

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

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? \$5K a month in 5 months
 - b. How will I know I've achieved it? When I have \$5k a month coming into my bank account regularly every month.
 - c. When is my deadline? 5 months June 2
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Land a profitable client via warm outreach
 - i. Personally send an outreach message to 5 people in my network a day
 - ii. Review my outreach messages to find any way I can improve them daily
 - iii. Craft a personalized piece of free value for the prospect
 - iv. Agree to call or meeting to discuss discovery project
 - v. Research and prepare question diligently for the call
 - vi. Rehearse sales call and possible objections
 - vii. Determine what the discovery project will be
 - b. Checkpoint #2 - Produce profitable results for my first client
 - i. Find the top competitors and top players in my clients niche
 - ii. Research top pains and desires/ customer language online
 - iii. Find out where their target market hangs out online
 - iv. Create an accurate avatar
 - v. Determine what kind of marketing the avatar responds to
 - vi. Make appropriate funnels/sales pages ads or social media posts
 - vii. Double down on what is working and scale for my client
 - c. Checkpoint #3- Use first clients success as leverage for a new more profitable client
 - i. OODA loop on my outreach messaging and enhance with social proof
 - ii. Zone in on the best prospects that I can genuinely help
 - iii. Continue to stay on top of the game with client number 1
 - iv. OODA loop and tailor my avatar and marketing strategy precisely
 - v. Continue to take real time feedback to maintain best results
 - d. Checkpoint #4-Seek to double or scale my clients sales

- i. Determine the biggest flaws in my avatar and marketing strategy
 - ii. Seek help with fellow students and experts in the campus
 - iii. Do a deep dive on every detail on my copy, funnels ect
 - iv. Take customer and client feedback and OODA loop
 - v. Take this as a time to greatly improve your copy skills ASAP
- e. Checkpoint #5 -Dail in on a profitable niche that makes sense for my skills and financial goals
 - i. Take time to understand and research and immerse myself in this niche as much as possible to understand the market
 - ii. Harness my network, socials and testimonials to gain 2 clients in this niche
 - iii. OODA loop on my marketing strategy and skill to gain the best results
 - iv. Keep improving all my clients results, my skills and knowledge
 - v. Seek constant feedback from experts and fellow students to improve faster

3. What Assumptions or Unknowns do I face?

Unknown

- An effective outreach strategy
- Effective and proven marketing strategies
- How fast my copywriting skills will progress
- What kind of niche I will ultimately end up in
- How much I am going to have to change my marketing strategies
- What kind of objections I will receive
- The ceiling of certain niches

Assumptions

- There will be struggles with the technical side of learning different platforms
- I will have clients that are difficult to please and or work with

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

- a. Lack of social proof
- b. Lack of paying clients ever/lack of experience
- c. Overcoming clients and the avatars objections
- d. Looking and feeling like a credible person
- e.

5. What resources do I have?

- a. My friends and family network(warm outreach)
- b. The Real World
- c. My laptop
- d. Real life experience

- e. Critical thinking skills
- f. Chatgpt
- g. Experience with building websites
- h. Online forums
- i. Google Search/Yelp/Amazon reviews
- j.

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