

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 generate 10k revenue for a client to achieve the role as rainmaker.

My Result Is -

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 know I've achieved my outcome once I've started to receive 10k months every month and not just one time. When it is consistent or if I partner up with the business. And that business is consistently paying 10k or more. Or if my overall income from multiple clients is 10k a month consistently.

How will I measure my progress? -

Do daily reflections on my clients progress, how much money they made for the day & month, What things are they lacking in. How will I test new tactics? Are they growing in followers and or monetization?

What will it look and feel like? -

When they're are getting positive feedback and giving me positive feedback or if they start paying me and pay me higher.

What will it allow me to do after I reach it? -

I will receive the role as rainmaker but more importantly this will expose my ability to being able to grow businesses, to partner with a business and help them win.

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?

I am no way near, I haven't even got a current client. I have made 0 money from TRW. I've had a few clients in the past and have one testimonial.

Where am I now? -

Currently doing cold outreach, trying to utilize my testimonial I got from warm outreach.

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

My Outcome Is -

- Checkpoint 1:

Get a prospect interested in working with me

- Checkpoint 2:

Pitch discovery project

- Checkpoint 3:

Crush it & pitch the next project (Should receive testimonial or payment)

- Checkpoint 4:

Market research, what's trending at the current time

- Checkpoint 5:

Crush project & pitch the next one (Repeat)

19/05/24:

- Checkpoint 1:

Get a prospect interested in working with me, utilizing the local business outreach method

- Checkpoint 2:

Pitch discovery project

- Checkpoint 3:

Crush it & test live to see what needs fixing

- Checkpoint 4:

Crush project & pitch the next one (Should receive testimonial or payment)

- Checkpoint 5:
 - Checkpoint 6:
 - Checkpoint 7:
 - Checkpoint 8:
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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.)

Potential roadblocks:

Typical roadblocks:

- Don't bite the bullet and do the work. Laziness.
- Afraid I won't get them results
- Doom scrolling
- Video games
- Lust
- Hanging out with friends

Checkpoint 1:

- Still might seem trustworthy
- Questions I ask may seem salesy
- Overall may seem salesy
- Not speaking like a human being

Checkpoint 2:

- Offer doesn't match their needs
- Using the same offer over again
- Unable to be confident in the sales call
- Unable to figure out what they need in the sales call.

Checkpoint 3:

- They may have Doubts about the project
- May not align with their goals

Checkpoint 4:

- Unable to find right prospects
- Unable to come up with good offers for new prospects
- Unable to land new clients

What potential roadblocks could hinder my progress? -

How will I overcome these roadblocks? -

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

How will I close this knowledge gap? -

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.)

Obviously I have trw all the captain's, expert guides, prof Andrew and other students. I have my grandfather who is an expert in the niche I'm reaching out to.

I can utilize my friends and family to read my copy, pretend they're the avatar for my research.

I have access to and will use -

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

Checkpoint 1: Utilize my testimonial to reach out to local businesses and get one on a sales call

Find more people
Test different openings
Create fv
Speak like a human being
Back up my solutions
De-risk the offer to them
Sound confident and remember Prof Dylan harness speech exercises.
Plan out next meeting (Discovery project should be done)

Checkpoint 2: Create an offer based on their needs and land them on a discovery project. Land the sales call.

Research what top competitors are doing
Utilize TRW resources, aikido channel, chats etc.
Go over notes.

Analyze the top copy and compare it to my copy.

Be creative, use my brain.

Use AI

IMPORTANT: Over deliver so they're more likely to continue work.

Checkpoint 3: Pitch next project and work on a paid project OR take testimonial and find other clients

Plan out where they are now and where I want to take them

What am I going to have to do to get the results I want for them

Research top competitors

Over deliver market research

Be logical and use tactics in trw

Use AI

Get help from trw

Plan out before meeting the next project

Pitch the offer as something that will help them even more

Checkpoint 4: Repeat past steps with other prospects or pitch higher paying projects with current client

Repeat this process, doing bigger projects

Bigger pay

Apply this to more clients until I reach 10k a month

Utilize past testimonials to get bigger clients, the more specific the testimonial the better.

If finding other prospects test different openers and questions I ask.

