# **CONQUEST PLANNER**

#### 1. Define Objective

#### a. What is the goal?

My goal is to achieve a total of \$10k from my skill while having constantly 3 new clients/ month and the

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

After 6 month and roughly 6 clients later, with countless days and times i intentionally skipped on boring losers activities I will get my phone up all excited (or not), i open my bank account and i see the magic number 68,272 RON

#### c. When is my deadline?

My original deadline was 4 months from now, on 3 June, but I have added 1 more month just because my original idea may have been too aggressive, but I didn't remove the idea of changing it back. Note, upon further thinking and analysis i change it to 6 months, (10 of august last day) prioritizing aiming at about \$16k\$ to account for +/- in revenue

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

#### a. Checkpoint #1 - Pitch an email marketing project to my current client ( week 1 / day 1 )

i. Cause and effect #1

I have to get **more information about email copywriting** in order to learn how to write impactful emails (i know know the typical 5 email sequence which is 80% free value 20% sales, but i have to update the values considering it is a e comm shop)

ii. Cause and effect #2

After i pitch this project good, i will have to **get access to their email managing platform** and analyze current metrics ( rough idea of emails/ week and \$/ week)

iii. Cause and effect #3

If I make a good plan about how I am going to go at this (4 emails a week, maybe 1-2 sales), then I can make an offer for my client (ideally the same day as the analysis.) ( shooting for about \$150/month) \$900/ 6 months.

iv. Cause and effect #4
 By continuing to write good performing and converting emails I will get it done faster and could get paid as a commission while it would take me a small effort.



### b. Checkpoint #2 - Perform a niche research project

i. C&E #1

If i use Chat GPT to suggest me multiple ideas of sub niches, and i briefly analyze them, then i will **come up with a new niche** 

ii. C&E #2

After I pick a new niche that I like, and I find multiple prospects (international / national), then I will be able to perform a deeper **market research** ( MR template, Bard,...etc.)

iii. C&E #3

Make sure that **the niche is not dead,** old, irrelevant, and make sure it has a big audience, a big online exposure (can use youtube or keywords to find out), and that it has profitable margins in order to have success as a strategic partner.

#### c. Checkpoint #3 - Crafting an outreach template

i. C&E #1

Use the information found from market research, and the structure of DIC or PAS in order to create the best outreach from your perspective (use OODA loop, and copy analyzing strategies)

ii. C&E #2

Use AI in a deep detail method in order to analyze your copy (what are the negatives, objections, vague information, lack of proof, lack of desire/ pain, make ai your colleague)

iii. C&E #3

After completing the above steps, share copy towards review chats and make sure you listen to them or/ and outsiders.

#### d. Checkpoint #4 - Start Prospecting

i. C&E #14r3

Find at least 10 prospects/ day that have the 2 main elements (audience and product selling)

ii. C&E #2

Complete outreach with valuable specific information of that business, (bonus: use Bard/ GPT )in order to generate trust and relevancy.

iii. C&E #3

Send out the outreach 1 by 1 and make sure to send follow up emails (24 hrs / 5 days). All of the steps should result in at least 1 client/ 2 weeks.

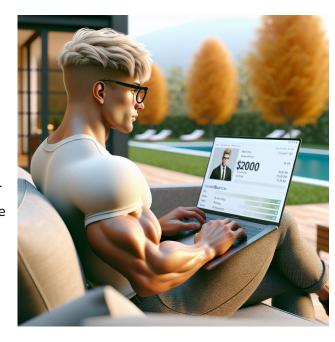
iv. C&E #4

Make sure to provide FV in order to have higher success rates in outreach.

# e. Checkpoint #5 - Getting a new client & Pitch first project([Industry] / Discovery project) (week 2/ day 7-14) 17 feb to 24 feb

i. Cause and effect #1

After receiving a reply, schedule a sales call with them to talk about potential projects, listing their way towards success and pitching an DP, and the typical sales call dialogue. Make sure you have all the info of their business that you can get access to. Agree on project price 50% upfront + 3-9 month commission. (PS. prices and payment methods differ on project suggestions)



#### ii. Cause and effect #2

Understand and research their market further, and perform the work you agreed on (1-3 days).

Make sure you get the best version of your copy before going further.

#### iii. Cause and effect #3

Continue to ask them for feedback/ other help in order to maximize results.

