

CONQUEST PLANNER

1. Define Objective

1. What is the goal?

Land a paying client

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

The client that i'm working with will pay me for my work

3. When is my deadline?

March 4th

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

Reverse Engineering:

1. Checkpoint #9 - Getting payed

1. Client sends the money to my paypal
2. Client is satisfied with my work
3. I review my work with my client to perfect it
4. I review my work by myself (and others)
5. I finished the work that i promised to my client

2. Checkpoint #8 - Landing the client

1. We agreed on the work through the sales call
2. Demolish the objections
3. I introduced the work that i'm going to do with my client
4. I asked the important questions
5. I read the opening script
6. We got on the call

3. Checkpoint #7 - Booking the call

1. They booked a call for the next 24-48 hours
2. We discuss on when to book the call
3. They agreed to book a call
4. I replied and teased more value to talk about in a call

3. Checkpoint #6 - OODA looping the outreach strategy to success

1. Repeating the process until I get a positive response
2. Re-testing with 20 prospects
3. Adding new tactics
4. Fixing what doesn't work
5. Doubling down on what works
6. Evaluating the results
7. Testing the strategy with 20 prospects

4. Checkpoint #5 - Crafting the structures of each outreach method

1. Email:

1. Subject line
2. Body
3. Future Value
4. CTA

2. DM:

1. Engagement
2. Lead Question
3. Conversation
4. Future Value
5. Pitch

3. Call:

1. Opening script
2. Pitch
3. CTA script
4. Objections script

4. Direct mail:

1. Hook (Opening lines, attachments...etc)
2. Body
3. CTA
4. Call

5. Video:

1. Opening script
2. Future Value

3. CTA script

5. Checkpoint #4 - Finding what works best for my niche

1. I filtered the solutions:
 1. Low cost High value
 2. High cost High value
 3. Used by top player
2. I listed out all the solutions in a document
3. I created/found solutions for my client:
 1. I came up with creative marketing strategies
 2. I came up with basic foundational marketing strategies
 3. I analyzed other markets' top marketers strategies
 4. I analyzed other markets' top player strategies
 5. I analyzed how top marketers monetize attention
 6. I analyzed how top marketers get attention
 7. I analyzed how top players monetize attention
 1. Lead magnets
 2. Funnels
 3. Website copy
 4. Email marketing
 8. I analyzed how top players get attention:
 1. Paid ads
 2. SearchEngineOptimization (Google Search ranking)
 3. GoogleMyBusiness (Google Maps ranking)
 4. Social Media
 5. Affiliates
4. Niche current problems research
5. Niche desired dream outcome research

6. Checkpoint #3 - Qualifying the prospects' list:

1. 10-200 reviews
2. Some recent reviews in the last 7-14 days
3. Not a top-player (struggling with getting attention or monetizing attention)
4. 1-10 employees at max (anything more means they most likely hired a marketing team)
5. Strictly a prospect of my niche

7. Checkpoint #2 - Creating a prospects' list:

1. Finding prospect's details:
 1. Prospect's name

2. Prospect's email
 3. Prospect's website
 4. Prospect's Social media
 5. Prospect's linkedin
 6. Prospect's phone number
 7. Prospect's owner name,number,email
2. Finding prospects:
 - a. Manually:
 1. Google Maps search
 2. Directories Search
 3. Google Search for Website
 4. Social Media Search
 5. ChatGPT - Bard
 - b. Automatically:
 1. Apollo.io (fast) import prospects
 2. Linkedin Sales Nav (fast and best) import prospects with Apollo.io
 3. RocketReach (fast but limited) import 10 prospects max
8. Checkpoint #1 - Find a good niche
 1. Find a niche with a strong dominant desire
 1. Needs to be from the top 3 main niches
 2. Almost all niches are good
 3. Find one with a dominant desire unsolved or not being spoken about so often
 4. Don't reach out to restaurants
 5. Local and global are both good
 2. Don't reach out to dying niches (newspaper industry)

3. What Assumptions or Unknowns do I face?
 1. Assumptions:
 1. It will take me 20 attempts to get adequate results for an effective evaluation
 2. Business owner will agree on project
 3. I will get on a sales call with the med spa owner
 4. 10-200 reviews on Google means the niche i chose is struggling with something
 5. 1-10 employees means the business doesn't have a marketing team
 6. Direct mails, personal visits, phone calls and DMs work
 7. They will book a call for the next 24-48 hours
 2. Unknowns:
 1. How do I break down paid ads?
 2. How do I analyze SEO?
 3. How do I analyze GMB?
 4. How do I analyze Affiliate marketing?
 5. How will I tease more value?
 6. What will I say that will get them to book the call?
 7. How will I create my scripts?
4. What are the biggest challenges/problems I have to overcome?
 1. Making sure that the strategies are accurate (correct research on dream outcome, problems, identifying top players and top marketers)
 2. Instagram low account following (weak digital presence for DMs)
 3. Outreaching to 20 prospects in one day
 4. Not knowing how to improve my outreach strategy
5. What resources do I have?
 1. Reverse market research (verifying the answers for each of the questions in the research template)
 2. Lead scraping tools
 3. Reverse strategy analysis
 4. Time management training
 5. Copywriting trainings
 6. Sales courses (sales calls + outreach strategy)
 7. Business mastery (CA + Market + Strategies)
 8. SSSS (sales)
 9. Public speaking (Instagram digital presence)
 10. CA Outreach courses (outbound strategy)
 11. Closing courses (responding to replies + sales calls)
 12. SM courses (social media)
 13. Skills courses (SEO, landing pages, email marketing)
 14. Harness your speech (video outreach method)
 15. Craft your offer (GSO creation)

16. Harness your IG + content planner + basics of fame (Instagram digital presence)
17. BIAB (local business strategies)
18. Captains guidance
19. Students guidance
20. Professors guidance

Calendar Work

- List out checkpoints and set time to reach them
 - Checkpoints #1 #2 and #3 : Day 1
 - Checkpoint #4 and #5: Day 3
 - Checkpoint #6: Day 21
 - Checkpoint #7: Day 27
 - Checkpoint #8: Day 30
- List out tasks needed to reach each checkpoint
 - Checkpoint #1:
 - Research the ideal niche
 - Market research
 - Verify accuracy of information
 - Checkpoint #2:
 - Find prospects (600 prospects)
 - Add them to a sheet
 - Verify details of the prospects
 - Checkpoint #3:
 - Remove any prospects that don't meet the requirements
 - Checkpoint #4:
 - Research the desired dream outcomes of my niche

- Research the problems that my niche is facing in marketing
 - Find/create solutions for my niche
 - Filter the solutions
- Checkpoint #5:
 - Create the structure of each outreach method
- Checkpoint #6:
 - Test with 20 prospects
 - Evaluate results
 - Enhance outreach strategy
 - Repeat
- Checkpoint #7:
 - Reply and tease more value
 - Add the call to your calendar
- Checkpoint #8:
 - Prepare an opening script
 - Prepare a objections handling script
 - Prepare a CTA script
 - Get on the call
 - Read opening script
 - Introduce the discovery project
 - Read O.H script
 - Read CTA script
 - Close the client
- Identify metrics/kpis for each task.
 - Outbound strategy numbers:
 - Open rate: at least 90%

- Response rate: at least 20%
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.