

CONQUEST PLANNER

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome? Get into Intermediate

My Result Is - Finish two client projects and make 2000 SAR (\$533)

This is by far the most important part of achieving my Agoge new identity. If I don't pull this off then I'm going to stay the same with zero progress.

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'll check my transaction history, then I'll combine all client payments to get 2000 SAR.

How will I measure my progress? - Transaction history in my bank + how close I am to finishing the client's website

What will it look and feel like? Once I receive that payment, I'm going to get a huge rush of adrenaline and, most importantly self-belief.

I will also finally be able to say I'm a copywriter without feeling embarrassed or ashamed once someone asks how much I've made

What will it allow me to do after I reach it? - I will be able to land clients consistently and create a steady stream of income.

I will also have the option of upselling my clients on more projects and make us both more money.

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've landed a client through cold calling and now we're doing the google ads project. I'm not sure if there's going to be any payment in this one though. I'll negotiate a revenue share deal.

I'm currently trying to land a second client through cold calling for that upfront payment. I have one discovery call booked after 8:15PM

Where am I now? - As of now, I have generated **1200** out of **2000**

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.

My Outcome Is - Get into intermediate

- Checkpoint 1: Cold call until one more client for an upfront payment of 800
 - Checkpoint 2: Start working on the website and receive first upfront payment
 - Checkpoint 3: Post win in the wins channel and apply for intermediate
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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.)

What potential roadblocks could hinder my progress? -

- 1- Client taking too long to reply
- 2- Client just ghosts me
- 3- not landing clients through cold calling fast enough
- 4- client thinks price is too high
- 5- Client doesn’t show up for discovery call

How will I overcome these roadblocks? -

- 1- Make them feel like everytime I contact them I’m “giving” instead of “taking”
- 1- Show them how this website can transform their business by giving them an online presence
- 2- never leave a call or end a conversation without scheduling the next one. Keep them engaged with frequent updates on the project
- 3- consistently listen to call recordings and look for any weak points to improve
- 4- explain to them how this website can actually make them more money, and how it’s not just a cosmetic add on to their business.
- 5- Explain to them that I will create a PLAN for them. It’s not just a normal call, I will give them a DETAILED plan.

What do I know that I don’t know? -

- 1- How to build rapport
- 2- how to directly speak to the real-estate market(market research not done) .

How will I close this knowledge gap? -

- 1- Watch najam’s calls on building report and implement it the best I could, even if I look stupid

2- perform market research

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.)

I have access to and will use -

- Najam's cold calling videos
 - Prof.andrew's google ad templates for general instructions and settings.
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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

CHECKPOINT NAME Cold call Until I land a client

Task 1: **Performing cold calls every day**

- I. Use leads from the sheet template
- II. Perform 50 calls a day minimum

Task 2: **Improving at cold calling**

- III. Record cold calls and analyze recordings for any mistakes

CHECKPOINT NAME **Discovery call**

Task 1: **Pre-cal**

- Research keywords in the area
- Create a list of bullet points on things to talk about
- Hydrate
- Plan out responses for common objections

Task 2: **During call**

- Start with a “hello can you hear me? I was in a call with some other dude and he couldn’t hear me well” and then move onto some small talk
- Tell him I’ve done some research, and I’ve found [insert exciting statistics]
- Move onto the plan you have for him. Be as simple as possible. DO NOT get too technical.
- If you have to get technical, tell him to not worry about those “nerdy things”.
- Ask if he has any questions
- Move onto the price. Tell him you’ll make him a custom website that is specifically designed to convert people from the ads
- Aikidoing last minute objections
- Closed client

CHECKPOINT NAME: **Post win in the wins channel and apply for intermediate**

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.

<https://calendar.google.com/calendar/u/0/r/month/2024/11/1>