

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? **4k+ in 5 months (end of June).**
 - b. How will I know I've achieved it? **Metric of money.**
 - c. When is my deadline? **July 1st.**
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE.**
THEN ARRANGE EVERY TASK. EACH MICRO TASK ON YOUR CALENDAR. TIME BLOCK.
Overestimate the time spent.

Checkpoint #1 – Outreach → sales call w/ MODU

- i. Send an outreach message with Free Value: Landing page or 2 emails.
 1. Emails either from their SM or rewrite past emails.
- ii. At the end of the message, ask if they're interested in working together again to arrange a call sometime this week.
- iii. When they reply and if they have questions, Aikido them towards making a call for more info.
- iv. Finally, find a confirmed time that both of you can attend.

Checkpoint #2 - Do your background homework for the initial sales call.

- i. Prepare myself before the call by analyzing their business and understanding their weak points + general tactics that work in this market.
- ii. Brainstorm DP and Main project Ideas to present in Call.
- iii. Review: Arno Sales Mastery. TopG's Power of Persuasion. Body language. SSSS. SPIN questions. Client Communication.
- iv. Write a script addressing: Intro – SPIN – Offer – Objection handling – Close.
- v. Plan out possible outcomes of what client might say is their biggest problem. E.g. I need help writing website copy, email copywriting, running ads. Plan out individual project ideas for the biggest possibilities.

Checkpoint #3 – Have a successful sales call

- i. Qualify and understand problems to prescribe a valuable solution for their problem and agree on the project.
- ii. After qualifying them, in your offer, show them the bunch of tactics and strategies to apply to help them, but because that's daunting, present DP.
- iii. Must present the DP as great deal:
 1. Dream outcome * likelihood of success / Low risk, effort, sacrifice * Short time.
- iv. I must have anticipated the most probable pain points of MODU and planned several discovery project ideas based on them.
- v. Must have demolished objections and closed the DP deal.
- vi. Provide a timeframe of how long DP will take.
- vii. Introduce the idea of scheduling another call at around x part of the month in the future to measure results after DP is complete.
- viii. Establish specific KPIs (generate \$x in sales) with the client.
- ix. Have calmness and collectiveness.

Checkpoint #4 - Complete in-depth market research for current client niche:

- i. Use notes and dive back into market research for my clients niche (candles)
- ii. Establish the target audience's deepest desires, pains, emotions.
- iii. Learn their customer language - Find people talking about their candles in the wild.
- iv. Create an avatar that epitomizes the target audience.

Checkpoint #5 - Create valuable results for this client (discovery project):

- i. After understanding all their pains, desires, emotions, and customer language...
- ii. After understanding exactly what my client is selling (the specs, features, desired outcome it's going to produce) to know how to market it correctly...
- iii. After performing top player analysis as context to saturate my brain with examples of what is right and wrong in this niche...

- iv. → Implement the Winner's Writing Process to create a first draft of my copy.
- v. Review and revise the copy (using review channels) + scientific method until it hits the desired KPIs for the client.
- vi. ***Implement the new copy into client's system – Emails, SM, Sales Page and TEST (scientific method).

Checkpoint #6 - DP finished. Call held to measure DP results.

- i. Before call... Already have a Main Project plan to present.
- ii. Discuss that KPIs were met.
- iii. Pitch a bigger project to generate even more value for the client.
- iv. Discuss what the MP will contain. What service you will provide and what outcome will be achieved.
- v. Provide a timeframe of how long MP will take.
- vi. Introduce the idea of scheduling another call at around x part of the month in the future to measure results after MP is complete.
- vii. Establish specific KPIs (generate \$x in sales) with the client.

Checkpoint #7 - Start Main Project (market research should already be completed)

- i. Create a first draft of the copy that will generate results for this client.
- ii. Review and revise the copy through Review Channels and my own revision process.
- iii. Test the copy until the results are achieved (until it generates £100K in sales for the client)

Checkpoint #8 - Final sales call

- i. Review how KPIs were met.
- ii. Confirm invoice.
- iii. Gather testimonial.

