

Ethan's Conquest Till the End Of 2024: WHAT MATTERS.

1. Define Objective

1. What are the ultimate goals (checkpoints)?

1. **Rainmaker status- Make \$10k for a client**
2. **Optimal Mobile Productivity:** Nearly equal to that of my homebase setup
 1. Bought MacBook
 2. MacBook accessory that allows me to fold up an extra screen to do an ideal version of split screen.
 3. Bluetooth Mouse
 4. Good quality commuting bag that gives off status and professionalism
 1. Equivalent size to my school backpack can hold anything I need for a day.
 1. Gadgets, pair of shoes and change of clothes.
 5. Powerbank that can charge my phone and laptop
 6. Decent size personal suitcase
3. **Made over \$10k as a copywriter for myself and entered 'The Council'**
4. **Joined the war room**
5. **The matrix-free situation I'm making enough money to be able to, at a moment's notice:**
 1. Cover all my necessities anywhere in the world
 2. Book multiple business class flights at anytime without going broke
 3. Rent an airbnb, decent hotel room or apartment anywhere for a good period of time (couple weeks)
6. **Millionaire status by the end of the year.**

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

1. I will see a total of \$10,000 USD revenue on my clients accounting sheets coming from marketing strategies I implemented.
2. I will buy and own all of the products listed
3. I would have been accepted into the council (and paid).
4. Paid for and got accepted into the war room
5. I'll do an emergency test, where I check how much it'd cost for me to do those things and immediately move to a far country, for example the UK.
 1. After I check the figures, my monthly cashflow should match to being able to do the actions.
6. My Liquid money + assets I own should equal up to 1Mil USD.

3. When is my deadline for all of my major checkpoints?

December 31st, 2024.

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

GET AS DETAILED AS POSSIBLE)

1. Checkpoint #1 - Rainmaker Status

Due date: August 2nd 2024

Cause- and effects

1. Daily: With any spare time that I can't do a GWS, do actions that contribute to hitting the target- **To hit it on time**
 1. Forced perspicacity walk/OODA on ways to bring MORE MONEY IN!

2. Daily: Dedicate as much of my energy as possible towards this objective.- **To hit it on time.**
3. Due Jul 18th: Complete all the technical actions I can for finishing the discovery project- **So I can focus on getting attention.**
 1. Sending Isle Blue the info
 2. Editing policies on the listings where applicable
4. Due Jul 19th: Set up an optimal content strategy with the social media manager- **To get as much attention as possible, leveraging both of our time.**
5. Jul 20th: Have the initial ad sets for both Katouche tours and the villa done- **to start getting attention asap**
 1. Sell for the day pass the most.
6. Daily: Test way to success with the ads and landing page
7. Once ads are getting tested: Utilize agoge & experienced Gs, and advanced copy review aikido to get help refining the ad funnels.
8. Weekly: Have meetings with the social media manager, and do any necessary consulting in between.- **To keep improving our organic strategy**

2. Checkpoint #2- Optimal Mobile Productivity

Due Date: August 31st 2024

Cause- and effects

1. Daily: Delegate 30 minutes to Dream 100 work- **So I can test how much I can get done in that time frame, build my network to have immediate clients if anything happens to my current clients, and eventually land my dream clients.**
2. Once ad funnel is bringing in revenue and momentum is going, and organic content is going, do the growth plan for Client 1 and land a performance based deal for that.- **For getting massive results and personal cash flow**
3. Once rainmaker is hit: Research and identify the exact products I want- So I have an idea of the costs I need to meet

4. Once rainmaker is hit: Set due dates for me to hit monetary goals leading up to being able to purchase each product.
5. Fixed: Continue client projects with revenue share deals, and progress to an equity situation where applicable.- **So there's no mental or monetary limit to what I can accomplish.**

