

CONQUEST PLANNER

Define Objective

To achieve my very first pay client through emails, ads, sales pages and newsletters
This would mean that to achieve this goal I need to practice copy every day for 2 hours a day
MINIMUM after coming home from work. Practice my outreach as I also improve my skills on
how to build a website page like a pro. My computer is broken and I understand that to make
money I need to invest in tools that can make me better as i am saving money to buy a new
one to provide more to my future clients

How will I know I've achieved it?

- I will know I've achieved this when i see the first deposit in my bank account

When is my deadline?

- The deadline is July 2nd 2024. I want to have my first check or deposit by June. these clients will open the door for new clients

What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

- a. Checkpoint #1 - Provide value to this customer im working at this moment

Cause and effect #1

Understand:

- What are the problems that need solving?
- Are the customers aware of their current problems
- Top players in the market
- What they are doing currently
- What isn't working in the market
- What are the customers in the market talking about
- What are there pains, desires and problems
- What language are the customers using

Cause and effect #2

Site was published. Now I have a deadline of 14 days to show my customer that having this website is a great idea that can bring value to her business. Use the skills provided in the campus to attract attention to this website.

I need to sit down and analyze which areas of the business i can provide value

Even if it's not a skill that I currently possess, I can go through and learn the skill. I can position myself as knowing the skill and then proceed to learn it so by the time the prospect is interested I will have a good understanding of how to perform the skill.

Skills that I need to learn:

- Ads
- Web design
- SEO
- Charisma
- Communication skills not using word such as “ like “

Cause and effect #3

i. Making the first sales in my customer websites

- How can I engage and grab the attention of clients?
- How do I grab the attention of the prospect to make them want to buy from me?
- Where in the maslow hierarchy of needs they are positioned
- What key phrases will grab their attention.
- Use copy to create traffic to the site

Cause and effect #4

I'll be going through the campus and checking Prof Dylan campus to improve my web design skills. Will watch PUC everyday when I wake up to go to the gym or work.

I'll ask for feedback from my fellow mates in the campus, improving the way I talk by reading more and listening to audios only in english and reading books in english to improve the way i talk,read,write. This one client will help me get more clients

What Assumptions or Unknowns do I face ?

- I assume that I will make a sale in the website in 2 weeks
- I assume that the client will reward me for my efforts
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- I assume the prospect will be interested in working with me in the future or want to hire me as their copywriter and offer me a salary
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What resources do I have?

- TRW
- Swipe file for inspiration
- Professors, captains and students for advice or help
- Local coffee shop to change the scene and do, G work sessions
- Network of friends to look over my work. Gives me a new perspective.
- Local businesses around me
- Gym i've met very successful people by working out at 5 am

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