

CONQUEST PLANNER

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome?

Land my first client

My Result Is

- having a testimonial so i can reach out to bigger clients
- make a small amount of money

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?

How will I measure my progress?

- by the outreach sent/replies ratio of my outreach

What will it look and feel like?

- i will feel on top of the world and it will be a thing I can be real proud of

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

- it will allow me to leverage my testimonial and hopefully land bigger clients which will lead to me making way more money and getting even more positive testimonials which can be leveraged for even more clients and so on and so forth...

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 currently have not started outreach yet and i don't have a list of people/businesses that I can send outreach to

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.

My Outcome Is

-Land my first client

- Checkpoint 1: create a list of people to send outreach to
- Checkpoint 2: analyze those people
- Checkpoint 3: text those people and wait for them to reply
- Checkpoint 5: repeat the process until somebody replies
- Checkpoint 6: if somebody replies, professionally close the client

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?

- they don't believe that I as a person will be able to deliver them the desired outcomes
- they don't reply to my outreach

How will I overcome these roadblocks?

- create better outreach so that they believe I am the person they need and thus reply

What do I know that I don't know?

- I don't know what they might or might not have already heard about me

How will I close this knowledge gap?

- there is no real way to close that gap because that knowledge could have been obtained in p2p conversation so I cant find out what they know/dont know about me

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

- TRW with its enormous mass of content and its great chats
- My mom who herself is a copywriter but doesn't do any marketing

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.

Create a list of people/businesses to send outreach to

Task 1: brainstorm everybody I know and create a giant list

Task 2: filter that list with the goal of either finding people who actually own a business or that have a high chance of knowing somebody who does

Analyze those people

Task 1: start at the very top of the list and find out something about the people you are going to send outreach to so that you can start a conversation

Task 2 :repeat until I have analyzed 3 people in total

Text those people and wait for them to reply

Task 1: send your opening message of “hey what have you been up to, I heard you did X and Y ...”

Task 2 :wait for them to reply to your message

Repeat the process until somebody replies

Task 1: repeat the process over and over again

Task 2 :wait until somebody eventually replies to your messages

If somebody replies, professionally close the client

Task 1: be honestly interested in them but don't be over interested, just have a normal conversation

Task 2 :at some point I will be asked what I have been up to and tell that I am now an aspiring copywriter etc. (as shown in level 2) and ask if they know anybody who owns a business and that might be interested in my services

Task 3:if they say no, just continue the chat and be a normal person

Task 4: if they say yes, then text the contact they send me and ask them everything about their business (as to be seen in level 2), then present a solution and tell them under which “conditions” I will be working for them

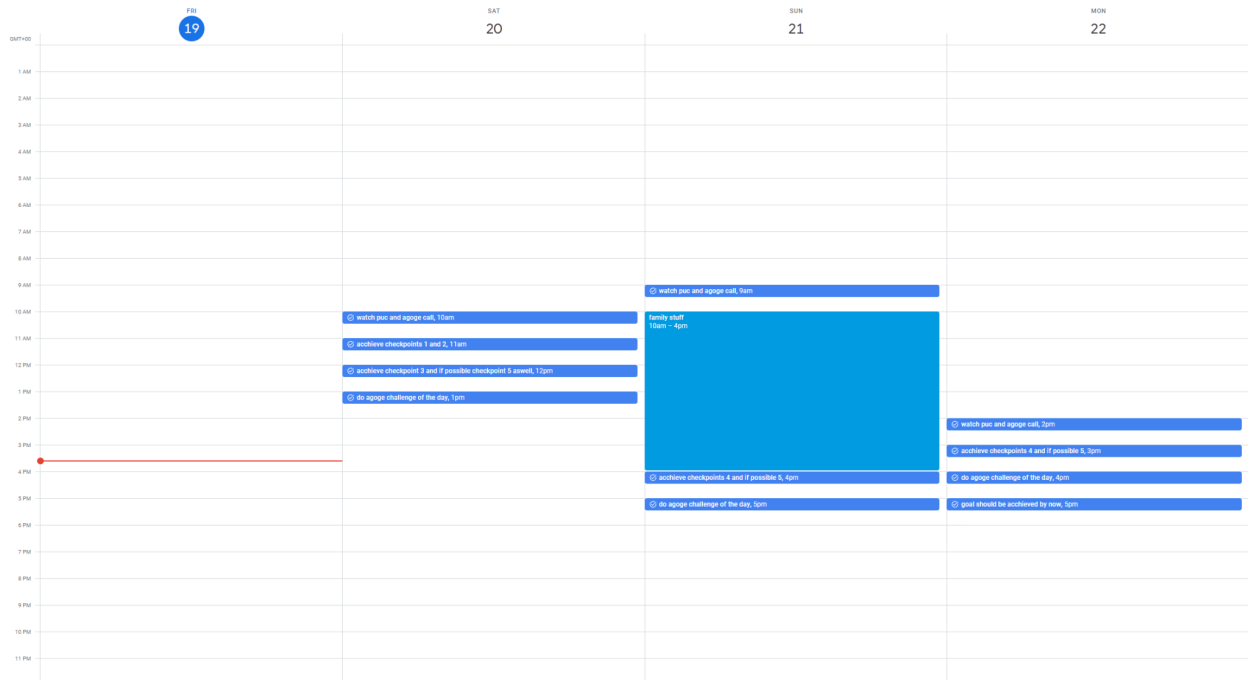
Task 5: if they say that they could actually need some help themselves, do everything exactly the same as described in task 4

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.



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.
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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

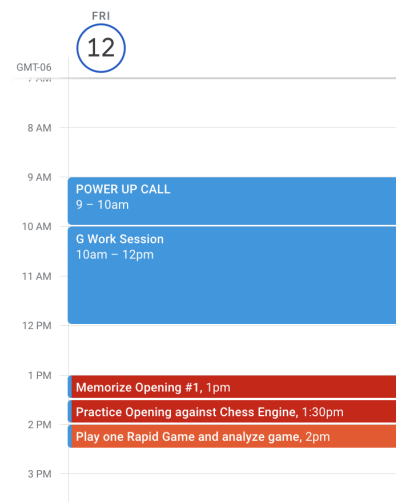
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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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