

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")

[Insert your answers here]

My Goal is- To secure 3 monthly retainer clients within the next 4-5 months which will allow me to reach the overall goal of €5000 earned in a single month.

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.)

[Insert your answers here]

How will I measure my progress? - I don't expect to make €5000 as soon as I secure the 3 retainer clients. Below is how I'll measure my progress.

Progress steps:

1. I will establish trust and credibility by offering to do a small project to help them achieve a certain goal in mind.
 - I will lower their expectations so they don't expect great results and I'll overdeliver and create results they would've never expected.
 - They don't pay until they're 100% satisfied with their results.
 - If the client is satisfied with the results I'll offer a decent discount as it's the initial project.

All of the above points coupled with a sales call or in-person meeting where they get to meet me face-to-face and see my well-groomed appearance combined with my aura of **confidence** and **authority** will drastically lower their trust threshold and they will want to work on future projects.

2. I will then propose a project that will help grow their business. E.g. Run Facebook Ads —> drive traffic to their sales page —> get them more customers. Get them €5000 in sales in exchange for €500, testimonial and a deal for bigger future clients..

That testimonial will help me secure **2** other clients. I will use the same tactics as mentioned above in **Step 1** to build trust and credibility with these 2 other clients to embark on future projects while retaining my first client.

3. I will bring all my guns to the fight by leveraging TRW. Utilising the professors chats, experts or captains and the lessons on AI, tao of marketing and top player analysis to ensure the best possible results for my clients to take me to my goal of €5000 a month.

What will it look and feel like? - Over a week the course of my future will change forever. The goals I set months back have finally come to reality, I check my phone to see the payments of my 3 clients add up. As I open the payments app I'm greeted with a crisp **+€5000** symbol against a black background.

I feel an instant surge of triumph as a huge smile takes over followed by a moment of reflection and gratitude. I've finally achieved my goal that I worked day in and day out for. An upward spiral is created which is coupled with a force of momentum that can't be stopped.

What will it allow me to do after I reach it? - When I reach €5000 it'll allow me to buy my mum the luxury high end bag that's she always wanted and that I've always wanted to buy her. I will award myself to dinner at that new 5 star michelin restaurant in town that I want to try.

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 am currently a student of the Agoge program who has formed decent knowledge of how businesses work by going through the courses in the learning centre, tao of marketing and the top player PUCs and lessons. The mindset PUCs of Profesor Andrew, the brotherhood of TRW and a few Tate clips have drastically shifted my mindset and taught me a new way of life which I'm very grateful for.

However... I still need to achieve my goal of securing 2-3 retainer clients which will take me to earning €5000 in a single month. In relation to my goal, I have a prospect who is interested in working with me, now waiting to hop on a sales call, iron out the details and secure him as a client.

The goal is to lower this client's expectations by using the 'beginner method', overdeliver on results in exchange for a solid testimonial and hopefully some sort of payment. I have now built trust and rapport with and now boom... he wants to work on future projects with me.

Now I use this solid testimonial to secure 2 other clients and repeat the same process of lowering expectations and overdelivering except now I'm not a 'beginner'

