🛡️ *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 - I want to make my client 300,000 Rs or more in revenue with my skills by the end of July.

Why?
My parents are getting older, and we almost live paycheck to paycheck, and my sister chips in every month for our groceries. As thankful as I am, I want to change this. My sister has been supportive all this time; moreover, she supported me in my business venture when I ran out of my savings and that business failed due to many uncertain things and factors that I didn't have control over. I want to pay everyone back for the love and support I've gotten through these years, and money is the best source for me to pay back the debt I'm owed.

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? -

By keeping record of sales and identifying the flaws in my strategy to market the product.

What will it look and feel like? -

I'll feel contentment that I've helped the client kick start his business and getting near to the goal is always thrilling. Feeling that speed, momentum, racing towards the goal, all that adrenaline pushing me to aim higher.

What will it allow me to do after I reach it? -
Pay back the money I owe to my sister and gift a dress and suit to my parents.

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 at the start of handling and understanding the business of my clients and I've started market research (one is completed) to come up with my strategy that I'll pitch to the clients.

In TRW, I'm learning Tao Of Marketing and with that I'll start learning to handle Social Media (Instagram) because that's where I'll be starting for my client before we move on to building a website. Alongside this, I'm currently in the Agoge program that is helping me develop a mind of steel.

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 -

☑ ~~Checkpoint 1: Conduct market research~~

☑ ~~Checkpoint 2: Pitch the strategy to my Client and GET it approved~~

☐ Checkpoint 3: Grow Social Media

☐ Checkpoint 4: Create and Improve my content plan

☐ Checkpoint 5: Launch and Email Marketing

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.)

What potential roadblocks could hinder my progress? -

1. My client is very busy and is only available at midnight, and sometimes that too is difficult for him to squeeze in time.
2. My progress can be hindered by lack of experience.
3. Lack of mental clarity, as in what to do exactly to achieve the result (i.e not being able to identify the factors that could be affecting my performance).

How will I overcome these roadblocks? -

I need to be more disciplined than I am and not be in my own head.
Remove self doubt/ Believe in myself that I can genuinely help my clients.

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

I don't know if I'll be able to renew my TRW subscription because I need help from the community and captains to review my copy.

I don't know if my strategy will work.

I don't know if I'll be able to increase the sales to achieve the 300k mark.

I don't know exactly when my client will decide to launch his website.

How will I close this knowledge gap? -

By using all of my resources that Professor Andrew talked about in the Agoge Program.

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 -

1. My client also has experience in marketing, and he has offered to help me if I face any challenges. So that's one resource.
2. I now know how I can use AI to speed up the process and get my work done efficiently.
3. Access to TRW community.
4. I have two friends who have experience in website development.

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]

Market Research:

- ☑ ~~Task 1: Research the target market~~

- ☑ ~~Task 2: Identify and analyze the top players~~

- ☐ Task 3: Analyze data and draw conclusions

☐ Task 4: Create an Avatar

PITCHING THE STRATEGY:

☐ Task 1: Come up with a strategy to provide free value to potential customers.

☐ Task 2: Pitch to the client.

Grow Social Media:

☐ Task 1: Execute by posting on social media
☐
☐ Task 2: Write a copy for Posts.
☐
☐ Task 3: Learn to make video content for Reels from Professor Dylan.
☐
☐ Task 4: Post reels.

Making the website:

☐ Task 1: Learn SEO and designing Landing Page from General Resources.
☐
☐ Task 2: Design Opt In Page
☐
☐ Task 3: Write a copy
☐
☐ Task 4: Launch it and Let customers know through Social Media and Email Marketing
☐
☐ Task 5: Write Email

Create and Improve my content plan:

☐ Task 1: Analyze my strategy and Stats of engagement on Social Media.

☐ Task 2: Ask for review from the TRW and Chat Gpt.

☐ Task 3: Implement some changes if needed or Add something new.

Launching the Website:

☐ Task 1: Write a copy and run ads.

☐ Task 2: Build a hype or grow an audience through email marketing and using social media posts.

☐ Task 3: Launch the Website

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]
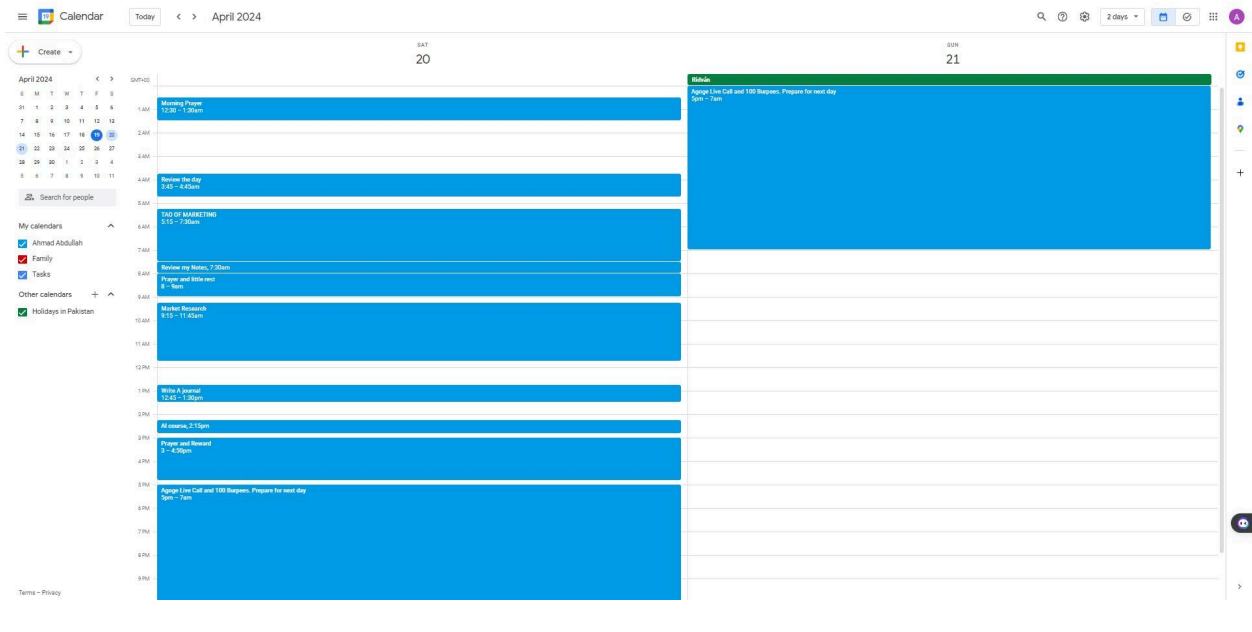
Step 9: Time To Execute and Review:

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.

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)

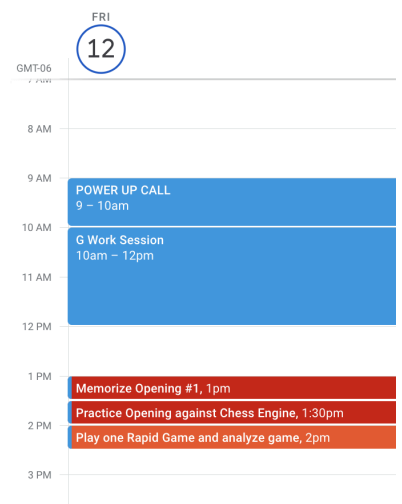Checkpoint 4: Increase Endgame Proficiency
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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)

-