

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal?
 - **Earning 3k per month.**
 - b. How will I know I've achieved it?
 - **When I get called by my client telling me that the conversion rates are increasing rapidly and sales are at an all-time high in response to my valuable copywriting and marketing skills he is making a transfer of 1.5k into my account according to our previous agreement.**
 - c. When is my deadline?
 - **6 Months from Today (August 2, 2024)**
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #10 - Submitting my work to the client and wait for 24 hours for the result.
 - i. Make specific tweaks to my copy after getting reviewed in ADVANCE COPY REVIEW CHANNEL. Solve the specific problem they told me was wrong with my copy.
 - ii. Submit my copy for the second time after the 3-day cool down after certain recommendations were given to me.
 - iii. First submission of my copy for review at the ADVANCE COPY REVIEW CHANNEL, WITH MY 100 SQUAT VIDEO AND ANSWERING THE 4 QUESTIONS PLUS SELF ANALYSIS AND ROADBLOCK.
 - iv. Finishing the final touches of my copy for review and make sure to read it out aloud.
 - v. Start writing the copy.
 - vi. Compel the market research and create the avatar.
 - vii. Target market research

- b. Checkpoint #9 - Agreed on the sales call that the sales page is weak that's why she is not monetizing well, so we should rewrite it.
 - i. Offer to do a discovery project
 - ii. Explain what the real problem with the Business
 - iii. Understand what the problem is from the response
 - iv. Ask the SPIN questions
 - v. Start up the conversation with a topic of interest to both of us
 - vi. Introduction and greetings
 - vii. Rehearse the SPIN question, introduction, and topics we both connect on to build rapport in the beginning
 - viii. Google calendar reminder for a Zoom call in an hour
- c. Checkpoint #8 - Agree to have a Zoom call.
 - i. Finally got convince
 - ii. Exchanging emails for a week going back and forth on ideas teasing
 - iii. Confess the struggle of the business
 - iv. Reply to the email and ask how well the monetization of all the attention receiving going
 - v. Open the reply email
- d. Checkpoint #7 - Responded to my FV email where I rewrote the first two pages of the sales page.
 - i. Send FV email, already a familiar name in the community
 - ii. Write the Email and embed a screenshot of the FV
 - iii. Make all the recommended tweaks to my FV from the review suggestion
 - iv. Submit my FV for review
 - v. Write my FV copy using all the pieces of information I gather
 - vi. Ask questions if I know someone who relates to the niche
 - vii. Compel my research and create an Avatar
 - viii. Do a Target market research
- e. Checkpoint #6 - Socialise within the prospect community in order not to be perceived as a stranger or some guy from the internet.
 - i. Like, reply, comment, and share insights on content
 - ii. Follow on socials
 - iii. Sign up for the newsletter
- f. Checkpoint #5 - Connect with one Prospect with a problem that I can solve
 - i. Capable of solving the problem
 - ii. Cross-check it with my perspicacity and resources
 - iii. Find the problem

- iv. Look for the weakness, is the entire machine broken or copies sounds boring
 - v. Analysis of their business, how they getting attention, and Monetizing attention
 - vi. Pick a prospect
 - vii. Go through my prospect sheet
- g. Checkpoint #4 - Build a prospect list.
 - i. Prospect name
 - ii. Prospect social handle
 - iii. Prospect LinkedIn
 - iv. Prospect website
 - v. Prospect phone number
 - vi. Prospect email
 - vii. Prospect discovery story
- h. Checkpoint #3 - Top Players Analysis
 - i. Gather all the information and put it in different files
 - ii. Read their copies and try to see what specific pain point or desired outcome they rely on
 - iii. Study how they gain attention and monetize that attention
 - iv. Analyze why they are doing great, and what are they doing right
 - v. Look for those who are doing great in the niche
 - vi. Use Google and try to understand the niche
- i. Checkpoint #2 - Pick The Niche
 - i. The demand in the niche is high
 - ii. Researching if the niche target market is in high demand
 - iii. Resonate with the practices in this niche
 - iv. Check if the niche is based on a subject I have knowledge over
 - v. Use AI and follow Professor Andrew's method of finding niches and their sub-niches
- j. Checkpoint #1 - Double down on improving my skills with all my resources
 - i. Daily checklist
 - ii. Go to the Business Mastery Campus
 - iii. Go to the Social Media + Client Acquisition Campus
 - iv. Do some weekly research on how human psychology
 - v. Go over the Writing For Influence Bootcamp frequently
 - vi. Implementing the Proficiency Cycle in all learning aspects for the desired outcome

