

CLEOX - Malibu Sale

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

The goal is to sell the Malibu Complex Home for €2.8M, before July (the high season) in Marbella is over. The goal is to have the purchase ready and finalised BEFORE this date. That means I have the entire month of July to do so. One month to focus all of my intention on selling one property.

This stretch goal is important because it will solidify myself as a marketer and help me gain a nice testimonial with a killer result (3M generated for a business or 56k, it depends) either way it positions me to be able to use that testimonial and results to land bigger and better clients, and get more cash in.

It would allow me to finally quit the low-income and low-attention local markets and get into the big leagues of Copywriting by providing services to big Multinational Companies spread across the entire globe or Big Online Businesses with extremely large audiences, because, once I can make the jump, prove to myself, God and the world that I can make it rain out of the sky, there's no other universe in which I do not use this to get to +100k/months.

Plus, the big part about hitting this goal and one of the most important bits is that I will be able to buy myself a Laptop and can work outside of home in full deep focus for all of my G work sessions rather than relying on sacred G work sessions in the morning. This will grant me better focus and allow me to work from anywhere, at any time.

b. How will I know I've achieved it?

It's the 31st of July, I wake up, another day of complete conquest. The clock marks sometime in the AMs, it's dark outside, and I've been abruptly woken up by the alarm and struggling to keep awake.

I go out, crush my morning routine and I come back and sit in my chair, ready to crush it for the morning. As I get to work on my Cleox's listings and posts to get money in, I need some info about what I need to post, so I quickly open WhatsApp to message her with info.

Yet I see 3 screenshots. One of them is her, Karen in the Villa with some people in the background and next to her, smiling. I see it and I am confused, I don't quite grasp the concept and the idea that the home has been sold.

In confusion, I click out of the message, and see 2 other attachments with a caption that says; we closed the deal!! We closed that lead you helped us generate! I click out of the message and have a look at the financial reports and see that they've even given me 900\$ extra for the service and helped them close the deal and sell the home.

So I quickly check my Revolut, open the app, put the password in and get to the home page, as it loads up and my app states that I have 22\$ in the account, it suddenly refreshes and a new number pops up 2,800,00\$. That's when the overriding sense of pride swoops in, "I have done it, I what 99% of others can't do. I've sold a 3M property in Marbella and that's when I know all those sleepless nights, sleepless mornings falling asleep on my desk were worth the hassle as the timer runs out.

So I take 30 minutes out of my day and schedule it at the very end of my day and title it: "Go on apple.es and buy a Macbkook" and I work the hardest I have ever done to reach that stretch mark and be able to purchase it.

The clock gets to 20:00. I'm finished for the day, I go on apple.es, click on Macbooks, click on the newest Mackbook Air, press the silver colour and hit buy and I get an appointment to pick it up on the following day at 11:30.

c. When is my deadline?

The deadline to sell this home is before the month of August. That means the 31st of July.

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

//GET AS DETAILED AS POSSIBLE

a. Checkpoint #1 - Set price or revenue-share deal for your time

- i. Cause and effect #1 Get a list of all summarising points of the book How To Win Friends And Influence People. Ask GPT to explain them if needed
- ii. Cause and effect #2 Read your L4 notes of the bootcamp. And summarise the most important points about pitching.
- iii. Cause and effect #3 Create a pitch about this project. Create an outcome, a dream state in contrast with the current state, promise something big,

and that the only way to sell Malibu to this is to get started on optimising the web and actually getting it out to the people that will buy.

- iv. Cause and effect #4 Create a simple illustration of the system and the strategy so she can see what we will be doing and how so her belief and trust levels increase. Pitch her the project + the payment.
- v. Cause and effect #5 Don't push her, do the "hey, you don't have to say anything right now, just check the prices, check with your partner and let me know, there's no pressure, no rush" she will feel calm and more certain about this and won't feel as if I am directly selling/pitching.

b. Checkpoint #2 - Conquest Planner – Systemising Approach

- i. Cause and effect #1 Set up the checkpoints for the strategy. Run a visualisation in your mind of the checkpoints indeed to achieve the sale of Malibu. Start at the end and work your way backwards.
- ii. Cause and effect #2 Start filling in the conquest planner with the cause and effect chains needed to achieve each objective. Simple and easy explanations of what you must do/get others to do.
- iii. Cause and effect #3 Set up the roadblocks and challenges, assumptions and unknowns and list out all the resources you have to crush this strategy.
- iv. Cause and effect #4 Work on setting this conquest planner DIRECTLY in your calendar.

c. Checkpoint #3 - Learn SEO and how to optimise websites for RE

- i. Cause and effect #1 Review all notes on SEO and resources available to use to understand and comprehend all the small details of SEO and how to complete them.
- ii. Cause and effect #2 Create a simple summary of all notes and how you can directly apply the knowledge to optimising the website.
- iii. Cause and effect #3 Update checkpoints #4, #5 and #6 with the new information found and very strategically list out each task I must do to have a fully optimised website.

d. Checkpoint #4 - Briefly optimise the web as a whole + TP Ideas

- i. Cause and effect #1 Run SEO checks to assess the quality of the website and the front landing page as a whole.
- ii. Cause and effect #2 Focus on the listing pages and non-frontal pages as the SEO strategy is going on there.
- iii. Cause and effect #3 Upgrade the copy and evaluate against top competitors what the main difference in SEO and descriptions are and

list them all out to ensure you have a strategy to refine and match competitor's quality.

