

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal?
 - i. Purchase a 1921 Cadillac for my Grandpa. He used to have one but had to sell it because of financial upkeep and he is on a fixed income.
 - b. How will I know I've achieved it?
 - i. I will have driven the 1921 Cadillac with my Grandpa. We will have had trips in the car.
 - c. When is my deadline?
 - i. July 4, weekend 2024.
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint
 - i. Be able to work from anywhere, purchase a laptop.
 - b. Checkpoint #1 - **Discover And Research High Paying Niche**
 - i. Find which niches I can benefit from the most
 - c. Checkpoint #1.2- **Work With Current Client To Get Testimonials**
 - i. Use resources to further understand copywriting
 - ii. Listen to what client is wanting
 1. Do what client wants
 - iii. Make content, sales pages, email list, etc.
 - d. Checkpoint #2 - **Earning Client That Is Going To Pay Me**
 - i. Work with my current client, helping get attention so he can monetize it with his services.
 - ii. Continue to grow my abilities to become an extravagant copywriter. Agoge Program, Bootcamps, Doing the exercise given in live calls, power up calls, bootcamps and chats.
 - iii. Reviewing notes taken from bootcamp. Refreshing my mind by reviewing and rewatching the bootcamps and course material.
 - iv. Help the current client with business to get testimonials and then pay me. (getting attention and monetizing the attention)
 - e. Checkpoint #3 - **Getting Paid By My Client**
 - i. I need to get my clients from wherever they are in the value ladder to a high ticket product.

- ii. I need to identify if they are losers, good at getting attention but not monetizing it, good at monetizing attention but not getting it, or good at getting and monetizing attention.
- iii. Figure out what I should do to help the client become a mega successful business.
- iv. Helping clients through funnels, opt-in pages, email sequences, and four questions.

f. Checkpoint #4 - **Getting Attention To Client**

- i. I need to provide a solution to a roadblock that my avatar is facing stopping them from reaching their end goal.
- ii. Need to show my customers that my product is the race car for their roadblocks. My product must accomplish laws of nature as quickly as possible.
- iii. Be unique enough to grab attention but not scare off customers.
- iv. Through funnels I will help client get attention
 - 1. Lead Funnels
 - 2. Sales Funnel
 - 3. Event Funnels
 - 4. Email
 - 5. Home Page Funnel

g. Checkpoint #5 - **Using Money Given For My Services**

- i. I need to be perspicacious with what I am spending money on.
 - 1. Expense at the current moment
 - a. Gasoline for my car abt \$40 every 12 days
 - b. Phone Bill about \$20
 - c. Treating myself have to make this FUN
- ii. I can not let my money sit around while the Government is printing it.
 - 1. Go to other campuses to learn more about money.
 - 2. Read about money
 - 3. Pay attention
- iii. Get around \$40,000 in 5 Months

h. Checkpoint #6 - **Purchase the 1921 Cadillac**

- i. Locate the vehicle with the owner that is willing to sell.
- ii. Purchase the vehicle
- iii. Transport the vehicle to Grandparents Home.
- iv. Show my Grandparents.

3. What Assumptions or Unknowns do I face?
 - a. I am assuming that someone has a 1921 Cadillac to sell.
 - b. I am assuming that it will not be extremely difficult to transport
 - c. I am assuming that the Cadillac works and does not need mechanical work prior to delivery.
4. What are the biggest challenges/problems I have to overcome?
 - a. I have to get clients
 - b. I need to practice writing copy so I can become an amazing copywriter.
5. What resources do I have?
 - a. The Holy Spirit (TRW student -> Karrie513)
 - b. Students in the Real World
 - c. Professors in the Real World
 - d. Parents and siblings
 - e. Teachers

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