

CONQUEST PLANNERS

Define Objective:

- Make \$1,000 or \$2,000.

Servicing as a digital marketing consultant/copywriter

What is the goal?

- Generate income of \$1,000 to \$2,000 or more.

How will I know I've achieved it?

- Confirmation through bank account transactions and successful client payments.

When is my deadline?

- Within 3 to 6 months.

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

Checkpoint #1: Pick a niche high profit, high margin

- Open Bard AI.
- Ask Bard AI to list out 25 financial niches.
- Ask Bard AI about the most high-profit and high-margin niches.
- Narrow it down to 5.
- Research each niche to understand why they are high profit and margin.
- Pick 1 niche.
- Determine if I can help these people with my copywriting skills.
- Find 200-300 prospects.

Checkpoint #2: Craft outreach message

- Develop a subject line to grab prospects' attention.
- Explain how I can assist with their problems.
- Include a call-to-action for them to achieve their goals with my help.
- Create 5 different outreach messages.

Checkpoint 3: Send out 5 different outreach messages

- Reach out to 5-10 prospects.
- Evaluate which of the 5 messages yields the best results.
- Tweak the outreach and test it again.

Checkpoint 4: Have at least 2-5 possible clients

- Identify problems these clients face.
- Choose one client I can assist with those problems.

Checkpoint 5: Understand client's perspective

- Ask about the perceived problem.
- Inquire about actions taken to address the issues.
- Determine their goals.

Checkpoint 6: Generate ideas to solve problems

- Develop 2-5 ideas.
- Narrow down the most effective solution.
- Outline steps for implementation.

Checkpoint 7: Present and implement the plan

- Explain to the client how the plan addresses their goal.
- Estimate the time needed for plan execution.
- Take action and commence solving the problem.

What Assumptions or Unknowns do I face?

Checkpoint 1

- Assumptions: I will find a niche that I understand and Bard AI will provide 25 decent or good niches.
- Unknown: Specific niches.

Checkpoint 2

- Assumptions: Prospects will reply to outreach messages or read them.
- Unknowns: Effectiveness of outreach, prospects' willingness to collaborate.

Checkpoint 3

- Assumptions: The most replied-to outreach will be effective.
- Unknowns: The number of prospects reading the messages.

Checkpoint 4

- Assumptions: Having 2-5 clients; I can assist the client.
- Unknowns: The number of clients and ability to help.

Checkpoint 5

- Assumptions: Able to communicate with the client.
- Unknowns: Client's problems and goals.

Checkpoint 6

- Assumptions: Will have 2-5 ideas; can plan to solve the problems.
- Unknowns: Number of ideas, specific plan.

Checkpoint 7

- Assumptions: Available time, plan effectiveness.
- Unknowns: Duration of the plan, potential challenges, client approval.

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

- Cold outreach, client acquisition, problem-solving, and delivering satisfactory results.

What resources do I have?

- Google, Bard AI, ChatGPT, TRW, Captains, Students, and Professor Andrew.

Calendar Work

List out checkpoints and set time to reach them:

1. Checkpoint 1: Find a client - 2-3 days.
2. Checkpoint 2: Research client's market - 2-3 days.
3. Checkpoint 3: Book client sales call, ask questions, and identify client's problems - 1 day.
4. Checkpoint 4: Develop an idea to solve a client's problem - 3 days.
5. Checkpoint 5: Implement the solution - 2 weeks.

List out tasks needed to reach each checkpoint:

- Checkpoint 1: Research on Google, Instagram, X, Facebook, YouTube, and TikTok.
- Checkpoint 2: Utilise Google, Bard AI, and ChatGPT.
- Checkpoint 3: Engage on social media platforms, schedule client calls, and gather information.
- Checkpoint 4: Use Bard AI and ChatGPT, take breaks for physical activity.
- Checkpoint 5: Employ Google Docs and insights from TRW.

Identify metrics/KPIs for each task:

- Daily tasks: Copy outreach, research new clients, analyse for 2 hours.
- Market analysis: Examine competitors and trends for 2 hours.
- Client communication: Spend 30 minutes to 1 hour per client.
- Idea generation: Dedicate 1 to 3 hours.
- Solution implementation: Plan actions in 10 minutes, execute for 8 to 12 hours daily, allocate 1 to 2 hours for planning each day.