

Conquest Planner

1. Define the objective

- A. What is the goal? The goal is to be earning £2,000 to £3,000 through copywriting in the next 3 to 6 months. Ideally through 2 to 3 clients.
- B. How will I know I have achieved this? I know I will have achieved this by having satisfied customers who are more than happy to pay me this price each month. Seeing the numbers in my account.
- C. My deadline in July 1st.

2. What are the checkpoints between my objective and where I am?

A. Checkpoint 1

To first produce for my 2 warm outreach clients I currently have.

To increase skill level

To outreach to bigger clients able to pay more money.

To land clients and produce massive results.

B. What assumptions or unknowns do I have? I assume that it's going to take all of my energy and time but more than willing to do what it takes. Unknowns are the unexpected things that I imagine will happen but I will have to counteract these as they arise.

C. What are the biggest challenges/problems I have to overcome? The biggest challenges and problems are basically just time management and ensuring I get enough rest to produce the work. Sometime I operate on 3 to 4 hours of sleep which is not great. But I will master this.

D. What resources do I have? I have everything I need. A laptop. Phone. TRW. Places to go to concentrate.

Calender work.

Each check point is listed out on the calender.

Tasks needed to reach each checkpoint is incredible time management. Consistent O.O.D.A Loop and consistent increase in copywriting skill level.

The ability to reach out to bigger paying clients.

Each task will be allocated the amount of time needed to hit the targets.