

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")

[Insert your answers here]

My Result - Is to earn \$5000 from future clients obtained after successfully closing sales with my current client. Initially, I'll focus on generating revenue from my first client. I'll then leverage their testimonial to attract larger clients, thereby increasing profits.

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.)

[Insert your answers here]

How will I measure my progress? - When people start buying his service.

What will it look and feel like? - It will be amazing. It will open my way of thinking to start making

serious money.

What will it allow me to do after I reach it? - After reaching this amount, I will then be able to increase it further, resulting in an increase in my own earnings (like a bigger profit).

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?

[Insert your answers here]

Where am I now? - For the last month I have built my client a website and an instagram business account. I feel I have a good start now and just have to work with speed to increase sales, and also adapt the consistency of my work sessions.

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 - Increase the sales of my client business service by promoting his social media.

- **Checkpoint 1:** Conduct Market research
- **Checkpoint 2:** Analyze the top player's business service and mechanism for the particular service.
- **Checkpoint 3:** Post daily content to reach people and future clients. Post content that contributes to getting more insight at the account.
- **Checkpoint 4:** Submit the instagram profile for review in TRW.
- **Checkpoint 5:** Incorporating any relevant feedback or suggestions from the experts.
- **Checkpoint 6:** Submit again the profile account and get review in the SM + CA campus for the content that has been posted. And the upgrade of the profile.
- **Checkpoint 7:** Get feedback from the owner. (for the content posted and the upgrade of profile)

- **Checkpoint 8:** Continue post and promote the instagram account. Get my client, clients.
 - **Checkpoint 9:** Evaluate client acquisition strategies and adjust as necessary.
 - **Checkpoint 10:** Scale client acquisition efforts for sustainable growth.
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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?

- Not getting my client, some clients. [Relying on only one or a few methods to acquire clients might limit the reach.](#)
- Limited Payment Options - [If customers are skeptical about the product's quality or the credibility of the business, they may hesitate to buy.](#)
- Lack of Trust - [In regions where cash on delivery is preferred, the absence of this option might deter potential customers from making purchases.](#)

How will I overcome these roadblocks?

- Instead of relying solely on one or a few methods to acquire clients, I will explore various channels such as social media marketing, networking events, online advertising, and referrals.
- To address the limited payment options and build trust among potential customers, I will implement two widely used payment methods in my country: Vipps (Mobile payment app) and cash.

- I will focus on building trust through other means, such as providing detailed product descriptions, showcasing customer testimonials or reviews, offering secure payment options, and ensuring transparent and responsive customer service.

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

If people actually buy the service.

How will I close this knowledge gap?

- To gain clarity on uncertainties such as whether customers will actually buy the service, I will conduct market research, surveys, or pilot testing to gather data on customer preferences, purchasing behavior, and product demand. Additionally, I will seek insights from industry experts, consult relevant resources, or participate in online forums or communities to gain valuable perspectives and knowledge.

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.)

[Insert your answers here]

I have access to and will use:

- TRW chats with students and professors.
- Social media accusation campus courses.
- Expert chats.

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: Analyze data and draw conclusions

[Insert your answers here]

CHECKPOINT 1 NAME: **Conduct Market research**

Task 1: Identify target audience desires, pains, and demographics.

Task 2: Conduct competitor analysis to gather testimonials and understand the desires and pain points of their audience.

CHECKPOINT 2 NAME: **Analyze the top player's business service and mechanism for the particular service**

Task 1: Scrutinize the copy and content utilized by the leading competitors in the industry.

Task 2: Examine the strategies and mechanisms employed by these top players to promote their services effectively.

Task 3: Evaluate the visual elements, such as branding, imagery, and design, incorporated into their marketing efforts.

Task 4: Analyze the engagement tactics and interaction methods utilized to connect with their audience and drive conversions.

Task 5: Identify any unique selling propositions or value propositions that set these competitors apart from others in the market.

CHECKPOINT 3 NAME: Post daily content to reach people and future clients. Post content that contributes to getting more insight at the account.

Task 1: Develop a content calendar outlining daily posts aligned with the brand's messaging, goals, and audience preferences.

Task 2: Create engaging and visually appealing content, including images, videos, and infographics, that resonate with the target audience and encourage interaction.

Task 3: Use relevant hashtags and geotags to increase discoverability and reach a broader audience interested in the brand's niche or industry.

CHECKPOINT 4 NAME: Submit the instagram profile for review in TRW.

Task 1: Review the content thoroughly to identify and rectify any errors or oversights that may detract from its effectiveness.

Task 2: Ensure that all necessary prerequisites for the review, such as required documentation or supporting materials, are included and properly organized.

Task 3: Submit the content for review, adhering to the designated process and guidelines provided by the review Social media accusation campus (review - profile).

