

CONQUEST PLANNER

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome? (e.g., "Launch a successful online business within the next year")

My target outcome is to generate my client \$10k in revenue, by 31st of August 2024. It's super important because it serves as a launching pad for my business.

My Result Is -

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

How will you know when you've achieved your outcome and how will you measure it? (e.g., Revenue generated, number of customers acquired, website traffic, etc.)

- I'll know I've achieved the outcome once I see her following base 10-20x, and once her website traffic skyrockets, as well as her giving me access to analytics to see the actual revenue from my campaigns.

How will I measure my progress?

- by monitoring social media followers, website traffic, the number of her email list. (and revenue generated includes of course)

What will it look and feel like?

- It'll feel like I'm taking part of the most exciting journey and conquest of my life. To actually be able to create the outcomes I've planned. It'll open my eyes to a new world, full of possibilities.

- It'll look like this: my worldview has changed, I can actually make money out of nothing (only my skill) on the internet. My confidence will go through the roof. I will be able to afford investing more money in myself, buy a

nice car, take care of my family and girlfriend, essentially making me a better man.

What will it allow me to do after I reach it?

- It'll allow me to get a bigger and better paying client (by leveraging the case study/testimonial).
 - It'll let me generate serious money and finally make progress towards being free.
-

Step 3: How Close Are You To Your Outcome From Your Current Position?

Describe your situation in detail. Where are you currently in relation to your outcome?

- I'm just starting, I haven't even reached the 1st checkpoint. I've just created her first online post (instagram carousel), which I need to refine because I personally don't like it that much.
- I've done market research, completed the Winners Writing Process, and am constantly doing top player analysis. Also done competitor analysis, but still haven't yet figured out why their reels are doing so well.

Where am I now?

- I am now at the point where I really need to step into the unknown (it's my first client), with bravery, and adjust my plan accordingly.
 - I have some knowledge about copywriting/marketing, but I need to double down on learning and applying more. I still haven't fully understood the Tao of Marketing lessons, I haven't practiced writing copy that much either.
-

Step 4: What Are Your Checkpoints Towards Your Outcome?

What checkpoints do you need to achieve between your current position and your ultimate outcome? Break down your big result into smaller, actionable steps.

Hit 10k in revenue for my client:

- **Checkpoint 1:** Fully understand the avatar/top players/Tao Of Marketing/WWP

- **Checkpoint 2:** Develop a content plan meant to increase the levels on the diagrams (Will They Buy/Act?)
 - **Checkpoint 3:** Create a killer content formula and use it.
 - **Checkpoint 4:** Optimize sales page/landing page for revenue.
 - **Checkpoint 5 :** Once the content generates results, refine it until hitting \$10k.
-

Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder your progress toward each checkpoint towards your outcome? How can you counteract these factors? What do you “know you don’t know”? How can you close the knowledge gap? (e.g., Lack of time, financial constraints, technical challenges, etc.)

What potential roadblocks could hinder my progress?

- 1. Not having enough time to dedicate to hitting the goal. (as I have a 8-7pm job, have to hit the gym as well, politics, family time)
- 2. Lacking knowledge about marketing/copywriting.
- 3. Not understanding my avatar on a deeper level. Not figuring out why top players achieved niche domination.
- 4. Getting distracted from my goal. (by cheap dopamine)
- 5. Not being able to fully focus.
- 6. Not using all my resources. (asking the captains/experts questions, not paying attention to the lessons)

How will I overcome these roadblocks?

- 1. Plan my day meticulously so I complete my daily checklist.
- 2. Rewatch the lessons I need and take notes as the professor taught us.
- 3. Apply the empathy training and read the market research several times.
- 4. Watch the top player analysis of prof. Andrew and then apply his lessons to my current situation.
- 5. Use my phone only for messages/acquiring new knowledge.
- 6. Whenever I hit a problem, check the campus for lessons/information I need. If I don’t find it, ask an expert, and use copy aikido channel.

What do I know that I don't know?

- I don't know how to gain enough clarity when writing copy.
- I still haven't figured out why top players are successful.
- I don't understand my avatar on a deeper level.

How will I close this knowledge gap?

- I will rewatch the WWP Tao lesson. (along with all the others)
 - I will rewatch prof. Andrew analyzing top players and apply it in my own process.
 - I'll rewatch the lessons on target market and empathy.
-

Step 6: What Helpful Resources Do You Have?

What resources do you have that will allow you to overcome obstacles and achieve your outcome faster? (e.g. TRW, current personal network, experience in an existing industry, etc.)

I have access to and will use

- I have access to the real world, asking questions in the chats.
 - I have all the lessons I need on campus.
 - I have my own mind.
 - I have people around me that match my avatar. (that I can speak to)
-

Step 7: What Specific Tasks Will Lead To Each Checkpoint?

Break down each mini-goal into specific tasks that need to be completed to achieve it.

