

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

I have a finalisation call tomorrow to start a new marketing project for an Optician. My goal is to make him a TOP PLAYER in my country in that market - more specifically **get him a minimum of 2000 loyal customers** that will pay him \$75+ minimum.

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

I will keep track of the member count in the WhatsApp Channel - a minimum of 25000 followers. I will have made him \$150,000 dollars. He would want to give me more than I charge him, since the win is so big for him.

c. When is my deadline?

Before the 14th of February, I must have ran a successful ad test and have found the winning ad for the niche. I will then double down on the ad and farm it for a week. The deadline is the 21st of February.

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

a. Checkpoint #1 - Goal: Get 2000 Loyal Customers that have paid a minimum total of \$150,000.

- Monetise the attention we have got and the loyal customers we have created.
- Create a sales funnel to get them to schedule a meeting from my client.
- Create an offer that will make them want to buy a new pair of glasses based on pains, desires and roadblocks they have.
- Make a poll to find out the pain, desires and roadblocks the audience has.
- Get them used to voting on polls.
- Post regularly to keep them engaged.
- Create a connection and trust between the brand and the members.
- Give out free gifts (like a crypto airdrop) to provide extreme value to them.
- Create a welcome video to introduce yourself into their world.

b. Checkpoint #2 - Goal: 30 000 people clicked the link to the lead funnel.

DEADLINE: Monday, 19th February.

- The landing page converted >75% of people to join.
- The ad got >40 000 clicks total.
 - The tested winning ad is ran with a budget that will get 40 000 clicks based on the clickthrough rate of the winning ad.
- Ran the successful, tested ad for a week period in order to get people to join.

c. Checkpoint #3 - Goal: Find The Winning Ad.

DEADLINE: Monday, 12th February.

- Get a winning ad with all the best results from each test - figure out why, what and how did it succeed.
 - Test all variables until the winning ad is fully tested.
 - Switch to testing the next variable using the first winning variable variation.
 - Choose the winning first variable variation after comparing
 - Compare the clickthrough rate, cost per lead, and cost per click.
 - Let ad run until 500 impressions
- Start testing ads
 - Adjust ad setting as required
 - Get a third-party opinion from someone experienced with FB ads.

- Set-up ad campaign, ad sets and ads settings.
 - Create a timeline of the ad spend and when you will stop the ads to see if they worked or not.
 - Set ad spend per ad.
 - Set up start date and estimated end date for each test
 - Plan out what variable you will test out first.
 - Watch “Run Ads. Make Money.” and follow Andrew’s advice
 - Use all the reviewed ad assets and copy in the ads to be tested.

d. Checkpoint #4 - Goal: Set-up everything for the TESTING phase for the ad campaign.

DEADLINE: Wednesday, 7th February.

- Create an ad testing strategy based on the “Run Ads. Make Money.” video.
 - Plan out what you will test out in what order.
- Create content to post in WhatsApp Channel
 - Make a welcome message.
 - Make a list of all offers that you will make for them
 - Create a catalogue of all the glasses there are for sale and post it.
 - Add the link to the website on the page where they can book appointments.
- Create a WhatsApp Channel for the Optissimo Club.
 - Invite Sergio as admin.

- Create a landing page for the lead funnel
 - Add all necessary links and records to the landing page.
 - Use Framer to build a simple landing page based on copy.
 - Send the copy for review in the copy aikido channel.
 - Create copy for the landing page.
- Find 5 ad thumbnails to test.
 - Pick the best ad thumbnails to test.
 - Get a third-party opinion on the ad thumbnail. Ask them whether this would stop their scroll on FB.
 - Ask Sergio for his opinion on the ad thumbnails and what he thinks would work well in the ad.
 - Ask in chat for people's opinions on the ad thumbnails I created.
 - Based on the script, create 10 thumbnail variations using AI + Canva.
 - Leverage AI + my creativity to generate ideas that I could use to make ad thumbnails based on script.
- Find 5 post descriptions to test.
 - Pick 5 best post descriptions to test.
 - Refine the post description for the 3rd time.

