CONQUEST PLANNER

1. Define Objective
   a. What is the goal? 2-3 client retainers at $5K/month
   b. How will I know I've achieved it? I will see on my bank statement and have in writing that each client is paying me $5K every month.
   c. When is my deadline? August 1, 2024

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

Where am I now?
- Right now I am currently working on a sales funnel for a client
   - I am in the process of writing his sales page, then will need to post an ad and organic posts on his twitter to direct attention towards the sales page.
   - After I will monitor and improve the sales page with heat tracking software until it has a conversion rate of 5-10%

1. **Checkpoint #1 -** Have Completed/Final Sales Page on Website by February 15
   a. **Cause and effect #1:** If I finish the first draft of the sales page then I can review it with my copywriting and lizard brain
   b. **Cause and effect #2:** If I review the sales page with my copywriting and lizard brain then I can improve and finalize my copy to meet my readers requirements
   c. **Cause and effect #3:** If I improve and finalize my copy to the best I can then I can review the sales page on a call with my client
   d. **Cause and effect #4:** If my client likes the sales page then I can put it on his website and design the webpage (with heat tracking software)
   e. **Cause and effect #5:** If my client likes the web design of the sales page then I have completed Checkpoint #1
2. **Checkpoint #2 -** Reach a Conversion Rate of 5-10% on Sales Page by March 15
   a. **Cause and effect #1:** If I create a pinned tweet on my client's twitter then other X users will see that tweet first when they view his profile
   b. **Cause and effect #2:** If I follow the winners writing process while creating the pinned tweet then I can create a pinned tweet that converts X users to my sales page

c. **Cause and effect #3:** If I follow Dylan Maddens X course of how to comment and write 3-10 comments a day on other well known user in my niche then I can organically grab people from other accounts and bring them to my clients

d. **Cause and effect #4:** If I also run 1-2 promoted tweets a week then I can put my tweet in front of the intended target audience

e. **Cause and effect #5:** If I follow the winners writing process while creating the ad tweet then I can convert more cold traffic to my sales page

f. **Cause and effect #6:** If people view my sales page from my twitter ad, pinned post or organic tweets then I can see where I lose them as potential buyers

g. **Cause and effect #7:** If I can see where I lose readers on my sales page then I can improve my sales and not lose as much readers

h. **Cause and effect #8:** If I improve areas in my sales page where readers leave (from heat tracking software) then I can get more viewers to buy and increase my conversion rate.

i. **Cause and effect #8:** If I also use the aikido channel in TRW to help improve the areas in my sales page then I use the help of captains and professors to help me see the problems causing the readers to leave

j. **Cause and effect #10:** If I follow cause and effects #3-9 until my sales page reaches a conversion rate of 5-10% then I have completed Checkpoint #2

k. **Cause and effect #10:** If I complete checkpoint #2 then I can leverage the results and get a testimonial to get bigger and better clients **(following leveraging past results trw lesson)**

3. **Checkpoint #3 -** Get 10-15 prospects interested in getting onto a sales call by April 5

   a. **Cause and effect #1:** If I follow the niche domination videos and lessons in TRW (leveraging past results) then I can find a niche that is similar to my past clients. **(past client targeted young men in the productivity/time management niche, I can find business that target entrepreneurs (audience with more money) with the same problem)**

   b. **Cause and effect #2:** If I find a niche that meets my requirements and study it's top players then I can follow the partnering with business lessons and leverage AI to find prospects with ingredients for success

   c. **Cause and effect #3:** If I find 10 potential prospects a day then I can outreach to 3 of them a day

   d. **Cause and effect #4:** If I outreach to 3 prospects a day then my headline must stand out without looking desperate for them to open the email

e. **Cause and effect #5:** If a prospect open the emails then the content inside the email must create curiosity, value and tap into the reader's desire by leveraging my past results

f. **Cause and effect #6:** If the prospect wants to achieve the same result then my cta must direct him towards a sales call.

g. **Cause and effect #7:** If I want 10-15 prospect interested in getting onto a sales call then I must follow cause and effect #3-6 until then.

h. **Cause and effect #8:** If I have 10-15 prospects interested in getting onto a sales call then I achieved checkpoint 3.

