

CONQUEST PLANNER

Step 1: What Is Your Target Outcome? Why is it important?

What is my target outcome?

Reach a monthly income of \$10,000 with my digital marketing business

Why it's important

It's a milestone on my way to financial freedom. And it marks my inflection point where my practice pays off and I gain expertise in my digital marketing skill. I'll be able to move out, invest, and make my money work for me to free up my time, so that I can continue to level up my skill and conquer more.

Additionally, my brother will be able to quit his 9-5 and my other brothers will start believing and be inspired to work harder.

Plus, I'll be able to get my money to work for me.

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

How will you know when you've achieved your outcome and how will you measure it? (e.g., Revenue generated, number of customers acquired, website traffic, etc.)

How will I measure my progress?

Through number of clients, monthly retainers, & my share of revenue generated for clients

3 clients, 2x \$1500 retainers, 1x \$1000, 1x \$60,000 10% rev share / 1x \$24,000 25% rev share

4 clients, 4x \$1000 retainers, 2x \$30,000 10% rev share / 2x \$12,000 25% rev share

2 clients 2x \$1500 retainers, 2x \$15,000 20% rev share / 2x \$30,000 10% rev share

What will it look and feel like?

The numbers on the screen finally click into place... \$10,000 in revenue this month. This is a milestone marking my journey from ambition to achievement. Every strategy and late night has culminated in this moment, underpinning my professional problem-solver spirit. The rush of success is exhilarating, pushing me to set even higher benchmarks as I become a member of the COUNCIL, the BEST OF THE BEST in TRW

What will it allow me to do after I reach it?

Hone in my marketing skills to become a rainmaker, Move out to my own place, my brother can quit his job, join the War Room, travel, lifestyle upgrades, invest in crypto, spoil my family, delegate a greater workload to my other brothers

Step 3: How Close Are You To Your Outcome From Your Current Position?

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

Where am I now? - 14.09.2024

\$900/month - I currently have 2 clients, with monthly retainers of \$500 and \$400

My first client has many growth opportunities, currently we are creating content for their social media. They want to start with professional fights and to sell products in the coming future. Their website and online funnel can be optimized for better performance too.

My second client doesn't want to monetize their content. At the moment I am creating content for their social media. If we can grow his social media he's willing to pay us more.

I also have several interested prospects.

13.10.2024

I have one client with \$500 monthly, and one that's not sending us more work consistently for \$400 monthly

The trailer for Rhodes gained over 487K views, marking a pivotal moment in my video marketing career. Their products are almost ready for marketing, and I've identified several flaws in their online funnel and website. Thus far, I am yet to have written a comprehensive content strategy for them though.

Update on the prospects: None of them have replied, and Axe wasn't interested. Randomly in TRW I got a video editing offer for a podcaster. I completed a discovery project for them and I am yet to receive feedback.

22.01.2025

I have 1 client still paying \$500 monthly lost the other client and gained another, who pays \$1000 monthly and I closed them on a 20% rev share recently

I've also upsold my first client on a 40% rev share on merch marketing, but they are still yet to put up the product page (3 months still nothing) so I think I will take it from there. We've gained +2K followers for them and plan to make 4K more. I want to outreach to some of the gyms partnered with this client. My second client has huge scale potentials, and I am focused on making a direct revenue impact for him with sales pages and ads. Minimum \$5k - 20% of which is \$1K. He also has a partner who would pay us for copy paste what we are doing for this one, he mentioned another friend of his interest in email marketing.

Step 4: What Are Your Checkpoints Towards Your Outcome?

What checkpoints do you need to achieve between your current position and your ultimate outcome? Break down your big result into smaller, actionable steps.

My outcome - \$10K/month (4x \$1000 retainers, 2x \$12,000 25% rev share)

- Checkpoint 1: Complete CL1 & CL2 projects for september
- Checkpoint 2: Land a discovery project for a third client
- Checkpoint 3: Delegate all CL2 work to brothers
- Checkpoint 4: Overdeliver on discovery project for CL3
- Checkpoint 5: Upsell CL3 to \$1000/month & 25% rev share
- Checkpoint 6: Upsell CL1 to \$1000/month & 25% rev share
- Checkpoint 7: Deliver amazing results for CL1 and CL3
- Checkpoint 8: Upsell CL2 or bounce
- Checkpoint 9: Land fourth & fifth clients
- Checkpoint 10: Duplicate winning strategy for CL4 & CL5

Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder your progress toward each checkpoint towards your outcome? How can you counteract these factors? What do you “know you don’t know”? How can you close the knowledge gap? (e.g., Lack of time, financial constraints, technical challenges, etc.)

What potential roadblocks could hinder my progress?

