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CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? **Making 4k a month in the next 6 months**
 - b. How will I know I've achieved it? **4k in total money in the investment/bank/closet**
I can travel to wherever I want to do most of the things I want
I can give my family literally anything they want
 - c. When is my deadline? **01/07/2024**
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. **Checkpoint #18 - 4K in the bank by 01/07/2024**
 - i. **Get a retainer from 4-3 client that in total is 4k**
 - ii. **Help 4-3 clients to sell a +99\$ product (Mid ticket) to 100 people**
 - iii. **Use past successes to get more clients and retainers (repeat the process)**
 - b. **Checkpoint #17 - Use the client to leverage more successes**
 - i. **Use the testimonial of the client and use it to get more credibility and clients**
 - ii. **Check the resources in the campus and the Level 4**
 - c. **Checkpoint #17 - The client agree on a retainer**
 - i. **Tapped on my previously generated results for her and offered her another project.**
 - ii. **Found another aspect to help her business based on top players and make her a lot of money.**
 - iii. **Over delivered on my promises with the discovery project and I built trust with the prospect (assuming it's a sales page and a lead magnet)**
 - iv.
 - d. **Checkpoint #16 - Run the sales page and the lead magnet**
 - i. **My client agreed on and liked it**
 - ii. **Get the opinion of my client**
 - e. **Checkpoint #15 - Write effective Sales page and Lead magnet**
 - i. **Re-post them in copy aikido until they say that it's good enough**

- ii. Make adjustment on the sales page and the lead magnet based on the recommendations
 - iii. Post them on Copy aikido channel
 - iv. Analyze the Copies and adjust
- f. Checkpoint #14 - Write the lead magnet
 - i. Respond to the 4 questions
 - ii. Top player analysis, market research
- g. Checkpoint #13 - Write the Sales Page
 - i. Respond to the 4 questions
 - ii. Deep market research
 - iii. Analyse Top Player's sales page
- h. Checkpoint #13 - Provide her/him massive results with the discovery project
 - i. Create high-quality copy that influences the reader to buy.
 - ii. How do I create high-quality copy that influences the reader?
 - 1. Breakdown successful copy using the Copy Breakdown Questions.
 - 2. Review my notes from the bootcamp, especially level 3.
 - 3. Use the Copy Aikido Channel/Chats
 - iii. Get in my reader's shoes.
 - 1. How do I get in my readers' shoes?
 - a. Do more in-depth market research, create a super-specific avatar, and understand their behaviors better.
 - b. Visualize I'm them and start reading the copy out loud.
 - iv. Steal Top Player's working formula and use it for my copy
- i. Checkpoint #12 - Sale call success by 01/04/2024
 - i. The client agree on working with me
 - ii. The client feel hope and happiness because of my suggestions and my will to help
 - iii. Give the prospect the solution to his/her problem
 - iv. Lay down authority with my past work and testimonials if they asked
 - v. Understand what the prospect need and want in the sales call and their exact situation
 - vi. Write down the important subjects and questions
 - vii. Get a fresh haircut
 - viii. Drink coffee
 - ix. Get a good night sleep

- x. Watch the 'Sales Mastery course & the Level 4' to learn more about sales call
- j. Checkpoint #11 - **Schedule a sales call with the prospect that respond**
 - i. Watch the 'Sales Mastery course & the Level 4' to learn more about sales call
 - ii. Tease the value I'm going to deliver
- k. Checkpoint #10 - **Get them to positively respond**
 - i. Make an offer that is compelling to them and they want to know more about it.
 - ii. Tease a solution to their most pressing problem.
 - iii. Create curiosity around something top players they know are doing that they want to do and don't know what it is.
- l. Checkpoint #9 - **Reach Out to the prospects**
 - i. Find their main Email address
 1. Rocket Reach
 2. Youtube
 3. Terms & Condition
 4. Contact
 5. Facebook
 6. Hunter
 7. Newsletter Emails
 8. Privacy Policies
 9. Disclaimers
 - ii. Test your way to success
 1. Use a template and get it reviewed in the chats/sales chat
 2. Send the two to 50/50 people and see the result
 3. Adjust accordingly
- m. Checkpoint #8 - **Create personalized outreach and test to perfection**
 - i. Use a catchy subject line that grabs their attention.
 - ii. Personalized complement based on their latest post/reel that shows me up as a peer and builds rapport.
 - iii. Tease strategy top players use to get to the prospect's dream state to create curiosity.
 - iv. Grand slam offer with dream stacking to amplify their dream state.
 - v. Call to action connected to achieving their overarching goal.
 - vi. Test different variations, count the results, and make changes accordingly.

