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# CONQUEST PLANNER

Winners writing process.

1. Define Objective
  - a. What is the goal?  
5K NZD per month within six months.
  - b. How will I know I've achieved it?  
When I am for sure destined to make 5K per month and it's not a "maybe/if." it's certain.
  - c. When is my deadline?  
Thursday July 4th..
2. What are the Checkpoints between my Objective and where I am?  
**//GET AS DETAILED AS POSSIBLE**
  - a. Checkpoint # - Third retainer officially paying us on a rev-share.???
  - b. Checkpoint #1 - Money has landed in our bank account. We have made 5K a month.
    - i. Depending on if you did upfront or not, you need to discuss and make payment methods clear.
      1. Create an invoice or send your details over for them to send it.
      2. Bank transfer.
      3. Moneygram, Payoneer, Wise, Stripe, Paypal, and so on.
  - c. Checkpoint #2 - Client is getting results.
    - i. Further implementation & Fixups.
    - ii. Look in TRW:
      1. Experienced live call. - Talk to Andrew.
      2. The experienced lessons... ???
      3. The Captains.
      4. Copy Aikido.

- 5. Resources.
- iii. Constant Ooda-looping to adapt and ensure results are achieved.
  - 1. O-O-D-A L-O-O-P.
  - 2. What can I do to fix it?
  - 3. Why?
  - 4. How is this not working as much as it should be?
- iv. Implementation of the project.
- v. Send it to the client for opinion.
- Have others potentially review it?
  - vi. Review & Revise - Until confident.

d. Checkpoint #3 - Project start. Discovery/Upsell

- i. Create the project. Piece-Piece.
- ii. Offer monthly-retainer rev share to prev clients.
- iii. Analyze how to adapt your marketing machine/skills to their area.
- iv. Analyze their specific area.
- v. Model successful pieces of copy.
- vi. Analyze competitors in their area and what they do.
- vii. Read notes - rejoy memory.

e. Checkpoint #4 - Land a client.

- i. Decide if there is an upfront payment or no upfront payment.
- ii. Gain necessary information.
- iii. Run them through the process -> Present offer.

f. Checkpoint #5 - Sales Call.

- i. Run them through the process -> Present offer.
- ii. Ask questions leading up to the offer.
- iii. Diagnose their problem and how you could solve it.
- iv. Prepare objections
- v. Practice script.
- vi. Look at sales-call notes.
- vii. Dress nicely - come from an abundance state.

- g. Checkpoint #6 - Successful Outreach.
  - i. Book a sales-call within 24/48 hours.
  - ii. Create tailored message specifically to them
  - iii. Read outreach notes. - Match it to the lessons.
  - iv. Create their free-value.
  
- h. Checkpoint #7 - Prospecting.
  - i. Analyze every possible way you can help them.
  - ii. Analyze the prospect itself. (Pains, desires, fears, etc.)
  - iii. Are they a good lead? - Check notes for what makes a lead good.
  - iv. Search up “residential roofing” search terms on google, google maps, and so on.
  - v.
- i. Checkpoint #8 - Country audience research. (Optional on situation.)
  - i. Look at a roofing business and be able to spit out ideas on what they need, and why they need it.
  - ii. Analyze their area.
  - iii. Analyze more top players, everything they do and why.
  - iv. Analyze the specific target audience and have super empathy about them.
  - v. Get confident with your ability to produce killer copy.
  
- j. Checkpoint #9 - Paid from current client.
  - i. Client has seen significant results from value provided, 10-20% revshare.
  - ii. Frequent Ooda-looping to see weaknesses, strengths, and how we can improve.
  - iii.
  
- k. Checkpoint #10 - Discovery project implementation.
  - i. Send to the client. (More afterwards if needed.)
  - ii. Confident this will provide the results that we want.
  - iii. One last revision.
  - iv. Share to other people for their opinion.
    - 1. Copy Aikido Channel/Experienced Call.
  - v. Review and revise for maximum effect.
  - vi. Create individual pieces of the project.

- vii. Model pieces of copy.
- viii. Go back through our major notes and bootcamp notes.

l. Checkpoint #11 - Let's land the client.

- i. Necessary information exchanged.
- ii. Questions and objections answered.
- iii. Presented offer.
  - 1. Half of the critical problems they have or so, equivalent to 10K in value, so the upsell can be charged for more and you get to see if you can work with this client.
- iv. Spin questions leading up to offer.
- v. Run through the script .
- vi. Read through sales mastery notes.
- vii. Dress nicely.
- viii. Modifying and practicing script.
- ix. Book the sales call. 24-48h from then.

m. Checkpoint #12 - Outreach

- i. Client is interested in the email and responds.
- ii. You send the outreach message.
- iii. You double check, review and revise it. Ensuring it aligns with the lessons/notes - what to do/what not to do..
- iv. Create the tailored message.
- v. Read key outreach notes.
- vi. Ensure you know the biggest pain/desire you are centering it upon.
- vii. Create free-value.
- viii. Leverage latest client results to get to the process of outreaching asap.

n. Checkpoint #13 - Prospecting

- i. Now leverage this for when you send it out to them.
- ii. Analyze the prospect. Pains, desires, frustrations, and so on.
- iii. Analyze many many ways on how you could help them.
  - 1. Attention-Monetisation.

