🛡️CONQUEST PLANNER🛡️

Step 1: What Is My Target Outcome? Why Is It Important?

What is my target outcome? (E.g. “Lunch My online business within the next year”)

Get a first paying client that will pay me $1k for a project $500 up-front

My results - To make it happen I need to call at least 100 people to book 10 discovery calls and 5 sales calls to close one/ two clients

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Step 2: How Will I Measure My Progress Toward My Target Outcome?

How will I know when I have achieved my outcome and how will I measure it? (E.g. Revenu generated, number of customers, website traffic, etc.)

Got a successful sales call with the prospect and will get $500 in my bank account before I have generated the results

How will I measure my progress? - Need to cold call 20 business owners + send 30 - 50 outreaches a day to business owners (Need to set up better system on my to keep me o track)

What will it look like and feel like? - It will be **GREAT**, because I have done what I will do and done that I have send. When $500 will be in my bank acc that it will give me confident boost that I have done half of the work and after I will need to deliver and do the work

What will it allow me to do after I reach it? - Write a post and apply it to the intermediate section and give students lessons that I have learned through that journey to achieve this outcome and when you really want it you will get it. I will have the self-belief and will know what I need to ower for other businesses to close them to higher projects or get new ones

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Step 3: How Close Are You To My Outcome From My Current State?

Describe your situation in detail. Where are you currently to your outcome?

Where am I now?
I'm doing 15 cold calls and 20 outreaches, so I need to step up the game and do more. I need to make it urgent and make the gun to the head scenario to do it faster and match the deadline that I have set for myself.
- Need to improve my cold calling script to match the business owners' desires and know how to handle their objections that they have sad and know what to answer

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Step 4: What Are My Checkpoints Toward My Outcome?

Bringdown my big results into smaller, actionable steps

Get in the intermediate and get $500 in my bank acc

- Checkpoint 1 - Overdeliver for the client that they want to keep working with me and suggest me to other business owners

- Checkpoint 2 - Get a client that will pay me $1k and $500 up-front

- Checkpoint 3 - Close 1 to 2 clients that have growth potential have high tickets products and have a GOOD follower count that I can upsell with the marketing strategies

- Checkpoint 4 - Practice and do the reps with cold calling and sending outreaches to business owners to get answers from them and get good open rates

Step 5: What Known Roadblocks Will I Face?

What potential roadblocks could hinder my progress toward each up towards my outcome? How can I counteract these factors? What do I “Know that I don’t know?” How can I close this gap?

[My answer]

What potential roadblocks could hinder my progress?

- The project that I choose will not match their outcome and they will not like my work
- The niche that I choose doesn't have a high customer ratio and they will note the money to pay me, so I will need to make it to hem with the project that I will choose
- The project will not suit their situation and they will have to adjust it to match them
- I will not handle the objection that they might have and this will lose me a lot of discovery calls
- The client will cancel the call

How will I overcome these roadblocks?

- After every day of cold calling improve my script and write out every objection that the business owner had and write out how I will handle it
- Ask TRW chats for feedback

What do I know that I don't know?

- Don't have any proof that I can say to the business owner and only send FV that they use and show that I can do it.
- When and how to pitch to the call and book it
- When talking I'm so nervous and uncomfortable that I forget what I need to say and they start to think that I'm not a professional

How will I close this knowledge gap?

- Get more reps to get comfortable with calling
- Say hi on the street to a stranger
- Need to meditate for 20 minutes a day and practice box breathing to relax or practice the CEO practice

Step 6: What Helpful Resources Do I Have?

What resources do I have that will allow me to overcome obstacles and achieve my outcomes faster?

I have access to and will use

- **The Real World** chats
- Sales blitz kreag video lessons to know what I need to do
- TAO of marketing helping SPA's examples
- AI tools to improve my scripts

Step 7: What Specific Tasks Will Lead To Each Checkpoint?

Breakdown each mini-goal into specific tasks that need to be completed to achieve it!

