

# **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")

My Result Is - **Generate \$5,000 in revenue from my own SecurityAiLab biz by 17.11.2024, my birthday, and about the 1 year mark in TRW**

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## **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.)

How will I measure my progress? -

- Website Visits per day/week/month
- Views per day/week/month
- Likes per day/week/month
- Subscribers per day/week/month
- Sales day/week/month
- Website SEO ranking
- Blog posts posted per day/week/month
- IG reels posted day/week/month
- TT videos posted per day/week/month
- YT shorts posted per day/week/month
- YT long videos posted per week/month
- CTR from socials/blogs to site/funnels
- CR for funnels
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What will it look and feel like?

- I'll feel proud, I'll look at the WooCommerce chart and smile at it or even cry out of happiness, it will be sale, sale, sale till \$1k.
- I'll open notes on Windows, and start writing. Write about my journey, right from the 3 months wasted, to the 3 months conquered, to the last 4 months WON. I'll thank all the Gs that helped me in my way, my father for caring for me, my mother for helping my business, and my sister for all the contacts.
- Thomas will see my message and he will give me the role EXPERIENCED, I'll feel the exact same power I felt when I got Good Karma, when I broke my burpee PR, that I'll chase throughout my whole life
- The smile on my dad's face as tears fall out of his eyes from how proud he is of his son, my mother telling me with amazement that I'm "the best" (me well knowing that's just the beginning), my sisters asking me HOW I did it, and I point at their phones with laughter. ВАСИЛЕВС being proud of me for the.

What will it allow me to do after I reach it? - It will allow me to start living off of my own money, be independent, buy things, and hire someone to create organic content, and another copywriter.

#### Metric Goals?

- Daily Content Output:
  - ☐ **1 SEO-optimized blog post daily**
  - ☐ **1 YT video daily**
  - ☐ **3 YT Short, IG, TT daily**
  - ☐ **10 tweets, 3 LinkedIn, and 3 Facebook posts daily**
- Conversion Rate Optimization (CRO):
  - ☐ **Lead magnet page A/B testing to 40%-60% CR**
  - ☐ **Tripwire sales page A/B testing to 10% CR**
  - ☐ **High-ticket upsell A/B testing to 5% CR**
  - ☐ **Mid-ticket downsell A/B testing to 5% CR**

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### 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?

Where am I now? - I'm close to the rock bottom

**19.04.2024**

- I have a build sales funnel(redo) and ebook + bonuses created
- I have no traffic, zero videos uploaded, 17 blog posts

- Zero sales and 30 feedback reviews of the sales page
  - I know I'm targeting the wrong audience(broke kiddies) and should analyze my Top Players to find the right one(serious cybersecurity enthusiasts)
  - I have a mother who wants to help my business grow but isn't motivated enough to "find time to do it"
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## Step 4: What Are Your Checkpoints Toward 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.

My Outcome Is - **\$1,000 in revenue**

- Checkpoint 4: **Get more products for the value ladder**
- Checkpoint 3: **Tripwire Funnel to Convert Leads into Sales**
  - ☐ Learn how to create Tripwire funnels and who to target with them
  - ☐ Top Player research on tripwire and other funnels
  - ☐ Redo Target Market research and figure out the perfect Audience
  - ☒ ~~Create a long form sales page for the \$20 product using the winner's writing process.~~
  - ☐ Give a high-price upsell - bonuses from \$85 version product (e.g., 300 exercises, VIP, Calls, private chats, etc.).
  - ☐ Give a mid-price down-sell - bonuses from \$85 version product (e.g., 300 exercises, VIP, etc.).
  - ☐ Create copy for high-ticket upsell with winner's writing process.
  - ☐ Create copy for low-ticket down-sell with winner's writing process.
  - ☐ A/B Test and improve till 10% CR for \$20 product.
  - ☐ A/B Test and improve till 5% CR for high-ticket upsell.
  - ☐ A/B Test and improve till 5% CR for mid-ticket down-sell.
- Checkpoint 2: **CTR from social media to website**
  - ☐ Learn how to increase CTR
  - ☐ Do the steps
  - ☐ Optimize all my profiles, content, descriptions, etc. to convert people to my site

☐ Review all socials through CA&SM campus

- Checkpoint 1: **Get traffic**

- ☒ ~~Analyze Top Player's traffic history and identify what they did~~
  - ☐ Create **1 blog post** and SEO optimize it to at least 85% **every day**
  - ☐ Create **1 lab** and SEO optimize it **every day**
  - ☐ Record **1 YT video**, edit and post it, **every day**
  - ☐ Record **3 shorts**, edit them, post them on YT, IG, and TT **every day**
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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.)