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

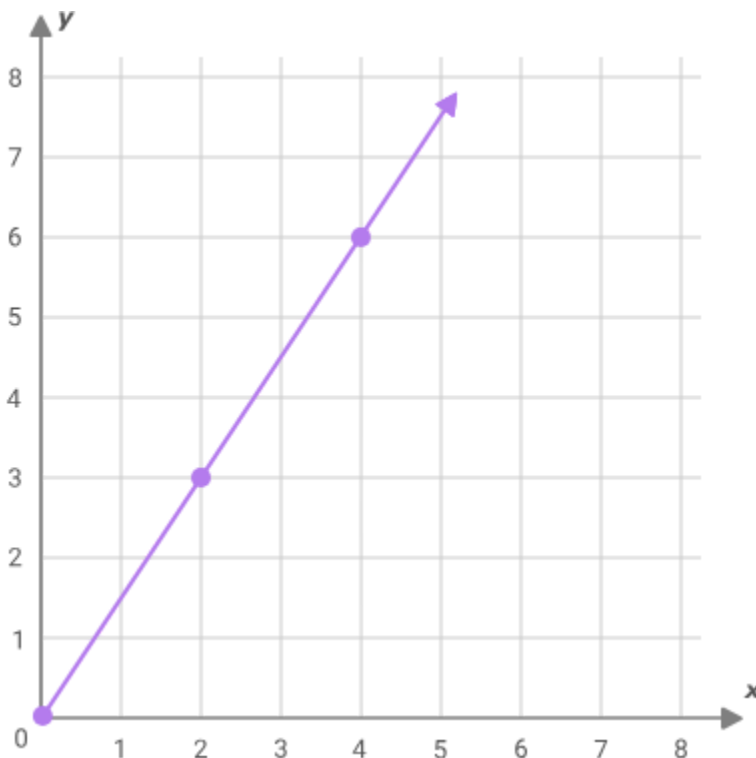
[Insert your answers here]

My Outcome Is - To secure 3 monthly retainer clients within the next 4-5 months which will allow me to reach the overall goal of €5000 earned in a single month.


* Wherever you see  it means the checkpoint is complete.

- **Checkpoint 1:** Begin Warm Outreach as instructed at the end of Level 2. 

- **Checkpoint 2:** Get someone interested in working with you as a result of warm outreach by debunking their risk by only asking for a testimonial and optional payment if happy with the results. ✓
- **Checkpoint 3:** Compliment their business and ask how they started to “break the ice”. ✓
- **Checkpoint 4:** ✓
 - Talk to them in a genuine and charismatic way so they have a genuine vested interest in working with you.
 - Talk to them depending on their demographic. If it's a friend talk to them how you usually would. If it's an older person speak to them more formally and professionally.
 - Disclaimer: The way you carry yourself and speak is directly proportional to the success you'll have.



- **Checkpoint 5:** Now that client is fully interested. Ask them what goals they have. ✓

- **Checkpoint 6:** Briefly propose some ideas that will help achieve their goals. 
- **Checkpoint 7:** Schedule a sales call to 'discuss' more.
- **Checkpoint 8:** During the sales call go in depth into their goals and go in depth with what you have in mind. Fully propose the ideas **for example** if his goal is to gain new clients in the shortest time possible then I would suggest running paid ads on Instagram. I close and tell him that I'll get back to him with a plan in the next few days. Now I have a client.
- **Checkpoint 9:** Time for market research.
 - List out tools I can use to help: Bard, Chat GPT, Google, TRW, Professor, Captains, Experts, Chats etc.
 - Find out what makes people buy in this niche: Status, Mating, Opportunity etc.
 - Where are they now?
 - Where do I want them to go?
 - Top Player Analysis to see how they get their attention from target market and how they monetise that attention.
- **Checkpoint 10:** Create a plan to achieve my client's goal.
- **Checkpoint 11:** Send him the plan and explain why I think this is a good plan of action. Use proof of top players etc to make the plan more trusted for him.
- **Checkpoint 12:** Launch project while lowering client's expectations as I'm a **"beginner"** , exceed his expectations and overdeliver on results all in exchange for a solid testimonial. **Bonus=** Payment.
- **Checkpoint 13:** Use the amazing results from the previous project to suggest a new and bigger project. As I've built trust they'll say yes and I'll secure them on a monthly retainer.
- **Checkpoint 14:** Use solid testimonial to close two other clients.
- **Checkpoint 15: Repeat Process with two other clients.**
 - Build Rapport by leveraging confidence, dress and genuinity (not salesy).
 - Use testimonial to build trust that I have experience.
 - Ask Goals.
 - Sales Call.
 - Create plan to achieve goals.
 - Launch Project.
 - Lower Expectation.
 - Overdeliver on results.

