

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

Made £10K before end of
September.

This is a big step on the way to.
financial freedom.

It is my first milestone on the way to
retiring my parents.

It will allow me to take the family
on holiday to Italy for Anne's birthday.

b. Daily non negotiables:

Baseline - 1 GWS per day (60 mins)

Reward - 15 mins of chess

Stretch - 7 GWS (60 mins each)

Reward - Top gear episode

c. How will I know I've achieved it?

When I see £10,000 in my bank account.

d. When is my deadline?

Monday 30th September

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

a. Checkpoint #1 - Complete in-depth market research for current client niche:

- i. Use notes and dive back into market research for my clients niche (Skinny trying to bulk up)
- ii. Establish the target audience's deepest desires, pains and emotions.
- iii. Create an avatar that epitomises the target audience.

b. Checkpoint #2 - Have a finished sales page that will produce results for current client:

- i. Use this avatar and their pains, desires and emotions, to create a new sales page with a new offer.
- ii. Go through piece by piece rewriting the sales page using all the info on their emotions to influence their beliefs into purchasing the product.
- iii. Refine and revise all aspects of the sales page (use the review channels) to make it good enough to convert 67 people to buy the product in a month.

c. Checkpoint #3 - Implement page on clients website and test the results:

- i. Put the page onto his website using shopify.
- ii. Add any necessary design elements.
- iii. Test the page for 2 days and see if the target has been hit.
- iv. Revise and test the page until it achieves desired results (on track to convert 67 in a month at least).

d. Checkpoint #4 - Get paid and receive testimonial video:

- i. Converting 67 buyers will make my client £1004.33 and I will be paid £300.
- ii. Send the client an invoice to get paid.
- iii. Ask the client to create a video testimonial of work done.

e. Checkpoint #5 - Create a portfolio with testimonial of warm outreach client:

- i. Design my website portfolio.
- ii. Add testimonial video.
- iii. Use it as a source of credibility for my future cold outreach.

f. Checkpoint #6 - Pick a Niche & Prospecting:

- i. Use the niche selection content to create a list of niches.
- ii. Qualify this list of niches by affluence, scale, competitiveness & complexity to find the best ones to enter.
- iii. Using the better niches, create a list of prospects to reach out to using the prospecting methods taught in TRW.
- iv. Once I have a list of prospects, complete Top player analysis to understand the market more and be able to come to prospects with value.

g. Checkpoint #7 - Book a sales call through cold outreach:

- i. Use top player analysis and analysis of each individual prospect to come up with the best hypothesis (offer) on what will provide the most value to them.
- ii. Craft a series of outreach messages to test in sending to prospects with the valuable offer.
- iii. Test my way to a successful outreach message by sending as many messages and offers as needed until a client likes my offer and books a call.

h. Checkpoint #8 - Have a successful sales call:

- i. Prepare myself before the call by analysing their business and understanding where they lack and where they don't + general tactics that work in this market.
- ii. Have the calmness and collectiveness to be able to appear as an expert and in abundance on the sales call so they see me as at least a peer.
- iii. Have developed enough marketing IQ to be able to prescribe a solution that works and generates results for the client.
- iv. Use the doctor framework to understand exactly what they need and prescribe a valuable solution for their problem and agree on a smaller
- v. If my solution is valuable and they believe I know what I am talking about then we will agree on a project on this sales call and I will be paid £500 upfront and £500 when completed.
- vi. Establish specific KPIs (Key Progress Indicators) with the client and schedule a call to discuss results after the project is complete to measure results.

i. Checkpoint #9 - Create valuable results for this client (discovery project):

- i. Develop understanding of this particular niche (by doing top player analysis) so I can understand what works and what doesn't.
- ii. Develop a deep Understanding of this client's product/service so I will know what problem it solves and be able to market it correctly.
- iii. Analyse the target market by finding customer language in the wild to understand the specific pains, desires and emotions of the people in this particular market.

- iv. Create compelling copy for this client to generate results (a bigger audience or more sales to the value of £10K to the client)
- v. Review and revise the copy (using review channels) until it hits the desired KPIs for the client.
- vi. On the call measuring the results of the discovery project pitch a bigger better project to generate even more value for the client.
- vii. Create good copy, review and revise it until it is good enough to hit established goals with the client for this (2nd) project.
- viii. Repeat for any further projects with this client until no more projects are agreed on.

j. Checkpoint #10 - Create valuable results for 3-5 smaller clients:

- i. Repeat all stages for checkpoints #3, #4 and #5 to complete successful projects with 3 -5 clients before being able to land a high value client that pays £10K.

k. Checkpoint #11 - Book a sales call with a high level client:

- i. Ensure niche picked is high value enough to have a high level client to partner up with by analysing how affluent the market is.
- ii. Craft a valuable outreach message to send to the high value prospect by analysing the market and this particular client for what they need the most.
- iii. Use a portfolio of testimonials from the previous smaller client projects for establishing credibility in the outreach message.
- iv. If the message is perceived as valuable enough to the prospect then they will agree to a call.

l. Checkpoint #12 - Have a successful sales call and agree on a £10K project:

- i. Prepare myself before the call by analysing their business and understanding where they lack and where they don't + general tactics that work in this market.
- ii. Use the doctor framework to understand exactly what they need and prescribe a valuable solution for their problem and agree on the project.
- iii. If my solution is valuable and they believe I know what I am talking about then we will agree on a project on this sales call and I will be paid £10K.

- iv. Establish specific KPIs (generate £100K in sales) with the client and schedule a call to discuss/measure results after the project is complete to measure results.

m. Checkpoint #13 - Generate £100K in sales(or in value) for this client:

- i. Ensure complete understanding of product and market by doing top player analysis and market research.
- ii. Analyse the target market by finding customer language in the wild to understand the specific pains, desires and emotions of the people in this particular market.
- iii. Create a first draft of the copy that will generate results for this client.
- iv. Review and revise the copy until it is good enough to influence 500 people to buy a £200 product.
- v. Test the copy until the results are achieved (until it generates £100K in sales for the client)

n. Checkpoint #14 - Receive payments for July:

- i. Check my payments received over the entirety of July and see that I have made £10K this month.

3. What Assumptions or Unknowns do I face?

UNKNOWNNS:

ASSUMPTIONS:

- That the target market I am researching is the correct one.
- The target research methods allow me to truly understand their pains, desires and emotions.
- That the page will be good enough to convert for £1000/month.
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UNKNOWNNS:

- Exactly what I will need to do to generate this client £100K.
- What niche the client will be in.
- Who the target market of the product is.
- What problem will the product solve?
- What the pains, desires & emotional state of the avatar are.
- Where to find these (just mentioned) and the customer language.
- The kind of solution is the best one for this particular client in this market.
- What marketing strategy is needed to best solve their main problem.
- What area of marketing I will be working in (either gaining attention or monetising it).

- How many clients I will need until I have a high enough level client to
- What niche I will go into.
- What my outreach message will look like.
- Exactly what will go on my portfolio.

ASSUMPTIONS:

- I will be influencing 500 people to buy a £200 product or service.
- The deal will be 10% revenue share.
- My copy will be compelling enough to generate £100K.
- Copy breakdown & writing practice will develop my skills to a high enough level.
- I will actually have the skill level to land a client like this and generate them revenue.
- I will be able to provide the correct solution to their problem on the sales call.
- That I have built up a portfolio of past work with clients generating thousands.
- That I will be cool & calm in the sales call and not scare away the prospect.
- That I will need to land a number of clients before one that will pay me £10K.
- That only one client will pay me £10K and not 3-4 smaller ones combined.

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

- Understanding my target market completely so I can step into their shoes and directly tailor the copy to them.
- Creating copy that will produce the desired results.
- Getting the conversion rate to a level where it converts 67 people to buy in 2 weeks.
- Designing a website/portfolio and finding a good way to include my testimonial (s)
- How to leverage my portfolio in outreach
- What to offer prospects on cold outreach.
- Finding the exact formula for a successful cold outreach message.
- Converting the prospect to a client on a sales call.
- What solution to prescribe to the client.
- Coming across as an expert and in abundance of clients to the prospect

5. What resources do I have?

- TRW content (Copywriting, business mastery & client acquisition)
- TRW students through chats
- Ask an expert guide channel
- Copy review aikido channel
- Ask professor chats in other campuses
- My brain

- Internet connection (google)
- Access to specific avatars (through friends and family)

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