- 2. Critical problems leaving behind \$\$.
- iv. Add them to the prospecting sheet.
- v. Determine whether they're a good prospect or not.
- vi. Find prospects online.
  - 1. Google maps, facebook, search,
- vii. Do they have the ingredients for success?

- o. Checkpoint #14 - Analyzing the current area.
  - i. The competitors.
  - ii. The customers.
  - iii. How the business works down there.
  - iv. What's different and so on.

**Apply for experienced also.**

- p. Checkpoint #15 - Just got paid for our FIRST ever discovery project.
  - i. Discuss payment methods.
    - 1. Create an invoice or send your details over for them to send it.
    - 2. Bank transfer.
    - 3. Moneygram, Payoneer, Wise, Stripe, Paypal, and so on.
  - ii. Clients see significant results.
    - 1. Increased free quotes = more calls/emails = more sales.
    - 2. Increased recognition.
    - 3. Prepare payment methods, if not then parents permission is needed.
  - iii. Constant Ooda-looping along the way.
    - 1. Repeat.
    - 2. One last revision.
    - 3. Copy Aikido Channel/Experienced Call.
    - 4. Review and revise for maximum effect.
    - 5. Analyze what works, weaknesses, and strengths.
    - 6. Go back through our major notes and bootcamp notes.

- q. Checkpoint #16 - Discovery project creation & implementation.
  - i. A month timer to see the best results = get paid more.
  - ii. Project Implementation
    - 1. Either send it to the client and they implement, or we implement for them..
  - iii. Send it to the client for opinion and any changes.
  - iv. Reviewed and revised.
  - v. Project creation.
  
- r. Checkpoint #16 - Landed the client.
  - i. Gained necessary information to start.
  - ii. Present yourself as a smooth operator with an offer that they really want.
    - 1. No upfront fee, ads, website redesign, social media marketing blueprint, opt-in, and email list - welcome sequence integration.
    - 2. Linked to something which will fulfill/solve a pain or desire.
    - 3. Only paid 10-20% rev share after the first month of results.
  - iii. Diagnose the situation and ask the spin questions which lead exactly up to the offer.
  - iv. Have your room tidy, everything set up, dressed nicely, professional looking, and ready for the call in advance, memorize key parts of the call, and read (Sales Call Notes.)
  - v. Practice and craft the script before-hand, prepare for objections.
  - vi. When the call is booked, that's when you begin crafting and practicing the script, practicing objections.
  
- s. Checkpoint #17 - Successful outreach.
  - i. Reply with a calendly call link for 24-48 hours from that time.
  - ii. An eye catching very intriguing email must be made.
    - 1. (Insert formula)
    - 2. Answers objections.
  - iii. Use what you analyzed of them and their business to create a piece of free-value which would help them and can be easily usable.

- iv. Know what they want, give it to them, make sure they believe you are the best possible source.
  
- t. Checkpoint #18 - Prospecting & Good leads.
  - i. Analyzing the prospects' pains, desires, frustrations, and so on.
  - ii. Analyzing many many ways on how you could help their business.
    - Critical problems. Attention & Monetisation, value ladder.
  
  - iii. Add them to the list of 50 residential roofing companies in NZ. Separated by, most trustworthy looking, most in need of help, and local-nationwide.
    - 1. Find the prospects online and determine if you can help them.  
Prospects following or likes.
    - 2. Yelp.
    - 3. Google maps.
    - 4. Facebook and other social media.
    - 5. [Right here:](#)
    - 6. Google.
    - 7. Do they have the ingredients for success?
  
- u. Checkpoint #19- Determine if you have enough top player analysis & target research.
  - i. Ask the experts/captains.
  - ii. Look for lessons or FAQ around it.
  - iii. Look at a business and see if you can spit out lots of ideas for them.
  
- v. Checkpoint #19 - Prepare the amount of value that we can provide.
 

**(if) Value you provide = (then) \$ you'll obtain..**

  - i. .Hunter-marketer PUC?  
Looking in #general-resources for things regarding our situation.
  - ii. Empathy course.
  - iii. Time-management courses.

