

# CONQUEST PLANNER

1. Define Objective
  - a. Get a client
  - b. I will be working with a business and will have received payment
  - c. May 1
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
  - 
  - Know how to write compelling copy-
    - Learn fascinations
    - Learn intrigue
    - Learn CTA
    - Learn how to trigger and enhance desire/fear
    - Learn DIC, HSO, PAS
    - Learn everything in resources
    - Learn how to put everything together and turn it into compelling copy
  - Pick a niche -
    - Research potential niches 3-10
    - Make sure the niches are profitable
    - decide what niche is most profitable and which I can help the most
  - Create outreach message -
    - Build an avatar
    - Answer the 4 questions
    - Research what copy works with my avatar
    - Build an outreach email/message
    - Review and edit the email until I believe it will achieve my objective
  - Find people to reach out to -
    - Find 25 potential business
    - Determine whether I can help them
    - Find their contact details
  - Send outreach -
    - Using the research and the basic outreach message use it

- Find at least 3 specific problems with the business that I can help them with
- Rewrite the outreach message to be personalised to the business
- Review and edit the email to make sure it flows and it gets the prospect from where they are to where I want them to be
- Send the message
  
- Get a marketing review booking -
  - After sending 25 messages if I don't have a call then
  - Review and analyse the copy to find out what works and what doesn't, what do I need to improve is there any major issues or do I just need to experiment with something else?
  - Create a new email that uses different assets or uses the current assets differently.
  - Send 25 more messages or until I get a client.
  
- Plan the marketing review -
  - Research marketing reviews how to deliver them best and make them effective
  - Analyse the entire business to find as many things as possible that they can improve on
  - Build the value portion where I just tell them/teach them how they can improve the issues they have with their business.
  - Build the sales portion where I sell my services, where I implement the improvements talked about in their business
  
- Delivering marketing reviews where the client hires me -
  - Deliver an amazing review and sound confident
  - Make sure I am convincing and trustworthy, and I don't miss points
  - Don't sound too sales just make it sound as if I am just genuinely trying to help them
  - Book a payment call or discuss payment there
  
- Payment call -
  - Try to find out their budget to find what they can afford
  - Have 3 options in your mind and don't be too greedy if I can get it based on how much value I provide.
  
- Get a paying client

### 3. What Assumptions or Unknowns do I face?

#### Assumptions

- that 25 is enough to gather data on whether the outreach is effective
- I will have enough time between getting the call and the actual call to learn and create an effective call scaffold and research all the things needed to give the free value.

#### Unknowns

- How much time I will have between getting the call and the call
- 

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

- Make sure the copy I write is effective and has evidence to back it
- Get a client on a Zoom call
- Get a client to hire

### 5. What resources do I have?

- How to learn
- How to help any business
- human motivators
- How to identify roadblocks and solutions
- The 4 questions
- The power and how to use Empathy
- Awareness and sophistication levels
- How to create an avatar and do market research
- The persuasion cycle
- The power of new
- How to build curiosity
- The power of opportunities and threats
- Pain and desire
- How to push the right buttons
- How to use different kinds of language to evoke the desired response
- How to position everything correctly, eg myself the product, roadblock
- Establish authority
- Simple logic
- How to use proof to increase trust
- Scarcity and urgency
- How to reduce effort and sacrifice
- Price anchoring
- Close techniques eg the 2 way close, success or excuse, the pain and relief cycle the handhold, are you serious information is not enough
- How to deal with objections

- How to review and improve work
- DIC, PAS, HSO
- How to write or learn to write effective short-form and long-form copy
- The value ladder human motivators
- Different funnel types
- How people's attention works, and how to grab it

## 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.

//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

SUN 28	MON 29	TUE 30	WED 31	THU 1 Feb	FRI 2	SAT 3
4 ● 9:30pm pick a niche	5 ● 9:30pm Create outreach	6	7 ● 9:30pm Create outreach	8	9 ● 9pm Find people to reac	10 Lunar New Year (Christm
11 Lunar New Year Holiday (	12 Day off for Lunar New Ye Royal Hobart Regatta (Ta ● 9pm Send outreach -	13	14	15	16	17
18	19	20	21	22	23	24
25	26 Screenshot	27	28	29	1 Mar	2

SUN 25	MON 26	TUE 27	WED 28	THU 29	FRI 1 Mar	SAT 2
3	4 Labour Day (Western Aus	5	6	7	8	9
10	11 Adelaide Cup (South Aus Canberra Day (Australian 2 more	12	13	14 ● 9pm Get a marketing re	15	16 Labour Day (Christmas Is
17 ● 10:30pm Plan the mark	18 ● 1pm Delivering marketi	19	20	21 Harmony Day	22	23
24	25	26	27	28	29 Good Friday (Victoria)	30 Holy Saturday (regional t
31	Screenshot	2	3	4	5	6