

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal?
 - i. Get my brother to work with me in maximum of 6 months
 - b. How will I know I've achieved it?
 - i. The moment we are sitting side by side on a desk conquering the world!
One trough copy and the other trough finances!
 - c. When is my deadline?
 - i. Absolute deadline is 01/07/2024
2. What are the Checkpoints between my Objective and where I am?
 - a. Where am I?
 - i. Testing phase with a client and with a testimonial from him!
 - b. Checkpoint #1 - Find more leads!
 - i. Research their marked, Using product reviews, Subscribing to their newsletters, and previous customers statements, find out what are the pains they are facing
 - ii. Use tools as Chat Gpt and Competitors results to further improve on the research if what im able to find prior is not enough
 - iii. Use those pains to craft a offer via DM's, this needs to provide value and give insight on HOW to fix others problems they might be facing and positioning copy as one of the solutions
 - iv. Highlight the struggles they might be facing with their current newsletters and how to solve them
 - c. Checkpoint #2 - Get them on a call
 - i. Have a clear CTA that will drive them to a call with me where we can discuss what i can do for them and the services i can provide them as well as a initial testing phase
 - ii. Discuss schedules and deadlines to achieve commun alignment

- iii. Use this as a way to further research the problems they are facing and what exactly do they need to be solved in order to boost sales
- iv. Use a set of questions tailored to finding exactly where they stand

d. Checkpoint #3 - Land 3 Clients total

- i. Using checkpoint 1 and 2 and repeat them to get 2 more clients
- ii. Use Previous testimonials as proof of results
- iii. Use Previous clients as referrals to their network if possible
- iv. Scale them and provide a solid amount of value

e. Checkpoint #4 - Upsell one or more clients into high paying clients!

- i. Repeatedly create massive value and provide him with examples of other services i provide them
- ii. Identify other problems in his business that i'm able to solve and provide solutions to them
- iii. Re-Evaluate method of payment and get him to consider a retainer or strategic partnership
- iv. The objective is to generate 10k in revenue to each of the 3 clients
- v. This will be done mainly through copy, but if necessary other skills will be learned
Use those skills to provide results to their business and keep up selling them

f. Checkpoint #5 - Earn +3k MRR

- i. Reach out to my brother and propose for him to work with me

g. Checkpoint #6 - Work side by side with him

3. What Assumptions or Unknowns do I face?

a. Assumptions

- i. Research will most likely take up 2-3 hours for each prospect
- ii. DM 's will need to be tested - Shooting for around 400 in the space of 3-4 weeks (This is around 15 dms a day)

- iii. Can shoot for 20 Dm ´s a day
- iv. Finding 400 Prospects will also take about 2 weeks(Around 30 per day)
- v. Notes from research will be needed
- vi. If the 3 clients are in different industries i will need to adapt fast
- vii. For each of the clients will take about 4-6 weeks to be able to upsell
- viii. More research than what i'm planning will be needed
- ix. Business that need newsletter services are likely to be Digital product driven
- x. Testimonial from previous Gig is valuable in the target market

b. Unknowns

- i. If the niche im looking at is the one i'll stick with
- ii. Where am i going to learn about SaaS on a basic level
- iii. What are the Main Difficulties they are facing
- iv. If copy is the right way to help them
- v. How to properly conduct a sales call(Only have surface knowledge)
- vi. How many variations of Dm ´s will be needed
- vii. Is the Social media im on The best for this
- viii. Will the following(Nr) Impact the likelihood of opening Dm ´s
- ix. The time it takes to learn new skill ´s

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

- a. The Prioritization of Checkpoint tasks in relation to house tasks, most likely will prioritize doing chores first so it doesn't bug my mind that way i can focus 100% on checkpoint tasks!
- b. Poor time management, In order to focus on the tasks i have to cut out any and all distractions that are unnecessary
- c. Not 100% Confident in my copy yet, Need to do more and Ask for analysis from the Chats!

5. What resources do I have?

- a. Massive - TRW
 - i. Courses
 - ii. Skills
 - iii. Connections
 - iv. Teachers

- v. Students
- vi. Brainstorming
- vii. Examples
- b. A couple of hard working friends to keep me on tracks
- c. Time
- d. Books
- e. Google
- f. Chat Gpt and Other Ai tools

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