my father's commercial photography business
- iii. Bring him in 4 more clients a month
- iv. OODA loop the strategy I am using to do this for him, from the content I am putting out to the free value we are using.

- v. Drive traffic to his opt-in page.
- vi. Successfully run paid advertisements (profitably).
- vii. Refine the ads until left with the most successful ads
- viii. Test multiple ad sets on different platforms - initially LinkedIn, Facebook and Instagram.
- ix. Create multiple ad sets (creatives and copy)
- x. Try and make the most accurate assumption that running paid ads will be worth it and profitable.
- xi. Evaluate organic traffic before paying for traffic.
- xii. Metrics: How fast are his socials growing? What % of people are going to the opt-in page? What % of people are converting?
- xiii. Refine/OODA loop with the opt-in page until it is converting well.
- xiv. Refine/OODA loop with the content I am posting until it converts (drives traffic) well.
- xv. Grow his audience on social media.
- xvi. Get better engagement on his socials.
- xvii. Consistently post on all his social media accounts.
- xviii. Start implementing testimonial posts and educational posts instead of just posting his latest photographs to grow his audience of local business owners.
- xix. Start putting CTA's in his social posts.
- xx. Design the opt-in page on Elementor on WordPress.
- xxi. Create the copy for the opt-in page which we will offer a 15-minute consultation call as free value.
- xxii. Do research on the avatar and create the research document

### 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.

### **3. What Assumptions or Unknowns do I face?**

## 1. Assumptions

- a. I am assuming I can get a property to rent in Manchester for less than £700pm.
- b. I am assuming I will be able to work fully remotely and overseas with my 9-5 within the next 7 months.
- c. I am assuming my parents will have no major objection to me moving at the time.
- d. I am assuming paid ads can be profitable for commercial photographers in Northern Ireland.
- e. I am assuming Facebook or LinkedIn will be the most profitable and effective platform to run paid ads on.
- f. I am assuming I will get experience sitting in on and co-running client calls in 9-5 job
- g. I am assuming lead scraping tools will be an effective way to find good quality leads
- h. I am assuming a consultation call will be the best free value to offer for commercial photography

## 1. Unknowns

- a. I do not know and I am not familiar with the process of renting a property and the process of moving everything I need overseas.
- b. I do not know how much a bare minimum property in Manchester will cost when I am going to move and start renting.
- c. I do not know how many outreach messages I will need to send before I have my first reply, sales call, and client signed.
- d. I do not know the niche I am going to choose and sign a client in.
- e. I do not know the format which I will do cold outreach, if it is email, dm, cold calling etc. It could vary depending on the niche.

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

- a. Not having the credibility yet. I need to deliver great results for my father's business.
- b. I am not certain on what the most effective way for me to deliver the best results for him is.
- c. Strictly sticking to what I say I am going to do on my calendar. Not rationalising prioritising any other "easier" tasks for example.
- d. Providing great results in the commercial photography niche with no great examples of a top-player to effectively model from.
- e. Crafting a winning outreaching strategy/message through continuously OODA looping.

#### **5. What resources do I have?**

- a. TRW - network & resources (chats, captains, live calls, courses etc.)
- b. My father's network of business owner's he has worked with in the past.
- c. The fact I have a full time professional digital marketing job.
- d. My coworkers especially my relationship with the director of the marketing agency.
- e. Arthur and Adam who are deep into self improvement, running a web design agency and a coaching business.
- f. Mikel - a good friend who has some business knowledge and is good to get feedback from. He is also a really good editor and graphic designer, having worked with Tate's team on the Free Tate campaigns last year designing banners and such.

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