

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

CONQUEST PLANNER

1. Define Objective

- a. What is the goal? Buy a car
- b. How will I know I've achieved it? I will crush the discovery project, and make them more money so they will want to work with me
- c. When is my deadline? 3.1 - 1 month to get a good client, retainer- 4 months car

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

- a. Checkpoint #1 - Outreach - to book a call
 - i. Cause and effect #1 writing good FV, reading out loud, removing whatever is boring, irrelevant, or confusing, and posting it on the Aikido channel
 - ii. Cause and effect #2 Test different subject lines so the open rate is the highest
 - iii. Cause and effect #3 Come up with different cold emails that I can get reviewed by the chat or captain subitues. AB test them
 - iv. Cause and effect #4 Test video outreach
 - v. Cause and effect #5 send around 300 outreaches
- b. Checkpoint #2 - Zoom call
 - i. Cause and effect #1 prepare for the call with spin questions
 - ii. See if your values align
 - iii. Show professionalism, compassion, listen attentively
 - iv. Provide the solution to their problem after doing the doctor frame
 - v. Discovery project
- c. Checkpoint #3- knock it off with the discovery project
 - i. Write or make whatever you decided to do for the discovery project
 - ii. If it's copy , review it in the aikido or students, if it's technical help yourself with internet and YT
 - iii. Overdeliver with value
 - iv. Go back and forth with the client to make sure it fits them
- d. Checkpoint #4 - upsell them for the next project
 - i. Write or make whatever you decide to do for the next project

- ii. If it's copy, review it in aikido or students, if it's technical help yourself with the internet and YT
 - iii. Overdeliver with value
 - iv. Go back and forth with the client to make sure it fits them
- e. Checkpoint #5 - upsell for retainer
 - i. Show them that there is more room for improvement and how you could keep on helping them if they want to make more money
- f. Checkpoint #6 - use a case study to turn around and get one client more with outreach
 - i. Try different cold outreaches with a case study
 - ii. Repeat the sales call process and either make money or get another client
- g. Checkpoint #7 - increase their income
 - i. Now it comes down to providing valuable copies, trying and trying until it makes the most conversions, clicks, CTR and so on.

3. What Assumptions or Unknowns do I face? I don't know how many outreaches will it take me, even when I get someone lined up they might ghost me or we don't seem fit, challenges with the discovery project

4. What are the biggest challenges/problems I have to overcome? The outreach testing method, discovery project value.
 Making sure my market data is correct on pain state dream state
 What is a good cold email to send
 What are prospects' unique roadblocks and solutions

5. What resources do I have?

I have an Aikido copy review for my FV, I got a captain and substitutes to review my outreach and the chat as well.

Friends

Phone

My dad used to run a business so he knows

- 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 screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs

4 am Wake up

4 - 4.30 15 seconds of visualizing, eating breakfast,

4.30 - 5.30 am Pick 1 prospect, 5 minutes of checking what to write, 55 min to write FV

5.40 - 6.40 am Pick 1 prospect, 5 minutes of checking what to write, 55 min to write FV

6.50 - 7.50 am Pick 1 prospect, 5 minutes of checking what to write, 55 min to write FV

7.50 - 8.20 am eat

8.30 - 9.30 am Pick 1 prospect, 5 minutes of checking what to write, 55 min to write FV

9.40 - 10.40 am Pick 1 prospect, 5 minutes of checking what to write, 55 min to write FV

10.40 - 11.30 am Burpees + shower

11.30 - 13.00 am Check FV and send it out to them

1.00 - 1.45 pm lunch

1.50 - 2.00 pm Pick 1 prospect, 5 minutes of checking what to write, 55 min to write FV

2.10 - 3.10 pm Pick 1 prospect, 5 minutes of checking what to write, 55 min to write FV

3.10 - 4.00 pm Send those 2 outreaches

4.00 - 5.00 pm Gym

5.00 - 5.20 pm shower

5.20 - 6.00 pm breakdown copy

6.00 - 7.00 pm time to fill

7.00 - 8.00 pm Agoge call

8.00 - 8.30 pm agoge work

8.30 - 9.00 pm review the day, meditate, sleep