● **REPEAT STEPS TILL DESIRED OUTCOME ACHIEVED**

3. What Assumptions or Unknowns do I face?
 - a. Assumptions
 - i. The information from the research is correct
 - ii. That my free value is truly what they need
 - iii. That I can truly understand their real problem
 - iv. That the niche is good
 - v. That the prospect will want to pay me that kind of money
 - b. Unknown
 - i. How long will it take me to do all the research for top players and prospects?
 - ii. How long will it take for them to reply to my FV email
 - iii. How many FV emails am I going to send to get a response
 - iv. Will they pay me if the project becomes successful or she just steals my work and disappears?
 - v. How long will it take to get my copy reviewed?
 - vi. How many times will I have to review a certain copy till the desired outcome achieved
 - vii. I don't know when I can start as I am doing some warm outreach client work right now (social presence build-up from websites to socials)
4. What are the biggest challenges/problems I have to overcome?
 - a. Still dealing with warm outreach clients.
 - b. Lack of Testimonial to appear as experience for such money
 - c. Lack of experience
 - d. Insufficient skill
5. What resources do I have?
 - a. My Perspicacity
 - b. My indefatigability
 - c. My desire to face the unknown
 - d. The Internet
 - i. Google
 - ii. Youtube
 - iii. Meta platforms
 - iv. Reddit
 - v. AI
 - vi. Podcasts
 - vii. Thesaurus
 - viii. Email
 - ix. Google Doc
 - x. Google Calendar
 - xi.
 - e. People I work with or mingle around
 - i. Old friends
 - ii. New friends

- iii. People I meet once or twice
- f. TRW
 - i. Professors
 - ii. Captains
 - iii. Student
 - iv. Courses
 - v. Referral resources
- g. My computer
- h. My internet provider
- i. My diet

Calendar Work

- ★ List out checkpoints and set a time to reach them
 - Checkpoint #1 - Double down on improving my skills with all my resources
(N/A)
 - Checkpoint #2 - Pick The Niche
48 HOURS
 - Checkpoint #3 - Top Players Analysis
48HOURS
 - Checkpoint #4 - Build a prospect list.
48 HOURS
 - Checkpoint #5 - Connect with one Prospect with a problem that I can solve
24 HOURS
 - Checkpoint #6 - Socialise within the prospect community in order not to be
1 WEEK
 - Checkpoint #7 - Responded to my FV email where I rewrote the first two pages of the sales page.
72 HOURS / 1 WEEK
 - Checkpoint #8 - Agree to have a Zoom call.
1 WEEK
 - Checkpoint #9 - Agreed on the sales call that the sales page is weak that's why she is not monetizing well, so we should rewrite it.
24 HOURS
 - Checkpoint #10 - Submitting my work to the client and wait for 24 hours for the result.
1 WEEK
- ★ List out tasks needed to reach each checkpoint.
 - Checkpoint #1 - Double down on improving my skills with all my resources
 - Daily checklist
 - Reviewing my notes
 - Review courses
 - Become obsessed

- Learn relevant mini skills for digital marketing
 - Outside sources
- Checkpoint #2 - Pick The Niche
 - Market Research
 - Analyse the market demands
 - Analyse the familiarity I have relating to the niche
 - Check my basic understanding of the niche
 - Understand the Avatars Pain and desires
- Checkpoint #3 - Top Players Analysis
 - Analyse how they gain attention either by paid or organic
 - Analyse how they monetize that attention
 - Analyse what pain or desire of the Avatar is targeting
 - How are they positioning their product in front of the Avatar
 - What are the dream outcomes they promise
 - What level of human needs are they targeting concerning the Maslow hierarchy of needs?
 - Analyse their copy structure.
- Checkpoint #4 - Build a prospect list.
 - Open a Google sheet
 - Prospects name
 - Prospect social handles
 - Prospect website
 - Prospect emails
 - Prospect pains and desire
 - Verify prospect
 - Qualify prospect
- Checkpoint #5 - Connect with one Prospect with a problem that I can solve
 - Follow all social and enable notifications
 - Consume content
 - Try to find 2 or 3 ideas to help scale at hand
- Checkpoint #6 - Socialise within the prospect community in order not to be
 - Like
 - Comment
 - Engage with other followers in the comment section
 - Share content with permission on your page and explain how it resonates with you.
- Checkpoint #7 - Responded to my FV email where I rewrote the first two pages of the sales page.
- Checkpoint #8 - Agree to have a Zoom call.
- Checkpoint #9 - Agreed on the sales call that the sales page is weak that's why she is not monetizing well, so we should rewrite it.
- Checkpoint #10 - Submitting my work to the client and wait for 24 hours for the result.

- ★ 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.

//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

1. Checkpoint #1 - Double down on improving my skills with all my resources
2. Checkpoint #2 - Pick The Niche
3. Checkpoint #3 - Top Players Analysis
4. Checkpoint #4 - Build a prospect list.
5. Checkpoint #5 - Connect with one Prospect with a problem that I can solve
6. Checkpoint #6 - Socialise within the prospect community in order not to be
7. Checkpoint #7 - Responded to my FV email where I rewrote the first two pages of the sales page.
8. Checkpoint #8 - Agree to have a Zoom call.
9. Checkpoint #9 - Agreed on the sales call that the sales page is weak that's why she is not monetizing well, so we should rewrite it.
10. Checkpoint #10 - Submitting my work to the client and wait for 24 hours for the result.