Checkpoint #9 - Complete in-depth market research for current client niche

- v. Use notes and dive back into market research for my clients niche (Home Remodeling)
- vi. Establish the target audience's deepest desires, pains, emotions.
- vii. Learn their customer language - Find people talking about their home in the wild.
- viii. Create an avatar that epitomizes the target audience.
- ix. Top Player Analysis

Checkpoint #10 - Craft the perfect outreach

- i. Set up BIAB website and email domain before outreaching.
- ii. If needed, review
 - 1. Arno Sales Mastery
 - 2. Bass Starting the Convo
 - 3. Moneybag How to Send a DM
- iii. Using the Scientific Method:
 - 1. Craft the best possible outreach you can.
 - 2. Before sending outreach: Create hypothesis on what will increase it's engagement.
 - 3. Design a test: "My outreach will get a higher response rate if I do x over if I keep it like it is now (y)."
 - 4. Send 20 outreaches per version (x and y).
 - 5. Measure results. Which has higher response rates?
 - 6. If the results are the same or worse, test with another variable.

Checkpoint #11 - Prospect and qualify.

- i. Prospect 50+.
- ii. To prospect, use Google Maps, yelp, search engine.
- iii. How to qualify:
 - 1. Do they have a product/service to sell?
 - 2. Do they have an existing customer base that likes their services?
 - 3. Below 100 review count on yelp.
 - 4. Recent reviews in the past 2 weeks.
 - 5. Website qualifying: Is the copy engaging? Do they have all the aspects of a successful landing page?

- iv. Once I have a list of 50+ prospects, complete top player analysis to understand the market more and be able to come to prospects with value.

Checkpoint #12 - Book a sales call through cold outreach.

- i. Outreach 10 prospects/day w/ winning outreach method.
- ii. Personalize by looking into the prospect individually. Then send outreach.
- iii. If necessary, continue testing (scientific method) to find an even more effective outreach.

Checkpoint #13 - Do your background homework for the initial sales call.

- vi. Prepare myself before the call by analyzing their business and understanding their weak points + general tactics that work in this market.
- vii. Brainstorm DP and Main project Ideas to present in Call.
- viii. Review: Arno Sales Mastery. TopG's Power of Persuasion. Body language. SSSS. SPIN questions.
- ix. Write a script addressing: Intro - SPIN - Offer - Objection handling - Close.

Checkpoint #14 - Hold a successful sales call w/ prospect.

- i. Qualify and understand problems to prescribe a valuable solution for their problem and agree on the project.
- ii. After qualifying them, in your offer, show them the bunch of tactics and strategies to apply to help them, but because that's daunting, present DP.
- iii. Must present the DP as great deal:
 - 1. Dream outcome * likelihood of success / Low risk, effort, sacrifice * Short time.
- iv. I must have anticipated the most probable pain points of MODU and planned several discovery project ideas based on them.
- v. Must have demolished objections and closed the DP deal.
- vi. Provide a timeframe of how long DP will take.
- vii. Introduce the idea of scheduling another call at around x part of the month in the future to measure results after DP is complete.
- viii. Establish specific KPIs (generate \$x in sales) with the client.
- ix. Have calmness and collectiveness.

Checkpoint #15 - Complete in-depth market research for current client niche

- x. Use notes and dive back into market research for my clients niche (HR)
- xi. Establish the target audience's deepest desires, pains, emotions.
- xii. Learn their customer language - Find people talking about their home in the wild.
- xiii. Create an avatar that epitomizes the target audience.

