

# ***YOUR CALL TO FUCKING WAR***



**AGOGUE NEW IDENTITY TEMPLATE**

**🛡️ CONQUEST PLANNER 🛡️**

**🛡️ DAILY DOMINATION 🛡️**

The contents of all 3 docs are below...

Click "File", then "Make A Copy" to create your own editable version of the document

# AGOGE NEW IDENTITY TEMPLATE

The Ideal Version of Yourself 3-6 Months From Now

***I HAVE BEEN DOING THIS IN MY NOTION APP SINCE JUNE 24***

[\*Click to view Identity Doc\*](#)

[\*Click to view Conquest PLanner\*](#)

[\*Click to view DAILY DOMINATION\*](#)

## My Power Phrases (2-3)

- I am Bruce Panagopoulos. I fight and earn what I want. I will win.
  - I am brave. I am strong.
  - I do whatever it takes to win.
- 

## My Core Values (2-3)

- Leadership
  - Brutal Determination
  - Hard Work
- 

## My Daily Non-Negotiables (2-3)

- Daily checklist



- Prayer
- All my tasks according to my war plan.

---

## My Goals Achieved

- **Generating Steve \$20k a month:**

After a month of fast, unrelenting hard work. Carrying out and adapting a detailed plan, maneuvering roadblocks, solving issues, and creating a tailored experience for every site visitor.

Steve gets 20+ visitors to the website a day, and 5+ calls a day on call scaler, an extra client a day, and as a result, an additional \$20k a month generated.

As a result Steve is pushed to 100% capacity for his client projects.

I get him on a call to check the revenue of the month and he is ecstatic. He's gotten +\$20k each month, totaling \$40k+. With consistency, he has essentially had his yearly revenue DOUBLED.

he wants to keep working with me and I set up a negotiation for 10% generated from my revenue.

Enabling me to get \$2000/mo

- **Becoming a Rainmaker:**

Once I complete my project with success, generating \$20k extra a month for Steve, I ask Steve for the well deserved testimonial. He is happy to give a gushing testimonial. My knowledge deepens, and my skills sharpen.

I open the real world, scroll to the "Apply for Rainmakers" channel. I begin writing my message in the wins channel. My experience and raw action transforms me into a seasoned professional admired and respected by peers

and sought after for advice.

- **Making \$5,000 a month**

After my first big win, I leverage the testimonial from Steve to land another computer shop in another state. I land him for \$500 a month (now earning \$2,500/mo) starting the day of the call.

Within a few weeks, I already double his monthly revenue. I grab a gushing testimonial from him and place it on my site.

I then set up a negotiation of 10% off of the revenue generated from my systems and funnels. He is happy to oblige.

My monthly income is now \$3,000

I begin to repeat this cycle, my skills sharpening and my knowledge getting deeper and deeper.

By November, I land another computer shop for \$700.

Using the same funnel and framework, I generate him double his revenue.

I then negotiate for 10%, he's happy to oblige

My monthly income reaching \$5,000/mo.