3. Checkpoint #3 - The Council and The War Room

Council Due: September 30th 2024

TWR Due: October 31 2024

Cause- and effects

1. Fixed: Continue client projects with revenue share deals, and progress to an equity situation where applicable.- **So there's no mental or monetary limit to what I can accomplish.**
2. Weekly: Proper OODA for more ways to improve my efficiency, and the income of my clients with the same amount of time.
3. Use the results I get with my current clients to build case studies, use these case studies to land bigger clients, duplicating my success- **To make more money with clients that have more profits coming in, and utilize momentum and expertise I've build in the niche.**
4. Consider teaming up with another G- **so we can leverage both our time, efforts and expertise to achieve exponentially more work.**
5. Once I get into the council- Delegate X number of GWS to investing campuses- **so I can start multiplying my money, while focusing mostly on copywriting for cashflow**
6. With the cash flow I have, I'll build a war chest. Liquidity I can immediately invest into stocks, crypto or a business opportunity.- **To be able to QUICKLY take advantage of rising opportunities**

4. Bonus: Multi Millionaire Fast track

\$1M Net Worth Due: December 31st 2024

Cause- and effects

1. Invest as much as comfortably possible, and manage my time extremely well between copy and investing regularly,- **so I can increase cash flow and multiply my money.**
2. Completely dominate and disrupt the local tourism industry, skyrocketing my clients profits and helping them add to the value ladder where needed- **to tap into scale to increase my cash flow**
3. Continue client projects with revenue share deals, and progress to an equity situation where applicable.- **So there's no mental or monetary limit to what I can accomplish.**
4. Continue landing bigger and better clients if needed- **To make more money with clients that have more profits coming in, and utilize momentum and expertise I've build in the niche.**
5. Continue building my war chest- **To be able to QUICKLY take advantage of rising opportunities**

3. What Assumptions and Unknowns do I face?

Bonus: How can I test each assumption and know the unknowns?

Assumptions

- I assume that there will be future unknown trends and events to take advantage of to skyrocket my personal revenue.

Unknowns

- When opportunities will come and how big they will be- I must stay keen.

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

- Resisting cognitive poison from social media

- 6th Form/College Dilemmas
 - Managing the debate club when school starts back, investing as little time as possible
 - Something I'm passionate about and made promises to do, but its not critical. I'll have to utilize the members, delegate alot of tasks. Definitely possible to maintain high output. But its pretty much guaranteed I'll make less money due to having to spend x amount of time on this.
 - Managing the dynamic with this "Associates's degree in business-Marketing" I'm supposed to be doing in college starting september
 - First interaction I'll straight up tell the lecturer that I'm already running my business and that I'm looking to:
 - Invest minimum energy possible
 - Comply with my parents until I can move out
 - Take actions with the least friction and take the least away from my business, so I can spend as much time possible on the critical process map tasks.
 - Only pay attention to things I actually need
 - There are certain things like logistics and supplychain that *might* be helpful
 - Drop out when I turn 18 next year July.

5. What resources do I have?

- My mother and father, and anyone else who can look at my copy from their lizard brain
- In person network
- LinkedIn and Instagram network
- My relationship with my two current clients, and the ability to tap into their personal networks
- TRW
 - Advanced copy aikido review
 - Intermediate copy chats and copy review
 - The ability to ask expert guides
 - Agoge 01 brethren
 - Prof. Andrew's calls & resources, and other campuses
- Alex Garcia and the content cafe
- The ability to seek knowledge from various sources outside the real world
- MONEY to invest to save me time, grant me knowledge, leveredge or the ability to multiply the money invested.

6. Calendar Work

- ~~List out checkpoints and set time to reach them~~
- List out tasks needed to reach each checkpoint
 - I'll do this daily and weekly or whenever needed in between
- Identify metrics/kpis for each task.
 - Personal
 - Money in
 - GWS/day and /week
 - Time spent in G work daily
 - Business
 - Leads/Time
 - Revenue/time
 - Site
 - Visits
 - Bounce rate
 - Rates of key events
 - Heatmaps
 - Content
 - Views
 - Engagement rates
 - Site Visit upticks after each post
 - Ads
 - Cost per conversion
 - Click rate
 - Cost per click
- Allocate time on for each tasks
 - I do this daily
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.
 - Daily review