🛡️ *CONQUEST PLANNER* 🛡️

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome? (e.g., "Launch a successful online business within the next year")

My target outcome is to start generating income with copywriting, which is important because I don't have any income now.

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

How will you know when you've achieved your outcome and how will you measure it? (e.g., Revenue generated, number of customers acquired, website traffic, etc.)

I will measure it by getting money in.

I will feel slightly relaxed.

It will allow me to use more tools that is not free, so I can do an even better job in the future and get better results and more money in.

Step 3: How Close Are You To Your Outcome From Your Current Position?

Describe your situation in detail. Where are you currently in relation to your outcome?
[Insert your answers here]

I have my first client, we already done the kickoff meeting, which went smoothly. The business doesn't have a website, so I can build one from scratch which will be very useful in the future. We are also going to shake up the social media and general marketing strategy. I expect these actions to bring significant results, that will make it much easier for me to find new clients.

This one is an unpaid job now, and I am fine with it as it provides me a lot of opportunity for learning and to get a great reference and testimonial. It might even transform into a paid one, if I do a job good enough, but in worst case scenario it is a great experience.

Step 4: What Are Your Checkpoints Towards Your Outcome?

What checkpoints do you need to achieve between your current position and your ultimate outcome? Break down your big result into smaller, actionable steps.

[Insert your answers here]

My Outcome Is to start generating income from copywriting.

- Checkpoint 1: Fill in some information gaps.

- Checkpoint 2: Create a website for my client.

- Checkpoint 3: Start implementing social media and general marking strategy.

- Checkpoint 4: Get better results!

- Checkpoint 5: Either transform my existing client or get a new based on the reference and testimonial that I will get.

Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder your progress toward each checkpoint towards your outcome? How can you counteract these factors? What do you "know you don't know"? How can you close the knowledge gap? (e.g., Lack of time, financial constraints, technical challenges, etc.)

[Insert your answers here]

I don't have much money to pay for expensive tools.

How will I overcome these roadblocks? I will utilize free tools and get some of the paid ones that will be necessary for me.

I know that I have only generated a few pictures with AI yet and part of our social media strategy is to use AI for videos and pictures. Also, I have never created a website before.

I will close these gaps with The Real World and YouTube.

Step 6: What Helpful Resources Do You Have?

What resources do you have that will allow you to overcome obstacles and achieve your outcome faster? (e.g. TRW, current personal network, experience in an existing industry, etc.)

I have access to and will use:
- TRW
- ChatGPT
- Myself

Step 7: What Specific Tasks Will Lead To Each Checkpoint?

Break down each mini-goal into specific tasks that need to be completed to achieve it.

Checkpoint 1: Fill in some information gaps.

Task 1: Complete the appropriate lessons in the Ecommerce and AI campuses.

Task 2: Start experimenting with the information and knowledge.

Task 3: Improve my skills through experimenting.

Checkpoint 2: Create a website for my client.

Task 1: Checkpoint 1.

Task 2: Collect the images that will be used for the website.

Task 3: Create a sketch of the website and the copies and review it.

Task 4: Consult with client.

Task 5: Improve.

Task 6: Consult with client.

Task 7: Finalize.

Checkpoint 3: Start implementing social media and general marketing strategy.

      Task 1: Checkpoint 1.

      Task 2: Collect more ideas.

      Task 3: Refine the strategy.

      Task 4: Create content.

      Task 5: Roll out content.

Checkpoint 4: Get better results!

      Task 1: Analyze results.

      Task 2: Make tweaks according to it.

Checkpoint 5: Either transform my existing client or get a new based on the reference and testimonial that I will get.

      Task 1: All checkpoints before.

      Task 2: Either transform my first client and/or start reaching out to potential new ones based on the reference that I have already.

      Task 3: Do market research for new client.

      Task 4: Create plan for new client.

      Task 5: Bring results for new client.

Step 8: When Will You Perform These Tasks?

Assign each task to a specific date and time on your calendar.

Be realistic about your time constraints and allocate sufficient time for each task.

- Use reminders and alerts to keep you on track and accountable.

- Prioritize tasks based on their importance and deadlines.

[Insert Your Google Calendly Link Here]

https://calendar.google.com/calendar/u/3/r?pli=1

Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule.

2. Regularly review your progress toward each checkpoint.

3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.

4. Continuously refine your plan based on your experiences and feedback received.

Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.

- Break down complex tasks into smaller, manageable steps to avoid getting overwhelmed.

- Get help from fellow Agoge Students, Experts, and Captains if needed to overcome challenges or answer questions.

- Maintain momentum by taking time to feel proud of your successes along the way.

EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint? How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
    - Online chess tutorials, courses, and videos
    - Chess books focusing on specific aspects of the game
    - Chess software for analyzing games and practicing tactics
    - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire
- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills
- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding
- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

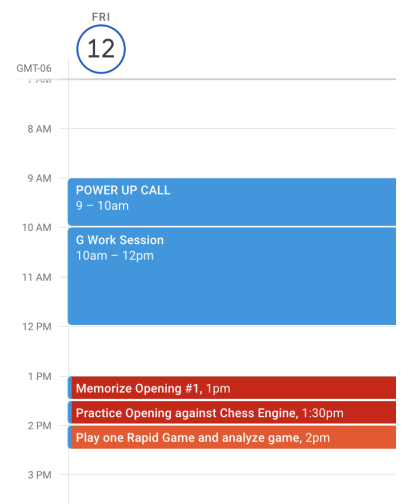Checkpoint 4: Increase Endgame Proficiency
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire
- Tasks:
    - Study and memorize key lines in chosen openings (30 minutes)
    - Practice opening moves against chess engines or online opponents (30 minutes)
    - Review games to identify opening mistakes (30 minutes)

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