

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

Consistently landing 1-2+ new projects a month,
and as a result earning £1000+ per month,
so that I can stop getting left behind by my friends when it comes to holidays,
start buying whatever the fuck I want,
and prove everybody wrong through the results of my hard work.

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

When I close 2 or more clients on sales calls per month
at £500 each or more, for 2 consecutive months in a row.
When I constantly feel superior to the masses
(because I will be due to complete confidence and capability)
And when I stop being made fun of for being broke,
and an alleged weak loser (I'm not a fucking weak loser.)

c. When is my deadline?

April 1st 2024, (Date they'll go to Cancún)

If I cannot make it to the holiday,
The deadline changes to September 1st 2024.
(day I get kicked out of the house due to lack of results
And an overwhelming obsession to work regardless)
they think I'm in a cult and delusional, I'll be 18 then.

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

//GET AS DETAILED AS POSSIBLE

Checkpoint - **Understand the market**

- i. **If** I find 20 niches with high-ticket/expensive products,
 - Come up with 20 different niches that sell expensive products
 - Use ChatGPT to give you ideas
 - Ask experts for ideas based on their experiences
 - Ask peers for ideas based on their experiences
 - Ask connections for ideas based on their experiences

And If I have analyzed the selling processes used in the niches,

- Identify 5 top players in each of the niches
 - See who shows up first in google SERP
 - See who is talked about the most
 - Use reddit, youtube, etc
 - See who has the most reviews
 - Google reviews, yelp, trustpilot etc
- Perform Top Player analysis
 - Analyze their target demographic
 - What are their pains?
 - What do they want?
 - Who are they trying to be?
 - (USE TEMPLATE)
 - Analyze their funnel
 - How they get attention
 - Google? Ads? Youtube? Instagram? Etc?
 - Why do their posts grab attention?
 - Do they have authority?
 - How they monetize attention
 - Their website funnels
 - Full conversion analysis
 - Design
 - Copy
 - Structure
 - Flowchart
 - Systems
 - Upsells
 - Offers

- (EVERYTHING)
- Their ads
 - Copy analysis
 - Advert type (offer or showcase? etc)
 - What do they get people to take action on?
 - Where does that go?
- Their posts
 - What is the content idea?
 - What do they get people to take action on?
 - Where does that go?
- FIND EVERYTHING THEY USE TO GARNER ACTION, AND ANALYZE IT

And If I have identified a gap in the market that my services can fill,

- What do the top players have that smaller players don't?
 - Find 5 smaller players in each of the niches
 - Businesses lower on the SERP
 - Smaller digital presence, Instagram etc
 - Lower reviews etc
 - Etc
 - Perform analysis on their business like the top player analysis
 - Identify the missing elements by comparing the data on the smaller businesses compared to the larger businesses
 - Reinforce your findings by seeing if the identified elements are used in other markets similar to the one you're in
- What do none of the top players have that I can do?
 - Great web design?
 - Spline?
 - Think based on the results from your research.

Then I will understand the market of the niches I am reaching out to.

And have promising niches to reach out to.

And have a ton of cool ideas to help prospects grow.

Checkpoint - **Gain an initial list of good prospects to reach out to.**

If I understand a specific niche's market and top players + got cool ideas
for growth

And I search thoroughly for prospects within a specific niche I have
learnt about

- On LinkedIn:
 - Open up SalesNav
 - Filter by recently posted, the industry, and the niche keywords
 - Search through all leads
 - Quickly look through their websites, funnels, Etc, and see if your services could potentially help them. Then move on with next steps.
- On Google:
 - Search for keywords related to the specific niche you're prospecting in
 - Look through all results
 - Quickly look through their website, funnels, etc, And see if your services could potentially help them. Then move on with next steps.

And I confirm they are using their website to make money / big part of
machine

- Check whether they have CTAs on their website that lead to business
 - Make sure they aren't getting all of their business from in-person
 - Check reviews for insights

And I analyze their business with the new frame I got from market
research

- Perform quick research on their target market via reviews and conversations around that business online.
- Analyze how they are getting attention with the results from your top player research to compare to.
- Analyze their funnel and how they monetize attention with the successful funnels in mind while doing so. (copywriting and all)
- Analyze their website design with the successful examples in mind while doing so.
 - If they make sales a little differently, then look for websites that operate similarly and make comparisons based off of that.
 (only for vast differences)

And I have identified a great opportunity to help them grow

- Based on your analysis of their business, and top player research, Look for glaring differences that they are not leveraging that the top players are.
- Look whether they are missing the gap in the market you identified
- See where they are failing in their funnel compared to successful examples, And identify how to solve that problem.

And I verify that the solution is actually viable for them / they would want it

- Identify whether or not the solution matches up with the desires of the business
 - How will it increase revenue / recognition / image?
 - List out in a quick google doc
 - Perform research on the prospect using open source intelligence
 - And try to identify their company goals
 - IG posts, LinkedIn posts etc, Look at company social medias
 - Look for anything hinting at aspirations or future plans

And I learn about the decision makers using LinkedIn and zoominfo

- On LinkedIn
 - Take prospect's name, save lead on sales nav,

view their past experiences and skills.

