🛡️ *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")

Make 7k€ by the end of August, so I don't have to go to college and can focus on my life.

My Result Is -

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? - When I see an extra 7k€ in my bank account in a one-month time frame

What will it look and feel like? - My bank account shows me around 11,034.54€. I'll feel proud, my chest is filled with excitement and a huge smile I can't stop is on my face

What will it allow me to do after I reach it? - I won't have to go to college. I can focus more on boxing as well and can learn a bit wing tsuin. I feel relieved that I don't have any weird old pedo have the ability to decide about my future. Only God is the one

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 a broke school student headed to college making around $520 per month. I'm living with my parents, don't have the freedom to do what I want. Teachers/Professors decide about my future right now - people I neither like nor respect - and my parents don't take me seriously when saying that I don't need college. Right now, I'm straight-headed to college.

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 - Making 7k€ per Month

- Checkpoint 1: Make my current client at least 10k€

- Checkpoint 2: Automate my client's funnel

- Checkpoint 3: Create a case study to boost credibility

- Checkpoint 4: Create a winning outreach strategy with my case study

- Checkpoint 5: Land another client

- Checkpoint 6: Launch successful discovery project

- Checkpoint 7: Upsell client on next project and agree on comission deal

- Checkpoint 8:

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? - I don't know how to create a case study yet. Maybe my mother and my uncle want me to spend more time with them. Maybe my grandparents call me and I must spend time with them as well. My client's audience might not resonate with the emails as much as I assume.

My client may be lazy again and miss the launches, and I might not be on time.

How will I overcome these roadblocks? - I'll watch Videos on how to create a case study and use TRW resources. I'll also model successful case studies and ask for help from fellow Gs.

I'll sit down and see how much hours of what I need per day. For instance, how many hours I need for CW, for sales, etc. Then I'll see when it'd make most sense to fit those in. And I'll leave around 40 minutes of emergency time, in case something comes in between.

I'll plan out my day the night before with my family to know when I'll spend time with them.

I'll split test how my client's audience reacts to the email and based on the reaction I'll adapt accordingly.

What do I know that I don't know? - I know that I don't know how to create a case study yet. I know that I don't know how the audience will react

How will I close this knowledge gap? - Watch Tutorials on how to create a case study and break down successful case studies. I'll split test as mentioned

---

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 - TRW chats & lessons, my brother, my network, Chat GPT, Bard, Google, YouTube, Books, my client's 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]

MAKE MY CLIENT 10k€

Task 1: Test The Welcome Sequence

Task 2: Make his audience addicted to his content

Task 3: Make his audience join his paid community

Task 4: Continue providing value to them in the newsletter

Task 5: Polish upsell sequence

Task 6: test upsell sequence & once I found the perfect one, it'll run itself

Task 7: create another upsell sequence for HT this time

Task 8: create HT landing page

Task 10: Polish upsell sequence up and test it

Task 11: Polish LP up and test it

Task 12:

AUTOMATE MY CLIENT'S FUNNEL

Task 1: Put every email till the upsell into one workflow

Task 2: Find the best value emails and put them in the middle of the workflow (between welcome sequence and channel desire email sequence)

CREATE A CASE STUDY TO BOOST CREDIBILITY

Task 1: Watch Videos on how to create a successful case study (including TRW lessons)

Task 2: Break down successful case studies and identify the best angle I should take

Task 3: Ask my client for a video testimonial

Task 4: Create the case study

Task 5: Get help from students and adjust the case study accordingly

CREATE A WINNING OUTREACH STRATEGY WITH MY CASE STUDY

Task 1: Have brainstorm sessions on how to be different and unique than everyone else. Also look at the outreaches my client liked and responded to.

Task 2: have my website on point. Have my LinkedIn on point

Task 3: Create the first draft of my outreach
1. Be valuable to the prospect
2. Show I'm capable

Task 4: Get insights from other Gs and improve accordingly

Task 5: Reach out to 10 prospects with that particular outreach

Task 6: Analyze the performance

Task 7: Adjust outreach to get desired results

Task 8: Repeat step 3 till now until I get 1-3 replies per "outreach group"

LAND ANOTHER CLIENT

Task 1: Research about my prospect's industry and business (rough overview about funnels, copy)

Task 2: Hop on a sales call

Task 3: Connect with them

Task 4: Ask S questions

Task 5: Ask P questions

Task 6: Ask I questions

Task 7: Ask N questions

Task 8: Identify what's missing in his approach to get him where he wants to go

Task 9: Lay out the whole plan and be confident while doing it

Task 10: Present discovery project

Task 11: Agree on discovery project and schedule next call

LAUNCH SUCCESSFUL DISCOVERY PROJECT

Task 1: Do deep research on Target Market (Around 10 pages of research material)
1. Pull Diagrams up and showcase how aware they are
2. Identify deepest motivator

Task 2: Analyze top Player
1. How do they get attention?
2. How do they monetize the attention?
3. Sophistication level?

Task 3: Brainstorm session on how to approach the project in a unique way

Task 4: Create first draft of project

Task 5: Go over first draft and improve it

Task 6: Get help and insights from other Gs, submit to AIKIDO Channel and improve the project again

Task 7: Hop on call with client and go over the project

Task 8: Test project on smaller audience first

Task 9: Analyze performance of the project and adjust accordingly (Repeat until goal is hit)

Task 10: Launch project to whole audience and crush it!!

UPSELL CLIENT ON NEXT PROJECT + COMISSION BASED RETAINER

Task 1: Text client to "talk about the next step"

Task 2: Hop on call
1. Highlight results I got him
2. Talk about previous call (about the whole plan)
3. Show why the next step from plan makes sense
4. Agree on pricing (comission)

Task 3: Look at how top players implement this project

Task 4: Answer 4 questions, adjust awareness diagrams

Task 5: Have a brainstorm session on how to be unique, stand out from competitors

Task 6: Create first draft and gain distance

Task 7: Improve the project

Task 8: Get help & insights from Gs, submit in AIKIDO Channel, and improve the project accordingly

Task 9: Hop on call with client and go over my output. Improve the parts he wants to have improved

Task 10: Test project on small audience

Task 11: Analyze performance of the project and adjust accordingly (Repeat until goal is hit)

Task 12: Launch project

Task 13: Generate regular traffic to the product

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)

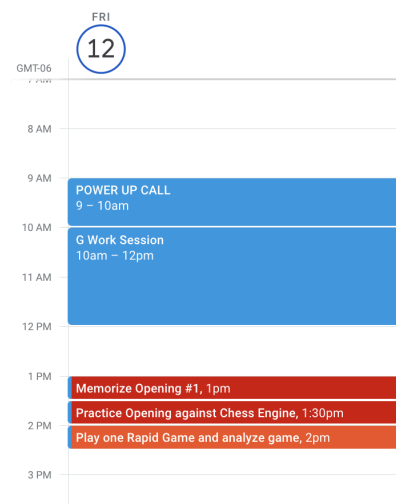Checkpoint 4: Increase Endgame Proficiency
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

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)

FRI
12
GMT-06

7 AM

8 AM

9 AM
POWER UP CALL
9 – 10am

10 AM
G Work Session
10am – 12pm

11 AM

12 PM

1 PM
Memorize Opening #1, 1pm

Practice Opening against Chess Engine, 1:30pm

2 PM
Play one Rapid Game and analyze game, 2pm

3 PM

-