

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal?
 - Have a client paying me 1k per month
 - b. How will I know I've achieved it?
 - By having a client paying me 1k per month
 - c. When is my deadline?
 - May 1st
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. C.P #1 - Provide results for the SEO client
 - i. Watch a youtube video about SEO basics using AI and get the basics flowing.
 - ii. Top player analysis
 - iii. Take the skeleton and replace the difference
 - iv. Use AI's help to get the right content out. 3 of them.
 - v. Go back and forth with the client after sending it
 - b. C.P #2 - Niche selection
 - i. Go to chatGPT, ask it to list me 30 sub niches in the health niche.
 - ii. Select sub niches that are lucrative and allow me to give them copywriting services. It'll be nice if the sub-niche is something I already have some knowledge in.
 - c. C.P #3 - Prospecting
 - i. Go to instagram, look for a client by selecting the main one and going to his or her following to get.
 - ii. Look at the ones who have a decent following with minimum of 10k real followers
 - iii. List 200 of them out on prospecting google sheet and add their instagram or contact link that I just have to click
 - d. C.P #4 - Outreaching
 - i. Create 3 outreach messaging plans and test them equally to the first 100
 - ii. Create data using the google sheet with reply rates.

- iii. Use the best one to outreach to the rest
- e. C.P #5 - Sales calls
 - i. You need to know how to close a client so go to Arno's Sales call course, learn using Andrew's learning method.
 - ii. Use the knowledge gained from the course to create the best proposal
 - iii. Write down important questions I need to ask in the call
 - iv. Practice the attitude, manners, whatever I learn in the courses.
 - v. Come up with 2-3 plans for how they can get the result they are looking for. (At least one in the call and the rest can be later sent to the client)
- f. C.P #6 - Solving their problem
 - i. Do the market research with the necessary steps to writing the best copy like answering the 4 questions you need to ask.
 - ii. Get clarity and start writing the copy.
 - iii. Review the copy after shutting your brain down by going on a walk, drive or shower. And read it out aloud.
 - iv. Send it to the client. Go back and forth.
 - v. Publish
 - vi. Get them the result/or fail then repeat.
- g. C.P #7 - Get paid
 - i. Check my bank account

3. What Assumptions or Unknowns do I face?

- a. Assumptions
 - i. That the first guy is gonna answer me after I ghosted him for almost 2 months (I have excuses) solution: If he doesn't answer, then I'm gonna keep doing the warm outreach
 - ii. That i'll pick the right niche. Solution: if it's not the right niche, then I'll start with another niche. To know if I picked the right niche or not is if I reach out to 200 people and no one responds or I can't seem to find someone who needs the service.
 - iii. That I'll find 200 people in the same sub niche who meets all the criteria. Solution: I'll find from another niche
 - iv. That my client wants copywriting services. Solution: Look for another client
 - v. That the data collected from the outreaches is relevant : It should be statistically relevant if I do 100+ of them.
- b. Unknowns

- i. What Arno's course is gonna look like. Solution: doesn't matter. Just do the lessons and apply.
 - ii. What the client wants. Solution: It's either gonna be: content creation, SEO, landing page creation or rewrite, sales page creation or rewrite, email sequence/automation, website rewrite/creation.
- 4. What are the biggest challenges/problems I have to overcome?
 - a. Consistency
 - b. Discipline
 - c. Sticking to the plan
 - d. Shiny object
 - e. Significantly less time available when I move
- 5. What resources do I have?
 - i. TRW (Captains, chat, courses, Andrew sometimes.)
 - ii. Youtube
 - iii. Japanese (Language)
 - iv. 100 million dollar series
 - v. Discord server
 - vi. Copywriting friends on Ig
 - vii. My personal friends that are into business

Calendar Work

- List out checkpoints and set time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task.
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs

