

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 Result Is - Become an experienced copywriter

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.)

How will I measure my progress? - Once I have recurrent monthly payments from at least 3 clients, I don't need to review any lesson constantly (meaning I know the process by memory and maybe, every now and then, review some lessons), and I get good reviews from my same clients.

What will it look and feel like? - I would feel professional, as a business owner and it would look like pure success

What will it allow me to do after I reach it? - Invest in other business ideas (e-com, smma, etc.), invest in crypto, buy a better office setup (computer, desk, chair, etc.), and be **MORE FINANCIALLY INDEPENDENT.**

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 have run through 50% of the lessons in the copywriting campus, I would say I know the basis of copywriting. What I am missing is to finish the rest of the lessons and a lot of practice. I currently have 1 non paying client for experience and testimonials. This goal might take me 3-6 months.

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**

My Outcome Is -

- **Checkpoint 1: Finish first clients work draft**
- **Checkpoint 2: Promote first client work**

- Checkpoint 3: Second client work draft
 - Checkpoint 4: Client landing page
 - Checkpoint 5: Outreaching
 - Checkpoint 6: Landing a client
 - Checkpoint 7: Success with second client
 - Checkpoint 8: Land 2 clients
 - Checkpoint 9: Success with client 2
 - Checkpoint 10: Land 3 clients
 - Checkpoint 11: Success with client 3
 - Checkpoint 14: Land retaining client
 - Checkpoint 15: Land 2 retaining clients
 - Checkpoint 15: Land 3 retaining clients
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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? - My outreach might not work with various clients.

How will I overcome these roadblocks? - By practicing my outreach.

What do I know that I don’t know? - Outreaching

How will I close this knowledge gap? - By practicing my outreach and looking at the lessons on it. Also learning about sales.

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 courses, Sales book, decent personal network

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**

CHECKPOINT 1: FINISH FIRST CLIENTS WORK DRAFT

Task 1: Get clarity

Task 2: revise each element of the copy

Task 3: complete the winners writing process

Task 4: get feedback on the copy

Task 5: correct the copy again

Task 6: Brainstorm on how to solve the problems

Task 7: Complete a new draft

Task 8: Ask for a second review.

Task 9: make a design to start promoting

Task 10: revise the design and get feedback

CHECKPOINT 2: PROMOTE FIRST CLIENT WORK

Task 1: Get clarity

Task 2: Come up with a product, service, info to offer

Task 3: make an ebook with AI

Task 4: Market research

Task 5: Top player analysis

Task 6: Make copy

Task 7: Make landing page

Task 8: Make ig account

Task 9: Make posts and get traffic

CHECKPOINT 2.5: AGOGUE LAST ASSIGNMENT

Task 1: Start with a proper copy

Task 2: Make a proper market research

Task 3: Top player analysis

Task 4: Copy skeleton

Task 5: Good copy

Task 6: revise with AI

Task 7: Get a review

Task 8: Recheck

Task 9: Get a second feedback

Task 10: Apply in landing page

CHECKPOINT 2.6: AGOGES LAST ASSIGNMENT (Landing Page)

Task 3: Top player analysis

Task 4: Copy skeleton

Task 5: Good copy

Task 6: revise with AI

Task 7: Get a review

Task 8: Recheck

Task 9: Get a second feedback

Task 10: Apply in landing page

CHECKPOINT 2.7: AGOGES LAST ASSIGNMENT (fb ad)

Task 1: start market research

Task 2: Analyze top players

Task 3: Winners Writing process

Task 4: identify the type of copy you need to make

Task 5: start first draft of the copy

Task 6: connect the copy with all elements

CHECKPOINT 3: SECOND CLIENT WORK DRAFT

Task 1: revise and get clarity

Task 2: revise again

Task 3: winners writing process

Task 4: get feedback on the copy

Task 5: correct mistakes and missing elements

Task 6: compare to other copies and make sure it sounds like a person speaking in the copy.

Task 6: start landing page template in funnels

Task 7: Add the copy in an organized way

Task 8: design a better format for the page

Task 9: sharpen the results

Task 10: get feedback

Task 11: Correct what is missing

Task 12: compare to other top players

Task 13: add the small details

CHECKPOINT 4: CLIENT LANDING PAGE

Task 1: review lessons to better my copy skills

Task 2: review lessons to outreach

Task 3: practice my dialogue and speaking ability

Task 4: Ask for my moms contacts

CHECKPOINT 5: OUTREACHING

Task 1: outreach 3 - 10 times a day

Task 2: call family members and ask for references

Task 3: offer free value

Task 4: show testimonials/previous work

Task 5: offer guarantees

CHECKPOINT 6: LANDING A CLIENT

Task 1: keep a consistent work attitude

Task 2: make a complete market research

Task 3: identify competitors and similar businesses

Task 4: identify type of copy

Task 5: start first draft

Task 6: review lessons to perfect the first draft

Task 7: finish the first draft

Task 8: get clarity and do winners writing process

Task 9: get feedback

Task 10: correct any mistakes

Task 11: promote whatever needs to be promoted

CHECKPOINT 7: SUCCESS WITH SECOND CLIENT

Task 1: start outreaching again (3-10 daily)

Task 2: use the skills acquired previously (what worked what didn't)

Task 3: practice cold outreach too (if necessary)

Task 4: offer free value

Task 5: show testimonials/previous work

CHECKPOINT 8: LAND 2 CLIENTS

Task 1: keep a consistent work attitude

Task 2: make a complete market research

Task 3: identify competitors and similar businesses

Task 4: identify type of copy

Task 5: start first draft

Task 6: review lessons to perfect the first draft

Task 7: finish the first draft

Task 8: get clarity and do winners writing process

Task 9: get feedback

Task 10: correct any mistakes

Task 11: promote whatever needs to be promoted

CHECKPOINT 9: SUCCESS WITH CLIENT 2

Task 1: start outreaching again (3-10 daily)

Task 2: use the skills acquired previously (what worked what didn't)

Task 3: practice cold outreach too (if necessary)

Task 4: offer free value

Task 5: show testimonials/previous work

CHECKPOINT 10: LAND 3 CLIENTS

Task 1: keep a consistent work attitude

Task 2: make a complete market research

Task 3: identify competitors and similar businesses

Task 4: identify type of copy

Task 5: start first draft

Task 6: review lessons to perfect the first draft

Task 7: finish the first draft

Task 8: get clarity and do winners writing process

Task 9: get feedback

Task 10: correct any mistakes

Task 11: promote whatever needs to be promoted

CHECKPOINT 11: SUCCESS WITH CLIENT 3

Task 1: start outreaching again (3-10 daily)

Task 2: use the skills acquired previously (what worked what didn't)

Task 3: practice cold outreach too (if necessary)

Task 4: offer free value

Task 5: show testimonials/previous work

Task 6: due to a higher experience look for a service you can provide on a monthly basis to retain the client

Task 7: procure having a contract to lock in the client

CHECKPOINT 14: LAND RETAINING CLIENT

Task 1: start outreaching again (3-10 daily)

Task 2: use the skills acquired previously (what worked what didn't)

Task 3: practice cold outreach too (if necessary)

Task 4: offer free value

Task 5: show testimonials/previous work

Task 6: due to a higher experience look for a service you can provide on a monthly basis to retain the client

Task 7: procure having a contract to lock in the client

CHECKPOINT 15: LAND 2 RETAINING CLIENTS

Task 1: start outreaching again (3-10 daily)

Task 2: use the skills acquired previously (what worked what didn't)

Task 3: practice cold outreach too (if necessary)

Task 4: offer free value

Task 5: show testimonials/previous work

Task 6: due to a higher experience look for a service you can provide on a monthly basis to retain the client

Task 7: procure having a contract to lock in the client

CHECKPOINT 15: LAND 3 RETAINING CLIENTS

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?cid=d3JpdGVyY29weTM0OUBnbWFpbC5jb20>

Colors in my calendar

-  Daily non-negotiables
 -  Changes every day
 -  Irregular (changed due to certain situations)
 -  Routine essentials (eating, sleeping, shower, etc)
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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.
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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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https://docs.google.com/document/d/1x8bOSvBP82f3m_R8waM2-tsMAN9WUxAZQ-uE5qDkKcs/edit?usp=sharing

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