

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")

Build a converting website for B's Autos

My Result Is - I should get £500 in which would be intermediate & a testimonial so I can go and get bigger and better clients while also pushing forward with Bronwyn

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.)

[Insert your answers here]

How will I measure my progress? - appointments booked per day, SEO rankings, daily, weekly and monthly unique visitors

What will it look and feel like? - It will feel empowering and deeply rewarding, like I've accomplished something meaningful for both myself and my cousin. Seeing the website live, with clear, engaging features that draw in visitors, will give me a sense of pride and confidence in my skills. The first payment will feel like validation—a tangible reward for my hard work and proof that I'm on the right path. Helping her business grow and knowing that I played a key role in its success will be energizing, making all the effort and learning worth it.

What will it allow me to do after I reach it? - Get bigger and better clients. Stay in the AGOGE and not lose my family. Have unprecedented levels of self confidence.

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]

Where am I now? - I know what needs to be done for the website but that's about it.

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.

For example, if your goal is to launch an online business:

- Checkpoint 1: Conduct market research
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

[Insert your answers here]

- **Checkpoint 1:** Market Research
- **Checkpoint 2:** Top Player Analysis
- **Checkpoint 3:** Brand & Messaging Development
- **Checkpoint 4:** Visual Design & Wireframing
- **Checkpoint 5:** SEO & Keyword Strategy
- **Checkpoint 6:** Write Copy for Each Page
 - Home

- About
 - Services
 - Meet the Team
 - Contact
- **Checkpoint 7:** UX Design & Interaction Testing
 - **Checkpoint 8:** Finalize Design with Relume Components
 - **Checkpoint 9:** Functionality Testing
 - **Checkpoint 10:** Pre-Launch Review & Approval
 - **Checkpoint 11:** Launch and Post-Launch Monitoring

My Outcome Is - The **outcome** is a fully operational, high-performing website for B's Autos. This site will effectively:

- **Attract** potential customers through SEO-driven content.
- **Engage** users with intuitive navigation, impactful visuals, and relevant information.
- **Convert** visitors into leads or clients with strong, clear calls to action.

This will ultimately elevate B's Autos' online presence, draw in a larger client base, and position it as a trusted, top-choice auto service provider in the market. Each checkpoint directly contributes to this powerful end result.

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]

What potential roadblocks could hinder my progress? -

1. **Limited Understanding of Target Audience Needs:** Potentially misaligned design features or content messaging may limit the website's appeal and effectiveness.
2. **Technical Limitations with Webflow/Relume:** Unfamiliar Webflow or Relume components may lead to slower development or compromise design goals.
3. **Content Gaps or Delays:** Any shortage in content readiness, such as service descriptions, images, or testimonials, could slow down progress.
4. **SEO Implementation Challenges:** Lack of in-depth SEO experience may impact the website's ability to rank effectively on search engines.
5. **Unexpected Functionality or UX Issues:** Problems with page responsiveness, load times, or broken links might arise unexpectedly during testing.
6. **Time Constraints:** Potential for delays in development, design adjustments, or testing stages that could impact the launch schedule.

How will I overcome these roadblocks? -

1. **Deepen Audience Insights:** Leverage additional market research on similar sites or consider user feedback from existing B's Autos clients if available.
2. **Focused Skill-Building for Webflow & Relume:** Use advanced tutorials and community forums specific to Webflow/Relume to strengthen your technical expertise.
3. **Establish a Content Timeline:** Map a clear timeline for content creation and request early access to any finalized pieces. Use placeholders where needed to keep design on track.
4. **Implement an SEO Checklist:** Use a comprehensive SEO checklist to guide each page, covering metadata, keyword use, image alt tags, and on-page SEO to maximize discoverability.
5. **Intensive Testing:** Schedule testing phases for functionality, page speed, and responsiveness on all devices and browsers.
6. **Set Milestones with Buffer Times:** Allocate additional time between major checkpoints to account for unforeseen obstacles, particularly in the final development and testing stages.