- iv. Cause and effect #4 Run backend checks on all the top competitors and analyse how they stay up-to-date with SEO and constantly improve their strategy.
- v. Cause and effect #5

e. Checkpoint #5 - Optimise the listing page on the web and connect to the keywords

- i. Cause and effect #1 Find keywords
- ii. Cause and effect #2 Analyse the marketplace
- iii. Cause and effect #3 Figure out what type of keyword strategy works best
- iv. Cause and effect #4 Apply that keyword over the listing page and improve the copywriting quality of the meta data.
- v. Cause and effect #5 Create alt-tags with all images and link to the focus keyword.
- vi. Cause and effect #6

f. Checkpoint # - Optimise the singular property on sale on the web

- i. Cause and effect #1 Run an SEO check and analyse the current flaws and weaknesses of the page, and how to upgrade them.
- ii. Cause and effect #2 Start improving the metadata and link to the focus keyword.
- iii. Cause and effect #3 Create alt-tags for the images and DESCRIBE each and every single image with the apparent theme, property and location. For Example: *"Living Room Penthouse Malibu Beach Complex Puerto Banus Marbella"* on all the pictures.
- iv. Cause and effect #4 Run a last SEO check and analyse what is missing, then bounce-back and completely fix it.

g. Checkpoint # - Reach over 1000 people with the listing page on Google

- i. Cause and effect #1 Use the focus keyword to get in the way of attention and compete for the most popular subniches and segmentations of the keyword, that are highly searched by the avatar.
- ii. Cause and effect #2 Analyse and measure the attention and search impressions made by our website and the rankings in SERP.
- iii. Cause and effect #3 Compare and contrast with our top competitors on SERP and identify mistakes, opportunities for growth and ways to rank higher. *Use external resources if needed.*

- iv. Cause and effect #4 Refine the strategy and improve it, staying one step ahead of competitors until you reach 1000 people.

h. Checkpoint # - Get 10 people interested in viewing the home – 10 lead form signups/messages/emails

- i. Cause and effect #1 As a total of 1000 people reached with the page (landing page clicks) achieve a 10% conversion rate of leads submitting their information to learn more about the property.
- ii. Cause and effect #2 Install hot jar on WordPress and identify where and how people manoeuvre around the site.
- iii. Cause and effect #3 Identify common patterns, points of lost attention and come up with a strategy to FORCE the leads that come on the website to get all the way down to the lead magnet and submit their information.
- iv. Cause and effect #4 Test, refine and improve until you reach 10 leads inside the system interested in learning more about the home.

i. Checkpoint # - Set up 10 meetings

- i. Cause and effect #1 Take the leads from the lead software, and craft an email outreach message you will send to all of them.
- ii. Cause and effect #2 Review your How To Win Friends and Influence People Audiobook, L4 notes, and Dylan Outreach's notes, and summarise all main points you will use in the outreach.
- iii. Cause and effect #3 Create a simple email message in which you entice the reader to come and check the home + give a desirable offer so they are more likely to do so.
- iv. Cause and effect #4 Go back and forth and set up AT LEAST 5 meetings.

j. Checkpoint # - 5 in-person viewings

- i. Cause and effect #1 5 people show up to the listing, the company takes them on a tour, and explains the home, its amenities and all characteristics.
- ii. Cause and effect #2 The lead wants to see more so Cleox takes him on a tour throughout the entire complex.
 - 1. Cause and effect #1 The lead visits the outdoor pool area.
 - 2. Cause and effect #2 The lead visits the indoor pool area.
 - 3. Cause and effect #3 The lead visits the indoor spa.
 - 4. Cause and effect #4 The lead visits the indoor gym.
- iii. Cause and effect #3 The lead and the team go back to the apartment, they close the deal and decide to meet 2 days later to draft up the paperwork.

- iv. Cause and effect #4 One out of 5 leads this one wants to purchase the penthouse, all purchase papers are sent to him and the client meets up with them to close the sale.

k. Checkpoint #13 - Penthouse Sold

- i. Cause and effect #1 The Penthouse in Malibu complex is sold for 3M EUR before the 31st of July.
- ii. Cause and effect #2 The transaction goes thorough, legal processes are taken care of and the homebuyer is left with his brand new home.
- iii. Cause and effect #3 Cleox Inversiones make 56000 EUR from the sale.
- iv. Cause and effect #4 5% of that = 2800 EUR is sent to me via bank transfer and lands in my Revolut app for helping them close the sale. I check my phone and see 2.8 bags in my bank.

3. What Assumptions or Unknowns do I face?

a.

4. What are the biggest challenges/problems I have to overcome?

a.

5. What resources do I have?

a.

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