

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")

Get my first 100% from copywriting

My Result Is - getting more opportunities in the future to get bigger clients and grow my business exponentially.

I will then be able to provide for my family

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 will know once I have brought results to my first 3 clients. If they have gathered more customers, then i can leverage that to get a paid client, thus i'm on the right track to snowball my way up the "Mountain"

How will I measure my progress? - By analysing and ooda looping each work I do for clients, I will be able to improve and compare my work to the desired outcome.

What will it look and feel like? - I will be extremely busy. Its going to ve a constant pressure on me to perform every day.

BUT I will feel proud of my achievements. It's going to be exciting to sail to unknown seas to explore the open sea of marketing.

meaningful: my life will finally have a meaning other than playing video games and scroll on social media until i die.

I will be confident and strong.

What will it allow me to do after I reach it? - A couple of doors will open at this point:

1. I will continue and find bigger clients
2. Once I have my first paying client, I will be able to find a second one and keep the money rolling in.
3. I will be able to be financially capable so I can provide for my family.

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 have already delivered a landing page to a client, so I am waiting a little so I can get my first testimonial. I'm on my second and third client now. This will potentially get me 3 testimonials.

As for now, I am only targeting local biz, but are going to go online soon.

Where am I now? - Right now, I have no Testimonial yet and no social media presence. I have delivered a landing page to a client and recently got 2 clients interested in my services.

I am learning how to help local businesses on the side so I can help them grow.

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.

For example, if your goal is to launch an online business:

[Insert your answers here]

My Outcome Is -

- Checkpoint 1: **Get my first testimonial**
 - Checkpoint 2: **Close clients online**
 - Checkpoint 3: **Deliver results to them**
 - Checkpoint 4: **Create compelling copy based on what the business need**
 - Checkpoint 5: **OODA LOOP - Analyze the work**
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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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? - I dont know how to choose a niche or how I can help them when I dont know anything about the niche I am researching.

How will I overcome these roadblocks? - Go through the learning center. Ask students questions if i don't understand.

What do I know that I don’t know? - I dont know how to build social media presence

How will I close this knowledge gap? - Go through the learning center

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 the real world and its students/professors and the learning center.

I also have my notes.

I have access to and will use - ChatGPT in some cases, like researching a niche.

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.

Get first testimonial (already have a client)

Task 1: Market research

Task 2: Analyze top players

Task 3: Create a landing page

Task 4: Create a compelling copy

Task 5: Make sure it's clear what the offer is

Task 6: Deliver it.

Close my first online client

Task 1: Go through the “Build social media” course

Task 2: Build a portfolio landing page

Task 2: Pick a niche

Task 3: Do online prospecting

Task 4: Send DMs

Task 5: Close first online client

Deliver results for the client

Task 1: Get a clear understanding on what the client needs

Task 2: Do market research

Task 3: Create the piece of copy

Task 4: OODA loop the copy

Task 5: Deliver the work for them

Analyze What went wrong and what was successful

Task 1: What did I do well?

Task 2: What did went wrong?

Task 3: What would be a better solution?

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.

[Insert Your Google Calendly Link Here]

<https://calendar.google.com/calendar/u/0/r/month?pli=1>

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.
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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

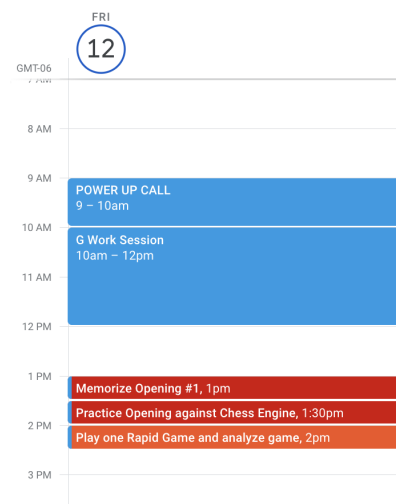
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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)



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