For example, if your mini-goal is to conduct market research:

- Task 1: Identify target audience demographics
- Task 2: Conduct competitor analysis
- Task 3: Create surveys or questionnaires
- Task 4: Analyze data and draw conclusions

Checkpoint 1: Fully understand the avatar/top players/Tao Of Marketing/WWP

Task 1 - Rewatch lessons and take notes like a G.

Task 2 - Apply the knowledge I've gathered.

Task 3 - Spend time to analyze the avatar/top players/ Tao of Marketing diagrams.

Checkpoint 2: Develop a content plan meant to increase the levels on the diagrams (Will They Buy/Act?)

Task 1 - Plan content to hit all the requirements for each diagram.

Task 2 - See if my first content hypothesis works.

Task 3 - Refine for better results.

Task 4 - Post consistently.

Checkpoint 3: Create a killer content formula and use it.

Task 1 - Put all the information I have on one whiteboard/document and come up with formulas.

Task 2 - Test those formulas and analyze feedback. (analytics)

Task 3 - Refine for better results.

Checkpoint 4 - Optimize sales page/landing page for revenue.

Task 1 - Rewatch lessons for landing page/sales page and extract the gems.

Task 2 - Steal the formula from the top players so I can model.

Task 3 - Put everything together and test.

Task 4 - Analyze feedback and refine.

Checkpoint 5 - Once the content generates results, refine it until hitting \$10k.

Task 1 - Stay consistent and post content.

Task 2 - Check what other industries are doing and get more ideas of how you can tweak the funnel.

Task 3 - Stay up to date with all the lessons from the campus.

Step 8: When Will You Perform These Tasks?

Assign each task to a specific date and time on your calendar.

Be realistic about your time constraints and allocate sufficient time for each task.

- Use reminders and alerts to keep you on track and accountable.
- Prioritize tasks based on their importance and deadlines.

<https://calendar.google.com/calendar/u/0/r>

Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule.
2. Regularly review your progress toward each checkpoint.
3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.
4. Continuously refine your plan based on your experiences and feedback received.

Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.
 - Break down complex tasks into smaller, manageable steps to avoid getting overwhelmed.
 - Get help from fellow Agoge Students, Experts, and Captains if needed to overcome challenges or answer questions.
 - Maintain momentum by taking time to feel proud of your successes along the way.
-

EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint? How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
 - Online chess tutorials, courses, and videos
 - Chess books focusing on specific aspects of the game
 - Chess software for analyzing games and practicing tactics
 - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

Checkpoint 4: Increase Endgame Proficiency

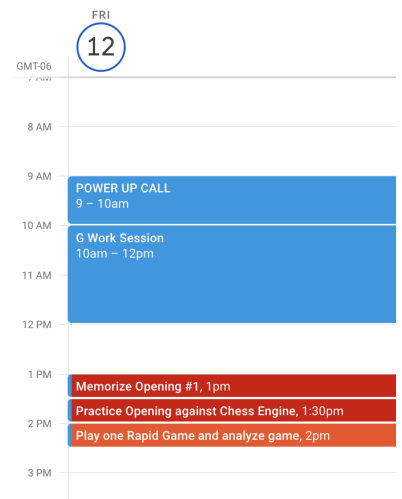
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- Tasks:
 - Study and memorize key lines in chosen openings (30 minutes)
 - Practice opening moves against chess engines or online opponents (30 minutes)
 - Review games to identify opening mistakes (30 minutes)



Root Cause Assignment Agoge Challenge

Assignment:

Identify a problem you are facing (bad outcome/symptom):

- Problem: not being confident about my marketing skills.
- Symptoms: After completing the winner's writing process, reviewing my research, I still don't think I know what I am doing.

"Walk the factory line":

- Haven't fully understood some of the key lessons taught by prof. Andrew.
- I have moments where I am stuck (when writing for my client).
- I get distracted from actually sitting down, learning, taking notes, and instead I jump straight to creating content.

Ask "why" until you find the root causes. Use outside resources if needed.

- Why? Because I'm desperate to see results. It's been a long time and I haven't been paid. Frustration builds up.
- Why? Because I'd listen to a lesson, think I grasped the concept, and forget it after a couple days.
- Why? I get discouraged when I see other marketers generating results/money from this venture.
- Why? Can't seem to manage my time properly. (Given that I have a 8-7 job, gym, politics, Agoge Challenge)

Create or update your strategy and tasks to solve the problem and get your outcomes

- Go through the lessons where I don't feel confident and TAKE NOTES LIKE A G. (As prof. showed us)
- Understand that I have nothing to worry about if my skill is high, I can generate revenue for any business on the planet, regardless of the competition.
- Come up with a better time management plan. Remove tasks that are not getting me closer to my goals.
- Cut out people that waste my time and won't benefit my life whatsoever.
- Pay attention to the details. Analyze more copy, draw lessons, apply.

- Have a weekly emergency meeting with myself where I analyze my current position and what's the next step forward.