

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

TO RECEIVE THE EMERALD BLESSING

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

When I've earned more than £300 from copywriting

c. When is my deadline?

The deadline is 13/03/2024

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

☐ Pick 3 niches.

☐ English tutoring

☐ Locksmiths in London

☐ Holistic health clinics

☐ Conduct market research on these niches using the market research Template

☐ English tutoring

☐ Locksmiths in London

☐ Holistic health clinics

☐ Create a list of 60 prospects.

☐ Begin outreach

☐ Craft outreach messages (use principles in How to write a DM)

☐ Find specific things they can improve on and create free value

☐ Catch attention, they're probably looking at their messages in their spare time

☐ Show them how to improve WIIFM

☐ Put ball in their court with CTA

☐ Refine and Send messages

- ☐ Get them on a sales call asap.
 - ☐ Ask spin questions
 - ☐ Find more problems and sell the need to fix them
 - ☐ Tell them how much it costs and send invoice

- ☐ Fix their issue
 - ☐ Research what top players are doing to fix this issue
 - ☐ Find a way to use those solutions for their business
 - ☐ Implement those solutions

3. What Assumptions or Unknowns do I face?

I don't know what they need me to fix

I'm not 100% sure how to find top players

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

Refining my copy to suit my clients needs

Finding and analysing top players in the locksmithing and holistic health niches.

5. What resources do I have?

Outreach mastery (BM campus).

Top player analysis (Copywriting campus)

Swipe file breakdowns (Copywriting campus)

Sales Mastery (BM campus)

Business in a box (BM campus)

