

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? The goal is to provide the most value i can to my first customer
 - b. How will I know I've achieved it? Once the money appears on my bank account
 - c. When is my deadline? April 1.
2. What are the Checkpoints between my Objective and where I am?
 - a. Checkpoint #1 - Arrange the meeting with the customers
 - i. Cause and effect #1 If i meet with him i can get more information about the company itself and about their goals.
 - ii. Cause and effect #2 I will make notes about the company do my market and do my market research.
 - iii. Cause and effect #3 I will take a look at their social media accounts, web page to see where i can help them improve their copy or make some kind of fund or ad for them.
 - iv. Cause and effect #4 I can suggest them ideas what I would do either to monetize the attention they have or to build attention for them.
 - b. Checkpoint #2 -We agree on the terms (i keep that in mind it's not about the money it's more about providing the most value possibly can and the money will follow.)
 - i. Cause and effect #1 We actually start working together
 - ii. Cause and effect #2 I will use the notes i made with the how to Make notes like a g method in order to provide the most value
 - iii. Cause and effect #3 I actually use the knowledge that i have
 - iv. Cause and effect #4 Once i made the copy i will use the copy review aikido channel to have feedbacks from peoples.
 - v. Cause and effect #5 I will adjust my copy according to what they say inside the review channel about my copy.
 - c. Checkpoint #3-I will use my adjusted copy in action.
 - i. Cause and effect #1 I will see how my copy will do in real life.
 - ii. Cause and effect #2 If it wouldn't perform well i will readjust it.
 - iii. Cause and effect #3 If it performs well the customer will be happy.
3. What Assumptions or Unknowns do I face? What my customer target market is? On which social media i should run an ad for them?

How can i implement what I learned and use it in my first language?

4. What are the biggest challenges/problems I have to overcome?I have to overcome the fear of not succeeding and just take actions. Recognizing their target market's roadblocks. I already took a look at their website It's really good so actually finding a way to help them.To write a really decent copy in Hungarian language for them which is going to make their target market take actions.
5. What resources do I have? -Andrew,Captains and People in The Real World
 - Copy review aikido channel.
 - My friend who is doing this client work with me.
 - My notes.
 - Top players copy review in that exact niche.
 - The course itself.

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.