

CONQUEST PLANNER

1. Define Objective

What is the goal?

Hit 2k a month as a copywriter

How will I know I've achieved it?

- 1) I will be able to quit my 9-5 job.
- 2) Have more time to focus on improving my marketing skills

When is my deadline?

2 Months from now. March 31, 2024.

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

Start: 

Checkpoint 1:

Saturday Feb 3, 2024 (5pm-8pm)

- ☐ Picking a niche.
 - Identifying a profitable high-margin niche.
 - Look for keywords within this niche
 - Niche down if possible (check chatGPT)
 - Is this niche saturated?
 - How can I help within this niche?

Checkpoint 2:

Sunday Feb 4, 2024 (4pm - 9pm)

Monday Feb 5, 2024 (4pm- 9pm)

- ☐ Look for top players in that market.
- See how other businesses are functioning in the same niche.
- Create a swipe file for all the top players
- How are they grabbing attention?
- How are they monetizing their attention?
- What type of marketing are they using?
- Who is their target market?
- How are they targeting people?
- What marketing angle are they using?

Checkpoint 3:

Tuesday Feb 5, 2024 (4pm- 9pm)....till Thursday Feb 7, 2024 (4pm- 9pm)

- ☐ Start prospecting
- Make a list of leads
- Create a sheet that includes their email and contact info.
- Target local businesses first.
- Use (Google Maps, Yelp, Udemy, Instagram, Linkedin sales navigator,...)

Checkpoint 4:

Friday Feb 8, 2024 (4pm-9pm)....till Sunday Feb 11, 2024 (4pm-9pm)

- ☐ Creating 1-3 different outreaches.
- Make a headline that grabs attention.
- Make your outreach valuable to the prospect
- Consider empathy when writing the emails.
- Tell them about their situation.
- Make it short and straight to the point.
- Make a guaranteed offer with low risk and high- value

Checkpoint 5:

Monday Feb 12, 2024 (4pm- 9pm)....till Thursday 29, 2024 (4pm-9pm)

- ☐ Start reaching out to prospects
 - Test 20 prospects with each email variation that I've created
 - See other platforms to reach them out.
 - See which email gets responses the most.
 - Send at least 10 a day
 - Set a timer for 1 hour to specific for reaching out.

Checkpoint 6:

- ☐ Getting a response
 - Someone replied yes I am interested.
 - Email them back on when to book a call and understand their situation more.
 - Ask for the best email to contact them or to keep in touch with them.

Checkpoint 7:

- ☐ Booking a sales call.
 - Build a rapport.
 - Don't be salesy
 - Don't be greedy
 - Understand where they are (their current situation) and know where they want to be (dream state)
 - Spin questions (Situation, Problems, Implication, and solution)

Offering services: What kind of services can I provide? What type of services do they need?

1) Copywriting.

- Email copywriting
- Website copywriting
- Rewriting a sales or landing page
- Ad copywriting
- Social media copywriting
- Brochure copywriting
- Newsletter
- Blog posts
- Chatbot integration

2) SEO (search engine optimization)

- Keyword research
- Social media optimization
- Local SEO content
- On-page optimization

3) Creating funnels.

- Sales funnels
- Lead funnels
- Lead magnet funnels
- Webinar funnels
- Event funnels
- Product launch funnel
- Free sample funnel
- Up-sell / cross-sell funnel
- Popup lead form funnel
- Survey funnel
- Referral funnel

4) **Social media marketing**

- Content creation
- Brand awareness
- Paid ads
- Organic social posting
- Social media management
- Community building

5) **Local SEO and Google My Business Optimization**

6) **Web Design and User Experience (UX) Optimization**

Checkpoint 8:

☐ Agree to work with me.

- Asking me to do some of the services with a period of time.
- Agreed on a percentage of the revenue **OR** A one time payment.

Checkpoint 9:

☐ OODA loop the work

- Did we get the results? Yes, how can I do it better to achieve better results?
- Did we get the results? No, what did I do wrong? How can I improve it?

Checkpoint 10:

☐ Getting results for the client

- Successful results leads to a potential future client **OR** a one time successful results needed for the client.

- Getting testimonial.
- Analyzing why it was affective so I can use it repeatedly with improvement everytime.

Checkpoint 11:

- ☐ Getting paid.
 - A percentage?
 - A share?
 - A first and last payment?
 - Was it for free?
 - A one time full payment?

Finish line:

- ☐ Doing a one-time service.
- ☐ Being a monthly retainer client.

Assumptions:

- If I send a 70-100 outreach everyweek, then at least 2-3 will reply back.
- If I get results and increased revenue to each and every client that I work with, then they would work with me on a monthly basis.
- If I were able to know how to make my outreach valuable to my client, then It would be easier for me to get in touch with him and pitch him my services

Unknowns:

- How long will the results start to appear?
 - How valuable will be my outreach?
 - Will I find a way to contact the client?
 - Is this market product, solution, or problem aware?
 - How can I guarantee the results for the client?
 - Clients replying or responding back before my time line which would make my progress faster
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What Assumptions or Unknowns do I face?

- I might think that what I bring to the table will work without the risk of testing the work.
- The niche that I am targeting is the ideal one to look for clients (that would be a waste of time and energy to start pitching clients who might be able to afford someone to market their business)

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

- The time my results will take to improve my client's sales.
- The valuable thing the target market is looking for.
- The perfect pitch to the prospects might not be valuable for them.

What resources do I have?

- TRW and chats
 - Google
 - Bard
 - Chatgpt
 - Twitter
 - My network
 - Facebook groups about that niche or market.
 - Swipe files
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Calendar Work

- List out checkpoints and set a time to reach them
 - List out tasks needed to reach each checkpoint
 - Identify metrics/ KPIs(key performance indicators) for each task.
 - Allocate time for each task
 - Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.
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Identifying problems that I am facing: