

CONQUEST PLANNER

1. Define Objective

- a. What is the goal? The goal is to make 200 Euro from my Client
- b. How will I know I've achieved it? Once my client is gaining clients
- c. When is my deadline? March 30th

2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

a. Checkpoint #1 - Get him 3 clients

- i. **Cause and effect #1 First I need to write him A clear CTA that he can plug under every post**
- ii. **Cause and effect #2 I need to make sure it is urgent and scarce so people need to get it fast**
- iii. **Cause and effect #3 I need to create 4 different types of templates for him**
- iv. **Cause and effect #4 Then he will post them out and from there get the clients**
- v. **I also need to make sure I hit their pain points, by understanding who exactly his target audience is and what they are in need for**

b. Checkpoint #2 - I need to create an E-Book to get him 50+ Email Subscribers

- i. **First I need to understand what exactly his audience's pain point is**
- ii. **I need to research and find other E-books that are of high quality and can produce top-notch results**
- iii. **I then need to grow his Network so he can spread the product to everyone he knows**
- iv. **I then need to create tweets that will i.e. a sequence of tweets that will promote his e-book and newsletter**
- v. **Then under each post also draft a CTA if you want to work with him**
- vi. **Then The E-book will be released and spread throughout his network**

3. What Assumptions or Unknowns do I face?

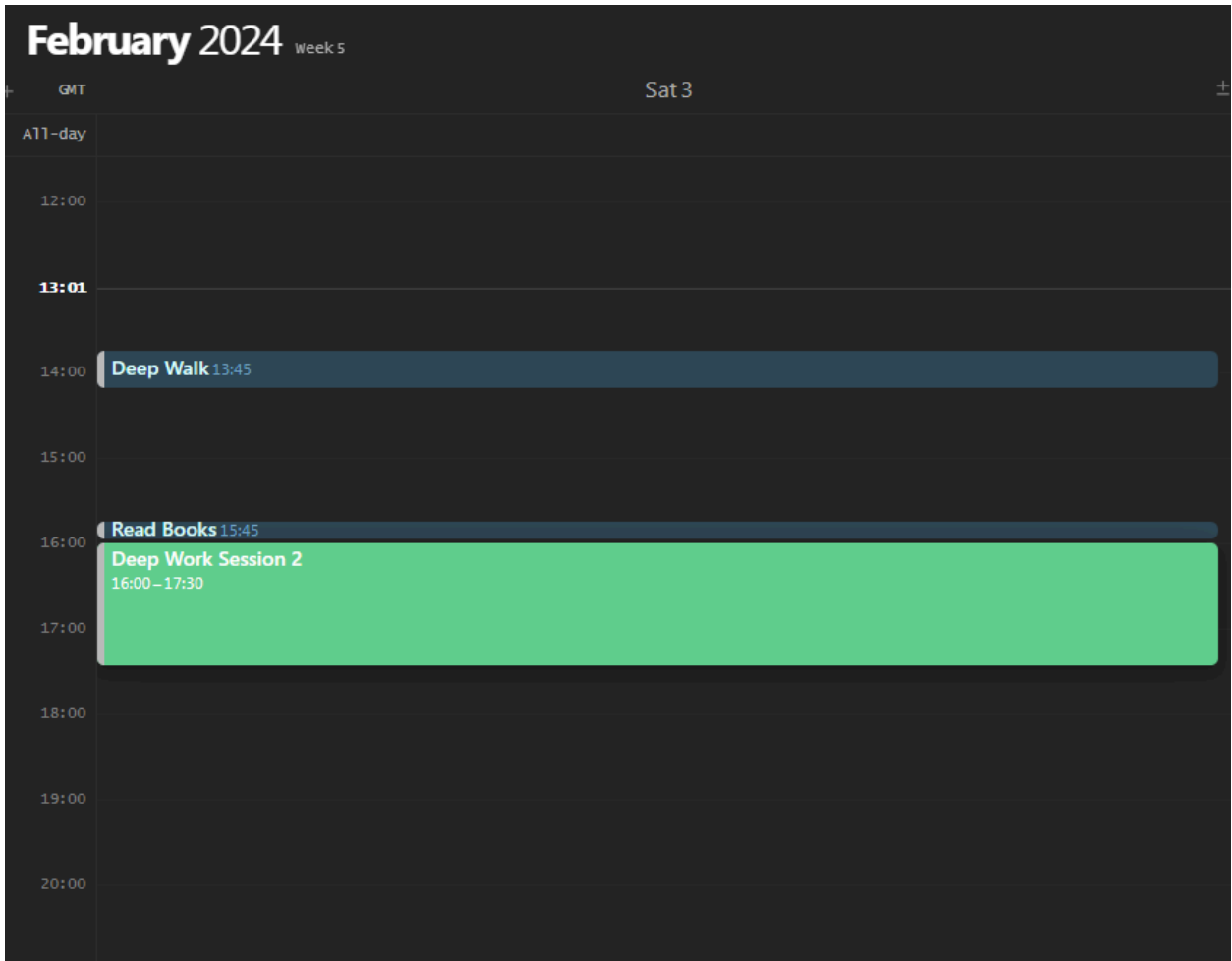
I assume that he wants to create an E-Book that will then funnel them into his Newsletter

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

- a. Honestly not much, it's just my own time and effort that I put into this to make the E-book super High Quality that he is happy of it, because he doesn't want anything low-quality, so I need to make it super good for him to be proud enough to send it out
5. What resources do I have?
 - a. My network and past results that I have gained + TRW + And mentors who have crafted great results.

Calendar Work

- List out checkpoints and set a time to reach them
- List out tasks needed to reach 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.



Write Clear CTA'S For my Client - Check Point 1
Research 2 E-Books focused on Social Media GROWTH - Checkpoint 2

//Share your completed document and a screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs