🛡️ *CONQUEST PLANNER* 🛡️

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

What is your target outcome? (e.g., "Launch a successful online business within the next year")

Get a 10% commission deal with my current client.

My Result Is -

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.)

$500 coming into my bank account every month.

How will I measure my progress? - By the number of dollars I receive.

What will it look and feel like? - I'll see the number, and remember all the difficulties I've had to overcome on my way to getting this money. But there it is now, coming in without me doing anything.

What will it allow me to do after I reach it? - I'll find another client in the dating for men niche.

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?
[Insert your answers here]

Where am I now? - I'm working on the very first project with my client – writing a sales page for his $39 book. I need to make it amazing so the client will see I'm actually skilled and capable individual.

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.

For example, if your goal is to launch an online business:

- Checkpoint 1: Conduct market research

- Checkpoint 2: Develop a business plan

- Checkpoint 3: Create a website

- Checkpoint 4: Launch a marketing campaign

[Insert your answers here]

My Outcome Is -

- Checkpoint 1: Finilize the sales page for the book.

- Checkpoint 2: Create a sales page for his video course that's in development.

- Checkpoint 3: Do some email marketing to get people on my client's email list to buy the book and start climbing the Value Ladder.

- Checkpoint 4: As my client's website increases its traffic, I'll switch from a retainer to a commission deal of 10%.

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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? - I don't know how exactly to create an sales page that has a high conversion rate.

How will I overcome these roadblocks? - Asking friends, as well as other students from TRW to read the sales page and give me feedback. Sending it for a review in the Copy Aikido channel.

What do I know that I don't know? - How to write in a way that's engaging and maximizes conversions for a sales page.

How will I close this knowledge gap? - Asking the captains, and sending my copy for a review in the copy aikido channel.

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.)

[Insert your answers here]

I have access to and will use - TRW students, the captains, Copy Aikido channel.

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

[Insert your answers here]

Finilize the sales page

Task 1: Finilize the Headline

Task 2: Finilize the Lead

Task 3: Finilize the Body

Task 4: Come up with a general Close

Task 5: Finilize the Close

Task 6: Send for review.

Task 7: Improve based on the review.

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.

Working on the sales page will be the first thing I do after I wake up. And I won't stop until I'm satisfied with the output produced.

Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule.

2. Regularly review your progress toward each checkpoint.

3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.

4. Continuously refine your plan based on your experiences and feedback received.

Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.

- Break down complex tasks into smaller, manageable steps to avoid getting overwhelmed.

- Get help from fellow Agoge Students, Experts, and Captains if needed to overcome challenges or answer questions.

- Maintain momentum by taking time to feel proud of your successes along the way.

EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint? How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
  - Online chess tutorials, courses, and videos

- ● Chess books focusing on specific aspects of the game
- ● Chess software for analyzing games and practicing tactics
- ● Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire
- ● Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- ● Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- ● Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills
- ● Task 1: Solve tactical puzzles daily (30 minutes)
- ● Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- ● Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding
- ● Task 1: Study classic games by grandmasters (30 minutes)
- ● Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- ● Task 3: Analyze own games to assess strategic decision-making (20 minutes)
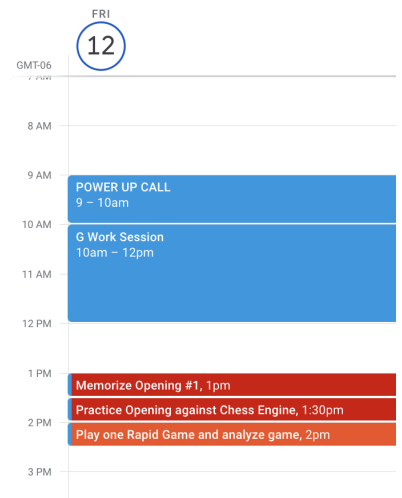
Checkpoint 4: Increase Endgame Proficiency
- ● Task 1: Study fundamental endgame principles (30 minutes)
- ● Task 2: Practice basic endgame techniques (20 minutes)
- ● Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire
- ● Tasks:
  - ● Study and memorize key lines in chosen openings (30 minutes)
  - ● Practice opening moves against chess engines or online opponents (30 minutes)
  - ● Review games to identify opening mistakes (30 minutes)

FRI
12
GMT-06

7 AM

8 AM

9 AM
POWER UP CALL
9 – 10am

10 AM
G Work Session
10am – 12pm

11 AM

12 PM

1 PM
Memorize Opening #1, 1pm
Practice Opening against Chess Engine, 1:30pm

2 PM
Play one Rapid Game and analyze game, 2pm

3 PM

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