1. Inability to close a deal on sales call
2. Client’s budget is less than \$1000/month
3. Growth opportunity for a client is a project I’ve never done before
4. Limited time due to other commitments (Job, Family, misc)
5. Editing speed is slow
6. Ineffective outreach messages
7. Ineffective traffic & conversion rates for clients
8. Client may unexpectedly leave

How will I overcome these roadblocks?

1. Practice communication & charisma skills, use SPIN questions, practice selling in TRW
2. Either earn more trust, more revenue, or compensate with better deal from other client
3. Leverage TRW (Live Domination Call index), AI & the internet to the max
4. Work early in the morning, use G-work sessions to maximize results. Focus on speed & output
5. Learn all shortcuts, batch editing into different portions, learn how to edit quickly from professionals in TRW or on youtube
6. OODA loop, iterate, get feedback from TRW
7. Leverage AI and TRW to get feedback on how to improve traffic & conversion rates
8. Sign minimum notice contracts

What do I know that I don’t know?

1. Idk how to upsell a rev share deal
2. Idk how to effectively pitch a project with SPIN questions
3. Idk how to perform SWOT analysis
4. Idk how to directly influence my first client’s revenue stream
5. Dream 100 outreach approach
6. Unforeseen market shifts

How will I close this knowledge gap?

1. Check out sales call reviews, ask in TRW
 2. Copywriting stage 4 courses
 3. Copywriting courses
 4. Ask my client specific details about their business
 5. Watch dream 100 outreach course
 6. Pay attention to niche related news
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Step 6: What Helpful Resources Do You Have?

What resources do you have that will allow you to overcome obstacles and achieve your outcome faster?
(e.g. TRW, current personal network, experience in an existing industry, etc.)

I have access to and will use:

- TRW: Courses, Direct contact with Prof Pope, Expert channels, help from captains and other students
 - 1 Brother on the grind, 2 willing to help
 - Credibility through working with WKU, especially in martial arts niche
 - Experience in the martial arts industry
 - Experience as a video marketer
 - My website that offers my services & portfolio & testimonials
 - An ad in the WKU magazine offering my services
 - AI tools: ChatGPT, Midjourney, Elevenlabs, RunwayML, Kaiber
 - Editing tools: Premiere pro, After effects, Photoshop
 - \$500 to purchase more tools
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Step 7: What Specific Tasks Will Lead To Each Checkpoint?

Break down each mini-goal into specific tasks that need to be completed to achieve it.

- **Check point 1: Complete CL1 & CL2 projects for september**

~~Task 1: CL1 - Write a shot list for what we will be filming at the upcoming world championship~~

GWS: 3

Interview scripts

Task 2: CL1 - Plan a content strategy & schedule for their insta

GWS: 3

Task 3: CL1 - Create a teaser trailer for World championships 2025

GWS: 12 – 38

Task 4: CL1 - Edit 4 shorts from Stekos Fight Night

GWS: 16

DL: 21.09.2024

Task 5: CL2 - Edit 6 Shorts

GWS: 20

(Use TRW for feedback)

~~— Checkpoint 2: Land a discovery project for a third client (DL: 15.10.24)~~

- **Checkpoint 2: Land CL3 01.01.2025 (DL: 01.01.25)**

Task 1: Follow up on interested prospects

Task 2: Market research

- 5GWS

Task 3: Competitor research

- 5GWS

Task 4 a: Create FV videos/writing

- 16-40GWS

Task 4 b: Analyze their specific business needs

- 5GWS

Task 4 c: Set up automatic ai outreach machine

- 12GWS

Task 5: Outreach

- 100GWS

Task 6: Sales call

- 10GWS

(Use TRW for feedback)

- **Checkpoint 3: Delegate all CL2 work to brothers (DL: 15.10.24)**

Task 1: Teach Pharaoh and B how to edit an average CL2 short

Breakdown:

- Script
- AI voice & music
- AI images & AI video & Photoshop
- Narrative continuity editing
- Camera motion & Transitions
- VFX & SFX
- Animated captions
- End card

- **Checkpoint 4: Overdeliver on Discovery Project for CL3 (DL: 05.10.24)**

(Specific tasks will vary depending on what kind of project. Basic framework \)

Task 1: Market & competitor Research

4 GWS

Task 2: Creation & Revision

<https://docs.google.com/document/d/1z775M0QMjXc6CHhj-5wldulNm-8eRcqf9AAAtANxmnCA/edit#heading=h.3z943rubv11d>