#### iv. Cause and effect #5

Publish the work/ Apply feedback into the project, Receive the 50% and start on  $\sim 10\%$  of the revenue generated from the copy.

#### f. Checkpoint #6 - Receive Copy results & next step (1 - 2 weeks after publish) 24 feb to 1 march

i. C&E #1

Make sure that the copy is performing as estimated, ask for feedback from the client.

ii. C&E #2

After talking with the client, adapt your copy/ project to their needs

iii. C&E #3.1

If everything goes well, program a new project call, in which you pitch the new project you have to offer. Continue with identical steps from the First Project.

iv. C&E #3.2

If the client has no other work for you available, continue prospecting until you reach back to 4 active clients/ month.

# g. NOTE - Cycle Checkpoint 4 -> 6 while overlapping them in order to have 2 - 4 active clients / month either upselling current clients, or keeping up the work by getting new clients

#### h. Checkpoint #7 - Finish work of bigger clients July 28

i. C&E #1

As you do with the smaller clients you have to go through the main Prospect to Money steps repeated above: Prospecting, Outreach, Sales call, Discovery Project#1, OODA Loop, Pitch Project#2, OODA loop, Repeat or Restart Prospecting

# i. Checkpoint #8 - Generate ~ \$160K Of Extra Revenue to clients. August 10

i. C&E #1

By sticking to the basics of a client work provided above: Prospect to Client, Sales call, Discovery Project#1, Results, Project #2/ Prospecting, you can accumulate a decent amount of revenue generated.

ii. C&E #2

Making sure you have around 3 - 4 active clients, balances out the work / time available, formula while being as efficient as possible with your skill

iii. C&E #3



Be sure to have your skills up to date by reviewing notes from the beginning. This way you maximize your skill potential while having time maxed

#### j. Checkpoint #9 New Identity Goal \$16K revenue reached August 12

i. If i close this last client, after 5400+ emails over the last 6 months \*writer note: pulse raised for a split second when thinking that this is actually possible (not easy) and that i am finally open minded\*

And i get this work flawlessly, with the best analysis i have gathered over the months

And i make my client happy, with my work and he pays my ~= \$500 while accepting the 6mth commission, this will be my \$2000 month (if not more considering success is exponential)

Then my goal of \$10k would be completed and surpassed, and in 1 month and 15 days i will be roaming the highschool hallways of 11th grade, proud in silence, knowing damn well that in 6 months i have raised up towards my potential, looking at the teachers and all the classmates stuck in the \*matrix\* while i will be more wealthy than them, starting from below average family income.

#### **Goal Results**

I will truly know that i am **obsessed** with this skill

I am going to be the man that finds a way or makes a way

Outsiders will view me like the **most valuable** person they know, they will assume "His life is so easy, he makes money by sitting at home", in reality things are different

Will have most of the weight taken off my parents shoulders, they will have only proud thoughts of me, they will feel relaxed and eased as their child has saved them, that it improved their life more than anything else has ever done.

People will want to spend time with me and there i will ignore them and think "If you weren't there when i fought the enemy, don't come rushing while i collect the loot"

I will have a more deep understanding of life, and the "matrix"

I will be able to associate myself with the saying "my unmatched perspicacity, coupled with sheer indefatigability makes me a feared opponent in any realm of human endeavor"

#### 3. What Assumptions or Unknowns do I face?

- a. I can't know for sure that i will be able to charge the \$150/month for email sequences
- b. I don't know for sure that i will be able to charge 1 3 times product price/ service + commission I have to sell 10-13 products
- c. I don't know if i will get 2 new clients per month (Update: the daily checklist has the result of 1 new prospect interested / day, while providing the suggestion of 3-10 outreaches / day, so if i send 10 of them per day, and i use all the resources i have to improve it. I will surely get 2+/month. Note 2: I can go international by using my english skills that i have accumulated over the years by myself, not from classes or anything just youtube and minecraft (\*writers note: this seems dumb but it is true\*), using this skill i have will surely open a larger network of businesses that i can analyze **deeply** and convert into high paying clients (high pay 1€= 4.95 RON => resulting 5 times the revenue)
- d. I assume that i can keep a client for long i have to ensure value