Checkpoint #16 - Create valuable results for this client (discovery project):

- vii. After understanding all their pains, desires, emotions, and customer language...
- viii. After understanding exactly what my client is selling (the specs, features, desired outcome it's going to produce) to know how to market it correctly...
- ix. After performing top player analysis as context to saturate my brain with examples of what is right and wrong in this niche...
- x. → Implement the Winner's Writing Process to create a first draft of my copy.
- xi. Review and revise the copy (using review channels) + scientific method until it hits the desired KPIs for the client.
- xii. ***Implement the new copy into client's system – Emails, SM, Sales Page and TEST (scientific method).

Checkpoint #17 - DP finished. Call held to measure DP results.

- viii. Before call... Already have a Main Project plan to present.
- ix. Discuss that KPIs were met.
- x. Pitch a bigger project to generate even more value for the client.
- xi. Discuss what the MP will contain. What service you will provide and what outcome will be achieved.
- xii. Provide a timeframe of how long MP will take.
- xiii. Introduce the idea of scheduling another call at around x part of the month in the future to measure results after MP is complete.
- xiv. Establish specific KPIs (generate \$x in sales) with the client.

Checkpoint #18 - Start Main Project (market research should already be completed)

- iv. Create a first draft of the copy that will generate results for this client.
- v. Review and revise the copy through Review Channels and my own revision process.
- vi. Test the copy until the results are achieved (until it generates £100K in sales for the client)

Checkpoint #19 - Final sales call held

- iv. Review how KPIs were met.
- v. Confirm invoice.
- vi. Gather testimonial.

- Analyze how top players gain attention:
 - Paid ads
 - SEO
 - Google maps ranking
 - Social Media
 - Affiliates
- Analyze how top players monetize their attention.
 - Lead Magnets
 - Funnels
 - Website Copy
 - Email Marketing
 - GSO

3. What Assumptions or Unknowns do I face?

Unknowns

- a. How to send most effective outreach to capture interest and provide value?
- b. I am not sure if I should send a fully complete landing page to my prospects or if I should give them free value in my outreach another way.
- c. Besides making a landing page for them, how will I provide value to their business?
- d. Should I upsell or ask for a referral in the end?
- e. To provide more value, should I pick up another skill like email copywriting?
- f. What marketing strategy is needed to best solve their main problem.
- g. What area of marketing I will be working in (either gaining attention or monetising it).
- h. When finishing DP and starting new, should I introduce the big project on the same call as finalizing DP?
- i. Should I outreach on email or social media?
- j. How do I get the email of the company owner?
- k. How do I know how many employees they have when qualifying prospects?
- l. How in-depth should my script be? How do I position my service to get them to agree to the discovery project?
- m. How will I create my scripts (opening, SPIN, offer, objections/questions, close.)
- n. How will I tease value while going back and forth in email leading up to the call?
- o. How do I break down paid ads? SEO? Ranking high on GMB?
- p. How do I figure out if top players are using certain strategies like lead magnets?
- q. How do I learn more about the pains of home remodeling biz. Owners?

Assumptions (not outcomes you're trying to get)

- r. I will need to finish my BIAB website and domain and FV before getting a successful reply from businesses.

- s. I'm assuming that as the date of the DP gets closer and I actually get a prospect interested, then I will figure out details and specifics of how to make a DP and big project tailored for the prospect's business.
- t. I'm assuming that after the DP, the client won't ghost and me they'll like to keep working with me.

Real assumptions:

- u. 1-10 employees mean they haven't hired a marketing agency.
- v. I'm assuming that I'll get a positive response within 6 days of starting outreach i.e. 60 outreaches sent.
- w. Home remodeling niche = lucrative.
- x. Under 100 reviews on google maps means they're struggling with either gaining or monetizing attention.
- y. Recent reviews means that the company is active and alive.

