CONQUEST PLANNER

1. Define Objective
   a. What is the goal?

   To earn $5k a month so I can take a break from my part-time job and then, be a full-time copywriter where I can replace the income from my part-time job

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

   Once I start having 1-2 solid copywriting clients who will pay me around $2500 respectively and having them as retainers.

   I will have more time and freedom to work from where I want.

   c. When is my deadline?

2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE
    a. **Begin outreach** -
        i. Find a niche that I have a good level of knowledge in
        ii. Using that selected niche, find around 5-10 clients through social media platforms
        iii. Collect all the potential clients details that I find in social media platforms in Google Spreadsheet
        iv. Write out an outreach message for each of the client and make it as personalized as possible
        v. Send 5 outreach messages to potential clients
    b. **Receive an answer from the clients** -
        - The clients like my personalized outreach message/email and they respond back to me
        - Perform both the market and avatar research for the Free Value emails
        - Write 2 Free Value emails based on the market and avatar research
        - Use the four questions as a guide when writing the 2 Free Value emails
        -Send the 2 Free Value emails as a gift to the potential client
        -The client will respond back if they like the 2 Free Value email I send them over as a gift

    c. **Schedule a sales call**
        -Request to do a sales call with the interested clients
        -Set a date and confirm with the clients through Calendly
        -Prepare a script of the list of questions that I should ask during the sales call (i.e SPIN Questions)

    d. **Close the deal**
        -Understand the problems the client is facing in their business while on the sales call
        -Ask them as much relevant questions to identify the bottlenecks
        -Provide solutions to the bottlenecks and position myself in such a way that I can be a strategic business partner for their business
        -Pitch the client the discovery project

-If the client likes the ideas shared about the discovery project, set the expectations with them regarding the service you can provide and the payment involved

-When all the necessary details are discussed and agreed upon close the deal with the client

    e. **Launch the Discovery Project**

-Start working on the first draft the client's work

-Perform research

-Gather as much information needed for the research

-Use the relevant materials to get the answers

-Create a separate Google Docs and write down the information collected for the market and avatar research

-Create the first draft

-Send it over to the copy review channel for feedback

-Create more drafts to the point where it is refined and well-done

-Send the final draft over to the client for feedback

-Test it out and get the results

3. What Assumptions or Unknowns do I face?
   - If they might have been reached out by other copywriters
   - If the market and avatar research done is successful
   - If the email I wrote for the potential clients is effective enough
   - If the clients want to work with me willingly

   - If I could find a deficiency that I can grab on and tweak it to achieve more revenue
   - If there is a good relationship and trust build with the clients
   - If the project is successful

4. What are the biggest challenges/problems I have to overcome?
   - Personalized and well-written message/email for my cold outreach
   - Timezone of the clients when setting up sales calls
   - Pitching the discovery project in the sales call
   - Creating the first draft
   - Managing my time efficiently

- **Sending over the first draft before the deadline**

5. What resources do I have?
   - **The Real World Copywriting and Client Acquisition Resources**
   - **ChatGPT**
   - **Quora (for customer language)**
   - **YouTube Comments Section (for customer language)**
   - **Friends**

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.