CONQUEST PLANNER

- 1. Define Objective
 - a. What is the goal?
 - To start earning 3k per month in the next 3 months.
 - b. How will I know I've achieved it?
 - When I open my bank-account and see that I've earned 3k per month.
 - c. When is my deadline?
 - 3. of May 2024.
- 2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE
 - a. Checkpoint #1 Create good enough copy so I provide massive result for my future clients
 - i. I need to review top players' copy everyday so I can learn and implement those strategies into my own copy.
 - ii. I need to practice writing different types of copy everyday (ads, sales pages etc)
 - 1. Plan out what prospect I'll write for.
 - 2. Plan out what type of copy I'm writing.
 - 3. Find a top player to use as a skeleton and implement ideas from.
 - 4. I need to use all of my resources so I can create the best results and get the best review, so I can improve my copy further. (Bootcamp lessons, copy-review channels)
 - 5. I'll make a first draft of my copy, review it myself and ask TRW students and come up with a second draft, and repeat.
 - b. Checkpoint #2 Pick a profitable niche I can work in.
 - Pick a niche and sub niche(s) Diet and nutrition niche $\overline{m{V}}$
 - Use sm-platforms like youtube, tiktok and instagram and use keywords like: Kostholdsråd, kostholdstips, hvordan forbedre kostholdet mitt, hvordan spise sunnere etc.
 - Understand and research the diet and nutrition market.
 - Learn the pains, desires and needs.
 - Analyze top players and how they gain and monetize attention.
 - Learn how aware and saturated it is.
 - c. Checkpoint #3 I need to find 200 prospects in my niche that I can help.
 - I need to find at least 25 prospects per week that fits my niche.

- I must then diagnose their businesses and find out where they want and need help. I'll use professor Andrew's "How to grow a business" slides.
- d. Checkpoint #4 Craft my outreach message
 - I must change my gmail-image to a picture of me looking professional/make a new domain-email for business (example: Daniel@df-results.com). Profile-picture could be me wearing a suit or a dress shirt.
 - Find a working subject line. 🗸
 - Go through the lessons and courses in the bootcamp on how to craft outreach-message (Visit CA-campus).
 - Make a first, personalized draft to test on 20 prospects. 🗸
 - Measure results and make changes that are needed.
 - Make new draft and test on 20 new prospects and repeat until the winning formula.
- e. Checkpoint #5 I must reach out to those businesses
 - This means that my outreach must be on point, which includes "What's in it for me?", an offer that they actually want, free value created specifically for them, a CTA, an element to build trust, like a testimonial or a link to my portfolio-website
 - I must get 5% (15-20) of prospects to do a zoom-call with me. I must be prepared with my SPIN-questions, a discovery project, look presentable, speak with confidence and be ready to handle any objections they might have and land them as a client.
- f. Checkpoint #6 Start working with a client I've just landed.
 - After sales call I'll send an invoice for payment (Depends on the type of deal)
 - Send a confirmation email: "Glad to have you onboard, looking forward to work!" etc.
 - Start working on whatever project we agreed on.
 - Find at least 3 top players to "steal" from.
 - Analyze them and implement what's working.
 - Find ways to take advantage of their weaknesses.
 - Send first draft of project.
 - Go through re-vision processes until we both end on something we're happy with.
 - Launch project
 - Measure results after 1-2 weeks.

- Find out what went good, what went wrong, what can be improved etc.
- Repeat of launching project.
- g. Checkpoint #7 I have to provide results for those 2-3 clients.
 - I'll use every resource in the TRW that I can and my own brain to over-deliver on my promise to them.
 - Copywriting campus
 - Bootcamp, chats, Copy Aikido, Agoge program and other resources saved on my pc.
 - External resources
 - Google, youtube and other social media platforms to learn necessary information from.
- 3. What Assumptions or Unknowns do I face?

Unknowns:

• I don't know the exact number of outreaches I must do. I assume that I should send out 2-3 as many as I actually need.

Assumptions:

- I assume my copywriting/marketing skills will be good enough when me and my client agree on launching a new product or an ad etc.
- 4. What are the biggest challenges/problems I have to overcome?
 - My copywriting skills I need to review more copy, ask to get my copy reviewed more often in both the review channel and the Copy Aikido channel.
 - I must get better at closing deals at sales calls. My last two have ended with "I need to think about it", and both ended up not working out.
 - I need to send 2-3 times as many outreaches per day as I do now, meaning that I'll have to find more prospects each time I do prospecting.
- 5. What resources do I have?
 - Bootcamp, students, professor Andrew, professor Dylan, the captains and the experts.

Calendar Work

- 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.