

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 Result Is - To have 2 clients within the next 3 months who pay me a combined 5k per month.

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.)

How will I measure my progress? - I can measure my progress by the amount of positive replies I get to my outreach videos. And I can measure my progress by the amount of likes, comments and views I get on my outreach/social media posts because it reinforces the fact that I am providing value to the viewers.

What will it look and feel like? - I will be working everyday towards finding and implementing strategies to help a business. Then create outreach messages in the form of TikToks, to show the company how I can help them, and therefore interest them in working with me.

It feels like brain stretching work, while sitting at my desk trying extremely hard to figure out strategies that are going to help businesses. It feels stressful and difficult trying to provide true value to a business. But once I figure out the strategies that are going to work, and make the outreach/social media video, I feel proud because I put in the hard work to provide value for a company that will get them interested in working with me.

What will it allow me to do after I reach it? - I will be able to leave my part time job and spend all of my time working for myself. I am then no longer locked down geographically. I can go back

home to NZ or stay in Australia whenever I want. I am making enough money to be able to afford nice clothes, I can shop at try road whenever I want. I can afford to buy my parents nice clothes and go out for dinner to fancy restaurants and buy the most expensive steaks for everyone. I can join the war room.

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?

Where am I now? - Right now I have 2 clients who I landed via warm outreach, so a lot of their work is for free since they can't afford to pay me. I worked with them for testimonials and experience. I have no proper clients who are paying me. And nobody is interested in working with me. I am starting a new form of outreach through social media that builds trust via the viewers seeing my engagement (likes and follows), and certainty via the post of me analysing their website and online strategies.

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:

- Checkpoint 1: Conduct market research
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

[Insert your answers here]

My Outcome Is -

- Checkpoint 1: Post 100 times on tiktok and instagram of you reviewing chiropractor clinics online strategies.
- Checkpoint 2: Have interested prospects who want you to help their business, reach out to you or reply to your message in a positive way.
- Checkpoint 3: Land the client via dms or sales call.
- Checkpoint 4: Gain understanding of their business, their goals, and how you are going to help them.
- Checkpoint 5: Implement these techniques and strategies into their business, get results, and therefore get paid.
- Checkpoint 6: Keep posting on social media, growing those accounts and building up a name for myself so I can get more clients. Find ways to help more businesses with bigger and better opportunities and make more money.

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.)

- Checkpoint 1: Post 100 times on tiktok and instagram of you reviewing chiropractor clinics online strategies.
 - **Time** - Different time stealers pop up, work, chores, etc.
 - Plan my day the night before, in depth, adding in everything, chores, seeing becs, going to mall, dinner. Then stick to your plan regardless of how you feel.

- **Concentration** - Brain searching for dopamine, work isn't as stimulating as youtube, tiktok, etc.

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- Checkpoint 2: Have interested prospects who want you to help their business, reach out to you or reply to your message in a positive way.

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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 and the professors. I have the ability to be able to test what is working and what isn't so I think that will be the best way to help direct me towards creating posts that will work.

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: Analyse data and draw conclusions

[Insert your answers here]

CHECKPOINT NAME: 100 Tiktok posts

Task 1: Use your list of chiropractor clinics and reach out to them via an informative video of you analysing their online strategies, and make sure it provides value on some things they could improve, plus how you would do it and can do it for them.

Task 2: Create 100 of these in order to test if this will work, WHILE building up a social media following and creating a good amount of posts for your social media accounts.

CHECKPOINT NAME: Land the client via dms or a sales call.

Task 1: Plan out the sales call or your DM's. Plan what questions you will ask them, how you are going to introduce yourself, how you are going to bring up the cost. What questions you will ask them about their business, what their goals are and how you think you can help them.

Task 2: Land the client.

CHECKPOINT NAME: Gain understanding of their business, their goals, and how you are going to help them.

- Ask them questions about their business, how they operate, what their goals are.
- Research the market to gain an understanding of the customers, the market, top competitors, what's going on inside that market at the moment.
- You do all of this research so you can understand what's happening inside the market and with the customers, so you can then build effective techniques and strategies that are going to create a proper impact on the reader and therefore get results.

CHECKPOINT NAME: Implement these techniques and strategies into their business, get results, and therefore get paid.

- After researching the entire market, the business, their goals, the customers to gain a proper in depth understanding. Start creating the copy/project that is going to achieve these results.
- Assign another project that might be a bit bigger, and then do the same until you achieve the results.

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.

