CONQUEST PLANNER 🥋

1.

2. Define Objective
    a. What is the goal?
       700$ = 10M DZA
    b. How will I know I've achieved it?
       10M In my bank account
    c. When is my deadline?
       19/08/2024 - 42 DAYS
    d. Progress?
       111$ = 15000 DZA

What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE

3. Checkpoint #2 - **Upgrade my delivering skills.**
    a. Going through the courses again and taking notes and actionables must take
    b. Daily copy review in the chats
    c. Analyzing copy from top players in the Ecom Coaching niche
    d.

4. Checkpoint #3 - **Get clients**
    a. Mass personalized outreach and automation
        i. I'll leave that to lou
    b. Dream 100
        i. Pick the prospects
        ii. Follow them on ALL SM and everywhere they're putting content
        iii. Consume their content and understand them
            1. Their personality
            2. Their mission
            3. Their goal
        iv. Engage
            1. Comment, like their content
        v. Outreach
            1. Personalized complement
                a. Signal that you're at their level
                b. Single that you have done your homework

            i. You know what you're talking about

      2. After building rapport

          a. Start send them something valuable based on the situation/their goal

          b. Could be something YOU produced

             i. *"Hey, I saw you were doing this, I think this might be valuable. You probably don't have the time for it but there you go"*

      3. Steer the conversation in a natural way to their strategic goals

          a. "I think this have a lot of potential, what are your goals and vision for it"

      4. Tweak the value you're giving specifically to their goals

          a. "See this prodcats min 15:54 where he talked about…etc"

          b.

   c.

5. Checkpoint #3 - **Prove my competence via getting the clients massive results through FB Ads.**

   a. Put your ads in front of the right people.

      i. Clone their best customer.

      ii. Where they hang out online.

   b. Stop their scroll.

      i. Media.

         1. Gotta be different.

           a. Color.

           b. Format.

           c. motion.

   c. Trigger their desire or fear.

      i. Clearly offer something they want.

         1. Dream outcome.

         2. Problem they care about.

         3. Personalize it.

   d. Match their level of sophistication/awareness.

      i. Problem/outcome unaware - Make a cool claim.

      ii. Problem aware.

         1. Make a claim and hint to a solution.

      iii. Solution aware.

         1. Tease new mechanisms.

2. Attack established solution.
3. Go for identification.
    iv. Product aware.
1. Identity or value equation play.
  e. Trigger curiosity.
    i. Use fascinations recipes 📄 Mega Hook Library
    ii. Place something to discover after the click .
  f. Trigger trust, other emotions…etc.
    i. Social proof.
    ii. Authority.
    iii. Logic.
  g. Drive the click.
    i. Crank the pain/desire/curiosity/safety…etc.
    ii. Use close if needed.
    iii. Give them a good reason to not procrastinate and keep scrolling.

6. Checkpoint #4- **Test my way to success.**
  a. Test targeting and placement.
    i. Audience size should be 3-15 million.
  b. Test the statement of desire of pain.
  c. Test my hook.
  d. Test my image.
    i. Images will make or break the ad.
  e. Test my body text.
  f. Optimize the next step (message/sales process/page).

7. Checkpoint #5 - **Run the test and optimize it.**
  a. (Use clicks as a goal until I have the winning ad, then switch it to conversions.)
  b. Create different variation of creative
  c. Test them until they reach 400-500 impression
    i. Put the budget high so it spend quickly
  d. Pick a winner.
    i. CPC <$0.50 or CTR >4%
1. Testing different targeting
2. Location
3. Age
    ii. Move to the next (next testing)
  e. Duplicate the campaign to scale

8. Checkpoint #6 - **Upsell the Travel Agency on a bigger project.**

     i. Use combination the prof talked about in the PUC
       1. This is just the beginning. I've got another idea. Let's start working with this [tease the idea and the result]
         a. Travel Agencies
           i. Digital PR (working on their reputation)
             1. 📄 Content strategy - Travel agency
           ii. Website.
             1. To promote their brand and catch the active buyers via google search. **(revenue share)**
             2. To promote their offering to B2B and even B2C and make it easier to manage. **(revenue share)**
             3. To set up the pixel for their FB ads and can retarget people with different offerings and angles.
           iii. 📄 Affiliate Program for Travel Agency: Presenta… **(revenue share)**
         b. Cooking school
           i. Content strategy/Digital PR
           ii. A course **(revenue share)**
           iii. Web Design
           iv. Lead Magnet **(revenue share)**

