

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? **Making 300 motherfucking dollars**
 - b. How will I know I've achieved it? **I'm going to receive a notification from either Stripe, Wise, PayPal, or any kind of paying platform that my client has send me \$300.**
 - c. When is my deadline? **22nd of April**
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - **Land a client, hop on the sales call, CRUSH IT!**
 - Cause and effect #1 **Send 4-10 Warm Outreaches daily**
 - Cause and effect #2 **Get an interested business owner → Instantly watch the “How to prep sales call Q’s?” and “How to set up the discovery project?”**
 - Cause and effect #3 **Schedule the sales call on a date and time they're comfortable with**
 - Cause and effect #4 **Prepare sales call questions (if you have a niche start collecting questions from now) and go through the Winner's Writing Process for that business, also prepare the discovery project, PLUS... the FULL plan for them becoming MEGA SUCCESSFUL**
 - Cause and effect #5 **Hop on the the sales call and CRUSH it. MAKE SURE that we schedule the next call (aka the first draft revision call) BEFORE ending the sales call. SET THE EXPECTATIONS USING ANDREW'S CLIENT MANAGEMENT AIKIDO!!!**
 - b. Checkpoint #2 - **Write copy/ Do the work required to fulfill the discovery project promise**
 - CAUSE AND EFFECT #1 **Spent 4-5 hours every single day into research for 2-3 days**
 - CAUSE AND EFFECT #2 **Create the avatar and study it**
 - CAUSE AND EFFECT #3 Spent 3-10 GWS's every single day until the promise about the discovery project I made is fulfilled**

1. Checkpoint #3 - **Hop on a refinement/revision call and make my copy/work SUPER GREAT by using my expertise in marketing and matching my client's desires for it. Basically, listen to what my client wants about the copy, change (ONLY if it's not gonna impact the results in a negative way)**
 - Hop on the call, refine & revise the copy additionally, and ENSURE that it is good enough to be tested (use all your resources before sending it to the client)

2. Checkpoint #4 - **Test the copy/work live, get data**
 - Publish the copy/work on the specific part of the funnel/online presence of my client required for this business outcome that I defined in my WINNER'S WRITING PROCESS
 - Extract the data from the performance of the copy/work
 - IF** it crushed (as it should), move on to "Checkpoint #5"
 - IF** it didn't crush (almost-impossible, but still), go back to "Checkpoint #2" and repeat "CAUSE AND EFFECT #3" until it CRUSHES!!!

1. Checkpoint #5 - **Hop on the call to remind them about the payment that I have to receive from them (\$300) because of how well my copy/work performed, then after they pay me, move onto the next project from my plan to make them MEGA SUCCESSFUL**

3. What Assumptions or Unknowns do I face?
 - a. Not knowing what project am I going to do. Let's say it's SEO. I'm gonna have to learn about that.

 - b. Making mistakes on the initial sales call that would possibly kill my interested prospect.

 - c. Not having enough time to work in day during High-School Days, which might result in me missing deadlines, which will result in me disappointing my client, or even worse - losing him/her

4. What are the biggest challenges/problems I have to overcome?
 - a. Following-up with the business in a proper way, IF it's cold outreach.

