

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

Get 4 clients that I have good relationships with on retainer payments for £4000 a month on average through clients' projects and percentage shares on sales

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

I will have regular bank transfers into my bank account by all 4 of my clients and will have over 4000 in my bank account

c. When is my deadline?

10/08/2024

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

Feb 21st Checkpoint #1 - Complete all level 3 videos 4 days late

Cause and effects:

- Watch as many level 3 videos as I can every single day

Feb 29th Checkpoint #2 - Complete all level 4 videos & niche domination 1 day late

Cause and effects:

- Watch as many level 4 videos as I can every single day

March 31st Checkpoint #3 - Get my first local client 2 days early

Cause and effects:

- Sales call
 - Set sales call date
 - Prep call questions
 - Set up the environment for call
 - Go through spin questions
 - Pitch and get the first project accepted
- First small project
 - Confirm that the client likes the project
 - Email them the project outline
 - Create the first draft
 - Research the target market and niche
 - Write the first draft
 - Refine the first draft

- Get refined erosion checked and confirmed
- Test the project
 - Confirm testing period
 - Test for that period of time
 - Gather results at the end
- Successful project
 - Results are positive with massive improvement shown by the data
 - Client gets more results
- Earn testimonial
 - Ask questions about the project and what they thought to get a natural answer
 - Put real testimonials on my website
- Referral to another client
 - Ask them in their emails if they have any other businesses they know that could benefit from my work.

28th May Checkpoint #4 - Get the first online client

Cause and effects:

- Sales call
 - Set sales call date
 - Prep call questions
 - Set up the environment for call
 - Go through spin questions
 - Pitch and get the first project accepted
- First small project
 - Confirm that the client likes the project
 - Email them the project outline
 - Create the first draft
 - Research the target market and niche
 - Write the first draft
 - Refine the first draft
 - Get refined erosion checked and confirmed
 - Test the project
 - Confirm testing period
 - Test for that period of time
 - Gather results at the end
 - Successful project
 - Results are positive with massive improvement shown by the data
 - Client gets more results
 - Earn testimonial
 - Ask questions about the project and what they thought to get a natural answer
 - Put real testimonials on my website

- Referral to another client
 - Ask them in their emails if they have any other businesses they know that could benefit from my work.

28th June Checkpoint #5 - Get the second client

Cause and effects:

- Sales call
 - Set sales call date
 - Preb call questions
 - Set up the environment for call
 - Go through spin questions
 - Pitch and get the first project accepted
- First small project
 - Confirm that the client likes the project
 - Email them the project outline
 - Create the first draft
 - Research the target market and niche
 - Write the first draft
 - Refine the first draft
 - Get refined erosion checked and confirmed
 - Test the project
 - Confirm testing period
 - Test for that period of time
 - Gather results at the end
 - Successful project
 - Results are positive with massive improvement shown by the data
 - Client gets more results
 - Earn testimonial
 - Ask questions about the project and what they thought to get a natural answer
 - Put real testimonials on my website
 - Referral to another client
 - Ask them in their emails if they have any other businesses they know that could benefit from my work.

12th July Checkpoint #6 - Get a third client

Cause and effects:

- Sales call
 - Set sales call date
 - Preb call questions
 - Set up the environment for call

- Go through spin questions
- Pitch and get the first project accepted
- First small project
 - Confirm that the client likes the project
 - Email them the project outline
 - Create the first draft
 - Research the target market and niche
 - Write the first draft
 - Refine the first draft
 - Get refined erosion checked and confirmed
 - Test the project
 - Confirm testing period
 - Test for that period of time
 - Gather results at the end
 - Successful project
 - Results are positive with massive improvement shown by the data
 - Client gets more results
 - Earn testimonial
 - Ask questions about the project and what they thought to get a natural answer
 - Put real testimonials on my website
 - Referral to another client
 - Ask them in their emails if they have any other businesses they know that could benefit from my work.

2nd August Checkpoint #7 - Leave the bar

Cause and effects:

- Settled in with 3rd client
 - Finished first project and a second bigger project
 - The projects were successful and got the client's results
 - Got a testimonial from that client
- Earning more than the bar with all clients reliably
 - Commissions coming through from bigger projects on my other 2 clients.
 - Clients trust me and the future of working with them is in years to help their business
 - Done at least one big project with both clients and earned a good chunk of money

23rd August Checkpoint #8 - Moving out

Cause and effects:

- A good relationship with clients
- Passed my driving test and I can drive

- Lots of lessons with someone and dad
-
- Saved up enough money for a deposit
 - Not buying a bunch of useless stuff
 - Putting away money every week out of wages
- Decide where to move
 - Scout places to live
 - Decide what I can afford
 - Do Callum and Josh want to come
- Talk with Dad and N&G about it
 - Get them on board with my idea
- See the place I am going to move to
- Agree on rent and move stuff in

3. What Assumptions or Unknowns do I face?

Assumptions:

- The first project will be a success with every single client
- They won't ghost me and left me on the first project
- The client has the funds to keep me with them for years to come
- They can refer me to another business they know
- They know another business and are willing to refer me
- I get 2 big successful projects with them and earn a good chunk of money
- I will have a project that involves commissions
- The client project will get super good results
- They will like my project idea
- I will be able to snowball on referrals
- The process of projects and referrals will be the same with all 4 clients
- I will find all these clients one after the other
- I will get my first client in 500 outreaches
- Each business won't go out of business while I work with them
- The business doesn't have a bad reputation
-

Unknowns:

- What project I will be doing for each of these clients
- How much I will get paid from each of these clients
- When I get these clients
- What niche I will get these clients
- How long the projects will take

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

- Creating and stretching my brain for a successful project
- Putting in the time and reps when there seems to be diminishing returns
- Managing client relationships
- Managing my time between 4 client projects

- Doing my first sales call
- 5. What resources do I have?
 - a. Computer
 - b. Laptop
 - c. TRW
 - i. Copywriting courses
 - ii. Level 3 and Level 1
 - iii. Use ai to conquer the world
 - iv. Freelancing courses
 - v. Business mastery courses
 - vi. Andrew bass and all professors
 - vii. TRW students
 - d. My dad
 - i. Giving out business cards
 - ii. windowcleaning
 - e. Business cards
 - f. Money
 - g. Bar job
 - h. Social standing
 - i.
 - j. Google
 - i. Bookmarks
 - k. Toothbrush
 - l. The spear
 - m. Jumpers
 - n. My website
 - o. Social media
 - i. Instagram
 - ii. X
 - iii. Youtube
 - iv. Facebook
 - v. Linked in
 - vi. Tiktok
 - p. Flipping

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.

Example

Start

- I have created a winning ad that has 1k likes in the first week and is bringing in 10 leads a week
 -
 -
- Testing finished
 -
 -
- Created the first ad
 -
 -
- Research complete
 -
 -
- Sales call complete
 -
 -
- Watched all the spin questions
 -
 -