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CONQUEST PLANNER

1. Define Objective

What is the goal? ***Hit 2k a month***

How will I know I've achieved it? ***When I initially see 2k in my account and when I see it again next month***

When is my deadline? ***2-3 months***

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

Start - where I am right now

● **Practice writing copy**

- Study good copy from the swipe file every day
- Rewrite sales funnels

● **Pick a niche**

- Go to chat GPT and search for markets to get into
- Tell chat GPT to go into sub-categories of those niches
- Pick the best one that seems to fit

● **Research your niche**

- Use the template Andrew gave you and fill in that information
- Find their top pains and desires
 - Use social media and places where people share their struggles and desires. Places like Reddit, amazon.com, IG, FB, Twitter, etc.
- Find top players
 - Go to IG and search your niche

- You will see thousands of people within your niche and find the ones with a lot of engagement and followers
 - Then look at what they are posting, look at their stories, and check if they are active on the platform
 - Take mental notes of what they are doing and how they are interacting with their audience
- **Put the top players in a Google spreadsheet to be organized**
 - Create a spreadsheet of all the top players within your niche
 - Put their name
 - Their IG handle
 - Contact info
 - And then take notes on what they do and how it works and how you can apply it to lower players in the market
- **Find potential prospects within the niche**
 - Take what you have learned about the top players and how they market to their audience and now search your niche again
 - Examine these prospects pages and compare them to the top players. What are they missing? What are they doing wrong? What do they need?
 - The prospects have to meet this criterion: 1) They have to have something to sell. 2) they need to have an established business. 3) they have to be able to pay
 - Then put these people into a Google spreadsheet provided by Moneybag Madden
 - Organize these prospects by their name, website, email, and if and when you have reached out to them
- **Craft outreach message**
 - Study your prospect
 - Find some basic info about them.
 - Where they are from
 - Their name
 - Their struggles
 - Their desires
 - Where do they want to be
 - What they are currently doing
 - Email or DM

- **IF EMAILING:**

- Define what it is that you are helping them with - **unknown**
- Grab their attention with a good subject line
- Make your outreach message relevant, targeted, and specific use

- **Effective Outreach Guidelines** [resource](#)

- Provide a mutually beneficial value exchange for their time
- Send it

- **IF DMing:**

- The message has to be conversational
- First, build rapport
- Then eventually you will offer them your services or you will often poke holes at their current situation and problems
- You can either close them there or have them CTA
- Send it

- **Send outreach every day to potential prospects**

- Send 3-10 outreach messages a day following the daily checklist

- **Make sure they see your message**

- Frame yourself as somebody with the answer to their specific problem
 - Find their specific problem
 - Make yourself appear as a professional
 - Having a Profesional PFP
 - Good grammar/ spelling
 - Not sound salesy or pushy in any way
 - Just provide value

- **If a prospect replies:**

- Keep calm cool and collected
 - Dont move heaven and earth for this 1 prospect
 - You choose who you want to work with not them
 - Talk back and forth and get them to book a sales call with you so that you can further define their situation

- **IF NO-REPLY Send follow-up messages**

- **IF DMing;**

- Checkmark helps with appearing as a professional and catches attention and makes yourself appear different than everybody else

- Past rapport helps because they recognize your name
- **CTA**
 - Provide a lot of value and the message has to make sense
 - 1. Brutal authentic honesty
 - 2. Will this work for me?
 - 3. Leveraging social proof
 - 4. Claim and then show proof
 - 5. Simple logic
 - 6. Establish authority first
- **Book the sales call**
 - After they decided that they want to hop on a call
 - 1. They just give me their phone # and we talk there
 - 2. They click my Calendly link and we talk on zoom
- **During the sales call**
 - Ask your SPIN questions
 - Get to know their current situation, desired situation, and what stopping them from getting their
 - Collect enough amination on the call to figure out how you can help them
 - Use [☰ Renzo Sales Call Framework - Resource](#)
 - **Lay out a plan on the call**
 - Let them know what i will be doing for them
 - Tell them what you will be doing for them
 - If they give you a deadline then obviously hit that deadline or make your own deadline and deliver massive results
 - **On the call - the prospect has to trust what you are saying and you need authority**
 - Sound professional and speak well
 - Use the how-to Speak courses in TRW - **Resource**
 - **On the call - handle objections**
 - Use the [☰ Objection Handles Resource](#)
- **If they bail on the call - assumption**
 - If you can, before they bail you need to disengage first and say something like “yk what from what you are telling me, i dotn see how my serviced will actually help you get from point A to point B blah blah blah

- Reach back out to them in a couple of months or so and ask how they are doing with everything
- **Close a client that pays a 2k retainer; or 2 clients that both pay 1k each a month**
 - Work for this client every month on what you and the client have decided to do - **unknown**
- **provide at least 20k in value to clients**
 - Whatever I do to help them and their business - **Unknown**
- **2k hitting my bank account**
 - Feel an overwhelming sense of pride and accomplishment

End - when I earn 2k a month

3. What Assumptions or Unknowns do I face?
 - a. Don't know what I will do to help my future clients to initially get the 20k in value
 - b. I don't know what kind of work I would be doing
 - c.
4. What are the biggest challenges/problems I have to overcome?
 - a. Closing them as a 2k client and putting them on a monthly retainer
 - b. Outreach everyday
5. What resources do I have?
 - a. TRW
 - b. Andrew Bass
 - c. Captians
 - d. TRW students
 - e. Carlos
 - f.  Effective Outreach Guideline by CAP: Charlie & Jason
 - g.  Objection Handles
 - h.  Renzo Sales Call Framework

Calendar Work

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