CONQUEST PLANNER

1. Define Objective
   a. What is the goal? Acquired my 2nd client
   b. How will I know I've achieved it? I will know I have achieved it when they send me my first payment
   c. When is my deadline? My deadline is February 20th
2. What are the Checkpoints between my Objective and where I am?
   //GET AS DETAILED AS POSSIBLE
   a. Checkpoint #5 - I now have my second client
      i. They send my payment via Stripe after I sent the invoice
      ii. They agree to the discovery project
      iii. I explain the importance and benefits of a discovery project
      iv. I ask them the SPIN questions
      v. We chat and build rapport for a hot second
      vi. The call starts
   b. Checkpoint #4 - the date for the sales call is set
      i. They agree to book the call
      ii. They like the value that I have to offer
   c. Checkpoint #3 - a conversation with a prospect starts
      i. They see that I'm serious and not a goofball who uses the same cheap, non-tailored script for each dm
      ii. They decide to open my dm and read
      iii. One of the prospects sees a dm notification that happened to catch their eye
   d. Checkpoint #2 - I continue doing my daily outreach
      i. I send them the dm
      ii. I strategically create and tailor my drafts for each prospect
      iii. I find some prospects and decide I might want to work with them
      iv. I conclude my market research for the day

     e. Checkpoint #1 - I analyze the top players of that market and do some avatar research

         i.   I pick a sub niche that I believe I can write for

         ii.   I explore and research different niches to see what would make sense for me

         iii. I watch the power up live and open a new tab to start some niche research

         iv. I open my laptop and open up TRW

3. What Assumptions or Unknowns do I face? I don't know how many dms I'm going to have to send out, and I don't know what kind of discovery project the client is going to need
4. What are the biggest challenges/problems I have to overcome? I have to get rid of distractions
5. What resources do I have? TRW

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

I now have my second client
Tuesday, February 20 · 2:30 – 3:30pm

1. Checkpoint #5 - I now have my second client
   1. They send my payment via Stripe after I sent the invoice
   2. They agree to the discovery project
   3. I explain the importance and benefits of a discovery project
   4. I ask them the SPIN questions
   5. We chat and build rapport for a hot second
   6. The call starts

🔔 30 minutes before

📅 Robert Smith

The date for the sales call is set
Sunday, February 18 · 2:30 – 3:30pm

1. Checkpoint #4 - the date for the sales call is set
   1. They agree to book the call
   2. They like the value that I have to offer

🔔 30 minutes before

📅 Robert Smith

A conversation with a prospect starts
Sunday, February 18 · 2:00 – 3:00pm

1. Checkpoint #3 - a conversation with a potential client starts
   1. They see that I'm serious and not a goofball who uses the same cheap, non-tailored script for each dm
   2. They decide to open my dm and read
   3. One of the prospects sees a dm notification that happened to catch their eye

🔔 30 minutes before

📅 Robert Smith

I continue doing my daily outreach
Sunday, January 28 · 2:00 – 3:00pm

1. Checkpoint #2 - I continue doing my daily outreach
   1. I send them the dm
   2. I strategically create and tailor my drafts for each prospect
   3. I find some prospects and decide I might want to work with them
   4. I conclude my market research for the day

🔔 30 minutes before

📅 Robert Smith

I analyze the top players of that market and do some avatar...
Sunday, January 28 · 11:00am – 12:00pm

1. Checkpoint #1 - I analyze the top players of that market and do some avatar research
   1. I pick a sub niche that I believe I can write for
   2. I explore and research different niches to see what would make sense for me
   3. I watch the power up live and open a new tap to start some niche research
   4. I open my laptop and open up TRW

🔔 30 minutes before

📅 Robert Smith