---

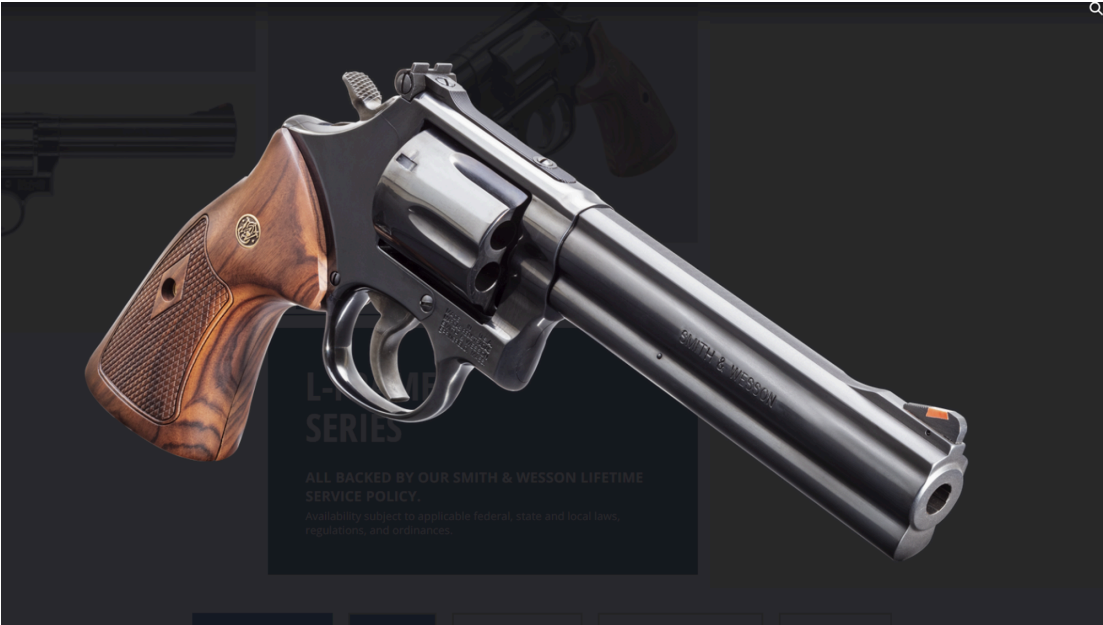
## My Rewards Earned

- Indulging in a succulent T-bone steak, expertly seasoned and grilled to perfection, while surrounded by the elegant ambience of a prestigious restaurant. The laughter and conversation of my family blend harmoniously with

the soft clinking of fine cutlery and the gentle hum of sophisticated diners around us, creating a memorable, gourmet dining experience.



- I visit the local gun shop and purchase my first Smith & Wesson .45. The weight of it feels right in my hand... the red-blooded American in me feels liberated and powerful. Taking it to the range and firing the first shot exhilarates me with excitement and power. A Smith & Wesson Model 586 6" Barrel .357 Magnum Revolver.





# L-FRAME SERIES

MODEL 586 6" BARREL

MSRP: \$999.00

SKU: 150908

BUY NOW ▼

TECH SPECS

+

DOWNLOADS

+



Caliber  
**357 MAGNUM**



Frame Size  
**MEDIUM**



Overall Dimensions

Weight **47 oz**

Width **1.55 in**

Height **6 in**



Capacity

**6**

- Setting off on a thrilling two-week journey to explore the vibrant landscapes and rich cultures Scotland. Each day is filled with the excitement of discovering unfamiliar streets, tasting exotic local cuisines, and immersing myself in the traditions and daily life of a place so strikingly different from home.







Revamping my technological setup by upgrading to a state-of-the-art laptop that promises lightning-fast processing speeds, a crystal-clear display, and cutting-edge features. A Razer Blade 18. Maxed out with all specs. Taking on anything that I feed it with ease and power. This boosts my productivity and enhances my digital conquest, allowing for a seamless and exhilarating attack on my tasks. Unstoppable with the tools that streamline my work process for maximum effectiveness and efficiency. Allowing me to travel anywhere and work intensely any place on the globe.



---

## My Appearance And How Others Perceive Him

- Wearing my well-fitted attire, I ooze an air of professionalism and meticulousness. Each piece, carefully selected and expertly tailored, showcases not just sartorial elegance but a deep respect for myself. This deliberate attention to detail bolsters my self-confidence, radiating a sense of competence and cultural sensitivity that's crucial for making impactful first impressions across a variety of professional and social settings.
- Discipline is self-respect.
- I maintain a well-groomed appearance that sets a standard of trustworthiness and competence. From my neatly styled hair to my polished shoes, every aspect of my grooming regimen reflects my personal discipline and pride. This consistent attention to my presentation conveys a strong sense of health,



hygiene, and dedication, enhancing my persona as a magnetic figure in negotiations and networking.

- I carry myself with a posture that projects confidence and authority. My presence in any room is immediately recognized; my body language—open, purposeful, and poised—clearly signals leadership and accessibility. Whether I am leading a team, engaging in a critical discussion, or navigating a social gathering, my expressive, confident movements and the clarity of my non-verbal communication ensure that I am both respected and approachable.



---

## My Day In The Life Stories.

I wake up early, refreshed from a full night's sleep. The room still dark. I feel a sense of calm and control over my life. I perform my morning prayer, feeling grounded and connected,

reaffirming my core values of Mastery, Brutal Determination, and Hard Work. I quickly get to the floor and crank out the first 50 pushups. I'm dressed in well-fitted clothes, which make me feel confident and respected. As I look in the mirror, I see a man who is the head of his bloodline, the king of his kingdom.

