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CONQUEST PLANNER

1. Define Objective

- a. **What is the goal?** Drop out and take responsibility for my brothers education
- b. **How will I know I've achieved it?** When i have at least transferred half of my college tuition fees to my dad and i have extra money in the bank account to pay for my brothers first year in college
- c. **When is my deadline?** August

2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE

- a. Checkpoint #8 - Transfer \$5000 to my dads account and have another \$1000 remaining in my bank
 - Have money deposited in my account
 - Get dad's account details
 - Book tickets to go home and break the news
 - Transfer the money to his account
 - Tell future plans to my family
- b. Checkpoint #7 - Client deposits money in my account
 - Review results of the copy
 - Increase the client's revenue
 - Send copy for implementing or do it yourself (according to client)
 - Review copy
 - Prepare first draft
 - Get all resources from client
 - Research project styles and top dogs
- c. Checkpoint #6 - Client agree to implement the discovery project
 - Offer working the entire project for monthly retainer
 - Review results of a part of the discovery project
 - Schedule call to review

- Send copy for implementing or do it yourself (according to client)
 - Review copy
 - Prepare first draft
 - Get all resources from client
 - Research market and top dogs
- d. Checkpoint #5 - Client agree to work part of the discovery project
- Offer to work part of the project
 - Show testimonials
 - Pitch discovery project
 - Understand the needs of the client
 - Ask SPIN questions
 - Get on call
 - Prepare for sales call
 - Prepare questions for sales call
 - Schedule the sales call
- e. Checkpoint #4 - Client responds to outreach
- Follow up if client does not respond
 - OODA loop outreach strategy
 - Send outreach
 - Prepare outreach message
 - Headline
 - Body
 - CTA
 - Prepare sample copy for the prospect
- f. Checkpoint #3 - Prepare client list of 300 prospects
- Take down all the information on google slides
 - OODA loop searching strategy
 - Find client information online using key search terms
 - Find search terms for finding clients online
- g. Checkpoint #2 - Pick a niche

- OODA loop and analyze success vehicles
- Research target market and top dogs
- Choose a sub niche
- Choose a niche from the 3 mains

h. Checkpoint #1 - Get results for current client and get testimonial

- Offer to continue work and ask for testimonial
- Review results for the month
- Get 2 or 3 customers
- Schedule sales call with customers
- Follow up with customers
- Send cold emails
 - Prepare cold emails
 - Headline
 - Body
 - CTA
- Research customer
- Get prospect list from client
- Pitch ideas to client
- Get on call
- Prepare questions and strategy for call
- Research top dogs
- Review client requirements

3. What Assumptions or Unknowns do I face?

- I will get prospec list from client
- I will be able to prepare a good email
- I can schedule a sales call with customers
- I can get 2 or 3 customers
- I will be able to continue work and/ or get testimonial
- I will be able to do good target market research
- The niche will be good
- I will be able to find 300 prospects
- I will be able to prepare a sample copy
- I will be able to prepare a cold emails
- The clients will respond to my outreach message
- I will be able to get on call with the clients
- I will be able to come up with a discovery project and offer to work a small part

- I will be able to get resources from the client
4. What are the biggest challenges/problems I have to overcome?
- Starting the actual work
 - Finding better ways to do target research
 - Find a way to work with B2B companies
5. What resources do I have?
- The Real World
 - Advanced Copy Review
 - Faheem
 - Rayhan
 - Dad
 - Uncle
 - ChatGPT
 - Bard

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

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