

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")

[Insert your answers here]

My Result Is - To hit my first \$1k in copywriting. It is important to me so that I can accumulate more experiences and be able to produce better results for my current and future client which will help me to earn much higher

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.)

[Insert your answers here]

How will I measure my progress? - Based on the number of clients I have acquired and the revenue I generate based on the agreed payment I receive from them

What will it look and feel like? - It will look like I have experienced a step up in my financial success and it will feel like I'm moving myself forward financially as I feel the vigor moving through every single bit of my veins. I feel immense joy deep within me.

What will it allow me to do after I reach it? - I can reach out to much higher clients either through local outreach or warm outreach since I have gained the experiences to be able to deliver them the desired outcome with my accumulated skills.

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?

[Insert your answers here]

Where am I now? -

I'm currently working on getting my first client since I have no testimonials and/or actively receiving payment from a client. I'm doing warm outreach by reaching out to my family members, church pastors, friends and asking them if they know any business owners. At the same time, I'm doing cold outreach by searching for clients who are in a specific niche in social media platforms.

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

[Insert your answers here]

My Outcome Is - [Get My First Client Either Through Warm Outreach or Cold Outreach](#)

- Checkpoint 1: [Do some research on niches](#)
 - Checkpoint 2: [Pick a niche and narrow it down to a sub-niche](#)
 - Checkpoint 3: [Find a client to work with in that sub-niche](#)
 - Checkpoint 4: [Reach out to the client either through warm outreach or cold outreach](#)
 - Checkpoint 5: [Set up a sales call](#)
 - Checkpoint 6: [Ask SPIN questions in the sales call](#)
 - Checkpoint 7: [Gather as much information from the client and pitch the discovery project for the client's specific need/problem](#)
 - Checkpoint 8: [When the client seems positive about the discovery project and is open to working with me I'll mention about him/her providing a testimonial in exchange for the value I provide or bring up about how much I will charge him/her for my service](#)
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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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? -

- Time constraint due to me working part-time
- Not finding a good sub-niche

- Not outreaching enough
- My outreach not being proper
- Not doing enough research for the client's business
- Not preparing well for the sales call
- Not asking specific and relevant questions about the client's problems/issues with their business
- Not pitching the right discovery project to the client
- Not discussing about getting a testimonial in exchange for the value I provide for the client
- Not discussing properly on the payment

How will I overcome these roadblocks? -

- Apply the lessons and principles taught by Prof. Andrew in the Copywriting Campus Bootcamp
- Use the notes that I have written from previous lessons and live calls and revise them
- Make a low risk offer to the client such as suggesting for a testimonial after I have provided value for the client
- Analyze the Top Players in said niche/industry
- Ask fellow TRW Students and/or Captains who have more experiences for advice
- Go through the Winner's Writing Process
- Make use of the Process map from one of the Tao Of Marketing Lessons
- Analyze copy for the swipe file
- Make a skeleton copy of the Top Players and keep it handy when writing copy
- Use the Daily Domination Planner
- Keep moving forward and focus

What do I know that I don't know? -

- The amount of clients out there who need help with their business
- Mismanaging my time
- How the clients will react/respond to my outreach to them
- How will the sales call turn out
- Will the client be happy/enthusiastic to pay me when I charge them for my service
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How will I close this knowledge gap? -

- Study my written notes and revise them
- Rewatch some of the lessons in the Copywriting Campus Bootcamp
- Watch some videos in relation to copywriting in the Client Acquisition Campus
- Watch PUCs daily and take notes
- Ask various channels in the TRW Copywriting Campus for tips/advice
- Keep improving my Marketing IQ

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.)

[Insert your answers here]

I have access to and will use -

- [Copywriting Campus Bootcamp Resources](#)
- [Client Acquisition Campus Resources](#)
- [Business Mastery Resources](#)
- [Tao of Marketing Lessons](#)
- [Ask Expert Guides Channels](#)
- [Google Search](#)
- [YouTube](#)
- [ChatGPT](#)
- [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

[Insert your answers here]

CHECKPOINT NAME: Finding a Client

Task 1: Find out all the available niches out there

Task 2: Use ChatGPT to list down all the sub niches from a selected niche

Task 3: Use social media platforms or Google search to find clients/businesses from one of the sub niches or do warm outreach through friends, family or those that you know

Task 4:

Task 5:

Task 6:

Task 7:

CHECKPOINT NAME: Outreach to Clients

Task 1: Collect as much client contacts and fill them on the Prospecting Leads spreadsheet

Task 2: Transfer all those client contacts collected to the Streak software in Gmail

Task 3: Create personalized outreach emails or messages to clients individually

Task 4: Send those personalized outreach emails or messages to the clients

CHECKPOINT NAME: Setting Up a Sales Call

Task 1: When a client responds favorably/positively to my outreach email/message offer them to get on a sales call with you

Task 2: Set up a specific date and time with the client

Task 3: Create a Calendly appointment and send it over to the client

CHECKPOINT NAME: Engaging in the Sales Call

Task 1: Prepare all the SPIN Questions to ask to the Client

Task 2: Prepare yourself mentally and present yourself confidently

Task 3: Message the client that you are ready for the sales call

Task 4: Client will use the Calendly link that I sent previously to get on the sales call

Task 5: Have a normal chat with the client and build rapport

Task 6: Find out as much as possible about the client's business, the problems/issues they are facing with their business and ask the SPIN questions

Task 7: Pitch the relevant Discovery Project to the client

Task 8: If the client is positive/optimistic about the Discovery Project, either suggest for an exchange of a testimonial write-up or have a talk with them about charging for your Discovery Project

CHECKPOINT NAME: Working on the Discovery Project

Task 1: Do research on the Top Players

Task 2: Do research on the Avatar (i.e. Quora, Google, YouTube comments section, reviews)

Task 3: Use the help of an AI Chatbot such as ChatGPT to come up ideas for the Discovery Project

Task 4: Write down the copy (either short-form or long-form) or copy advertisement on Google Docs based on the research done on the Top Players and the Avatar

Task 5: Review it with the client

Task 6: Test it out live until you get the desired result/output

Task 7: Receive testimonial or payment from the client

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.

[\[Insert Your Google Calendly Link Here\]](#)

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.

EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint?
How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
 - Online chess tutorials, courses, and videos
 - Chess books focusing on specific aspects of the game
 - Chess software for analyzing games and practicing tactics
 - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

Checkpoint 4: Increase Endgame Proficiency

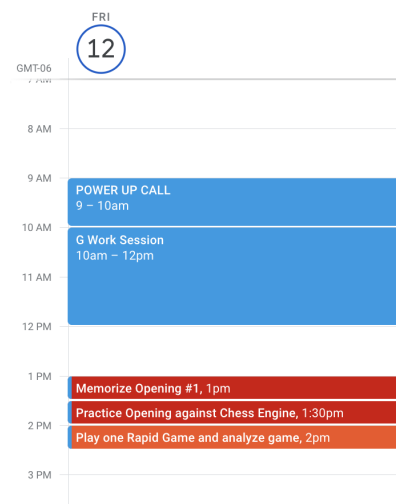
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- Tasks:
 - Study and memorize key lines in chosen openings (30 minutes)
 - Practice opening moves against chess engines or online opponents (30 minutes)
 - Review games to identify opening mistakes (30 minutes)



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