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CONQUEST PLANNER

1. Define Objective

a. What is the goal?

The goal is that in 3 months, I'll have a gorgeous body, with clear abs showing (although maybe not a 6-pack) and at least \$1.5k coming into my bank account on a retainer

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

When I feel proud when looking in the mirror, knowing that I've made myself a king in the body, seeing \$1.5k coming into my bank account that month

c. When is my deadline?

April 20th, 2024

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

a. Checkpoint #1 - Get a paying client

i. Cause and effect #1

Cause: I analyze local businesses in my area and local businesses in bigger cities

Effect: I identify differences between the bigger cities and my city

ii. Cause and effect #2

Cause: I identify differences

Effect: I identify why they are different (target market research)

iii. Cause and effect #3

Cause: I identify why they are different

Effect: I know what the areas of improvement are (desires and pains)

iv. Cause and effect #4

Cause: I know where they can improve

Effect: I make a proof of concept of what I can do for them (free value)

v. Cause and effect #5

Cause: I have my free value

Effect: I craft my offer

vi. Cause and effect #6

Cause: I have my offer and proof of concept

Effect: I call the business and ask for the owner, present my offer and say that I can email a proof of concept and that it won't be the finished product, and ask for an in person meeting to explain anything and get to meet each other

vii. Cause and effect #7

Cause: I have the meeting and it goes successful (Why and how?)

Effect: I do what I say I would and provide results (How do I get the results?)

viii. Cause and effect #8

Cause: He sees the results coming in

Effect: He pays me my share and gives me a testimonial

b. Checkpoint #2 - Get another client as a retainer

i. Cause and effect #1

Cause: I leverage the testimonial and money I got to create a website that shows what I can do, the testimonial, and what I specialize in

Effect: I look more professional and more credible

ii. Cause and effect #2

Cause: I am more confident in my ability and have proof to show

Effect: I start researching more markets locally and via social media

iii. Cause and effect #3

Cause: I find niches I want to work with

Effect: I do target market research

iv. Cause and effect #4

Cause: I know what the market wants

Effect: I reach out to people making errors in their marketing via dream 100 method

v. Cause and effect #5

Cause: I start outreach via dream 100 method

Effect: People read my dms and get curious enough to click on my website

vi. Cause and effect #6

Cause: They see my website

Effect: They want to work with me because of the trust in me through proof of concept

vii. Cause and effect #7

Cause: They want to work with me

Effect: I set up a sales call to determine whether or not they are competent and see if there's any underlying problems I can't see from the outside

viii. Cause and effect #8

Cause: I determine if they are a good person to work with

Effect: I do what I think is the best course of action and make it successful

ix. Cause and effect #9

Cause: Their business benefits from me

Effect: They pay me and I make another offer to

x. Cause and effect #10

Cause: I make an offer that makes sense to them (like emails)

Effect: I get them as a retaining client

xi. Cause and effect #11

Cause: I continue to leverage testimonials

Effect: I continue to get more clients till I am making \$1.5k total a month

3. What Assumptions or Unknowns do I face?

How to have a successful meeting? Possibly go through sales call training again/tell him what I NEED to work on it/how do I make it OBVIOUS that the results are indeed coming in

How to I ask for payment/when do I ask for a testimonial

How do I present free value to local businesses when outreaching via call?
(theory: say I'll email them a proof of concept)

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

Overcome the timidity I have towards outreach, increase my skill, gain experience

Overcome laziness/cowardice

Essentially gain confidence in myself and in what I do

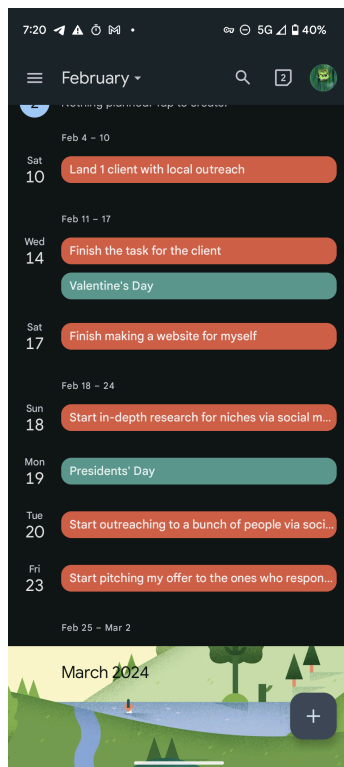
5. What resources do I have?

1. TRW

2. My mother's friend copywrites
3. Ample time
4. A truck
5. A phone
6. I live within 30 mins of a "big city" for where I live
7. I live in a place with a lot of local businesses
8. An X account with a lot of fellow copywriters that follow me
9. A telegram group chat with people that have a variety of skills

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