[My Answer]

Checkpoint 1: Overdeliver for the client so they want to keep working with me and recommend me to other business owners

- **Task 1: Send the project to the business owner or post it myself**
  - **Subtask 1: Review the project for accuracy and quality.**
    - Go through the entire project, checking for any errors or areas that could be improved. Make sure all details align with the client's requirements.
  - **Subtask 2: Draft a professional email.**
    - Write a clear and concise email summarizing the project results, highlighting key achievements, and outlining the next steps.
  - **Subtask 3: Attach or link the project to the email.**
    - Ensure the files are easy to access and the links are working.
  - **Subtask 4: If posting the project yourself, confirm the client's approval.**
    - Double-check any guidelines on where and when the content should be posted, and schedule it at a time when the target audience is most active.
- **Task 2: Refine the copy based on feedback from other students and close family members**
  - **Subtask 1: Share the initial draft with a small group.**
    - Choose 3-5 people who can provide constructive feedback, ideally students familiar with copywriting and family members who can offer a different perspective.
  - **Subtask 2: Collect feedback in an organized format.**
    - Use a Google Doc or a spreadsheet to list suggestions and any common themes in the feedback.
  - **Subtask 3: Prioritize the most useful feedback.**
    - Focus on changes that improve clarity, emotional impact, and relevance to the target audience.
  - **Subtask 4: Revise the copy and proofread it.**
    - Make the necessary edits and then read the final version out loud to catch any last-minute errors or awkward phrasing.
- **Task 3: Send the copy in TRW chats to get feedback**
  - **Subtask 1: Format the copy for easy reading.**
    - Break it into short paragraphs, use bullet points where applicable, and make sure the text is visually accessible.
  - **Subtask 2: Post the copy in the appropriate chat channel.**

    - Include a brief description of what the copy is for and what kind of feedback you're looking for.
  - **Subtask 3: Respond to feedback.**
    - Engage with those who offer suggestions by asking clarifying questions or thanking them for their input.
  - **Subtask 4: Incorporate relevant feedback.**
    - Update the copy based on the new insights and test different versions if necessary.
- **Task 4: Write a copy by analyzing top players to create a high-converting photo/copy combination**
  - **Subtask 1: Identify the top players in the market.**
    - List at least five successful businesses or influencers in the industry.
  - **Subtask 2: Collect examples of their best-performing content.**
    - This can include social media posts, ads, landing pages, or email campaigns. Save screenshots or links for reference.
  - **Subtask 3: Analyze the key elements of their content.**
    - Look for patterns in headlines, images, calls to action, and language style. Note what grabs attention and encourages engagement.
  - **Subtask 4: Draft your copy using these elements.**
    - Integrate what you've learned into your own writing while maintaining your unique voice. Pair the copy with a high-quality, relevant image.
- **Task 5: Find top players to analyze and reverse-engineer their strategies**
  - **Subtask 1: Research the most successful competitors in your niche.**
    - Use tools like Google, Facebook Ads Library, and social media to find top-performing ads and posts.
  - **Subtask 2: Document their strategies.**
    - Break down their content to see how they structure their offers, write headlines, and use visuals.
  - **Subtask 3: Create a framework based on their strategies.**
    - List the common elements and techniques they use to drive results.
  - **Subtask 4: Adapt the framework for your project and modify**
    - the strategies to fit your client's brand and target audience.
- **Task 6: Conduct market research to understand their pain points and dream state better than they do**
  - **Subtask 1: Create a list of common pain points.**
    - Research forums, social media groups, and reviews to identify what your target audience struggles with.
  - **Subtask 2: Interview potential customers if possible.**
    - Ask about their biggest challenges and what solutions they’re seeking.
  - **Subtask 3: Study competitor reviews and feedback.**
    - Look for recurring complaints or praises to understand what customers value most.
  - **Subtask 4: Summarize your findings in a report.**

    - Document key insights on customer desires, motivations, and frustrations. Use this information to fine-tune your copy.

Checkpoint 2: Get a client who will pay me $1k, with $500 up-front

- **Task 1: Close the sales call with this payment and send an invoice**
  - **Subtask 1: Prepare for the call by reviewing the client's needs.**
    - List their pain points and tailor your offer to address them.
  - **Subtask 2: Present a clear payment structure.**
    - Explain the $500 upfront payment and how it secures a spot on your calendar.
  - **Subtask 3: Confirm the details of the call and recap**
    - what was agreed upon, including the scope of work, timeline, and payment terms.
  - **Subtask 4: Send a professional invoice immediately after the call.**
    - Include a breakdown of the payment terms and a deadline for the upfront payment.
- **Task 2: Pitch the project to the client**
  - **Subtask 1: Create a presentation tailored to the client's business.**
    - Use visuals and data to demonstrate how your services will solve their problems.
  - **Subtask 2: Explain the benefits of your service in terms they understand.**
    - Focus on how your work will increase their revenue, save time, or improve their brand image.
  - **Subtask 3: Prepare to handle objections.**
    - Anticipate potential concerns about cost, time, or scope, and have answers ready.
- **Task 3: Present the project and break down the numbers for the client**
  - **Subtask 1: Prepare a cost-benefit analysis.**
    - Show how the investment in your services will pay off for them.
  - **Subtask 2: Use charts or visuals to explain the ROI.**
    - Make the numbers easy to understand and compelling.
  - **Subtask 3: Provide different payment options if necessary.**
    - Offer choices that make it easier for the client to commit.
  - **Subtask 4: Address any questions about the financials.**
    - Be transparent and confident in your explanations.
- **Task 4: Schedule a call on Zoom or Google Meet**
  - **Subtask 1: Coordinate the meeting time via email.**
    - Offer two or three options to make scheduling easier.
  - **Subtask 2: Send a calendar invite with the meeting link.**
    - Include an agenda or list of topics to be discussed.
  - **Subtask 3: Test your tech setup before the call.**