- Send refined post descriptions to be reviewed again.
- Refine the post descriptions + fix my mistakes based on the guidance I got.
- Send post descriptions for review inside of the Copy Review Aikido channel.
- Pick the best post descriptions and refine it further.
- Ask in chat for their opinion on what ad description would work the best.
- Ask AI to review my copy based on criteria I have prompted.
- Write down 10 post descriptions using different formulas for short form copy based on the pains and desires of ideal customer:
 - PAS
 - HSO
 - DIC
- Create the perfect ad script variations for the video.
 - Choose best script
 - Get the script reviewed in Copy Review Aikido Channel
 - Get the script reviewed by Arno in #ask-arno
 - Make sure the script is short and snappy. 15 - 30 seconds.
 - Record voicing out the script.

- Create 5 script variations.
 - Use storytelling techniques
 - Use curiosity DIC
- Create a script based on the offers you have found is the most attractive.

- Create 10 offers based on the ad angle
 - Choose the best offer that interests the most people in chat
 - Get third-party opinion on the offer
 - Ask them whether this would make them interested.
 - Create 10 different offers based on the ad angle
 - Figure out common objections and create an offer based on that.
 - Use the pains, desires and roadblocks to find the perfect offer

- Find the perfect ad angle to create the ads around.
 - Ask people who wear glasses in chat to give me their opinions on what ad angle triggers the most pain and desire for them.
 - Come up with 10 different ad angles using the pains and desires + trends in the niche.

- Create a perfect audience for the FB ads.

- Review Market Analysis to find all details about the ideal customer.
- Ask Sergio to describe his ideal customer.
- Ask Sergio to give me the FB audience settings he used before.

- Ask him to allow editor access for your Meta Business Account.
 - Have a call with Sergio where you guide into how to set-up the ads manager
- Set-up your Meta Business Account to manage his ads.
 - Create a business page based on tutorials on YT.
 - Create a proper FB business account.

- Have a call with Sergio to clarify all assumptions and unknowns about the market.
 - Establish what success looks like - tell him the numbers and get him emotionally invested so that he then pays you.
 - Ask him for the budget on his ads.
 - How much money are you comfortable spending on the ads?
 - Find out how much money you think will be needed for the ad testing phase.
 - Rs 10 000 is a good amount ~ \$216

- \$10 per ad until 500 impressions are reached.
- Tell him he has been in the industry for longer, therefore ask him:-
 - to describe his ideal customer,
 - what are the best selling glasses right now,
 - what makes them buy,
 - what do they talk about,
 - what are the most common issues they have with their eyes
 - what are the causes of these problems?
(Ex: is it because of too much blue light, sunlight...)

3. What Assumptions or Unknowns do I face?

- UNKNOWNNS

1. I am unfamiliar with how to use the meta business suite to manage the clients' ad account.
2. I don't know what the metrics of a winning ad are. I need to figure out and define what a successful ad is so that I know what to aim to surpass.

ACTION STEPS:

- Ask in chat what it a successful ad looks like

- Find out the metrics signifying an ad is successful
- What to expect from an ad that works?

WHILE TESTING

- Did I hit my goal of the number of leads generated?
- Did I surpass it?
- What are the new standards after testing?

+ Find out what are the metrics for a failed ad.

- What to expect from a failed ad?
- Find out the metrics signifying an ad has failed.

WHILE TESTING

- Did I hit my goal with the amount of leads generated?

3. I don't know if the strategy of using the WhatsApp channel will work or not. I'm assuming that it will since it is different from what other competitors are doing + everybody uses Whatsapp.

- ASSUMPTIONS

1. I assume that whoever joins the club must be interested in what I am offering.
2. I assume that those who joined will become eventual customers since they are getting so much value.

3. I assume that \$50 will be enough for testing each variable since the daily impressions will be 1k to 2k per ad.
4. I assume I need 500 impressions to get results and comparable data that I can use to determine the winning ad.
5. I assume that the landing page will not lose any people since it's just a minute form.
 - I need to make sure that the landing page loads up fast
 - I need to make sure the copy for the landing page is perfect in creating curiosity in the minds of the reader.

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

- i. I do not have previous experiences with running FB ads.

5. What resources do I have?

- TRW lessons
- TRW Chat
- My uncle who wears glasses
- My sister who wears glasses
- My friends at school who wear glasses
- There is an optician who's my uncle's friend I can talk to.
- There's Sergio

- There's my father who is very close to my avatar
- Family members who wear glasses
- My cousin who I'm very close to who wears glasses
- My own experience
- Google and the internet
- AI
- Generative AI

Calendar Work

I have posted a screenshot in chat. The attachment is not working. I did it in my calendar app built into my phone.