

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

CONQUEST PLANNER

Define Objective

What is the goal?

Earn \$500 from copywriting

How will I know I've achieved it?

By receiving a \$500 payment from a client, marking a successful initiation into professional copywriting.

When is my deadline?

1st of July 2024

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

Checkpoint #1 - Land a client (by mid-March)

Cause and effect #1: Develop a portfolio of sample writings to demonstrate skills and style.

Cause and effect #2: Intensively network with potential clients through social media DMs and local business events.

Cause and effect #3: Offer a free short sample or analysis of the client's current content to showcase the potential value I can add.

Cause and effect #4: Regularly follow up with leads via DMs and refine pitch based on feedback.

Checkpoint #2 - Develop a Strong Online Presence (by end of April)

Create a professional website and social media profiles dedicated to my copywriting services. Regularly publish articles or blog posts related to copywriting, marketing, and related topics to establish authority.

Engage with other industry professionals online to build a network and increase visibility.

Checkpoint #3 - Provide them with a value of at least \$5000 (by 1st of July)

Utilize SEO techniques in copywriting to increase client's web visibility.

Implement A/B testing with different copy versions to optimize conversion rates.

Collect and analyze data on customer responses to refine and improve the copy.

What Assumptions or Unknowns do I face?

The assumption that high-quality copywriting will immediately lead to high conversion rates.

Uncertainty about the specific preferences and needs of the first client.

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

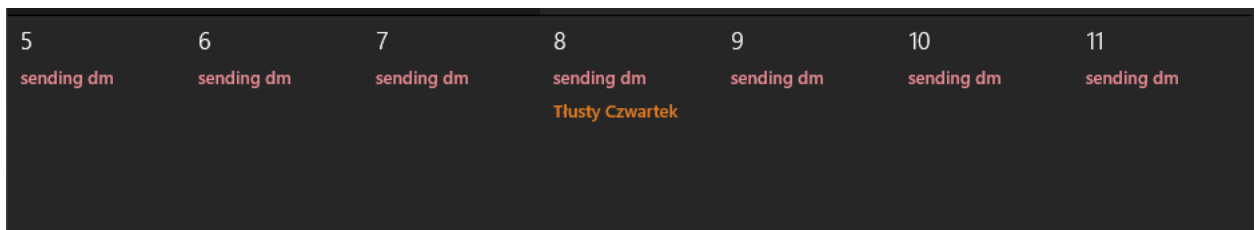
Building a strong, compelling portfolio with limited initial experience.
Establishing trust with potential clients without having a track record.
Balancing learning and applying new skills with the practical aspects of finding and serving clients.

What resources do I have?

Power up calls.
Chats on all campuses.
All the videos in the copy campus.
Copy AIKIDO.
Ask an expert.
The accountability chats.
Learn a skill course in CA.
Grow my social media course in CA.
Get clients online course in CA.
The accountability and chats in CA.
My sales experience.
Spiritual support.
ChatGPT.
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 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



5	6	7	8	9	10	11
sending dm	sending dm	sending dm	sending dm Tlusty Czwartek	sending dm	sending dm	sending dm