What potential roadblocks could hinder my progress?

1. Not enough time to create all that organic content in a day
2. The audience I’m targeting isn’t buying

How will I overcome these roadblocks?

1. First start small, create only blogs and YT vids, then expand.  
Drop the client if you don’t have time.  
Reduce training and outside time, and increase intensity.  
Sacrifice or reduce even good things.
2. Do a detailed market and top player research, and rewrite all the copy to target them

What do I know that I don’t know?

1. What is a tripwire funnel how to apply it
2. Should I target leads or cold traffic for tripwire
3. Can I get my \$20 product 10% CR
4. I can get 1.5% CTR from social media and blogs

5. How do I create a lead funnel
6. How do I create a tripwire funnel
7. How do I increase CTR

How will I close this knowledge gap?

1. Ask in TRW
  2. Search on YT for each thing
  3. Use ChatGPT for any website, etc. steps I don't know
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## 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.)

I have access to and will use



- **Sports:**
  - Well-fitting clothes
  - The floor for pushups & squats
  - Dumbbells
  - Yoga mat
  - Boxing skills
  - Protein Powder
- **TRW:**
  - Problem-solving Tactics from Agoge Program
  - Perspicacity Walk tactics from Agoge Program
  - Creativity and Idea Brainstorming Tactics from Agoge Program
  - Demolishing unknowns tactic from Agoge Program
  - Level 1 Funnels
  - Level 2 Warm Outreach Tactics
  - Level 3 Copywriting bootcamp
  - Level 4 Cold Outreach and Client Tactics
- **Campuses:**
  - Copywriting campus for marketing & copywriting

- Business Mastery campus for sales
- E-commerce campus for Organic and Paid traffic
- CA&SM campus for creating social media content
- Content Creation campus for creating video content and editing it, and hiring TRW students.
- Affiliate Marketing campus for content creation and TRW affiliate link
- Hustlers Campus for quick cash-in

○ **Chats:**

- Agoge #chat
- Agoge #daily-checklist
- Agoge Calls and recourses
- #improve-your-marketing-IQ channel
- #off-topic channel
- #mindset-and-time channel
- #ask-an-expert channels
- Advanced copy review aikido channel
- Student copy review channel
- Experts Channels
- PUC Archieve Channel
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○ **Network:**

- TheRealManu
- Moosy
- Petar
- Ali Khan
- Kire Stankovski
- Kasian | The Emperor
- JesusIsLord 
- King Saud
- AtaraxicRainmaker
- Bloxham ♠ King of Spades
- Henri - Dawstyle 
- Diego Álvarez
- Adrian L | Copywriter
- <@01H3QHS06CX1BMBMPN1V6R44JQ> - Muhammad Faraz - Cybersecurity Student
- <@01GJ0FK42TFBVEQP8A8A809RBT> - karvii - works with cybersecurity
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● **Online:**

- CreatorU course with different social media courses

- NS1 Support team for any site problems
- ChatGPT and AI.
- Andrew Tate's emergency meetings
- Adobe Creative Cloud Tools
- Focus Music
- All of YouTube
- Google
- Notion
- GPT Plugin specifically created for Linux Blog Posts

- **Copywriting:**

- All the marketing materials in the outside world
- All documents, templates, and checklists in my docs
- My swipe file
- My folder with copywriting resources

- **Skills:**

- My personality
- Python, Java, and a little Linux skills
- Full control over my time and schedule + Supportive family that will understand me
- Knowledge of English, Bulgarian, Russian, and a little Chinese
- A lot of knowledge in dieting
- A ton of knowledge in bikes, MTB, electric bikes
- Good cooking skills
- Video Editing Skills
- Web design skills
- Very good problem-solving skills
- Planning and reflecting skills
- Copywriting skills

- **Network:**

- Mom - willing to work
- Dad
- My sisters - willing to work/help
- All my mother's friends with different businesses and connections
- All my sister's friends with connections and businesses
- All the people I've ever met and their contacts in FB or phone

- **Objects:**

- Smartwatch
- My smartphone
- Multiple Laptops if one doesn't work
- This plan
- My identity document

- Notebooks for MPUCs, Pro copy analysis, Copywriting campus course notecards, random notecards, random insights
  - Pens and a lot of paper
  - 2nd monitor
  - Up to \$250 from my family if I absolutely need them.
  - A ton of HW to be done and a sister willing to pay gold for it
  - Available place for work in the library and in cafes next to my home
  - Phone stand/tripod
  - Nvidia GeForce graphics card
  - 4 folding tables in home
  - 4 suitcases
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## Step 7: What Specific Tasks Will Lead To Each Checkpoint?