Podcast clip breakdown: note, create a library of video format breakdowns

- WINNERS WRITING PROCESS
- Find 2 interesting parts of the podcast and collect them in 1 sequence
- Collect extra footage that may be useful
- Cut out all the empty spaces
- Find music that matches the narrative*s
- Edit the clips together to match the narrative
- Use AI to review your edit in text form, and if it is effective in making the viewer get engaged, like the post, share it, watch it again, or click the follow button
- **This part is key:** Edit with the framework of a top player. Use the information you learned in Competitor research, about their hook, how they retained the viewer, the persuasion cycle, and the cta
- Use AI to generate stock b roll, icons, backgrounds, etc and edit it in
- Add dynamic camera motion
- Add transitions, search for so new interesting presets or tutorials
- Add SFX, watch a tutorial why not, maybe get a preset pack

- Add VFX: Overlays, icons, LITERALLY ANY FROM EFFECTS PANEL, color grading, 4E pack, Ammo box, effect presets online, cool effect tutorials on youtube
- Add captions
- Revision phase

Provibelife Lead project breakdown:

- Client communication Aikido
- Market research
 - Understand on a deeper level who you are talking to
- Competitor analysis
 - STEAL from them!
- SWOT analysis
- Landing page with lead magnet
 - Use new AI bot to create a digital product
 - Use competitor frameworks and the copy AI to create drafts
 - Refine the draft, send it in TRW for feedback, and iterate
 - Visual design
- Email sequences
 - Go through the courses again. Refresh memory, and check out dylan maddens resources
 - Use Copy AI to create first drafts
 - Refine the draft, send it in TRW for feedback, and iterate
 - Find out how to work with automatic email software
- Google Ads or Social media ads

Provibelife Social media project breakdown:

- 12-16 post/reels monthly

Task 3: Additional Value

Task 4: Post Launch optimization

(Use TRW for feedback)

- **Checkpoint 5 & 6: Upsell CL1 & CL3 to \$1000/month & 25% rev share (DL: 15.10.24)**

Task 1: Find growth opportunities & create a Strategy

Task 2: Sales call

(Specific tasks will vary depending on what kind of project. Basic framework √)

Task 3: Market & competitor Research

Task 4: Creation & Revision

Task 5: Additional Value

Task 6: Post Launch optimization

- **Checkpoint 7: Deliver amazing results for CL1 and CL3 (DL: 15.10.24)**

Task 1: Get feedback from TRW on my winning strategy

Task 2: Get feedback from TRW on copywriting / video editing

Task 3: Absorb the useful lessons as much as possible

Task 4: Use the Live Domination Call index

Task 5: Create a Document describing the winning strategy in detail

- **Checkpoint 8: Upsell CL2 or bounce (DL: 15.10.24)**

Task 1: Sales call - Pitch more output & use Takeaway close

- **Checkpoint 9: Land fourth & fifth clients (DL: 15.10.24)**

Task 0: Improve website design, copy & Create VSL

Task 1: Market research

Task 2: Competitor research

Task 3: Create FV videos/writing

Task 4: Outreach

Task 5: Analyze their specific business needs

Task 6: Sales call

- **Checkpoint 10: Duplicate winning strategy for CL4 & CL5 (DL: 15.10.24)**

Task 1: Market & competitor Research

Task 2: Creation & Revision (Use TRW)

Task 3: Additional Value

Task 4: Post Launch optimization

Step 8: When Will You Perform These Tasks?

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

Be realistic about your time constraints and allocate sufficient time for each task.

- Use reminders and alerts to keep you on track and accountable.
- Prioritize tasks based on their importance and deadlines.

01.10.24: Complete CL1 & CL2 projects for september

15.10.24: Land a discovery project for a third client

01.10.24: Delegate all CL2 work to brothers

01.11.24: Overdeliver on discovery project for CL3

01.12.24: Upsell CL3 to \$1000/month & 25% rev share

01.11.24: Upsell CL1 to \$1000/month & 25% rev share

01.01.24: Deliver amazing results for CL1 and CL3

01.12.24: Upsell CL2 or bounce

15.02.24: Land fourth & fifth clients

15.03.24: Duplicate winning strategy for CL4 & CL5

Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule.
 2. Regularly review your progress toward each checkpoint.
 3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.
 4. Continuously refine your plan based on your experiences and feedback received.
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Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.
 - Break down complex tasks into smaller, manageable steps to avoid getting overwhelmed.
 - Get help from fellow Agoge Students, Experts, and Captains if needed to overcome challenges or answer questions.
 - Maintain momentum by taking time to feel proud of your successes along the way.
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EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint? How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
 - Online chess tutorials, courses, and videos
 - Chess books focusing on specific aspects of the game
 - Chess software for analyzing games and practicing tactics
 - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

Checkpoint 4: Increase Endgame Proficiency

- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- Tasks:
 - Study and memorize key lines in chosen openings (30 minutes)
 - Practice opening moves against chess engines or online opponents (30 minutes)
 - Review games to identify opening mistakes (30 minutes)