4. What are the biggest challenges/problems I have to overcome? How will you mitigate/manage them?

- a. Making sure I connect with the pain points of the prospect in email and sales call.
 - chatgpt and online natural customer lang. Call a home remodeling service and ask them about the biggest challenges and pain points? This is what I found... is that correct?
- b. Making sure market research is accurate to appeal to customers. - Online customer lang. + situations. Competitor and prospect reviews, etc.
- c. Finding the right top players to model after. - High yelp/google maps reviews.
- d. Figuring out and delivering on making the client 40,000 USD. - Website copy. Email marketing. Paid ads. Google maps ranking. Yelp ranking. Gaining attention.
- e. Crafting FV that will get the prospect wanting to work with me. - Landing page course + bootcamp.
- f. Not having a professional IG nor email domain. - Must build website and email ASAP through BIAB.
- g. Time management - Getting good sleep and knowing when to stop a task by setting priorities. Giving myself more realistic time expectations per task.

5. What resources do I have?

- a. AI. TRW Chats. TRW Aikido channel. Family and friends for outside perspective. Google.
- b. Mom's friends who have considered home remodeling.
- c. Joao
- d. I have my dad who I can ask if he knows anyone who works or owns a home remodeling company.
- e. Friend's dad who's a biz professor?
- f. Uncle who knows all about social media marketing.
- g. Ms. Bingham on how to improve copy.

5. What resources do I have?

- a. Reverse market research (verifying the answers for each of the questions in the research template)
 - b. Lead scraping tools
 - c. Reverse strategy analysis
 - d. Time management training
 - e. Copywriting trainings
 - f. Sales courses (sales calls + outbound strategy)
 - g. Business mastery (CA + Market + Strategies)
 - h. SSSS (sales)
 - i. Public speaking (Instagram digital presence)
 - j. CA Outreach courses (outbound strategy)
 - k. Closing courses (responding to replies + sales calls)
 - l. SM courses (social media)
 - m. Skills courses (SEO, landing pages, email marketing)
 - n. Harness your speech (video outreach method)
 - o. Craft your offer (GSO creation)
 - p. Harness your IG + content planner + basics of fame (Instagram digital presence)
 - q. Flipping + 9-5 (business funding)
 - r. BIAB (local business strategies)
 - s. Captains guidance
 - t. Students guidance
 - u. Professors guidance
- h.

ALL CHECKPOINTS AND TASKS ARE NON-NEGOTIABLES.

- List out checkpoints and set time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task.
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs

☒ ~~Pick a niche~~

- In AI, “give me 30 niches in the health, wealth, and relationships niche. CA campus niche ideas.”
- Choose a possible niche. “Give me 10 sub niches under this niche”
- Evaluate if it has: Prominent pain points. Affluent audience. Effective value vehicle. Small enough. High profit margins. If yes, select.

☒ ~~Complete in-depth market research for current client niche:~~

- i. Establish the target audience's deepest desires, pains and emotions.
- ii. Create an avatar that epitomizes the target audience.

☐ Qualify 100 prospects. - Determine if I can help these people with my copywriting services.

- Do they have a product/service to sell?
 - Do they have an existing customer base that likes their services?
 - Below 100 review count on yelp.
 - Recent reviews in past 2 weeks.
 - Website qualifying: Is the copy engaging? Do they have all the aspects of a successful landing page?
 - 1-10 employees max.
 - Strictly a Home Remodeling Company (stated on google maps).
- Research pain points and desired outcome for home remodeling companies.

☐ Record prospects on GSheets.

- Company name
- Company email
- Website
- IG
- Owner name
- Owner email
- Yelp & Google Maps link

☐ Finding prospects manually:

- Google maps.
- Yelp.
- IG.
- Google search.
(automatically - apollo, LinkedIn sales nav.)

☐ Craft outreach message

- Attention grabbing subject line.
- Connect with pains of prospect.
- Question if they want to improve their revenue.
- Free Value inside of the message.
- Clear CTA.