- On Zoominfo (google prospecting)
 - Find a company on LinkedIn, enter company into Zoominfo,
Identify core decision makers, take down their names + contacts,
Search them up on LinkedIn, View skills and past experiences.

And Do that until I have a list of 50 people

Then I will have a list of good prospects to reach out to

Checkpoint - **Create a GOOD initial “offer” (you are just starting a conversation.)**

Checkpoint - **Have a Winning Outreach Message**

- ii. **If** I have identified 20 new prospects every day,
And If I have Identified where I can help them grow,
 - Analyze their selling process and where you can help them with your services on their website**And If** they actually have the money to afford my services,
 - Check company revenue using sales nav

Then I will have 600 good prospects to reach out to.

iii. **If** I have sent 20 messages every day to those prospects,

And If I have created a base outreach message to use

- My Outreach Message is highly personalized to them,
- I tie in my service into fulfilling a desire they have,
- I leverage credibility / social proof,
- my messages aren't a bore to read,
- It's something I would actually say to someone,
- I don't look like every other loser service provider,
- I call them to action with my outreach,

And If I OODA loop based on results every 100 outreaches

- Use the same method you are currently using
- You have 6 OODA loops to improve the message based on feedback from reality
 - Create the next rendition of the message using results from analysis

Then I will have a refined message, proven to get results.

Checkpoint - **Have a winning approach to booking a sales call**

iv. **If** I have identified 40 new prospects every day,

And If I have Identified where I can help them grow,

And If they actually have the money to afford my services,

Then I will have 1200 good prospects to reach out to.

v. **If** I have sent 20 messages every day using old prospects,

And If I have created a base outreach message to use

- My Outreach Message is highly personalized to them,
- I tie in my service into fulfilling a desire they have,
- I leverage credibility / social proof,
- my messages aren't a bore to read,
- It's something I would actually say to someone,
- I don't look like every other loser service provider,
- I call them to action with my outreach,

And If I OODA loop based on results every 100 outreaches

- Use the same method you are currently using
- You have 6 OODA loops to improve the message based on feedback from reality
 - Create the next rendition of the message using results from analysis

Then I will have a refined message, proven to get results.

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Checkpoint - **Get 5 sales calls**

- vi. **If** I have identified 40 new prospects every day,
And If I have Identified where I can help them grow,
And If they actually have the money to afford my services,
Then I will have 1200 good prospects to reach out to.

- vii. **If** I have sent 20 messages every day using old prospects,
And If My Outreach Messages are personalized to them,
And If I tie in my service into fulfilling a desire they have,
And If I leverage credibility / social proof,
And If my messages aren't a bore to read,
And If It's something I would actually say to someone,
And If I don't look like every other loser service provider,
And If I call them to action with my outreach,
And If I OODA loop based on results every 100 outreaches
Then I will be able to OODA loop based on the results and improve.

Checkpoint - **Identify winning approach for sales calls**

- viii. **If** I have identified 40 new prospects every day for 60 days,
And If I have Identified where I can help them grow,
And If they actually have the money to afford my services,
Then I will have 2400 good prospects to reach out to.

Checkpoint - **Land 5 sales calls another month and close a client**

- ix. **If** I send 1200 Outreach Messages To Good Prospects In One Month,
And If My Outreach Messages are personalized to them,
And If I tie in my service into fulfilling a desire they have,
And If I leverage credibility / social proof,
And If my messages aren't a bore to read,
And If It's something I would actually say to someone,
And If I don't look like every other loser service provider,
And If I call them to action with my outreach,
Then I will attract around 20 responses.
- x. **If** I build rapport through each of the 20 or so responses,
And If I successfully parlay them into having a phone call,
And If 5 or more agree to schedule a phone call with me,
Then I have enough sales calls scheduled to potentially land 2+ clients.
- xi. **If** at least 5 of the prospects show up to the phone call,
And If I get to know their situation, struggles (s) and desires (d),
And If I see an opening where the project can fix a (s) or fulfill a (d),
And If I explain how the project will impact their business based on that,
And If that creates motivation for them to go through with the project,
And If I handle any objections the prospect has at any time on the call,
And If the prospect asks for the price of the project,
And If the prospect agrees to the price (£500-£2000 based on situation)
And If we schedule a time to begin on the phone call
Then I have closed a client on the phone (repeat for all calls)
- xii. **If** I keep in touch with the prospects,
And If I follow up with them near the start date,
And If we continue to stay in touch with each other,
And If they send the payment to my bank account on the date,
Then I have successfully made £1,000+

