

# **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")

To regularly make \$10k per month, so that I have the ability to leave my 9-5 job, and so that I can begin my ascent to financial freedom.

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## **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 that I've achieved my outcome when I see the numbers rolling into my bank account and when I'm relieved of my current financial burden.

Assuming I end up staying at my job (depends on if I still enjoy it toward the end), I will be making about as much (if not more than) the person who currently brings in the most in my family. At that point, not only will I feel financially relieved, but I will have confirmed that I can tackle a skill such as this and prosper in what was once an alien to me environment.

To do this, I will need discipline to do the work, I will need flexibility to adapt to the ever-changing environment, and I will need regular self-reviews to assert that I am still on the right path. And I will need many more things, I just don't know about them yet.

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## 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'm not even close right now. I'm at rock bottom, dipping my toes into a puddle I found. Well that's not entirely true, I have landed a client, which is more than most people in the copywriting campus, from my understanding. However that's the great thing about rock bottom – the only direction I can go is up. And I'll claw my way out of this hole if I have to.

Right now, I have some freedom with my 9-5 job, but not anything even approximating my end goals. In this economy, I don't think I could afford to support more than one extra person, not to mention anything relating to mortgage and car payments. I am far away from my goal, but I'll be damned if that stops me. Every journey begins with a single step, and I've been walking for a while now. Now I just need to learn how to run.

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## 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.

1. Increase visibility of my client on social media
2. Increase conversion rate of lead collection
3. Setup additional funnels to boost lead collection even more
4. Prompt client to release earlier – time lost is money lost
5. Use all the resources I have to make sure their launch goes well, maybe they'll be nice enough to give me a percent cut. Either way, I'll have their testimonial.
  - To clarify, we haven't really talked about payment, but I've made my willingness to work for free clear for them
6. If they don't give a cut, pitch a project to them which will increase their income even more, and have that be a percent or payment commission.

Additional route:

1. During working with the previous client, use my current employment with them as leverage to find another client, either through warm or cold outreach.
2. See if I can get a percent commission on the value I bring them. If yes, then great! If not, then sign up to work for free, and then pitch paid projects later.
  - Just **don't sell yourself short**, if it's going really well with client #1, then you know you're starting to get good at it.

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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.)

I could hit these roadblocks:

1. Client product launch doesn't go successfully, they don't give me a testimonial
2. Finding a second client is harder than the first one due to more exhausted warm outreach connections
3. Clients exploit me for free work in initial phase, and don't want to sign up for additional projects.

Overcoming roadblocks:

1. Best way to avoid is to do a good job. But if things don't go as planned, I'll have to start again with a new client. That's a lot of time wasted, and is definitely not a preferred option.
2. Stretch my brain more. Figure out what other existing contacts I can use to perform warm outreach. If all else fails, do cold outreach in the local area.
3. Learn from my mistakes, note down what I can about the company and the lessons I've learned, and move onto greener pastures. Maybe pitch them a project again in the future.

What do I know that I don't know?:

1. I don't know how to fully write effective copy. Much of my process right now is looking at what the professors are teaching, applying it, seeing what works and what doesn't. Rinse and repeat.

2. I don't know what the marketing terrain will look like in the next 5-6 months, I don't know what trends will rise and fall.

How will I close this knowledge gap?:

1. Purely through experience, learning and doing. I have to go out there and brave the storm to know how to best come out of it next time.
2. I will have to train my perspecacity. Too long have I spent 'under a rock' when it comes to modern trends. I'll have to immerse myself and likely understand the source of these trends, not the trends themselves.

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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 the HU network to help me make more intelligent decisions
- I have the HU knowledge library to give me the initial insight into the existence of certain ideas and practices.
- I have the confidence that I've built up from going out and finding a client, as well as doing some improv classes on the side.
- I have the drive to do what needs to be done, for doing otherwise means failing my family name
- I have a lot of experience in the tech industry, having been a programmer for the past decade
- I have the technical know-how to eventually automate and optimize some of my processes

I will use these resources to stack the cards in my favor.

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## 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.

Goal: Increase social media presence for client (consistent 10k views/video)

- Task 1: Learn more about what different audiences on different platforms look for in a video
  - Watch HU lessons (not only in copywriting campus) in regard to what makes the social media tick.
  - Use resources external to HU (Youtube, ChatGPT, etc) to get supplementary understanding of what other people are saying
  - Analyze top players and see what they're doing, copy if necessary
- Task 2: Implement learned lessons, and test in the field.
- Task 3: Analyze results. See what worked, what didn't. Improve what worked, and remove what didn't.
- Task 4: Rinse and repeat to infinity. Occasionally interrupt to try out new concepts and see if they have promise.

Goal: Get client to setup analytics on their website

- Task 1: Figure out which analytics engine should be used (likely Google Analytics)
  - Task 1.1: Watch HU lessons about this to gain basic understanding
- Task 2: Embed analytics-based links into any existing landing page links on their social media pages and any future emails.
- Task 3+: Use future analytics data to determine weak and strong points. Capitalize on the strong points and bolster the weak points.

Goal: Launch email autoresponder campaign, should this be a separate paid campaign?

Prerequisite: Analytics

- Task 1: Learn about email campaigns, figure out most effective starter approach.
  - Subtask 1.1: Figure out which campus has these lessons
  - Subtask 1.2: Watch enough lessons to have a basic-decent understanding of the concepts
- Task 2: Figure out dynamic between two co-owners, who do I talk to for setting up a system like that?
  - Subtask 2.1: Am I able to do this on my own, or do I have to go through them every single time?
- Task 3: Get the responsible party to set up the system, give them a first email to kick things off.
- Task 4: Every X days, write another email to add to the FIFO stack
  - Subtask 4.1: Figure out how often the automatic emails should be sent out

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## 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.

<https://calendar.google.com/calendar/u/0/r>

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## **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.
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# Daily Domination

Day 1	DNE
Day 2	DNE
Day 3	DNE
Day 4	<div> 2024-04-18 DD</div>
Day 5	<div> 2024-04-19 DD</div>
Day 6	<div> 2024-04-20 DD</div>
Day 7	
Day 8	
Day 9	
Day 10	
Day 11	
Day 12	
Day 13	
Day 14	
Day 15	
Day 16	
Day 17	
Day 18	
Day 19	
Day 20	