9. Checkpoint #7 - **Collect a testimonial.**
  a. Ask for the testimonial (video if possible)
    i. What were you struggling with before?
    ii. What's it like working with me?
    iii. What result did you get?
    iv. What are the implications of that result?

10. Checkpoint #8 - **Use that testimonial to get better clients.**
  a. Share the testimonial on SM.
    i. Pin it on X.
    ii. Put it in IG highlights.
    iii. Share it on Linkedin.
  b. Change the bio into some claim.
    i. "I help [business model] get more clients. Generated over [massive result]. Message me and [something].

    c. Create a website.
        i. Put that testimonial there.

11. Checkpoint #9 - **Grow the agency's SMs**
    a. Brainstorm content ideas
    b. Take the concept from this video
        ▶ How to Go From 0 to 10,000 Followers on LinkedIn in Less Than 6 Months
    c. Go through the content in a box.
        i. Write an article.
        ii. Transform it into:
            1. Written content.
                a. Long form.
                b. Short form.
            2. Video content.
                a. Long form.
                b. Short form.
    d. Pick a platform.
        i. LinkedIn
            1. Grow 500 connections.
            2. Look at what others do and mimic them.
            3. Engage with them.
        ii. Facebook
        iii. Instagram (repurposing content from Facebook)
        iv. TikTok (I don't think I will use it)

12. Checkpoint #10 - **Duplicate that massive result for bigger clients.**
    a. Grow a personal brand
    b. Apply the dream 100 approach
    c. Find bigger clients (coaches)

13. Checkpoint #11 - **Outreach.**
    a. Prospecting.
        i. Ad library.
        ii. FB search.
        iii. Hashtags.
    b. Find the owner's email address.
        i. About section.
        ii. Contact Us section.
        iii. Privacy policy.
        iv. Hunter.io

     v. [RocketReach](#)

 c. Analyze that business needs.

 d. Outreach.

   i. If the business is good then the outreach is personalized.

     1. Lead with value.(Second or first sentence)

       a. Find growth opportunities in that business.

     2. What's in it for me - Show them how you can help

       a. (suggest your offer and DO NOT frame it as a pitch, frame it as a suggestion)

     3. Mention it's benefit if they took with your opinion

     4. Link your suggestion to logic.

     5. Increase your credibility if possible.

       a. Ask them if they want a sample copy for one of the things you analyzed (improved website copy, instagram carousels…etc).

     6. Lower the threshold, lower the risk, lower the sacrifice

   ii. If the business is mediocre then I'll use the BIAB template.

   iii. TEST BOTH.

 e. Send outreach messages (BIAB template).

What Assumptions or Unknowns do I face?

Assumption

 a. **I'm assuming that my client will be happy to give me that testimonial.**

Unknowns

 b.

14. What are the biggest challenges/problems I have to overcome?

 a. **Getting my client massive result (as I don't have FULL control over the video creative because my business partner does it)**

15. How will I overcome it?

 a. **I'll pick a new niche where they depend on the image in their ads (I can have full control on the design).**

16. What resources do I have?

 a. **AGOGE Gs.**

 b. **Professors and captains.**

 c. **My business partner.**

 d. **Laptop.**

 e. **Water.**

 f. **Airpods.**

g. **Phone.**
h. **Parentes.**
i. **Driver License.**
j. **House with no rent.**
k. **Free food.**
l. **Car.**
m. **Bed.**
n. **Quran.**
o. **Hat.**
p. **Watch.**
q. **Loser friends.**
r. **Good reputation.**
s. **Good looks.**
t. **Father connections.**
u. **Chair.**
v. **Desk.**

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