CHECKPOINT 5 NAME: Incorporating any relevant feedback or suggestions from the experts.

Task 1: Carefully address any identified errors or issues within the content, ensuring that corrections are made promptly and effectively. Additionally, take proactive measures to prevent the recurrence of similar mistakes in future iterations.

CHECKPOINT 6 NAME: Submit again the profile account and get review in the SM + CA campus for the content that has been posted. And the upgrade of the profile.

Task 1: Prepare the updated profile account with all necessary revisions and improvements based on previous feedback and suggestions.

Task 2: Submit the revised profile account for review in the SM + CA campus, ensuring that all relevant content, including posts and profile upgrades, is included for evaluation.

Task 3: Actively engage with reviewers and experts to gather feedback and insights on the content and profile upgrades, fostering discussion and collaboration to enhance the overall quality and effectiveness of the profile.

CHECKPOINT 7 NAME: Get feedback from the owner. (for the content posted and the upgrade of profile)

Task 1: Schedule a meeting or call with the owner to discuss the posted content and the updated profile, ensuring their availability and allocating sufficient time for thorough feedback.

Task 2: Present the content posted and the profile upgrade to the owner, providing context and highlighting key improvements or changes made based on previous feedback and suggestions.

Task 3: Actively listen to the owner's feedback, addressing any concerns or questions they may have regarding the content and profile upgrade, and taking note of any further revisions or adjustments they recommend.

Task 4: Incorporate the owner's feedback into the content and profile upgrade as needed, ensuring alignment with their expectations and preferences, and seeking clarification or additional input as necessary to finalize the revisions.

CHECKPOINT 8 NAME: Continue post and promote the instagram account. Get my client, clients.

Task 1: Develop a content calendar outlining the schedule for posting on Instagram, including the frequency, timing, and type of content to be shared to maintain audience engagement and attract new followers.

Task 2: Create visually appealing and compelling content that showcases the business's products or services, highlights customer testimonials or success stories, and offers valuable insights or tips related to the industry or niche to capture the interest of potential clients.

CHECKPOINT 9 NAME: Evaluate client acquisition strategies and adjust as necessary.

Task 1: Review the effectiveness of current client acquisition strategies, analyzing metrics such as conversion rates, lead quality, and cost per acquisition.

Task 2: Identify any weaknesses or areas for improvement in existing strategies, such as low conversion rates or high customer acquisition costs.

CHECKPOINT 10 NAME: Scale client acquisition efforts for sustainable growth.

Task 1: Evaluate the scalability of current client acquisition methods, considering factors such as resource availability, market demand, and operational capacity.

Task 2: Identify opportunities to expand client acquisition efforts, such as targeting new market segments, leveraging emerging marketing channels, or optimizing existing processes for efficiency.

Step 8: When Will You Perform These Tasks?

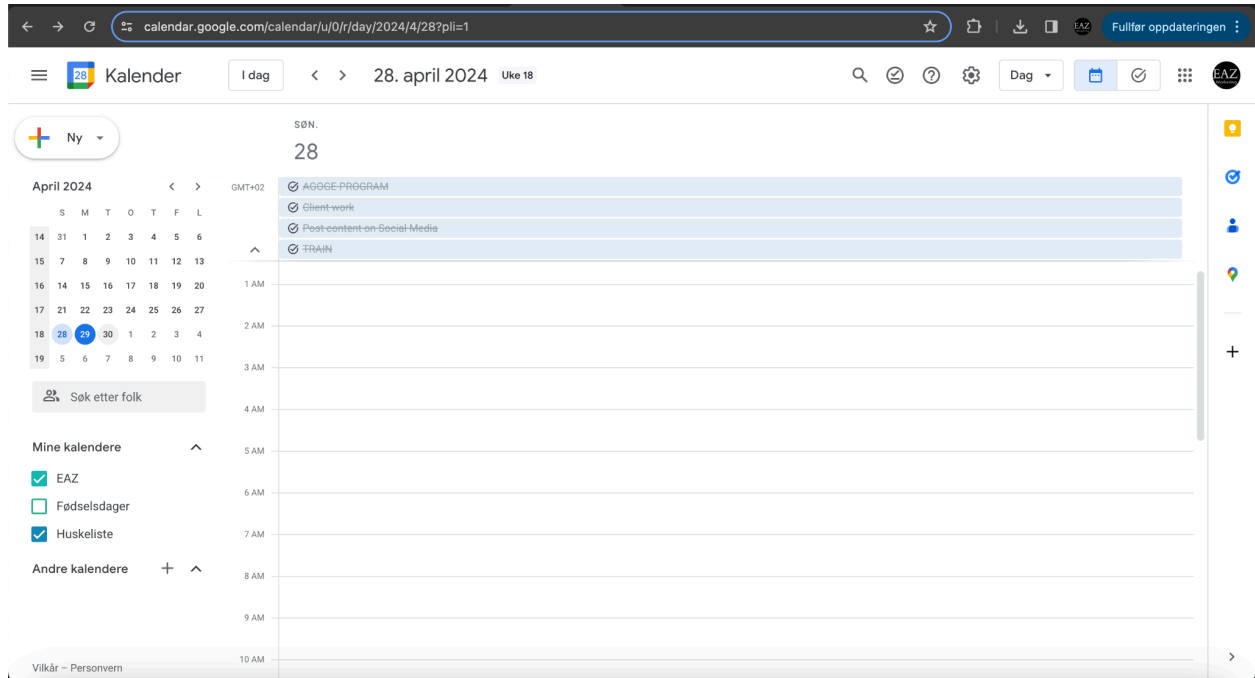
Assign each task to a specific date and time on your calendar.

