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CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? **My goal is to get my client results. Satisfying results.**
 - b. How will I know I've achieved it? **Once I get a testimonial of the results I've brought to the client, I know I achieved it. Which will eventually bring me to my first-paying client.**
 - c. When is my deadline? **My deadline will be by the end of February. Feb 29.**
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - **The first checkpoint is to grow his social medias. He currently has a product-selling agency and inspires people. Simple but not easy.**
 - i. Cause and effect #1- **His viewers will eventually become interested leads with the agency. A bigger audience will bring more interested leads.**
 - ii. Cause and effect #2- **His agency will probably dominate other agencies depending on the input. Using copywriting skills along with growing socials, the prospects will turn their heads towards us.**
 - iii. Cause and effect #3- **He most likely has other agency friends he can recommend to if I bring satisfying results. I bring that friend's results, then get recommended to another friend and it goes on and on.**
 - iv. Cause and effect #4- **My testimonial from the client will be involved with growing socials. This will attract future prospects depending on their location in attention. Not only will my services be copywriting but a strategic growth partner.**
 - b. Checkpoint #2 - **After bringing great results to my client, I will be recommended to his other agency friends. With the testimonials, I will finally do a paying retainer depending on the results.**
3. What Assumptions or Unknowns do I face? **The unknowns I will face will happen in every problem-solving I make. A new problem comes from the current problem. It's up to me to figure everything out.**
4. What are the biggest challenges/problems I have to overcome? **It's going to be difficult but not impossible. The amount of competition is insane and I will find a way to stand-out. To the point where I hit my desk.**
5. What resources do I have?

I have The Real World, youtube, a friend that does e-commerce that can provide advice with agency. I also have a group of copywriting/ecommerce friends in a group chat. I literally have a macbook, iPhone 14, and TIME to complete this. I'm also young. I have a lot of time but not too much time.

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

< February



FRIDAY, FEB 2

FRIDAY, FEB 9

Grow to 100 followers

00:00

23:55

SATURDAY, FEB 10

Lunar New Year

all-day

WEDNESDAY, FEB 14

Ash Wednesday

all-day

Valentine's Day

all-day

Get higher-quality reels to boost audience

01:00

02:00

MONDAY, FEB 19

Presidents' Day

all-day

WEDNESDAY, FEB 21

Grow grow grow and sell

01:00