☐ Send out outreach (outbound strat. for success)

- Send out total of (10/day)
- Get it reviewed in CA campus.
- Evaluate results/use scientific method → winning outreach by changing variables
- Double down on what works/gets positive responses.
- Find out and discard what doesn't work (take out parts of the outreach that don't serve a clear purpose. Succinct).
- Now that you have a new and refined version of your outreach, retest with 30 more prospects.
- Repeat process until I get a client.

What type of outreach?

1. Email:

SL

Question(?)

Body/Offer

CTA

FV.

2. IG DM:

How I found him.

Question

Body/Offer

CTA

Ex.

i. Email:

1. Subject line
2. Body
3. FV
4. CTA

ii. DM:

1. Engagement
2. Lead Question
3. Conversation
4. FV
5. Pitch

☐ BOOKING the call.

- Prepare myself before the call by analyzing their business and understanding where they lack and where they don't + general tactics that work in this market.
- Use the doctor framework to understand exactly what they need and prescribe a valuable solution for their problem and agree on the project.

- If my solution is valuable and they believe I know what I am talking about then we will agree on a project on this sales call and I will be paid \$x.
- Establish specific KPIs (generate \$x in sales) with the client and schedule a call to discuss/measure results after the project is complete to measure results.
- When they reply and have questions, Aikido them towards making a call for more info.
- Tease valuable info. to close their information gap through booking the call.
- Find a time that works for both of us despite the time difference.
- They agreed to a call sometime this week.
- Send them a calendly link for it.
- Get confirmation that they're going to show up.

☐ IN THE CALL:

- Read opening script/rapport building talk.
- Asked SPIN Questions
- Main Project Snippet
- Discovery Project Intro
- Handle objections/questions through script.
- Closed the deal through script.
- Agree on project in sales call.
- Portray competence
 - Organize all notes and a small script.
 - Be calm, composed.

☐ Delivering

- Discover what a business in your niche needs to land more clients and increase revenue.
 - ChatGPT, google.
- Ensure complete understanding of product and market by doing top player analysis and market research.
- Analyse the target market by finding customer language in the wild to understand the specific pains, desires and emotions of the people in this particular market.
- Create a first draft of the copy that will generate results for this client.

- Review and revise the copy until it is good enough to influence x people to buy a \$y product.
- Test the copy until the results are achieved (until it generates \$x in sales for the client)
- Use successful copy and methods from top players in the niche. Pull out everything that's their info and plug in yours.
- Analyze how top players gain attention:
 - Paid ads
 - SEO
 - Google maps ranking
 - Social Media
 - Affiliates
- Analyze how top players monetize their attention.
 - Lead Magnets
 - Funnels
 - Website Copy
 - Email Marketing
 - GSO
- Research the tools and strategies in the bootcamp to be able to actually apply it IRL.

☐ Start discovery project

- Get them promised results using Aikido channel, AI, bootcamp knowledge.
- Write 2 emails. → AB Test. Scientific method to find the winning email type. Then in main project, keep using those winning type emails.

☐ Start Main Project

- I have to write copy that sells 4+ bathroom/kitchen remodels. Or full home remodels.

Kitchen/Bathroom remodel = 11,000 USD.

I get 10%. ~1000 USD. I only need to sell 4 bathroom remodels to get 4k.

Maybe I won't get 10%. Considering their material, labor, and permit fees, 10% may be too much to take.

Notes:

Having a plan makes you that much more accountable. You wake up, feel tired, and don't do it? It hurts more because you *know* you're supposed to be doing it.

It makes things more urgent.

How to really believe that the plan will actually work?

Understand that you will adjust your plans and that you're going to fully commit to whatever is on your hands for the day. Trust that you can figure things out when necessary. You can only believe that you can do this if you've done it before. I can trust future Jiho.

Address all unknowns and assumptions that could kill your plan. Do it ASAP.

Overbudget. Overprepare to guarantee you're going to get your results.

"I have to get 1 client by sending 100 outreaches. To be sure, I'm going to send out 300."

Put more work in to increase the chances of the result happening.