What do I know that I don't know? -

1. How to effectively build a webflow website
2. All the steps that go into using relume effectively
3. SEO Optimisation nuances

How will I close this knowledge gap? -

1. Watch webflow uni course + iterate and test my way to success
2. Watch relume course + iterate and test my way to success
3. Use chatGPT to help me understand what I need to do + ask my brothers for advice if GPT doesn't help

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.)

[Insert your answers here]

I have access to and will use -

1. TRW

2. ChatGPT
 3. Personal access to Cole & Trent
 4. Google
 5. Courses provided by webflow & relume
 6. My dad is the target market
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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.

For example, if your mini-goal is to conduct market research:

- Task 1: Identify target audience demographics
- Task 2: Conduct competitor analysis
- Task 3: Create surveys or questionnaires
- Task 4: Analyze data and draw conclusions

[Insert your answers here]

COLOUR CODE

SCHEDULED

FINISHED

Checkpoint 1: Market Research

- Task 1: Define target audience demographics and psychographics.
 - Task 2: Identify key pain points and needs.
 - Task 3: Analyse competitors' audience engagement. (collect customer language by analysing competitors reviews)
 - Task 4: Gather data on preferred website features. (Identify common features among top players sites)
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Checkpoint 2: Top Player Analysis

- Task 1: Identify top competitors.
 - Task 2: List their website strengths and weaknesses.
 - Task 3: Note branding and messaging styles.
 - Task 4: List keywords used on competitors' sites.
 - Task 5: Identify ways to differentiate B's Autos.
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Checkpoint 3: Brand & Messaging Development

- Task 1: Define B's Autos' unique value proposition.
 - Task 2: Establish brand voice and tone.
 - Task 3: Draft mission and vision statements.
 - Task 4: Finalise brand colours, fonts, and logo usage.
 - Task 5: Create a tagline or slogan.
 - Task 6: Review messaging with the client.
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Checkpoint 4: Visual Design & Wireframing

- Task 1: Create a mood board to capture style.
 - Task 2: Draw wireframes for each main page. (relume)
 - Task 3: Optimise wireframes for mobile and desktop.
 - Task 4: Get client approval on wireframes.
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Checkpoint 5: SEO & Keyword Strategy

- Task 1: List target keywords for each page.
- Task 2: Outline on-page SEO strategy (titles, meta tags).
- Task 3: Plan internal links to guide users.
- Task 4: Define local SEO strategy.
- Task 5: Compile an SEO checklist.

CHECKPOINT 6

- Task 6: Add alt text and file names for images.
 - Task 7: Prepare for final SEO review.
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Checkpoint 6: Write Copy for Each Page

- **Home Page**

- Task 1: Write a two-sentence introduction explaining B's Autos' purpose and value.
- Task 2: Describe each main service in 1–2 sentences with a focus on customer benefits.
- Task 3: Write a clear call to action (CTA) encouraging users to book a service or get a quote.
- Task 4: Insert one relevant customer testimonial, formatted as a quote.
- Task 5: Write a short statement highlighting what makes B's Autos unique (e.g., quality, expertise).

- **About Page**

- Task 1: Write a 3–4 sentence company story that covers B's Autos' history and mission.
- Task 2: Introduce each team member with a short, one-sentence bio.
- Task 3: Add a CTA at the end of the page, inviting visitors to contact or explore services.
- Task 4: Ensure the tone aligns with B's Autos' brand voice—professional yet approachable.
- Task 5: Integrate 2–3 brand-related keywords naturally (e.g., “trusted local auto service”).
- Task 6: Mention any certifications, awards, or special qualifications in 1–2 sentences.
- Task 7: Review for consistency in tone and ensure the content flows logically.