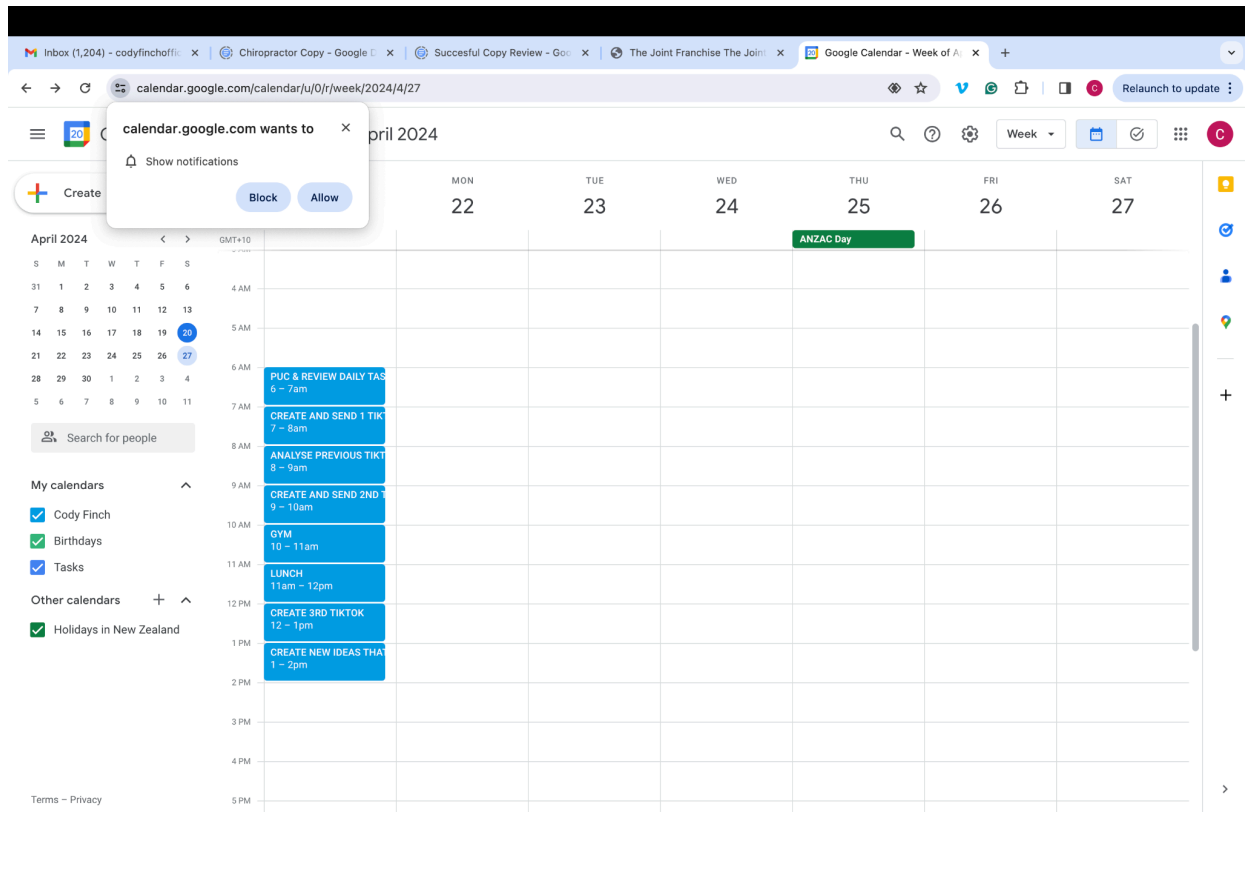
- Use reminders and alerts to keep you on track and accountable.
- Prioritise tasks based on their importance and deadlines.

SAT 30th April - SAT 28th May: 100 Posts

- Grow your social media, outreach to prospects, provide informational value to them and your viewers and build trust via likes and follows.
- Create AT LEAST 3 posts per day.
- Analyse and adapt your posts as you go - what ones are working/not working and why?
- Have at least 5 people get in touch with you by the end of the month or close to wanting to work with you.
- The more you outreach and the more posts you create, the more people are either going to start replying to your outreach DM's or messaging you on their own.

EVERYTHING ELSE IS DECIDED BY WHEN THIS STRATEGY STARTS TO WORK

- Once I land a client I can then work on my next steps. I know what they are, so right now I am focusing on my goal of posting 100 TikTok posts in the next month. Reviewing and updating my posts from what works, WITH THE GOAL of getting interest from prospects in working with me.
- ONCE I HAVE THOSE THEN I CAN WORK TOWARDS PROVIDING RESULTS AND EARNING 5K PER MONTH.



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.
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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

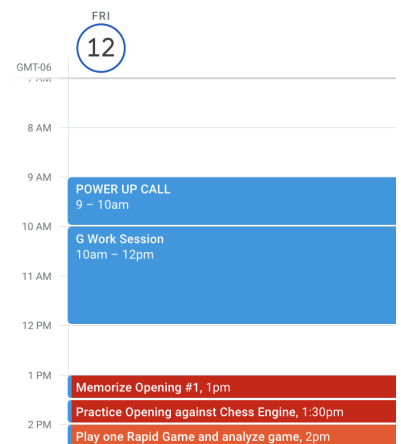
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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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