My daily checklist is clear in my mind as I sit down in my home office. The space is organized and exudes a sense of power and discipline. *I feel focused and driven as I start tackling each task.* Each power up call energizes me more, pushing me closer to my goal of getting my client \$10k and business. My posture is straight, my gaze firm. When I speak, it's with conviction and authority.



After a productive morning, I hit the floor. My body moves with precision and strength through each set of burpees. I feel dauntless, unstoppable. Post-workout, I'm back to work, following up on prospects, and analyzing businesses. My actions are in perfect alignment with my words; I am doing exactly what I said I would do. The thrill of getting closer to generating \$10K in revenue for a client keeps me focused. Keeps me driven.



As the evening sets in, I review the day's achievements against my checklist. Satisfaction fills me; another day of promises kept, another day closer to earning \$10k a month. I spend some time with my family over dinner, discussing our days. We're at a prestigious restaurant, enjoying a T-bone steak, celebrating my recent successes. Their pride in my achievements is clear and adds to the joy of the meal.





Before bed, I spend time visualizing my next day, my next victory. I see myself traveling to a new country, a new city exploring and experiencing different cultures—a reward for my hard work. The feel of my upgraded laptop is real in my mind, the feel of the Smith and Wesson .357 and its weight real in my hand. As I drift off to sleep, I am content, ready to rise again tomorrow and chase my dreams with relentless energy.











After joining the War Room, I set up a flight to Las Vegas. I meet up with Andrew Bass in person. We shake hands, he's proud to see me come from the agoge program and offers a drink and a chat. I am grateful as the room is filled with high-performing men that shake the world. Good people that achieve success for their lives and their families. I finally have a network of winners. Real brothers. No longer in the slums of the ghetto and the lazy.

I take a moment to remember how I was broke. How I had NOTHING in my account. I couldn't even buy a meal for myself. Not even a piece of fruit. I take in the fact that I am around the men and brothers that I have been looking for. The people who have my ambitions and standards of living.







(ADD IMAGES BELOW)



# **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 OUTCOME → Generating 20 New Clients A month for Steve (generating \$10,000 extra a month for Steve) → gives me \$1000 a 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? -

- Clicks on Facebook Ad funnel — Meta pixel and analytics
- Amount of Visitors on website — Google Site Kit
- Hotjar — customer activity
- CallScaler — Amount of calls made with the new number
- Reviewing the monthly revenue with Steve
- Reviewing the amount of calls from the GBP a day — email or GBP profile

What will it look and feel like? -

- The typical revenue generated a month is \$25k.
- After my work and the funnels and ads, the revenue will hit \$30k- \$35k



- I will be on a call with Steve while reviewing all of the data up against the revenue for the month.
  - 5+ calls a day on call scaler
  - 20+ visitors to the website a day on G site kit
  - 20+ Recordings a day on HotJar of people navigating the website
  - 5+ people clicking on the ad a day
  - 5 new emails gathered a week from the Facebook Ad
  - 5 custom PC question form submissions a week
  - Steve and his team expertly close sales calls with potential clients with professionalism, good tone, and with ease.
  - Steve will be excited on the call after seeing that I have generated him an extra \$5k — \$10k for the month and wants to keep working with me to expand.
  - I receive a gushing testimonial as a result and get a bigger and better client.
  - I will feel powerful, capable of generating \$10k for my client with my knowledge and my skills as they deepen on the call.

What will it allow me to do after I reach it? -

- After I reach my goal, I will be able to leverage Steve's gushing Testimonial to land a bigger and better client. — upping my monthly income to \$2000/mo
- It will also confirm that I know what to do in the marketing business and that I am capable of generating money for my clients.