- Propose a second project.
- Use trust and credibility from last project to secure monthly retainer.
- Get paid simultaneously from 3 clients and achieve goal of €5000 earned in one month.

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? -

- Lack of experience in copywriting —> Not best results achieved —> Not payed as much as I'd like.
- Running out of suitable ideas to help my client's business grow.
- The client's business has a very narrow profit margin so they afford to pay me as much.
- The client might want to run ads but I'm not familiar with meta ads e.g. how much is a good amount to pay?, how to target certain demographics, and what the guidelines and breaches are. Etc.
- Competition for clients from other copywriters/marketers.
- Time constraints due to family vacation during summer months.
- Managing client's expectations.

How will I overcome these roadblocks? -

- Learn how to properly use and prompt AI to write better copy than the current level I am at- [How to use AI to conquer the world](#)

- Analyse what top players are doing/ have done in the past and have worked on and propose the same ideas to my clients that way I don't run out of ideas. Also, I'll allocate some time each week to brainstorm ideas.
- I'll pre-emptively avoid working with businesses that potentially don't have high profit margins e.g. dentist > restaurant.
- Go through the 'Run ads. Make Money.' mini-course and informational videos about ads provided by Meta.
- Provide better and more value than other copywriters for a lower price. Carry myself in a manner that exudes more confidence and authority than anyone else.
- Wake up earlier than anyone else and do some G work sessions so that when it comes time to spend time with family I've gotten it out of the way.
- Lower their expectations when it comes to projects and overdeliver on results.

E.g. It'll take me a few tests to 'potentially' get good results > I guarantee 100% results

What do I know that I don't know? -

- How Meta ads fully work.
- How to FULLY optimise AI to craft great copy.
- Market awareness and sophistication levels for the niche I would be working in.
- Is it mainly active or passive buyers in the niche I'm working on?

How will I close this knowledge gap? -

- Go through the 'Run ads. Make Money.' mini-course and informational videos about ads provided by Meta. Ask experts and chats.
- Rewatch the AI course and use trial and error with specific prompts until I find one that crafts compelling copy that can relate to the reader's pain and desire.
- Market Awareness- Use Logic e.g. Dentist= Lvl.4 while TikTok toy= Lvl.1
Market Sophistication- Look at what kind of headlines top players are using.
- Look at the buying process for that niche e.g plumber or dentist is most likely active while a t-shirt is probably passive buying.

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- Professor Andrew, Fellow students in the chats, Captains, Experts, Live Calls, PUCs, TAO of marketing and Lessons.

Social Media- Instagram, Facebook, LinkedIn, X, TikTok.

Internet- Google, Youtube, Chat GPT, Bard.

Agoge New Identity- Confidence and Authority coupled with good dressing. Relentlessness and persistence to never give up on a task.

Daily Checklist- Literally the path to... greatness.

Personal Network- My like-minded brothers from a young who are on the right path to becoming financially free, strong and capable. E.g. Salesmen, Videographers, Crypto Experts, Flippers, Gymbros etc.

Family- Understand and support me through everything.

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]

CHECKPOINT NAME: Land Client

Task 1: Send Outreach.

Task 2: Compliment them on business.

Task 3: Ask what their goals are.

Task 4: Say you can help achieve it.

Task 5: Schedule sales call.

Task 6: Close him through the call.

Task 7: Come back in a few days with a plan.

CHECKPOINT NAME: Begin Market Research

- Task 1: Use Bard.

- Task 2: Find top players.
- Task 3: Search for Meta Ads
- Task 4: See where top players rank when searching [service] in [place].
- Task 5: View their socials and website to see what they're doing and why it's working.
- Task 6: Find out what the market awareness and sophistication levels are in the niche.
- Task 7: Create Plan for client.

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.

[Insert Your Google Calendly Link Here]

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.
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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.
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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

	FRI
	12
GMT-06	
8 AM	
9 AM	POWER UP CALL 9 - 10am
10 AM	

- 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)

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