

CONQUEST PLANNER

Define Objective:

- Goal: To reach \$2,000 through my Ecom business.
- Measurement: \$2,000 in the bank and over 150 orders.
- Deadline: March 31st, 2024.

Checkpoints:

Checkpoint #1 - Product Testing Phase (Repeat every 2 weeks):

- Dedicate at least 3-4 hours a day.
- Testing phase lasts 2-3 weeks.
- Create at least 5 pieces of content each day.
- Analyze content metrics every other day.
- Break down your video (e.g., Hook, Caption, Scenes) and analyze what works.

Checkpoint #1 - Have a video over a million views Views - Deadline Mar 4:

- Consistent Viral Content.
- Post consistently every day.
- Innovate (e.g., test new captions, hooks, scripts not used by competitors).
- Recreate viral videos, testing different hooks, scenes, etc.

Checkpoint #2 - Hit \$1000 in sales

Deadline Mar 6:

- Study TikTok trends (e.g., understand market preferences).
- Study viral hooks.
- Break down winning ads (e.g., analyze script, hook, style, length).
- Customer avatar research (e.g., study the target audience for that product).
- Experiment and Test:
 - Embrace a culture of experimentation. Test different marketing approaches, messages, and channels to identify what works best for your target audience.
 - Measure and analyze:
 - Use marketing tools like Shopify page insights, store website visits to see how your copy is doing.
 - Learn and adapt:
 - Stay updated on industry trends and changes in marketing strategies.
 - Continuously educate yourself on new marketing tools and platforms.
 - Analyze the performance of your marketing campaigns and adjust strategies based on data.
 - Seek feedback and learn from both successes and failures to refine your marketing approach over time.
 - Post consistently everyday
 - Optimize and update email marketing for retargeting
 - Launch offers every week for maximum customer long time value retention

Checkpoint #5 - Have Consistent Viral Content:

- Post consistently every day.
- Innovate (e.g., test new captions, hooks, scripts not used by competitors).
- Recreate your viral videos, testing different hooks, scenes, etc.

Checkpoint #6 - Payout of \$2,000 From Shopify:

Deadline: March 31st

- Hire a tax professional to do your taxes.
- Fulfill 250+ orders.

- Aim for \$4,500 in sales.

Assumptions or Unknowns:

- Unsure how many products it will take to reach my goal.
- Uncertain about transitioning into branding.
- Concerns about having enough money to fulfill orders.
- How to test and maximize marketing strategies.

Challenges/Problems:

- Staying consistent.
- Planning for contingencies if checkpoints are not reached.
- Managing stress associated with 250 orders

Resources:

- Utilize various personal and business resources for content creation and marketing.

Calendar Work:

- List checkpoints and set deadlines.
- Break down tasks for each checkpoint.
- Identify metrics/KPIs for each task.
- Allocate time for each task.
- 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.

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