---

## 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? -

HotJar — 6 recordings

G Site Kit — 8 visitors

CallScaler — 1 call

GBP calls — 2 (June 24, 2024)

- Ads now running
- Ad funnel is not complete —
  - connect Brevo to site
  - create the welcome sequence (5 emails)
- Site funnels are incomplete for
  - PC repair
  - Mac repair
  - Macbook repair
  - iMac repair
  - all in one repair
- I have 14 days left to get results
- No social media content being made

---

## 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 → Generating 20 New Clients A month for Steve (generating \$10,000 extra a month for Steve) → gives me \$1000 a month

- Checkpoint 1: Develop a plan
  - Checkpoint 2: Conduct DEEP MARKET RESEARCH using new template
  - Checkpoint 3: Complete the Custom PC Ad campaign funnel
  - Checkpoint 4: Complete the funnels for the other services
  - Checkpoint 5: Create a template for handling the sales calls for Steve and his team
  - Checkpoint 6: Create captivating social media content for organic growth
  -
- 

## 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? -

- July 15 — Flight to America (-1 day)
  - Prepare to review my copy and write down ideas for improving the performance of the funnels.
- \$100 Ad spend for a week may not be enough to generate the attention we want from Facebook
  - If I get some measurable results from the ads, I can convince Steve to pay little bit more.
  - I can make the ads hyper-efficient by analyzing the data and adjusting to be as effective as possible
- Time lost on Monday, Tuesday, and Wednesday. (minimum 1 hour to do work.)
  - I will schedule the most important task for those days that I can do in an hour.
  - I will set the expectation that I need at least 1-2 hours to do some work and keep my word on the time I said it will be done, or at the very least communicate that I will need more time before the determined time.
- Sunday right before I leave is spending the day with Brooke and her Family
  - Wake up extra early and spend an hour getting 1 important task done.



- House work everyday that takes about an hour to get done
  - I will schedule the housework for after the time that I do my G work. At 2 pm I will knock it all out.
- Evenings are reserved for Brooke and I
  - non-negotiable
  - I will get the most amount of work I can get done by waking up early at 4 am, getting 30 min of work in by 4.30. then spend the next 30 min with Brooke before she leaves for work. Then I am straight back to work when she leaves.
  - I will schedule the tasks that I need to complete with CLEAR DIRECTIONS
  - By 2 pm. My work day is OVER and I am 100% focused with Brooke. and my chores.
- Not enough time in order to complete the Ad funnel AND the site repair funnels
  - ONLY ALLOCATE TIME FOR THE MOST IMPACTFUL TASKS — THE AD FUNNEL
- I don't get the desired results for Steve soon enough and he brings the project to a full stop
  - I professionally apologize for the lack of results and leave on good terms. ( I will be checking in 6 months from then)
  - I redirect and dedicate my time to pick up a 2nd client interested in working with me.
- The audience does not like the offer of the Free PDF guide
  - I will further my research and find out what would actually garner more of their interest

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

- I don't know how to make DIC, HSO, or PAS copy that converts
  - I will review my notes and good examples in order to make the copy I need to make.
- I don't know if the Ad is going to generate the clicks that I want it to
  - I will research why, getting a better understanding of the market and what would be the most helpful.
  - Change the headline
  - Change the image
  - Change the copy
  - I will look for successful copy ad examples and adapt the copy to my ad
- I don't know if my plan is going to work
  - I will carry out the plan, when something is not working, I am going to quickly adapt and adjust to the battle and keep my eye on my goal while adapting the plan to the new info

- I don't know if there are people out in San Antonio that are interested in getting a custom PC
    - I will conduct market research with competitors and see how often and how many people in San Antonio are getting custom PCs.
  - I don't know if the top 3 fascinations based off of my market research is accurate
    - I will test it and if the results don't come through, I need to conduct even deeper market research
  - I don't know what the reader is going to have to experience and feel in order to move on to the next step all the way up to purchasing.
    - I will review my notes on curiosity
    - Tao of marketing
    - live beginner calls for better info
    - Review successful funnels
    - deepen my market research in their top 3 frustrations and desires for the product
    - I will use the winner's writing process
    - Review other successful funnels and their trigger being used and adapt to my copy
- 

## 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 -

- The real world
  - Agoge Chats — review copy and my plans
  - Advanced Copy review channel — review my copy, funnels and my plans
  - Captain chats — review my copy, plans, and funnel
  - Copywriting bootcamp — review notes to make sure I am using the copy correctly and not missing anything
  - Courses — Research something from the copywriting bootcamp that will solve my issue