- iv. Web design course.
- v. Sharpening our copy by implementing notes and using copy aikido channel.
- vi. Sales mastery course. & Copywriting sales call module.
- vii. Ads course.
- viii. Outreach course
- ix. SEO Beginner guide and potentially web-design from Prof Dylan.
- x. Dylan's email course.

Checkpoint #20 - Get your AGOGE program shit on track.

- xi. Overall just on-track and not behind, this will be most prioritized until it's done.
- xii. Unknowns and assumptions call + task.
- xiii. Complete this conquest plan and implement it asap.
- xiv. Advanced problem-solving call + task.
  
- w. Prioritize and make time for end of day Ooda-loops.  
20min max.

SEO + Email list & opt in. + Ads. First project

Partnership: Social media marketing

The opportunity to have clients is infinite.

The upsides to getting this right: We get paid a lot for providing the biggest portion of value that we can offer, but not all. And we get to see what we would be offering to clients as a discovery project when we outreach in the U.S/U.K.

The downsides to getting this wrong, we get scammed as we may not be doing an upfront deal.

Hypothesis:

Will SEO and ads + slight input of digital marketing model on the site produce significant results in a month, 10K for the client for us to be paid 1K?

Test:

For our first client ever, give him absolutely everything, website + seo, ads, email sequence, lead magnet, social media posts + marketing, and see how much value you produce within the first month.

Giving clients partial vs giving the maximum value that we can.

Measure results: Haven't obtained a client5 yet."

x. Checkpoint #12 - Prospecting

Checkpoint #10 - Learn more to strengthen our ability to provide value.

Ads course.

Web design course.

Business mastery.

Checkpoint #10 -

Checkpoint #11 -

y. Checkpoint #12 -

z. Checkpoint #13 -

Create a discovery project/upsell.

Month & 1 week + another month to see results.

3 months to find another client.

3 month 3 week = discovery project created monthly timer starts.

5 month get paid for our results, during that time find another client and do a discovery project for them.

Another idea!

Possible solution:

You can just do discovery after discovery after discovery if you want to easily reach that 5K/month.

Clear out that goal within two months, condensed work.

Over Prepare for everything, entropy but aim to beat the deadlines.

### 3. What Assumptions or Unknowns do I face?

Assumptions:

- That we will get a client quickly because they are local.
- That outreach overseas and working for somebody overseas will be somewhat easy. (it's new territory for you to conquer.)
- That two upsells/retainership offer will put us at 5K a month after a month of work implementation.
- They'll respond the majority of the time.
- Results will be super-tangible after a month, there may also be a loading-phase too.
- A discovery project of EVERYTHING could take 2-3 weeks.
- Slight idea of being a retainer for a roofing company, they'll already be gaining traction = sales increase, you just come along and save time for them (social media management and marketing) and also you staying there to slap your knowledge on and keep optimizing their business here and there in some ways.
- Outreach. We'll have to redo it.
- Exactly what to say and how to present yourself in a sales-call.
- An offer/outreach is based around the prospects biggest pain or desire.

- The experienced calls are where they review projects and such.
- The captains can review my stuff.
- “Look at a business and see if you can spit out lots of ideas for them.” - I think Andrew said this.

- Ads for FV.

Unknowns:

- Don't know the sales call strategy. - Bootcamp.
- Don't know how to properly scale a roofing company “to-the-moon.”
- How we'll get paid handsomely for being a retainer.
- If we can bypass 18+ restrictions on payment apps.
- How we'd adapt email marketing towards a roofing company.

4. What are the biggest challenges/problems I have to overcome?  
Pre-postmortem

What if my outreach falls apart, what if I outreach to all roofer companies near me and burn them all?

What if we don't make them \$25,000

What happens if big enough results aren't seen after a month?

Clients ghosting you and running off with everything you made for them.  
What if they don't attend the sales call?

What if this niche is bad to see results with as a monthly retainer?

5. What resources do I have?
  - a. TRW.
  - b. Friends & Family.
  - c. Gym

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.

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

Brainstorm:

Let's say 3 outreaches a day 2 weeks = one client.

Completed discovery project takes 2-3 weeks.

We wait a month for them to see results.

They start to see results so during that month of waiting, we keep doing side projects for them to stack on to that monthly income of theirs, trying to improve their attention-monetisation and value ladder. Perhaps squeeze in referrals, helping their emails, and social media management + marketing.

The side-projects can easily ramp up \$2500+

The money you got for them. 10-20% has now been given to you, now you offer to be a retainer further improving their business.

And then once the workload is not as big, you leverage results and video testimonials and immediately go out to another roofing company, do the same for them.

Process = 4.0 months.

In the 5th month you either land two clients and do two discovery projects. Or you go big to other countries and outreach.

If you go to outreach to other companies in other countries then you'll be getting paid as a retainer AND for the big discovery project from the overseas country.

Our roadblock is that we are very behind on our agoge tasks.