Checkpoint - **Land 10 sales calls**

- xiii. **If** I send 1200 Outreach Messages To Good Prospects In One Month,
And If My Outreach Messages are personalized to them,
And If I tie in my service into fulfilling a desire they have,
And If I leverage credibility / social proof,
And If my messages aren't a bore to read,
And If It's something I would actually say to someone,
And If I don't look like every other loser service provider,
And If I call them to action with my outreach,
Then I will attract around 20 responses.
- xiv. **If** I build rapport through each of the 20 or so responses,
And If I successfully parlay them into having a phone call,
And If 5 or more agree to schedule a phone call with me,
Then I have enough sales calls scheduled to potentially land 2+ clients.
- xv. **If** atleast 5 of the prospects show up to the phone call,
And If I get to know their situation, struggles (s) and desires (d),
And If I see an opening where the project can fix a (s) or fulfill a (d),
And If I explain how the project will impact their business based on that,
And If that creates motivation for them to go through with the project,
And If I handle any objections the prospect has at any time on the call,
And If the prospect asks for the price of the project,
And If the prospect agrees to the price (£500-£2000 based on situation)
And If we schedule a time to begin on the phone call
Then I have closed a client on the phone (repeat for all calls)
- xvi. **If** I keep in touch with the prospects,
And If I follow up with them near the start date,
And If we continue to stay in touch with each other,
And If they send the payment to my bank account on the date,
Then I have successfully made £1,000+

Checkpoint - **Land 10 sales calls and close 2 clients**

- xvii. **If** I send 1200 Outreach Messages To Good Prospects In One Month,

And If My Outreach Messages are personalized to them,
And If I tie in my service into fulfilling a desire they have,
And If I leverage credibility / social proof,
And If my messages aren't a bore to read,
And If It's something I would actually say to someone,
And If I don't look like every other loser service provider,
And If I call them to action with my outreach,
Then I will attract around 20 responses.

xviii. **If** I build rapport through each of the 20 or so responses,
And If I successfully parlay them into having a phone call,
And If 5 or more agree to schedule a phone call with me,
Then I have enough sales calls scheduled to potentially land 2+ clients.

xix. **If** at least 5 of the prospects show up to the phone call,
And If I get to know their situation, struggles (s) and desires (d),
And If I see an opening where the project can fix a (s) or fulfill a (d),
And If I explain how the project will impact their business based on that,
And If that creates motivation for them to go through with the project,
And If I handle any objections the prospect has at any time on the call,
And If the prospect asks for the price of the project,
And If the prospect agrees to the price (£500-£2000 based on situation)
And If we schedule a time to begin on the phone call
Then I have closed a client on the phone (repeat for all calls)

xx. **If** I keep in touch with the prospects,
And If I follow up with them near the start date,
And If we continue to stay in touch with each other,
And If they send the payment to my bank account on the date,
Then I have successfully made £1,000+

3. What Assumptions or Unknowns do I face?

Assumptions:

**That I will get 20 or more responses
by sending 2400 outreach messages over 2 months.**

That my theory around a successful outreach method is correct

That my theory around a successful sales call is correct

That 5 or more people will end up scheduling a call with me

That the prospects will want my service

That I will be able to meet each KPI each month / day

That my ideas to help my prospects will actually be viable

Unknowns:

How I'll test the candidates for my chosen niche

Winning LinkedIn outreach message

Winning Email outreach message

How I'll be able to successfully build rapport with them

How I'll be able to successfully handle any objection they may have

How to keep them in conversation without being desperate

How to successfully pitch a retainer

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

Being rejected a billion times like a street rat

Identifying a winning message for LinkedIn and Email

Keeping a large volume while maintaining high quality in my messages

Being completely wrong in my sales call theory and relearning from 0

Being completely wrong with my outreach process and relearning from 0

Sticking to the plan like a pitbull that bit someone's ass

Identifying a viable outreach PROCESS

5. What resources do I have?

TRW professors, courses and chats

My mate's super G agency owner brother (long shot but it's there)

The agency I'm working with filled with experienced Gs

Google

Mailtracker

LinkedIn Sales Navigator

Youtube

LinkedIn connections (external experts)

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.

🕒 Daily checklist, 4:30am	🕒 Daily checklist, 4:30am	🕒 Daily checklist, 4:30am	🕒 Daily checklist, 4:30am	🕒 Daily checklist, 4:30am	🕒 Daily checklist, 4:30am	🕒 Daily checklist, 4:30am
🕒 20 new prospects, 5am	🕒 20 new prospects, 5am	🕒 20 new prospects, 5am	🕒 20 new prospects, 5am	🕒 20 new prospects, 5am	🕒 20 new prospects, 5am	🕒 20 new prospects, 5am
🕒 20 outreach messages to new prospects	🕒 20 outreach messages to new prospects	🕒 20 outreach messages to new prospects	🕒 20 outreach messages to new prospects	🕒 20 outreach messages to new prospects	🕒 20 outreach messages to new prospects	🕒 20 outreach messages to new prospects
🕒 OODA loop based on outreach results					🕒 OODA loop based on outreach results	

I have them on a physical calendar already, but will perfect the google calendar

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