- Business campus — sales notes and skill
  - MY copy notes
  - Scot (target market)
  - Steve (understands more of the customers mind)
  - Brooke (outside perspective to check the funnel)
  - Popo (outside perspective for a business owner with a computer or needing a new one)
  - Samuel — review my copy as a peer
  - I have the internet
  - I have a good laptop
  - I have paper and pens to draw out a plan
  - I have a whimsical account to build out the machine plan of the funnel
  - When I am in America, I can go to Steve's shop and see the customer interaction first hand.
- 

## 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: ~~Develop a plan~~

1. ~~Identify the goal~~
2. ~~reverse engineer the path from where my goal is and where I am right now~~
3. ~~Identify the causes and effects that will need to happen in order to get to that goal~~



4. ~~Identify any assumptions and unknowns~~
5. ~~Identify the roadblocks that I might face on my way to the goal~~
6. ~~Identify the resources that I have to overcome the roadblocks~~
7. ~~Identify the tasks I need to do to reach each checkpoint and what times I need them done by.~~
8. ~~Perform Pre-Post Mortem analysis 45 min~~
9. ~~Hold myself accountable to accomplishing the tasks by scheduling them on my calendar and getting them done.~~
10. ~~Adjust my plan as I learn new information (review ENTIRE plan every SUNDAY)~~

CHECKPOINT NAME : ~~Conduct deep market research on the Custom PC market in San Antonio~~

1. ~~List top 3 competitors 15 min~~
2. ~~Find out who they are talking to 15 min~~
3. ~~Find out who they are NOT talking to 10 min~~
4. ~~Find out HOW they are talking to them 15 min~~
5. ~~Find out the age range 10 min~~
  1. ~~PC Gaming — 18 → 30s~~
  2. ~~Professionals/creatives → 18 - 40s~~
  3. ~~Business owners → 20's → mid to late 40's~~
6. ~~Find out the customer Language 15 min~~
  1. ~~PC Gaming — gamerspeak, more nuanced on the parts and the builds for the novelty and power for games~~
  2. ~~Professionals/creatives → (ASSUMPTION) friendly 20's semi pro language. no gamer speak. creative.~~
  3. ~~Business owners → (ASSUMPTION) friendly 30's laid back yet formal language. no gamer speak. Direct benefit. Doctor frame. Leader. Identity play.~~
7. ~~Use the New Market Research template and put it up against the top competitors in order to get a more accurate picture of the market 1 hour~~
8. ~~Create an avatar based on the information — to have 1 single person to write to in the ads and copy 30 min~~
  1. ~~PC Gamer~~
  2. ~~Creative Pro (fill out market research template)~~
  3. ~~Business Owner (fill out market research template)~~

CHECKPOINT NAME: ~~Create a template for handling the sales calls for Steve and his team~~

1. ~~Review Sales mastery notes 30 min~~
2. ~~Create a simple script based on the notes 2 hours~~
3. ~~Introduce the script to Steve in order to ensure calls are being closed accurately with the best efficiency 30 min~~
4. ~~Send the script to Steve 10 min~~

5. ~~Have Steve and the team look over the script for 10 minutes & practice on next call to the shop 20 Min~~

CHECKPOINT NAME: Complete the Custom PC Ad campaign funnel

1. ~~Map out the entire Ad campaign and what needs to be present 30 min~~
2. ~~Map out the flow of the funnel 30 min~~
3. ~~Make the Facebook Ad 30 min~~
4. ~~Create the landing page first page (pdf guide) 60 min~~
5. ~~Create the landing Page 2nd page (question form) 15 min~~
6. ~~Create the landing page 3rd page (redirect to the Custom PC website page) 5 min~~
7. ~~Create the Lead magnet 2 hours~~
8. ~~Make the auto-responder account BREVO and connect to the landing page 30 min~~  
**(NEED TO FIX)**
9. ~~Create email 1 (value) — Welcome, Gives PDF guide, tease more value in tomorrow's email 30 min~~
10. ~~Link the PDF email automation to add the email to the PDF list 15 min~~
11. ~~Test to see if the autoresponder is working and sends the pdf and adds email to the list 15 min~~
12. ~~Create the welcome sequence outline, email type, and goals 30 min~~
13. ~~Create email 2 (value — HSO framework) — they get the opportunity to know the guru/brand's discovery story and shift some beliefs 2 hours~~
  1. ~~You can make all of the CTAs in each email link directly to the next product in the Value Ladder~~
14. ~~Create email 3 (value) — Value Email that gives the reader new knowledge about their roadblocks and what needs to happen if they want to get to their dream state 2 hours~~
  1. ~~can be done in DIC format and then reveal the answer instead of driving for the click. OR have them discover the answer on a dedicated page or video outside of the email.~~
15. ~~Create email 4 (sale — DIC) — focused 100% on driving the newly educated and excited reader to go to the sales page 2 hours~~
16. ~~Create email 5 (Sale — PAS) — help people get over the edge and take action now that they have seen the sales page for your upsell product. 2 hours~~
17. ~~Review the Gaming PC Market research and [Winner's writing Process](#) doc 1 hour~~
18. ~~Revise Email 1 to be more effective 1 hour~~
  1. ~~Utilize Sam, Scot, and TRW~~
19. ~~Revise Email 2 to be more effective 1 hour~~
  1. ~~Utilize Sam, Scot, and TRW~~
20. ~~Revise Email 3 to be more effective 1 hour~~
  1. ~~Utilize Sam, Scot, and TRW~~
21. ~~Revise Email 4 to be more effective 1 hour~~
  1. ~~Utilize Sam, Scot, and TRW~~
22. ~~Revise Email 5 to be more effective 1 hour~~