- Get a prospect interested in working with me:
 - Test different openings
 - Test different free value
 - Test different cta's
 - Research properly how to match offer with their needs
 - Utilize prof Dylan course and Arno tactics on cold outreach.
 - By the end of the week if I haven't got a client then go back to warm/ local outreach, use prof Dylan course.
- Pitch discovery project:
 - Research into their business and compare side by side with top competitor

- Rewatch spin questions and make relevant questions for them
- Find backup offers just in case they do not like my original offer (make sure they're level of trust and belief is good)
- Crush it & pitch the next project (Should receive testimonial or payment):
 - Utilize trw and what other competitors are doing, dwell myself into the market to see in real time how it is to crush the discovery project.
 - Analyze where they're now and where they still need to go to reach mega success.
 - Pitch next offer based off that but have a backup offer in mind
- Market research, what's trending at the current time
 - Research the current market, perhaps it has changed. Also utilize real life avatars
 - Test out different versions of the project and get real feedback from the client & a small group of his audience.
 - Utilize the real world and aim to help refine projects.
- Crush project & pitch the next one (Repeat):
 - Repeat this process with bigger projects
 - Every week or month analyze where his business is, has he made more money?
 - Research different tactics that can benefit the client.
 - Repeat until he reaches 10k a month consistently.

19/05/24:

- Checkpoint 1:

Get a prospect interested in working with me, utilizing the local business outreach method

- Continue work with current client until she responds back
- Utilizing the template that prof Andrew provided
- Test it, see if I need to add or remove certain elements

- Checkpoint 2:

Pitch discovery project on sales call

- Should have done top player analysis and did it through the winners writing process
- See what they're doing to achieve their business objective

- After pitching the project and they're happy, organize a set date to do another zoom call/ meet up to push the project live. And set up dates for a first and second draft.
- Checkpoint 3:

Crush it & test live to see what needs fixing

- Solve any perceived doubts from the client, de risk the assumption for them. Make it clear if it doesn't work then you receive nothing.
- But also make it clear that with the data received you would like to use that to fix/ implement into other variations for live testing until you see some results.
- Checkpoint 4:

Crush project & pitch the next one (Should receive testimonial or payment)

- Ask for a testimonial but also ask for payment if you reach a certain goal
- Frame it in a way that it will challenge you and help both of you.
- When received payment then go on to pitching another project or ask to continue the same project on a larger scale for a retainer.
- Repeat this with outreach, until you have 3-4 clients. If one client is not showing interest or not responding to you then cut them off. Until you have 3-4 business partners that are mutually friends with you.

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.

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.

Root Cause analysis:

Bad outcome:

Cannot land a client via cold outreach

Elements to outreach:

- Find suitable prospects

- Find something they need or want
- Create free value that matches that need or want
- Show up to the conversation in a way that makes me look like I am the man that can do it
- Schedule a sales call

Just from thinking about it and asking for help now I've been showing up to these conversations providing no value and showing up like a customer.

Why?

Because I don't know how to start a conversation and keep it going in a friendly manner.

Why?

Because I just wanted to ask questions that will get them to respond to me.

Why?

Because I was stuck in a previous niche with this problem, no one would reply back.

Root cause of unable to land a client: Poor compliment - sound fanboyish or i don't sound genuine. ➡ I am focusing on me and not them - "I found this method" "I made this thing" etc etc. People don't care about me, only about themselves. ➡ My free value or offer does not match what they want or need - this is due to poor research. ➡ Not enough - perhaps three people in a day isn't enough, maybe I have to outreach to five.

Solution - watch outreach videos from prof Arno, Aylan & Andrew and try my very best to test out what they say in each video. If prof Andrew says do this for cold outreach try it for one prospect and if Arno says do this, try it for the other prospect etc. This way I am testing new methods/ approaches. Also get help from the outreach channel.

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

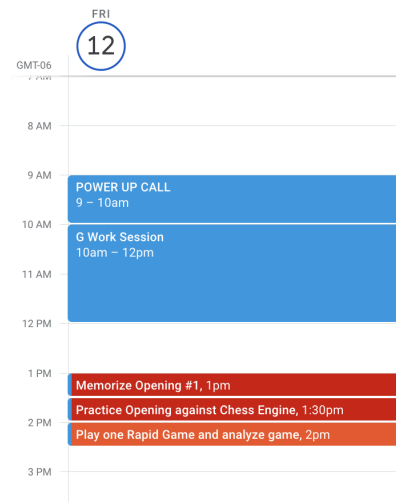
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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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