

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

- Have a client base and am able to self support myself using copywriting (5-10k a month) before I get home from college so I don't have to work in the oilfield again.

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

- I'll be making consistent money from multiple clients 2-3 months from now.

c. When is my deadline?

- May 1st, 2024.

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

Checkpoint 0: Finish Bootcamp and rebuild yourself (Feb 5th - Feb 11th)

- CONSTANT smile this week, no matter how you feel. Smile and be sociable.
- Finish the last of Bootcamp 3
- Do daily agoge challenges (wake up 4am, 100 burpees)
- Go back through levels 1 and 3 and do Andrew's note taking method (20 lessons a day everyday starting tuesday)
- Start incorporating Andrew's To-Do along with yours, plus reading the identity doc every morning and night.
- Finish 12 rules for life and start on how to win friends and influence people

Checkpoint 1: Get my first client (Feb 12th - Feb 21st)

- Do daily outreach to 5-10 client prospects
- Do market research and find a niche to exploit
- Also need to do daily "refuel" sessions in which I rekindle my marketing knowledge by going over my past notes on the bootcamp
- Once I finally get a response, I need to dive headfirst into that client's business and find ways I can provide them with value
- Close the deal in the sales call

Checkpoint 2: Begin to provide as much value as possible to my client

- Use strategies in TRW to diagnose the client's business and find where I could use my skills to increase their revenue

Checkpoint x:

Checkpoint x: Work for multiple clients simultaneously and provide constant quality value.

- Have multiple clients that you're doing various tasks for. Have to be making them enough revenue for your 10% to mean anything.

3. What Assumptions or Unknowns do I face?

- It will require more effort to secure my first client compared to subsequent ones.
- The majority of my outreach attempts will likely be ignored by prospects.
- My clients typically have limited knowledge about marketing.

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

- Ensuring client satisfaction.
- Avoiding laziness.
- Maintaining consistency.
- Persevering in the face of obstacles.
- Outperforming competitors.

5. What resources do I have?

- Access to all resources within TRW.
- Insights from industry leaders.
- Feedback from friends and family.
- Online resources like Google and YouTube.

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