4. **Checkpoint #4 -** Have 2-3 prospects agree to go on a paid discovery project by April 5

   a. **Cause and effect #1:** If I have 10 - 15 prospects want to go onto a sales call then I should outline SPIN questions

   b. **Cause and effect #2:** If my SPIN questions are ready then I can start having a sales call with the 10-15 prospects

   c. **Cause and effect #3:** If I have a sales call with all 10-15 prospects then I can determine which ones are a good fit to partner with

   d. **Cause and effect #3:** If a prospect is a good fit and wants the same results then I can share/outline a discovery project to fit their needs

   e. **Cause and effect #4:** If 2-3 prospects agree to go on a paid discovery project to apply my "product" and achieve the same results as my past client then I have completed Checkpoint #4

5. **Checkpoint #5 -** Overdeliver Promised results for 2-3 clients by July 26

   a. **Cause and effect #1:** If the 2-3 clients pay me upfront then I can begin doing a deeper analysis of their business and top players

   b. **Cause and effect #2:** If I complete the market research of my clients business and the top players then I can begin to answer the 4 questions for each discovery project

   c. **Cause and effect #3:** If I answer the 4 questions for each project as best I can then I can swap out their variables (pains/dreams/beliefs) with a top player's one

   d. **Cause and effect #4:** If I create a first draft then I can use my copywriting and lizard brain to review and improve the copy

   e. **Cause and effect #5:** If I review and improve the copy as best I can and with AI then I can review what I have so far with the 2-3 clients for any changes

   f. **Cause and effect #6:** If my client likes the copy then we can post it on the website and begin gathering results

   g. **Cause and effect #7:** If I don't provide the results as promised then I will continue to improve my copy/discovery project until I do

       h. **Cause and effect #8:** If I do create the results as promised then I will continue to find ways to improve the copy/discovery project until it is more than I promised.

       i. **Cause and effect #9:** If double or more the results I promised the client at the end of the sales call then I have completed Checkpoint #5

6. **Checkpoint #6 -** Clients agree to pay $5K/Month and start new discovery project by August 1

       a. **Cause and effect #1:** If I over deliver the results with my client and my client is very happy then I can get onto another sales call with them

       b. **Cause and effect #2:** If the client agrees to get onto another call (which they will) then we can review the results I provided and ask if they want to continue working together

       c. **Cause and effect #3:** If the client wants to continue working together then I can go over the SPIN questions I had in the first sales call with them and make sure we are headed towards his future goals

       d. **Cause and effect #4:** If we are heading towards his goals then I will provide the next discovery project/step to take to move him closer to his goals

       e. **Cause and effect #5:** If my client agrees with the next discovery project then I can pitch him the $5K/month retainer going forward

       f. **Cause and effect #6:** If the client agrees to pay $5K/Month then I will wait until the money hits my account after the call to begin working on the next discovery project

       g. **Cause and effect #7:** If $5K hits my bank account the same day as the sales call then I have completed my goal

3. What Assumptions or Unknowns do I face?

       a. I am assuming I can create a sales page with a 5-10% conversion rate

       b. I am assuming that 2-3 clients are willing to go on a paid discovery project to achieve the same results

       c. I am assuming that it will take much longer than to achieve this goal than what I think

       d. I am assuming who I prospect to is interested in my cold outreach email

       e. I am assuming the clients I partner with have that amount of money to pay me

       f. I am assuming that I successful complete my clients sales funnel and achieve the desired results

       g. I am assuming I know how to leverage my past results to get bigger and better clients

       h. I am assuming that I choose a niche with money

       i.   I am assuming I have chosen a winning business (good attention, good monetization)
      j.   I am assuming my outreach get's opened and stand out to the prospect
      k.   I am assuming that I can achieve the same results for other clients
      l.   I am assuming that the 2-3 bigger and better clients want to continue working together

4. What are the biggest challenges/problems I have to overcome?
   a. Not knowing what can be preventing me in my copy from achieving the checkpoint
   b. Learning how to have a sales call (1st client was warm outreach)
   c. Competing against other copywriters in that niche that could have better results to show
   d. Managing my time and 9-5 to achieve the checkpoint
   e. Not knowing what I don't know
   f. The bitch voice not wanting to go through the "difficulty"
   g. My gf wanting to spend more time together (taking away time to achieve the goal)
   h. My friends coming back from college who want to hangout during the summer they are back
   i. My copywriting skills not being high enough to provide the value and results I promise

5. What resources do I have?
   a. The copy review channel
   b. The captains, expert guides and professor andrew
   c. Other campuses that have more lessons
   d. Chat rooms to talk
   e. The lessons and resources inside the copy campus
   f. AI
   g. My notecards of what I learned
   h. My clients testimonial/result
   i. Agoge program that is teaching me to throw myself into the unknown constantly
   j. My copy skills to motivate myself into taking action towards my goals
   k. I have time at work, drive home, eating food, walking my dog and sleeping to think about copywriting

Calendar Work

- List out checkpoints and set time to reach them - in green on calendar

Checkpoint #1 | February 15 - Have Completed/Final Sales Page on Website

Checkpoint #2 | March 15 - Reach a Conversion Rate of 5-10% on Sales Page

Checkpoint #3 | April 5 - Get 10-15 Prospects Interested in Getting Onto a Sales Call

Checkpoint #4 | April 14 - Have 2-3 Prospects Agree To Go on A Paid Discovery Project

Checkpoint #5 | July 26 - Overdeliver Promised Results for 2-3 Clients

Checkpoint #6 | August 1- Clients Agree to Pay $5K/Month and Start New Discovery Project

- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task - in red on calendar
- 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