- **Services Page**

- Task 1: Write a concise description (2–3 sentences) for each service that B's Autos offers, focusing on how each service benefits the customer.
- Task 2: Highlight any specialised skills, technology, or unique aspects of each service.
- Task 3: Write a CTA for each service (e.g., “Book Now” or “Learn More”).
- Task 4: Incorporate 1–2 keywords specific to each service, ensuring they fit naturally.
- Task 5: Add a short customer testimonial related to a specific service, if available.
- Task 6: Organise descriptions using headings or bullet points for easy reading.
- Task 7: Edit to make each service clear, engaging, and jargon-free.

- **Meet the Team Page**

- Task 1: Write a 1–2 sentence bio for each team member, focusing on their role and experience.
- Task 2: Include each team member's professional photo.
- Task 3: Highlight a specific skill or qualification for each team member.
- Task 4: Add a friendly greeting or welcome message from the team at the top of the page.
- Task 5: Use keywords relevant to expertise or services where possible (e.g., “certified mechanic”).
- Task 6: Ensure consistent formatting for all bios (same font, layout).

- Task 7: Proofread for clarity and alignment with the brand's voice.
 - **Contact Page**
 - Task 1: Write a brief welcoming message inviting users to reach out.
 - Task 2: Clearly list all contact details, including phone number, email, and physical address.
 - Task 3: Add a CTA at the end, such as "Call Now" or "Book Your Appointment."
 - Task 4: Embed a map showing B's Autos' exact location.
 - Task 5: Add location-based SEO keywords (e.g., "auto service in [City Name]").
 - Task 6: List business hours to clarify availability.
 - Task 7: Review layout for accessibility, ensuring information is easy to locate and read.
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Checkpoint 7: UX Design & Interaction Testing

- Task 1: Test user flow across pages.
 - Task 2: Confirm mobile responsiveness.
 - Task 3: Add interactive elements where needed.
 - Task 4: Test all CTAs for visibility and function.
 - Task 5: Check page transitions for smoothness.
 - Task 6: Collect feedback from test users.
 - Task 7: Revise based on feedback.
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Checkpoint 8: Finalize Design with Relume Components

- Task 1: Select Relume templates.
 - Task 2: Add templates to each page.
 - Task 3: Customize templates for B's Autos brand.
 - Task 4: Check consistency in fonts, colors, layout.
 - Task 5: Test components across devices.
 - Task 6: Review with client.
 - Task 7: Make final design adjustments.
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Checkpoint 9: Functionality Testing

- Task 1: Test contact forms for functionality.
- Task 2: Verify all links work.
- Task 3: Measure website loading speed.
- Task 4: Ensure cross-browser compatibility.
- Task 5: Test map on the contact page.
- Task 6: Run an accessibility audit.

- Task 7: Fix any issues identified.
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Checkpoint 10: Pre-Launch Review & Approval

- Task 1: Complete a full site review.
 - Task 2: Confirm accuracy of all content.
 - Task 3: Get final approval from the client.
 - Task 4: Check all SEO settings.
 - Task 5: Confirm analytics tracking.
 - Task 6: Test all CTAs one final time.
 - Task 7: Prepare for launch.
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Checkpoint 11: Launch and Post-Launch Monitoring

- Task 1: Launch the website.
 - Task 2: Monitor Google Analytics.
 - Task 3: Track SEO rankings.
 - Task 4: Watch user feedback and resolve issues.
 - Task 5: Track load speed and responsiveness.
 - Task 6: Regularly review analytics.
 - Task 7: Schedule a follow-up with the client.
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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]

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.
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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.
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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

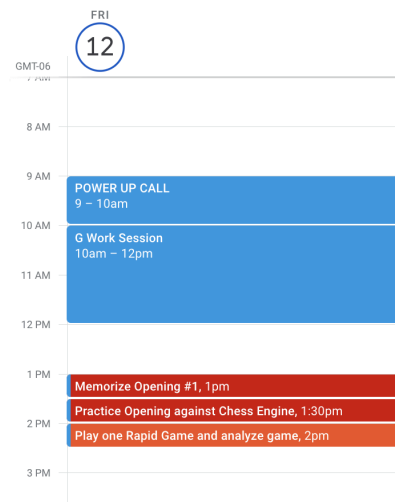
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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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