n. Checkpoint #7 - Excellent free value that the prospect want/need/lack

- i. Repost it in Copy Aikido channel/chats until you get a good one
- ii. Refine my free value based on the suggestions
- iii. Post my free value in Copy Aikido channel/chats
 - 1. Respond to the required questions
- iv. Write free value for a prospect
 - 1. Respond to the 4 questions
- v. Refine it to make it suite the prospect
- vi. Analyze Top Players
 - 1. How they're dealing with the problem the prospect is having

o. Checkpoint #6 - Find Out what the qualified prospects is lacking what what they need

- i. Analyze the prospect's business
 - 1. From where they're getting attention?
 - 2. From where they're monetizing attention?
 - 3. In what area are they struggling with?
 - 4. Analyze the funnels, the SM
 - a. where they can do better
 - b. Where they can improve on
- ii. Analyze top players
 - 1. Compare them to the prospect and see where the prospect should improve
 - 2. See how they're dealing with the problems the prospect is having

p. Checkpoint #5 - Qualifying the Prospect's list (25 Prospect at least) to the only ones that I will write free value to) them

- i. I know very good way to help them
- ii. I found things that can elevate their business massively
- iii. He's not a Top player (Struggling with getting attention/monetization)
- iv. Be able to pay me
 - 1. Have a product that is not super cheap
- v. Not an "old loser" business
- vi. Have a real following and a product that people recognize

q. Checkpoint #4 - Analyze the 50 prospect's business

- i. Do they have Subscription based products?
- ii. Do they have: High/Mid/Low ticket product?
- iii. What is the pain/desires they're pushing in the mind of the reader

- iv. Analyse from where they're getting their attention
- v. Analyze from where they're monetizing attention
- vi. Where they're lacking, is it attention or monetization

r. Checkpoint #3 - Make a prospect's list (at least 50 prospect)

i. Find Prospects

1. Manual

- a. SM rabbit hole prospecting.
- b. Google search, Maps
- c. Keywords on SM, Youtube

2. Automatic

- a. Buy a list
- b. Search for a website that give a list for free

s. Checkpoint #2 - Understanding you Market

- i. Full Market research
- ii. What is the type of value vehicles used most
- iii. How they're getting attention/Monetizing
- iv. Where they're struggling with most
- v. How Lucrative the market is

t. Checkpoint #1 - Get a testimonial

- i. The guy recording the testimonial
- ii. Tell the guy to give me a testimonial
- iii. Make profit
- iv. Run the ads
- v. Write the ad copy
- vi. Do the research and analyze other players in the niche

3. What Assumptions or Unknowns do I face?

Assumption

- a. I assume that "Longevity and wellness" niche is a good niche and I will not change it soon
- b. I assume that the prospect will need a sales page and a lead magnet
- c. I assume that it will take me 50 prospect to get to the client that will pay me

Unknowns

- a. I don't know How to handle a sales call
- b. How to create a website
- c. How to run ads

- d. How to buy a domain for my Email**
 - e. How to see my open rate**
 - f. What is the winning outreach**
- 4. What are the biggest challenges/problems I have to overcome?
 - a. Guessing what the free value would be**
 - b. Getting testimonial from the warm outreach**
 - c. Handling the sales call**
 - d. My bad english**
- 5. What resources do I have?
 - a. TRW chats and captains and professors**
 - b. Computer**
 - c. Loser friends**
 - d. One good friend**
 - e. A phone**
 - f. Parents**
 - g. 25\$ a month**
 - h. Watch**
 - i. Airpods**
 - j. Internet**
 - k. Good reputation**
 - l. Strength**
 - m. Good looks**
 - n. My dad's car**
 - o. Drive License**
 - p. Passport**
 - q. Two SIM cards**
 - r. A working brain**
 - s. Numbers of the most famous startups in my country**
 - t. Quran**
 - u. A Hat**

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.

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