CONQUEST PLANNER

1. Define Objective
   a. What is the goal?
      - To make 5k per month consistently.
   b. How will I know I've achieved it?
      - When I see positive bank transfers totalling 5k at least entering my bank account. I will feel the weight dropping of my shoulders knowing I got the job done. Also I will be able to significantly help my parents pay off the mortgage.
   c. When is my deadline?
      - 01-08-2024
2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE
   a. Checkpoint #1 - Select a niche (deadline: 01-03-2024)
      i. Do market research
      ii. See what niches potentially have need for copywriters
      iii. Analyze what needs this specific niche has and come up with solutions for their niche

   b. Checkpoint #2 - Skill enhancement and portfolio development (deadline: 01-04-2024)
      i. Invest time daily in improving copywriting skills through the copywriting bootcamp. Action: dedicate at least one hour per day to focused learning via the note taking method taught by professor Andrew.
      ii. Develop an online portfolio to showcase multiple writing samples, to show versatility and expertise. Action: create a personal website to display a diverse range of writing samples.
      iii. Use the advanced copy aikido channel to let the copy be reviewed, to learn from possible mistakes. Action: write a piece of copy to the best of my ability and get it reviewed.
      iv. Improve my social media presence, highlighting skills, experience and the portfolio. Action: optimize Instagram with a professional photo, comprehensive bio and link to the online portfolio.
   c. Checkpoint #3 - Client acquisition (Deadline: 01-06-2024)

i. Make a targeted list of potential clients based on the niche I chose and their needs. Action: research industries with a high demand for copywriting services. Create a spreadsheet of potential clients with their contact information.

ii. Craft personalized outreach messages highlighting the value I can bring to their business.

iii. Follow up with potential clients through email and social media. Action: develop a follow-up schedule to stay on the radar of potential clients without being too overly persistent.

iv. Offer free value or a limited-time discount to the first few clients to build initial credibility.

d. Checkpoint #4 - Diversification of services (deadline: 01-07-2024)

i. Look for additional services that might complement copywriting

ii. Update portfolio to showcase the expanded services

iii. Pitch the clients I already have new service offerings to increase their income

iv. Leverage existing relationships for referrals and testimonials

3. What Assumptions or Unknowns do I face?
   - Assumption: A consistent demand for copywriting
     - Elaboration/solution: With the number of Businesses growing every year it is very unlikely that there won't be any need for copywriters. One thing to keep in mind is that probably the number of copywriters also rises. This means that the skills you must possess must be very good.
   - Assumption: I don't slack off, meaning everyday I do what must be done.
     - Elaboration/solution: make work a non negotiable. Hold myself accountable.
   - Assumption: I will get a client eventually, after a few outreach messages.
     - Elaboration/solution: most importantly is to keep going. I go in more detail of the how in the unknown section.
   - Unknown: Don't know how effective the different outreach methods will be.
     - Possible solution: don't blindly send outreaches, but try to find out what works and what doesn't. Like in the "handling the unknown" presentation. Firstly make a hypothesis about the dm's. For example: including a prospects name in the beginning of the dm will increase open rates. Then when sending the dm's have a control and test group. The control group will have the old dm structure and the test group contains the hypothesis you want to test. Make sure you keep it by one change at a time.

Measure the success rate of both and conclude which is better. If the test group did better, make it the new control group.
- Unknown: After the initial outreach message, what the potential client will say could be anything.
    - Possible solution: Observation → record and analyze responses from initial outreach messages to identify common patterns or trends. Research → Investigate the norms in client communication (Sales mastery and Networking mastery could be a good place to start.) Understand how potential clients typically respond to initial outreach in the specific field of copywriting. Formulate a hypothesis based on the research. Then experiment with the hypothesis using the test and control group and collect the data of the responses. Analyze the data and look for possible patterns.
- Unknown: I am not sure how to diversify my services yet.
    - Possible solution: Observation → Identify areas in the copywriting industry where additional services are commonly offered. Research → investigate successful copywriters and agencies to understand the range of services they provide. Analyze potential market trends to see if there are emerging needs or gaps in the market. Formulate a hypothesis based on my findings, like what type of potential services I could offer. Test the hypotheses by incorporating one service at a time. Analyze what does best and incorporate it permanently in the portfolio.

4. What are the biggest challenges/problems I have to overcome?
   - Challenge: convincing potential clients to trust a copywriter with limited experience.
   - Challenge: balancing time between improving my skills and client acquisition.
   - Challenge: setting competitive and fair prices that reflect expertise and attracts clients
   - Challenge: The outreach is good and professional enough so that the prospect replies to the message

5. What resources do I have?
   - The skills that I already possess and the ability the learn quickly
   - Access to TRW with the copywriting, business mastery and client acquisition campus.
   - Phone
   - Laptop
   - The swipe file
   - AI

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