



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 
 - 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.