

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")

My Result Is - Successfully creating and operating a profitable online marketing company by the end of June 2024.

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.)

How will I measure my progress? - I will make \$200 in revenue by the end of June 2024.

What will it look and feel like? - It will probably be multiple \$50 or \$75 payments from 2 or 3 clients. It will be completed in parts and money will come in not at once but instead on different days or even weeks along the months of May and June. Every payment will make me feel proud and happy that I am someone who actually makes ideas come true in reality, and that I am better than the average person when it comes to marketing and business mentality.

What will it allow me to do after I reach it? - I will finally be able to wear my Money cap, which is a cool cap I bought but haven't unpacked yet. I keep it next to my computer every day when I work in order to push myself to work harder and better everyday. I bought the cap with the condition that I will only use it when I made 1 more dollar than what it cost me with my Marketing company from the BIAB program on the Business Mastery campus. I will also be able to buy a vintage Ferrari Jacket which I always wanted to wear, when I made twice as much as the price from the Jacket (\$75). I will be able to say I run a successful marketing company and I am making money out of it, beginning to get myself out of the system.

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?

Where am I now? - I am halfway to my goal. As I already created a company and its corresponding social media accounts, website, logo, email, prospect lists. I also have two clients and 2 leads. I am currently sending outreach emails and follow ups on prospects. I am working with the current clients in order to deliver results and then charge the commission rate out of it and make some money.

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

My Outcome Is - Successfully creating and operating a profitable online marketing company by the end of June 2024.

- Checkpoint 1: Set up a business (Name, logo, website, email, social media accounts)

- Checkpoint 2: Conduct a market research on the area and determine which niches (4) are best to focus on and collect information on the businesses on a google Sheet.
 - Checkpoint 3: Create and follow an outreach system for prospects via email.
 - Checkpoint 4: Meet with 2 prospects and close them as clients.
 - Checkpoint 5: Perform a market research, avatar exercise, and social media account evaluation on each of the clients and come up with an action plan.
 - Checkpoint 6: Finish the Facebook ads lessons from the BIAB program inside the Business Mastery Campus.
 - Checkpoint 7: Run ads for the clients and collect the data to make the corresponding adjustments to it and increase the conversion rate of the ads.
 - Checkpoint 8: Meet with the clients and analyze the progress, determine the improvement and charge a 20% or 30% (depending on the client and amount of work done) commission.
 - Checkpoint 9: Unpack and use my Money cap.
 - Checkpoint 10: Repeat process from checkpoint 4 to 8.
 - Checkpoint 11: Buy the Ferrari Vintage Jacket.
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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.)

What potential roadblocks could hinder my progress? - Lack of time due to college finals coming up, lack of data in order to implement adjustments in the facebook ads, few responses to the outreach email messages.

How will I overcome these roadblocks? - By planning and creating a study schedule ahead of

time for the subject I am not that good at, and taking 2 topics to study each week (Tuesday mornings and Thursday afternoons) in anticipation of the finals. Reviewing and using the copy review channel to make sure my message is appealing and valuable.

What do I know that I don't know? - I don't know why my outreach messages have few responses, as I am following exactly the template Professor Arno is using. I don't know how to post a facebook ad on the platform.

How will I close this knowledge gap? - By watching the new lessons in the BIAB program and complementing it with some tutorial videos on the internet that will teach me the basic technical details. Also, by sending outreach emails in a more consistent way and using the review my copy channel to get external feedback on my messages.

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.)

I have access to and will use - I have TRW, with several tools designed to help me such as the Review my copy channel, the TAO of Marketing lessons, the BIAB lessons, The ask Prof Arno channel, the Marketing Mastery lessons, and basically all the lessons especially in the Copywriting and Business MASTery campus. I have AI apps like Jenni AI, Leonardo AI, and Chat GPT. Also, I have the analytic tools of website traffic provided by Wix on my webpage, as well as the analysis on data of the ads provided by Facebook.

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: Set up a business

Task 1: Create a name and logo for the business

Task 2: Design a website and get a domain to connect the website to.

Task 3: Create email and social media accounts (LinkedIn, Instagram, Facebook, X) that lead to the website.