1. Utilize Sam, Scot, and TRW
23. Create a level 2 awareness Ad (current) 30 min
24. Create a level 3 Awareness ad (after giving email and viewing PDF) 30 min
25. Create a level 4 Awareness Ad (after going to Email 4 and 5 OR visiting the Custom PC Sales Page) 30 min
26. Create the Custom Gaming PC Page (only for the PC Gaming Market) 2 Hours
27. Create the Article for EMAIL 3 — PC Building Page — How getting Steve to build your computer is the best choice and NOT: 2 Hours
  1. Buying it from a big box store
    1. faulty parts
    2. not tested
    3. Older parts put into modern cases for a discount
    4. finicky warranty
    5. bad tech support
    6. Not upgradable
  2. Getting one online from a custom PC Builder
    1. Lacks personalization
    2. Need technical expertise
    3. Not a personal tech support
    4. Not local
    5. Can break during shipping
  3. Getting it from Steve
    1. Personal walkthrough
    2. All parts are tested
    3. can be pre-programmed to your liking
    4. Endless choices of design
    5. Personally tailored to your needs
    6. Local shop within driving distance
    7. Technical experts on computer repair
    8. 1 year warranty on parts and labor
    9. Built by professionals with 15+ years of experience
28. Connect Facebook Pixel to all parts of the funnel 2 hours
29. Map out the logistics of the entire email marketing System 2 hours
30. Revise the Custom PC Page to match the awareness and sophistication of the audience coming from the email list. — also drives the desire and the 3 pillars of “Will They Buy?” — sell the call. 2 hours
31. Test the funnel before launching 1 hour
32. Launch the Ad and test. 30 min
33. Connect Google Analytics to all parts of the funnel 2 Hours (**CAN BE DONE LATER**)
34. Connect the Google Tag to the funnel 2 hours (**CAN BE DONE LATER**)
35. Revise the PDF Guide changes written on bottom of [email 1](#) 45 min
  1. Be sure to link to the revised edition in the email sequence!
36. Revise the Article to be better and more coherent 1 hour
37. Revise the Gaming PC page and get scot to look at it too 1 hour



CHECKPOINT NAME: Complete the funnels for the other services

1. Duplicate the format of the Laptop repair funnel for the following services:
  1. PC repair 2 Hours
  2. Mac Repair 2 Hours
  3. iMac Repair 2 Hours
  4. MacBook Repair 2 Hours
  5. All In One Repair 2 Hours
2. Adjust the copy for each page
  1. PC Repair 1 Hour
  2. Mac Repair 1 Hour
  3. iMac Repair 1 Hour
  4. MacBook Repair 1 Hour
  5. All In One Repair 1 Hour
3. Get the prices for each service from Steve 20 min
4. Add the prices to the pages 1 Hour

CHECKPOINT NAME: Create weekly social media content to reach organic audience and drive the services

