

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

- Earning money through copy.

b. How will I know I've achieved it?

- Earned the money after I did a copy for a client.

c. When is my deadline?

- 17/02/2024

2. What are the Checkpoints between my Objective and where I am?

a. Checkpoint #1 - I decided that I should make a copy for their facebook page as an insurance.

- i. Cause and effect #1: I will be prepared to show him(Marketer with a clothing store who the manager trusts) an example of what i do either to reassure him or if everything falls apart I can show him what I do straight to the point.
- ii. Cause and effect #2: I will practice my copywriting skills for future projects with this copy.
- iii. Cause and effect #3: I will understand the market better.

b. Checkpoint #2 - I will sit down to do the copy.

- i. Cause and effect #1: I will begin.

c. Checkpoint #3 - I will make an avatar.

- i. Cause and effect #1: I will start doing research into my avatar using the doc that's for the avatar.
- ii. Cause and effect #2: I will understand the avatar.

d. Checkpoint #4 - I will understand who and where the customer is now.(im here)

- i. Cause and effect #1: I will understand if the reader is aware of the product.
- ii. Cause and effect #2: I will understand What kind of people we are talking to.
- iii. Cause and effect #3: I will understand their Painful Current State.
- iv. Cause and effect #4: I will understand their Desirable Dream State.
- v. Cause and effect #5: I will understand their Values and Beliefs.

e. Checkpoint #5 - I will understand where I want the customer to go.

- i. Cause and effect #1: I will understand where I want the customer to go.

f. Checkpoint #6 - I will identify the steps that I want the customer to take.

- i. Cause and effect #1: I will read my notes and watch courses.

g. Checkpoint #7 - After all my research i will sit down and do my copy while going back to courses if i don't understand or know anything.

i. Cause and effect #1: I will have done my copy.

h. Checkpoint #8 - I will review the copy that I will make for their facebook page.

i. Cause and effect #1: I will fix mistakes.

i. Checkpoint #9 - I will prepare questions I can ask him(Marketer with a clothing store who the manager trusts).

i. Cause and effect #1: I will be ready to ask him questions.

ii. Cause and effect #2: after it if a question pops into my mind i will add it.

j. Checkpoint #10 - He will reschedule an appointment with me like he told me that he will do next week.

i. Cause and effect #1: if he doesn't i can recheck with him or her.

ii. Cause and effect #2: I can go meet him on that day and hour.

iii. Cause and effect #3: I know that he wants to actually meet me. If he doesn't I can recheck with her and if not then move on.

k. Checkpoint #11 - I will go to his store.

l. Checkpoint #12 - I will enter his office and exchange greetings and tell him words that will comfort him after the fire that happened to his store.

i. Cause and effect #1: gain trust.

m. Checkpoint #13 - He will ask me what I do.

i. Cause and effect #1: I will tell him what I do and how I can be helpful.

n. Checkpoint #14 - I will tell him what I do and how I can be helpful.

i. Cause and effect #1: He will understand how I can be helpful.

o. Checkpoint #15 - I will ask him questions.

i. Cause and effect #1: He will answer the questions.

ii. Cause and effect #2: He will see I'm serious and come prepared.

iii. Cause and effect #3: I will convince him that I'm trustable.

p. Checkpoint #16 - I will go to the college.

q. Checkpoint #17 - I will enter her(the manager) office and greet her.

r. Checkpoint #18 - I will reassure her(the manager) that I'll do whatever I can to fix her problem.

i. Cause and effect #1: gain trust

s. Checkpoint #19 - I will ask if I can interview the professor and the students. 2 top students and 2 average students and two lower score students.

- i. Cause and effect #1: I will interview the professor.
- ii. Cause and effect #2: I will interview the students.
- iii. I will get information for future copy.

t. Checkpoint #20 - I will go home.

u. Checkpoint #21 - I will sit down to do the copy.

- Cause and effect #1: I will begin.

v. Checkpoint #22 - I will make an avatar.

- Cause and effect #1: I will start doing research into my avatar using the doc that's for the avatar.
- Cause and effect #2: I will understand the avatar.

w. Checkpoint #23 - I will understand who and where the customer is now.

- Cause and effect #1: I will understand if the reader is aware of the product.
- Cause and effect #2: I will understand What kind of people we are talking to.
- Cause and effect #3: I will understand their Painful Current State.
- Cause and effect #4: I will understand their Desirable Dream State.
- Cause and effect #5: I will understand their Values and Beliefs.

x. Checkpoint #24 - I will understand where I want the customer to go.

- Cause and effect #1: I will understand where I want the customer to go.

y. Checkpoint #25 - I will identify the steps that I want the customer to take.

- Cause and effect #1: I will read my notes and watch courses.

z. Checkpoint #26 - After all my research I will sit down and do my copy while going back to courses if I don't understand or know anything.

- Cause and effect #1: I will have done my copy.

aa. Checkpoint #27 - I will revise my copy from 4pm to 6pm and fix what is needed.

- Cause and effect #1: I will fix mistakes and make it better.

bb. Checkpoint #28 - I will revise the copy at 9pm.

- Cause and effect #1: I will fix mistakes and make it better.

cc. Checkpoint #29 - I will wake up at 5am and revise the copy.

- Cause and effect #1: I will fix mistakes and make it better.

dd. Checkpoint #30 - I will send them my copy at 10am.

ee. Checkpoint #31 - They will tell me my copy is good.

- Cause and effect #1: I will be excited to do more.

ff. Checkpoint #32 - they will post my copy.

- Cause and effect #1: I'll see how well my copy does.

gg. Checkpoint #33 - The copy that I will make was so good and will get a lot of likes, comments and a lot of people will start to Dm the facebook page.

- Cause and effect #1: I will keep working with them.
- Cause and effect #2: I will request money.

hh. Checkpoint #34 - I will make money.

- Cause and effect #1: I achieved my goal.
- Cause and effect #2: I want more.
- Cause and effect #3: made my family proud and proved them wrong.

3. What Assumptions or Unknowns do I face?

Unknowns:

- i. He will reschedule an appointment with me like he told me that he will do next week.
- ii. I will go to the college(not sure if i can that day)

- iii. if i will have to ask her questions too.
- iv. I don't know how much I will have to request (have to watch the courses on it).
- v. I will ask if i can interview the professor and the students, 2 top students and 2 average students and two lower score students (not sure if they will let me do it).
- vi. reschedule an appointment with him (don't know when exactly or if he is giving excuses).

Assumptions:

- i. He will like my copy.
- ii. He will understand how I can be helpful.
- iii. He will answer the questions.
- iv. He will see I'm serious and come prepared.
- v. They will tell me my copy is good.
- vi. They will pay me.

4. What are the biggest challenges/problems I have to overcome?

- Make a good copy.
- The process of making the copy.
- Speak with them in a way that makes them trust me.

5. What resources do I have?

- A Pc.
- A Mobile phone.
- Unlimited time.
- My family.
- A healthy body
- TRW

Calendar Work

- List out checkpoints and set time to reach them

-Make the first copy after tomorrow 5/2/2024

checkpoint 4,5,6 tomorrow 4/2/2024

checkpoint 7,8 5/2/2024

-Make a list of questions 6/2/2024

-Make second copy 2 days date depends on when i meet him let's say 10/2/2024

Checkpoint 21-26 9/2/2024

- List out tasks needed to reach each checkpoint

- Checkpoint #1: none. (0 days)
- Checkpoint #2: I do it. (0 days)
- Checkpoint #3: Checkpoint 4,5,6 (1 Day)
- Checkpoint #4: To fill the given template with info from research. (1 Day)
- Checkpoint #5: I already know to Dm the facebook page. (0 Days)
- Checkpoint #6: read my notes and watch courses. (1 Day)
- Checkpoint #7: do it by reading my notes and watching courses. (1 Day)
- Checkpoint #8: do it by reading my notes. (1 Day)

- Checkpoint #9: do it by reading my notes. watching courses and researching. (1 Day)
- Checkpoint #10: keep my phone in the same room and on. (4 Day)
- Checkpoint #11: Money for the bus, clothes, shower, tidying myself, location and going out on time. (1 Day)
- Checkpoint #12: sound confident and the answer prepared beforehand. (1 Day)
- Checkpoint #13: answer him confidently. (1 Day)
- Checkpoint #14: sound confident and the answer prepared beforehand. (1 Day)
- Checkpoint #15: sound confident and the questions prepared beforehand. (1 Day)
- Checkpoint #16: location of the college and if they are available.(1 Day)
- Checkpoint #17: sound confident.(1 Day)
- Checkpoint #18: sound confident.(1 Day)
- Checkpoint #19: Use the template from your phone, their permission to record their voice, a recording app.(1 Day)
- Checkpoint #20: Money for bus.(0 Day)
- Checkpoint #21: none.(0 Day)
- Checkpoint #22: Checkpoint 23,24,25.(1 Day)
- Checkpoint #23: To fill the given template with info from research. (1 Day)
- Checkpoint #24: I already know to Dm the facebook page. (0 Days)
- Checkpoint #25: read my notes and watch courses. (1 Day)
- Checkpoint #26: do it by reading my notes and watching courses. (1 Day)
- Checkpoint #26: do it by reading my notes and watching courses. (1 Day)
- Checkpoint #27: do it by reading my notes and watching courses. (1 Day)
- Checkpoint #28: do it by reading my notes and watching courses. (1 Day)
- Checkpoint #29: do it by reading my notes and watching courses. (1 Day)
- Checkpoint #30: send it.(0 Day)
- Checkpoint #31: their availability.(0 Day)
- Checkpoint #32: none. (0 Day)
- Checkpoint #33: I will call or send a message talking in an appropriate and confident way asking for money. (1 Day)
- Checkpoint #34: Give them my paypal or tell them to give it to me in cash.(1 Day)

- 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

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
04/02	05/02	06/02	07/02	08/02	09/02	10/02
Ch1,2,3, 4,5,6	Ch7,8,10	Ch9,10	Ch10-20	Ch10 21-26	Ch10 21-26 27-28	Ch10 21-26 27-28 29-32
11	12	13	14	15	16	17
Ch10 21-26 27-28 29-32	Ch10-20 21-26 27-28 29-32	Ch10-20 21-26 27-28 29-32	Ch10-20 21-26 27-28 29-32		ch33,34	ch33,34
18	19	20	21	22	23	24
25	26	27				

Sunday	Monday	Tuesday	Wednesday	Thursday	friday	Saturday

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