### IN THE CHECKPOINT SECTION

#### LAUNCH HIGH CONVERTING FUNNELS

- ☐ Help clients launch the campaigns
- ☐ Have weekly status calls to discuss results
- ☐ Analyze by looking for key metrics
- ☐ Find bottlenecks
- ☐ Adapt strategies to fix bottlenecks
- ☐ Continue this process until having one or multiple successful marketing projects

#### WINNER'S WRITING PROCESS

- ☐ Define desired outcome/goal for the copy
- ☐ Decide which part of funnel it's going to be
- ☐ Do research on who the avatar is
- ☐ Do research on where the avatar is right now (Awareness, Sophistication, Current State, Dream State etc.)
- ☐ Do research on where I want the avatar to go



- ☐ Find out what needs to happen for that
- ☐ Create an outline of the copy based on that
- ☐ Write a first draft
- ☐ Revise the first draft
- ☐ Send it to client
- ☐ Do feedback sparring
- ☐ Implement feedback from client
- ☐ Test it live
- ☐ Adapt, if needed
- ☐ Launch
- ☐ Repeat the process for every piece of copy

## **DEVELOPING A MARKETING STRATEGY**

- ☐ Have a business goal/outcome
- ☐ Analyze Top Players or Swipe File
- ☐ Use Logic
- ☐ Use AI
- ☐ Brainstorm possible strategies
- ☐ Get feedback on the ideas from TRW
- ☐ Decide 3 winning strategies
- ☐ Present them to client
- ☐ Decide one winner with client
- ☐ Make an outline/plan of that strategy in Milanote
- ☐ Figure out what parts of the funnel are necessary
- ☐ Find out the specific copy projects to work on

## **FINDING GROWTH POTENTIALS**

- ☐ Get all the information about the business from the business owner
- ☐ Analyze the businesses current situation
- ☐ Analyze their ambitions and current plans
- ☐ Decide if the current plans are leading to the desired outcome of the business
- ☐ If yes continue with finding a strategy to act on that plan
- ☐ If no, analyze top players in the industry
- ☐ Brainstorm possible ways to grow the business
- ☐ Use AI and TRW to get feedback on those ideas
- ☐ Decide 3 ideas to potentially grow the business
- ☐ Present them to client

- ☐ Decide one winning growth potential that aligns with the business interest, situation, values and plans
  - ☐ Pick a goal/objective of that growth potential
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## 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?cid=ZjYzN2VhYzFIZmQ3ZjhkMjlzYzU2YzQ4Y2FIOGFjOTM3NWlzMmFhNTc0ZmE2YTA4ZWVmMWFhMDg1MDQ4ZEBncm91cC5jYWxlbmRhci5nb29nbGUuY29t>

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## 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.

- **Week 0:**  Week 29 - Flawless Conqueror - 15-21..04.2024
- **Week 1:**  **Week 30 - Flawless Conqueror - 22-28.04.2024**

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## 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.
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## EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

### Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

### Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

### Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

### Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

## Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint?  
How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

## Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
  - Online chess tutorials, courses, and videos
  - Chess books focusing on specific aspects of the game
  - Chess software for analyzing games and practicing tactics
  - Several friends who are above 1600 elo

## Step 7: Plan Specific Tasks

### Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

### Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

### Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

### Checkpoint 4: Increase Endgame Proficiency

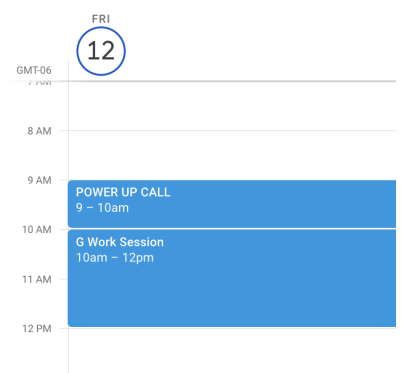
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

## Step 8: Schedule Tasks

## CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- Tasks:
  - Study and memorize key lines in chosen openings (30 minutes)



- Practice opening moves against chess engines or online opponents (30 minutes)
- Review games to identify opening mistakes (30 minutes)

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