1. Research Top 3 high performing competitors organic content 1 Hour
2. Create an outline of social media posts for a typical week 30 Min
3. Dedicate 1 day out of the week to create the 7 posts 15 Min
4. Make Post 1 1 hour
5. Make post 2 1 hour
6. make Post 3 1 Hour
7. Make Post 4 1 Hour
8. Make Post 5 1 Hour
9. Make Post 6 1 Hour
10. Make Post 7 1 Hour
11. Schedule the posts for the week to be posted at optimal time for the week 30 min
12. Redirect links to pages and funnels on the site in order to drive the click and get people to buy. 30 min

## What I need to build

- ~~FB Ads~~
- ~~Email Sequence~~

- ~~Landing page~~
- (Bonus — after i finish everything else) Quiz on site based on [Gamertech funnel](#)

## FB Ads

- ~~PDF Ad~~
  - (cold audience, lvl 3 awareness)
- ~~Indirect Steve Custom PC Ad~~
  - (Semi-warm audience, lvl 3 awareness, EX: “How this computer shop can build you a personalized custom PC in only 6 days without breaking your budget!”)
- ~~Direct Steve's Custom PCs Ad~~
  - Warm audience, Urgency, Build Now, Get a custom PC now from Steve, click to contact him now, etc.

## Email Sequence

[Email 1 \(welcome Email\)](#)

[Email 2 \(HSO\)](#)

[Email 3 \(DIC VALUE\)](#)

[Email 4 \(SALES DIC\)](#)

[Email 5 \(SALES PAS\)](#)

- Email 1
  - Give the PDF and welcome the prospect
  - link to custom PC page in the “P.S.” section
  - Tease the upcoming value in the next email

## Email 2

- introduce Steve's computer Repair Brand
- shift their beliefs about custom PCs
- link to custom PC page in “P.S.” section
- Tease upcoming value in the next email
- Email 3
  - DIC Value email
  - showcase knowledge about the prospect's roadblocks and tease the solution

- drive the click to visit an article that shows them how to get over the roadblock — only way to get the answer
- Email 4
  - Sales DIC
  - 100% focused on driving them to custom PC sales Page
- Email 5
  - Sales PAS
  - Drive them over the edge → Urgency, Scarcity, upsell, etc.
  - PRO TIP: review notes on getting people over the edge.

#### Landing Page

- Page 1
  - Home
  - Showcase the PDF in exchange for email
- Page 2
  - Thank you page 1 — Question Form
  - Have the prospect ask a direct question to Steve and they will get an expert answer about custom PCs
- Page 3
  - Thank you page 2 — Redirect to Blog posts or Custom PC page button
  - Tease more info on custom PCs on site

(BONUS) Value Idea — how to adjust in game settings for the best experience you want.

---

## 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.

<https://calendar.google.com/calendar/u/0/r/week>

---

## 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.
- 

## 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.
- 

## 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

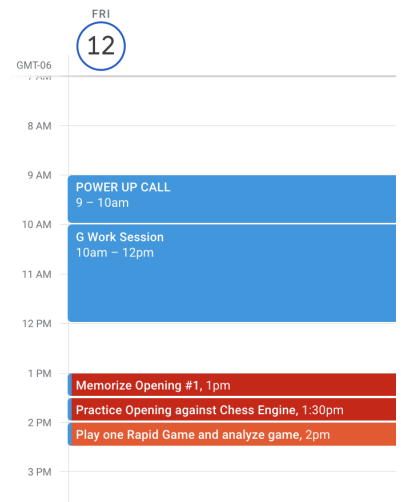
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

#### 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)



Open -> Create a copy -> Keep each day's doc link below ->   DAILY DOMINATION 

**I HAVE BEEN DOING THIS IN MY NOTION APP SINCE JUNE 24**

**[Click to view DAILY DOMINATION](#)**

Day 1:

[https://docs.google.com/document/d/1W18KhrxcK\\_79OVj9ti99ekwN49nCWehllaBNI5XzrF8/edit?usp=sharing](https://docs.google.com/document/d/1W18KhrxcK_79OVj9ti99ekwN49nCWehllaBNI5XzrF8/edit?usp=sharing)

Day 2:

Day 3:

Day 4:

Day 5:

Day 6:

Day 7:

Day 8:

Day 9:

Day 10:

Day 11:

Day 12:

Day 13:

Day 14:

Day 15:

Day 16:

Day 17:

Day 18:

Day 19:

Day 20:

Day 21: