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CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? Earn \$500/ month
 - b. How will I know I've achieved it? By July 2th, I see \$500 in my account
 - c. When is my deadline? By July 2.
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Earn \$500/ month
 - i. Cause and effect #1: If I receive this amount in a month then I have achieved my goal
 - ii. Cause and effect #2: If I land 5 paying clients then I would be able to make this money
 - iii. Cause and effect #3: if I help each of my clients earn a \$1000 then I will earn \$100 from each
 - iv. Cause and effect #4: if I am able to produce massive value to their audience then I will be rewarded well by the clients.
 - b. Checkpoint #2- Book a call with my fifth client.
 - i. Cause and effect #1: if I understand the client's ideal customer then I can create amazing results for them.
 - ii. Cause and effect #2: If I have an idea of where they are now then I can make a plan to take them to their dream state.
 - iii. Cause and effect #3: If I know what they have tried in the past then I can try to avoid those things and make better choices.
 - iv. Cause and effect #4: If I understand how their products is going to help their audience then I can look for ways to improve the appeal of their product.
 - c. Checkpoint #3 - land my fifth client
 - i. Cause and effect #1: if I send 30 warm outreaches then I will land at least 1 paying client.
 - ii. Cause and effect #2: If I reach out to the closest people in my circle and ask if they know anyone I can work for then I will have a higher chance of landing a client.

- iii. Cause and effect #3: If I work on my skills better and create more value for my current clients then I can ask for referrals.
 - iv. Cause and effect #4: If I send out a 100 cold outreaches then I can land at least 1 client.
- d. Checkpoint #4- Earn \$300/ month
 - i. Cause and effect #1: if I have 4 paying clients then I will earn \$300.
 - ii. Cause and effect #2: if I earn each of my clients \$75 then I will I will earn a total of \$300.
- e. Checkpoint #5 - Book a call
 - i. Cause and effect #1: if I understand the client's ideal customer then I can create amazing results for them.
 - ii. Cause and effect #2: If I have an idea of where they are now then I can make a plan to take them to their dream state.
 - iii. Cause and effect #3: If I know what they have tried in the past then I can try to avoid those things and make better choices.
 - iv. Cause and effect #4: If I understand how their products are going to help their audience then I can look for ways to improve the appeal of their product.
- f. Checkpoint #6 - land my fourth client
 - i. Cause and effect #1: if I send 30 warm outreaches then I will land at least 1 paying client.
 - ii. Cause and effect #2: If I reach out to the closest people in my circle and ask if they know anyone I can work for then I will have a higher chance of landing a client.
 - iii. Cause and effect #3: If I work on my skills better and create more value for my current clients then I can ask for referrals.
 - iv. Cause and effect #4: If I send out a 100 cold outreaches then I can land at least 1 client.
- g. Checkpoint #7- upsell Soyayya and asdamz for a website.
 - i. Cause and effect #1: if I learn how to make a landing page then I can upsell them.
 - ii. Cause and effect #2: if I show them how it would gain them more clients then they would mostly likely accept it.
- h. Checkpoint #8- book a call
 - i. Cause and effect #1: if I understand the client's ideal customer then I can create amazing results for them.

- ii. Cause and effect #2: If I have an idea of where they are now then I can make a plan to take them to their dream state.
 - iii. Cause and effect #3: If I know what they have tried in the past then I can try to avoid those things and make better choices.
 - iv. Cause and effect #4: If I understand how their products are going to help their audience then I can look for ways to improve the appeal of their product.
 - i. Checkpoint #9 - land my third clients
 - i. Cause and effect #1: if I send 30 warm outreaches then I will land at least 1 paying client.
 - ii. Cause and effect #2: If I reach out to the closest people in my circle and ask if they know anyone I can work for then I will have a higher chance of landing a client.
 - iii. Cause and effect #3: If I work on my skills better and create more value for my current clients then I can ask for referrals.
 - iv. Cause and effect #4: If I send out a 100 cold outreaches then I can land at least 1 client.
 - j. Checkpoint #10- upsell AskDamz to manage their X account.
 - i. Cause and effect #1: If I show her how I will gain her more engagements then she will agree.
 - k. Checkpoint #11- build my website.
 - i. Cause and effect #1: if I watch the landing page course 101 then I will know how to design an effective page.
 - ii. Cause and effect #2: if I make out time each day to watch and take action on the courses then I will build my own page.
3. What Assumptions or Unknowns do I face?

Assumptions:

- a. I assumed that both Soyayya and AskDamz would need a website.
- b. I assumed the actual problem they would be facing.
- c. I am not sure if I will land a client through warm outreach.
- d. I assume I will be able to produce my clients massive value.
- e. I assume I will earn them \$1000 each to earn \$500/ month.

Unknowns:

- a. The amount of leads they would close.
- b. How long it would take to land the clients I need..
- c. If they will accept my upsell.

4. What are the biggest challenges/problems I have to overcome?
 - a. I need to perform deep research of my target market to know what I need.
 - b. I need learn how to build a proper website
5. What resources do I have?
 - a. The Real world
 - i. Copywriting campus
 - ii. Business campus
 - iii. Client acquisition campus
 - b. Family members
 - c. Friends
 - d. Google
 - e. ChatGPT
 - f. Bard
 - g. Canva

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.

21:27

LTE 41



February



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29	30	31	1	2	3	4 (No title)
5	6	7	8	9	10	11
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26	27	28	29	1	2	3

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