

To make your own editable copy, hit “File” then “Make a copy”

# CONQUEST PLANNER

1. Define Objective
  - a. **What is the goal?** Reach 2k/month
  - b. **How will I know I've achieved it?** I woke up one day, feeling slightly tired, but nothing unusual. I sit down on my laptop and check the bank account. I feel my heart pumping, goosebumps starting and the adrenaline rising. Thinking to myself: Today I can eat whatever I want; Nah, fk that, I can feed whoever I want. I can go out, find a hungry stranger, and take him out for a nice lunch. God can finally do good through me. I can buy gifts for my family and make them happy. 15 seconds later... the next goal mark is made. And conquering starts again.
  - c. **When is my deadline?** My deadline is 31 May
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
  - Pick a niche
    - Pick one, and figure out the sub-niches (You can ask ChatGpt)
    - Research the big 3 niches
  - Identify the sub-niche
    - Find the top players, and break down their copy, strategy, and funnel
    - Understand the sub-niche (Market research Public speaking coaches)
    - Identify the level of sophistication and awareness
    - Create an Avatar
    - Define the objectives
  - Find 100 prospects
    - Find them on YouTube, Instagram, Facebook, all social media and qualify them
    - List them out on a Google Sheet, with all the information needed
    - Go one by one, analyze their current situation, and come up with a hypothesis
  - Send 100 outreaches, and OODA loop on them (improve as you go)
    - Figure out what they need
    - Write out the free value
    - Write out the warm outreach
    - Send out the outreach
    - OODA loop on each result

- Schedule a call with the prospects
  - Get 15 to respond
  - Get 10 interested in the offer and FV
  - Get 5 interested to schedule a call
  
- Have a call with the prospects
  - Prepare the questions for the call
  - Get ready by looking at the resources
  - Get to know them, and qualify them
  - Identify their struggles and ways I can help them
  - Conclude what are we doing for the discovery project
  - Finish a successful call with the prospect, now client
  
- Finish the discovery project and OODA loop on it
  - Ask yourself the objective of the discovery project
  - Go through the 4 questions
  - Plan out the discovery project
  - Write the first draft
  - Fix the grammar and spelling
  - Read aloud and improve the copy
  - Submit it to the copy-review channel, and follow along with the expert advice
  
- Publish the discovery project
  - Send out the finished version to the client
  - Go back and forth in adjusting the copy
  - Agree on the final version
  
- Generate results with the discovery project
  - Test out the discovery project
  - OODA loop on it
  - Make the necessary adjustments
  - Track and trace the results
  
- Identify what product are we next doing a campaign for
  - Have a discussion with the client. Are they satisfied etc?
  - Develop a plan on how to advance them in their business
  - Conclude who are we targeting
  - What products are we doing a campaign for
  
- Finish the project
  - Ask yourself the objective of the discovery project
  - Go through the 4 questions
  - Plan out the discovery project
  - Write the first draft

- Fix the grammar and spelling
- Read aloud and improve the copy
- Submit it to the copy-review channel, and follow along with the expert advice
- Publish the discovery project
  - Send out the finished version to the client
  - Go back and forth in adjusting the copy
  - Agree on the final version
- Copy convinces 200 (or more) people to buy a 100\$ (or more) product
  - Test out and OODA loop on the project
  - See how the market is responding and adjust if necessary
  - Track and trace the results copy generated
- I provide a 20k value
  - Have a call or discussion with the client about the results the copy brought
  - Evaluate the performance
  - Clients satisfied with the 20k (or more) increase in their revenue
- Get paid 2k for the project by 31 May
  - Conclude how is he going to pay me
  - Send in the payment information
  - Look at the bank account

### **3. What Assumptions or Unknowns do I face?**

Assumptions: 10% prospect conversion rate;

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

Land clients, and provide them with amazing results; Probably face a lot of unknowns and uncertainty when delivering the copy,

### **5. What resources do I have?**

TRW, captains,

Professor Andrew,

AI,

Google,

Matrix university professors,

Some friends whose parents are rich

Internet

A lot of friends who are subjects in different niches

- List out checkpoints and set a time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/KPIs 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.

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