        - Make sure your camera, microphone, and internet connection are working properly.
    - **Subtask 4: Prepare any supporting documents.**
        - Have your presentation and any other relevant materials open and ready.

Checkpoint 3: Close 1-2 clients who have growth potential, high-ticket products, and a solid follower count

- **Task 1: Speak with confidence and present yourself as a professional**
    - **Subtask 1: Practice your tone and pacing before the call.**
        - Use a mirror or record yourself to review your delivery.
    - **Subtask 2: Prepare success stories or testimonials to share.**
        - Have specific examples ready to illustrate your expertise.
    - **Subtask 3: Use confident body language even during phone calls.**
        - Sit up straight, use gestures, and speak clearly.
    - **Subtask 4: Visualize the positive outcome before starting the call.**
        - Picture yourself closing the deal and the client being satisfied.
- **Task 2: Handle objections and refine your script**
    - **Subtask 1: List common objections and craft responses.**
        - Anticipate potential concerns about price, timing, or scope.
    - **Subtask 2: Role-play objection handling with a friend or mentor.**
        - Practice until your responses feel natural and persuasive.
    - **Subtask 3: Revise your script based on feedback.**
        - Make adjustments to improve your responses to objections.
    - **Subtask 4: Track common objections during calls and refine your strategy.**
        - Note what objections occur frequently and how well your responses are working.
- **Task 3: Find the "silver bullet" for cold calling**
    - **Subtask 1: Record your calls and analyze what worked.**
        - Look for patterns in successful calls.
    - **Subtask 2: Test different openers and track the results.**
        - Try multiple approaches to see which one generates the most interest.
    - **Subtask 3: Adjust your approach based on feedback.**
        - Use insights from your calls to fine-tune your strategy.
    - **Subtask 4: Keep refining until you achieve consistent positive outcomes.**
        - Aim for a high conversion rate on your calls.

Checkpoint 4: Practice cold calling and sending outreaches to get high response and open rates

- **Task 1: Cold call business owners to get reps in and sharpen your skills**
  - **Subtask 1: Prepare a list of at least 100-200 potential businesses to call weekly.**
    - Use Google location to find businesses that I can reach out to.
  - **Subtask 2: Document the results of each call.**
    - Note whether the call led to a follow-up, a rejection, or a booked appointment.
  - **Subtask 3: Review recordings of your calls and identify improvement areas.**
    - Focus on your tone, clarity, and responses to objections.
  - **Subtask 4: Follow up with warm leads that opened my email.**
    - Reconnect with those who showed interest but didn't commit initially.
- **Task 2: Send outreach messages and find the most effective text**
  - **Subtask 1: Write multiple outreach templates with different angles.**
    - Test variations in tone, length, and content.
  - **Subtask 2: Track open rates and responses for each version.**
    - Identify which messages get the best results.
  - **Subtask 3: Adjust underperforming messages.**
    - Tweak subject lines, calls to action, or personalization.
  - **Subtask 4: Double down on the top-performing message.**
    - Use the most successful template as your primary outreach method.
- **Task 3: Create a killer headline for an 80%+ open rate**
  - **Subtask 1: Draft at least 10 headline variations.**
    - Experiment with different tones, questions, or promises.
  - **Subtask 2: A/B tests these headlines in small email batches.**
    - Track which versions achieve the highest open rates.
  - **Subtask 3: Refine the best-performing headline.**
    - Make slight adjustments to maximize impact.
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Step 8: When I Will Perform These Tasks?

Assign each task to a specific date and time on the calendar.

Be realistic about time constraints and allocate significant time for each task.
- Use reminders and alerts to keep me on track
- Prioritize tasks based on the importance and deadlines

Step 9: Time To Exectes and Review

1. Executes my planned tasks according to the schedule
2. Review my progress towards each Checkpoint regarding
3. Adjust my tasks and schedule as necessary based on my progress and any unforeseen challenges
4. Constantly refine my plan based on my experiences and feedback