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

- a. I have to plan my days well in order to be efficient
- b. Finding a niche that is scalable, and that I like, has to have a great audience and solve a major problem, has to have a major desire. **pain/desire must impact life quality**
- c. I have to get good at fastly analyzing and writing the best emails

- d. I have to find good prospects (Using AI to help me with search terms will help)
- e. Establishing credibility, currently i have a small portofolio from 1 client a couple of missions and 6 followers on instagram
- f. I don't want sacrifice time from copywriting in order to grow my social media, but i will have

#### 5. What resources do I have?

- a. I have my portfolio
- b. I have a testimonial
- c. I have 1 month of experience
- d. I have my great intelligence that I was granted after attending multiple local/ national math, physics, biology, chemistry, and more olympics from when i was little. Context, school work takes me half or less the time my best classmates take and is still am over them ( not that school helps much in life but it has helped my brain development a lot
- e. I have outsider view, from family (kind of boomers so they do not understand the concept more than 25% and it helps the writing of my copy to be more human, my friend that knows more and helps with the \*technical part\*
- f. My girlfriend that helps with motivation, energy, goals, and more (masculine protective instinct)
- g. Access to feedback Professional and Intermediate from TRW
- h. Help from AI and the best prompts course inside TRW
- i. YouTube videos of copywriters
- j. The comfort of my own home, (what could be easier than making more money than a construction worker from my bed if i really need to.
- k. The masculine urge to be to silent most out of nowhere success every man dreams off
- I. Access to a scholarship, meaning TRW is free
- m. I have experience into website modeling

n.

## **6. Pre-Post-Mortem** (major possible failures)

- a. Not getting clients (have the necessary time for research, don't rush through the process, don't picture yourself as an advance copywriter yet
- b. Having sketchy clients that won't pay money, (get a good understanding of who you're talking to by having a good active dialogue on the sales call)

C.

## Calendar Work

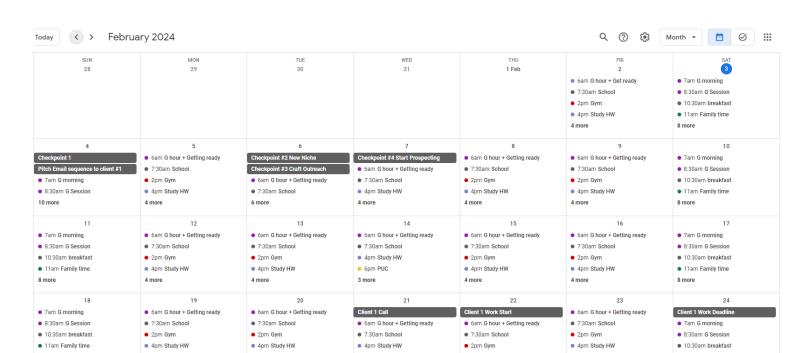
- List out checkpoints and set time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task.
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