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?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.

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.

!!! DAILY DOMINATION !!! Links below

17.04.2024 April: Number 1

<https://docs.google.com/document/d/1YxRpkCYIFmAGbFOw8IJLu4-NZ6ixzWKlbizFXBI07c4/edit?usp=sharing>

18.04.2024 April: Number 2

https://docs.google.com/document/d/1NeXfx_9ihiRy5Zhdx-TSAilj_dCItd4F6DH7hIVegEc/edit?usp=sharing

19.04.2024 April: Number 3

<https://docs.google.com/document/d/1oYGEwktKkRxA7keul-KY17YGOEIQJntw8T9g9JYVS1I/edit?usp=sharing>

20.04.2024 April: Number 4

<https://docs.google.com/document/d/1MlaWmnQNHIkkjee7gYzGdWTLMF6x8hoWLPh3rWX38cg/edit?usp=sharing>

21.04.2024 April: Number 5

<https://docs.google.com/document/d/1Tnm8N5GHxMDeDDk2FJVOKR1RdxrO7EwENiRsq8rEIw/edit?usp=sharing>

22.04.2024 April: Number 6

<https://docs.google.com/document/d/1t5c6OrblByymtso4JENuQqt8mnvxXK1g8eDXoggH7Gk/edit?usp=sharing>

23.04.2024 April: Number 7

https://docs.google.com/document/d/1R2TP5UD0IP4f0tw-AaqT_ncrtcalLfYUwRP9ib0wDE8/edit?usp=sharing

24.04.2024 April: Number 8

<https://docs.google.com/document/d/1gDqZe19j51dZ2UaGjg3Kke6ez8txHMGdiLbPj4JgdPI/edit?usp=sharing>

25.04.2024 April: Number 9

https://docs.google.com/document/d/1woknJlmpPi9_F60sSUF3zs8DUyDuPZKOcVeaMuPd-TM/edit?usp=sharing

26.04.2024 April: Number 10

<https://docs.google.com/document/d/1tLVRS5HucDqZqhnAkgfYNvITVuztTFB7vE7xcnTK0uk/edit?usp=sharing>

27.04.2024 April: 11

<https://docs.google.com/document/d/1lRmBFAGVj2vjfIUtWiROaT2-CArzqUEMhU2b1Oj8loQ/edit?usp=sharing>

28.04.2024 April: Number 12

<https://docs.google.com/document/d/1DVzeWGVxXoKeBXvVYsfH9aEnkqJs6-s659Dt4rXdhtI/edit?usp=sharing>

Root Cause Analysis Assignment:

21.04.2024 April:

https://docs.google.com/document/d/1GiU-9QKu7X_YwR7Kra62zIw6hdaGKlXnQ3zmUXTb014/edit?usp=sharing

Goal: Achieve financial independence:

<https://docs.google.com/document/d/1KJEFd8w0TZLdAtiPXpQPTXMBDK0Pd6EfAYaRBIKIYgQ/edit?usp=sharing>

AGOGÉ - Enes Identity!!:

https://docs.google.com/document/d/1dPHdp9wO_FEDpWhxw-Fsb70Y3X_n4rXy14rKs47P-m0/edit?usp=sharing

Problem solving assignment:

23.04.2024

<https://docs.google.com/document/d/1YuZU18YsXPcPQHm7mehFpWOdLTqa3f2nNJCQbT55efo/edit?usp=sharing>

Optional assignment:

<https://docs.google.com/document/d/1NjrkM2jof4-SSQxVnTGi0XRFa9MxW2e89-hZZEdM4A/edit?usp=sharing>

Agoge live, Tate speech notes:

<https://docs.google.com/document/d/1Ez1qfXabV9x3NOtS6boNFuiW6NDypjNIF5lCbsNAWm0/edit?usp=sharing>

Assignment 28 April: Identity and power

https://docs.google.com/document/d/15sSun8_RWExjPBQaLhQsAMAwVgTH0lC6Kp7Ro6EGgP4/edit?usp=sharing