CHECKPOINT NAME: Conduct a market research on the area and determine which niches (4) are best to focus on and collect information on the businesses on a google Sheet.

Task 1: Come up with a list of 10 niches that local business owners work on

Task 2: Use Google maps and Yelp to locate the most suitable businesses in a google sheet and collect their info

Task 3: Create a quick overview analysis on the businesses and determine why they are a good fit to the marketing company, what are they currently doing right, what are they currently doing wrong, and how will I help them get more clients.

CHECKPOINT NAME: Create and follow an outreach system for prospects via email.

Task 1: Send 7-10 outreach emails everyday to the prospects collected using Professor Anro's template.

Task 2: Follow up on the outreach emails that didn't get a response back 2 days after the initial response.

Task 3: Follow up a second time on the follow up messages that didn't get a response back 2 days after the follow up message.

CHECKPOINT NAME: Meet with 2 prospects and close them as clients.

Task 1: Answer back to the prospects who answered back and are now leads to schedule a call or a meeting with them.

Task 2: Meet or call the leads and conduct a qualification sales process, get as much information as possible and determine their current position.

Task 3: Use the TAO of marketing diagrams and notes in order to come up with solutions to their current roadblocks and close the client by communicating the payment policy before getting to work.

CHECKPOINT NAME: Perform a market research, avatar exercise, and social media account evaluation on each of the clients and come up with an action plan.

Task 1: Analyze their current content (webpage, outreach messages, social media accounts, newsletters, etc,...) as well as their responses to the qualification process, and come up with a detailed action plan that best suits their current situation and future goals.

Task 2: Share with them the action plan.

Task 3: Follow the action plan by using Profesor Andrew's template on the Market research and Avatar exercise, share the document with the client.

CHECKPOINT NAME: Finish the Facebook ads lessons from the BIAB program inside the Business Mastery Campus.

Task 1: Watch the new lessons from Professor Arno in the BIAB program about facebook ads.

Task 2: Keep practicing improving ads and analyzing copy form the top players file and the Daily marketing channel.

Task 3: Complement the knowledge learned with internet videos about technical details on the Facebook and Google ads posts.

CHECKPOINT NAME: Run ads for the clients and collect the data to make the corresponding adjustments to it and increase the conversion rate of the ads.

Task 1: Create two ads for each client with a Headline, body (problem,agitate, solution), CTA, and creative (image or video)

Task 2: Post the ads using the client's budget and target a specific gender, demographic, and age. Use the A - B split testing technique for better results.

Task 3: Analyze the ads' performance after 1 week and make the corresponding changes according to the data collected. Then repost and retarget the ads accordingly.

CHECKPOINT NAME: Meet with the clients and analyze the progress, determine the improvement and charge a 20% or 30% (depending on the client and amount of work done) commission.

Task 1: Share the progress with the clients.

Task 2: Schedule a meeting with them.

Task 3: Show up the numbers and charge accordingly.

CHECKPOINT NAME: Unpack and use my Money cap.

Task 1: Open the package in which the cap is in.

Task 2: Put in the cap and send it to my parents (they already know what that means).

Task 3: Use the cap the next day.

CHECKPOINT NAME: Repeat process from checkpoint 4 to 8.

Task 1: Start all over again from checkpoint 4 to get more clients.

CHECKPOINT NAME: Buy the Ferrari Vintage Jacket.

Task 1: Go to the webpage and order the Jacket.

Task 2: Use the Jacket the next day.

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.

Checkpoints 1 - 4 are already completed.

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

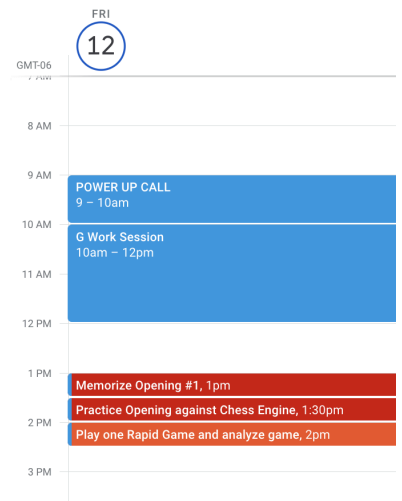
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- 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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