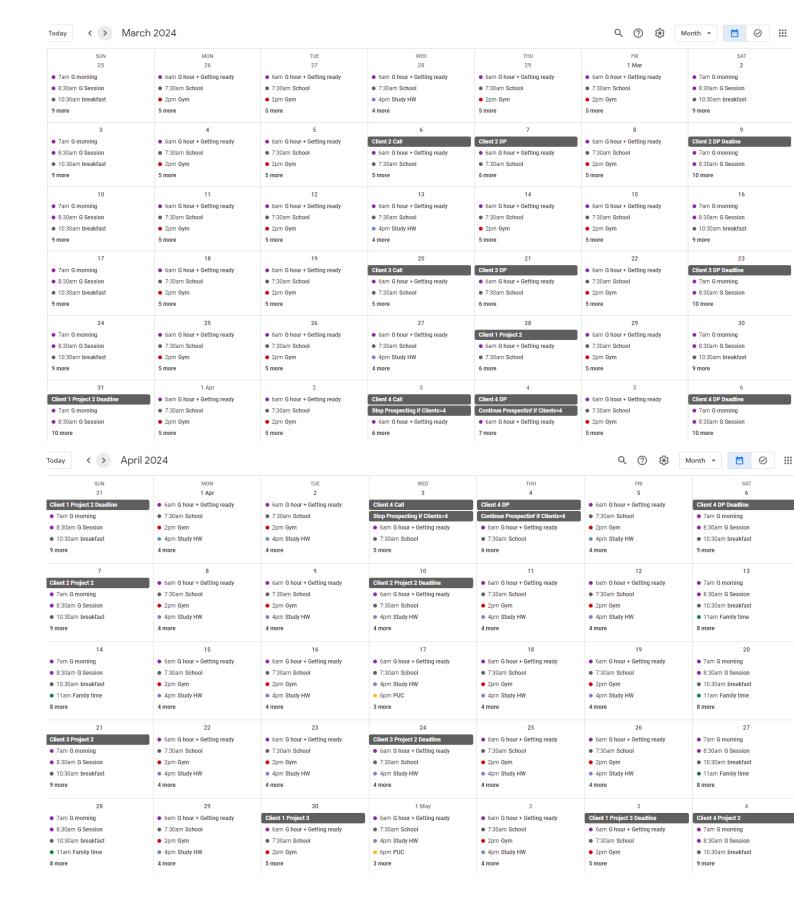


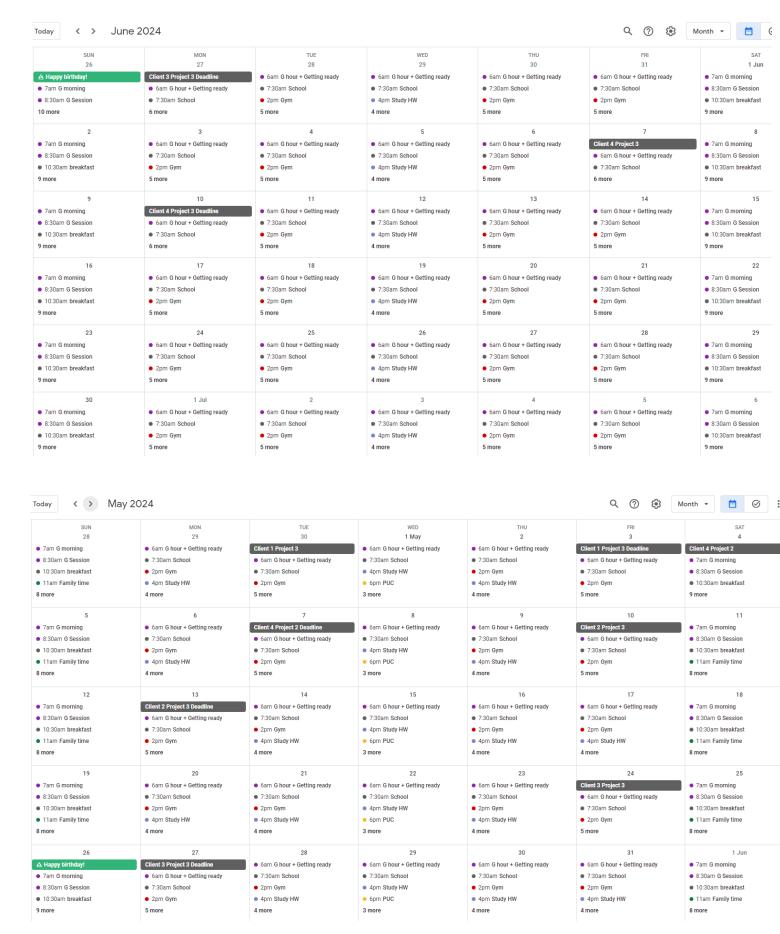
week	5 extra sales/mth	10 extra sales/mth	half months left	total min	total max	
2	63	125	12	756	1500	500
4	63	125	11	693	1375	500
6	63	125	10	630	1250	500
8	63	125	9	567	1125	500
10	63	125	8	504	1000	500
12	63	125	7	441	875	500
14	63	125	6	378	750	500
16	63	125	5	315	625	500
18	63	125	4	252	500	500
20	63	125	3	189	375	500
22	63	125	2	126	250	500
24	63	125	1	63	125	500
26	63	125	0	0	0	500
				4914	9750	6500
					min	max
				total:	11414 <	- >16250

This is the Table i have made to **roughly estimate** the **possible** earnings to have a concept of realism in my desired goal.

First column is separated in couple of weeks (1 new client each 2 weeks) Second column is an estimated 10% of extra revenue @ 5 clients/month Third column is an estimated 10% of extra revenue @ 10 clients/month







NOTE: Calendar is cut short to accommodate any change of timings and to be efficient in time frame that is predictable