

# CONQUEST PLANNER

## 1. Define Objective

- a. What is the goal?

Start making 2-3k per month as a copywriter

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

Once I check my account and see 3k there.

I put the client on a monthly retainer.

- c. When is my deadline?

02|05|2024 It's 3 months from now

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

---

## 3. Prospecting 200 clients CHECKPOINT#1

- Create a spreadsheet
- Search for businesses in the real estate coaching niche
- put their information in the spreadsheet

## 4. Outreach: CHECKPOINT#2

- Pick one of the outreach messages style
- Go to the prospect business:(SM, Website, Newsletter)
- Find what they are missing and make it a free value
- each prospect has a different need.
- Send an outreach message to 20 people using the same style
- Analyze the response rate and see what they say if there are any. (OODA LOOP)
- Fix the problem and repeat that, if no one responds, try another outreach strategy.
- Same thing until you finish your prospect list
- Use resources you have.
- Suggest to get on a call with them in Zoom.
- Make them want to get on a call with you.
- Prepare your calendar and free your time.

## 5. Sales call CHECKPOINT#3

- Once someone agrees to get on a sales call, you follow these steps:
- Analyze his business model, and competitors and find ideas that will help him.
- Prepare the spin questions and put them on paper before the call.
- Go review Andrew's content on the sales call process.
- Before the call, stay calm, and remember to breathe and focus.

- The time of the call, if they come, then it's good, If they don't, follow up and move on.
- Actively listen to them during the call and ask them questions you prepared.
- Adapt your questions in the call.
- Don't try to sell them on what you want, listen to their problems and fulfill them
- After going through the SPIN questions process, Give them your suggestions.
- Think about all the objections they may have and demolish them
- Pitch them on a discovery project, and make sure there is no risk for them.
- Get all the details from the beginning.
- Create a Google Drive folder and put all their information there.
- Go on 50% in the beginning and 50% in the end.
- Once they agree, you stop all the outreach messages and focus on overdelivering.

#### **6. Discovery Project CHECKPOINT#4**

- Go through the client communication course (Dylan)
- Analyze top players and steal their ideas on the given project.
- Answer all the 4 questions.
- Do a detailed review of the information they give you (Testimonials, case studies, links)
- Create your first draft and go through the review process.
- You can send it after reviewing it to the advanced copy review channel.
- Send it to the client and let him give you his feedback and add some tweaks.
- Now, it's you who's gonna put it online or him or his team.
- Wait for results.
- Find new projects to offer him or service for 2-3k

THEN YOU GO TO THE NEXT PHASE

#### **7. SALES CALL CHECKPOINT #5**

- Review the discovery project
- prepare some questions
- build rapport
- present the next project

#### **8. Big project CHECKPOINT#6**

- After agreeing to the next project, you must be ready to deliver 20-30k of value.
- Figure out what are the opportunities that can make them this amount of value.
- Analyze Top players and steal ideas.
- Be ready to implement.
- Go through the same process as the discovery project.
- Do not stop until you've done what you said and over-delivered.
- Send them the invoice and get your money.
- Ask them for a testimonial

#### **9. Go through this phase again and again CHECKPOINT#7**

10. If you have more time, outreach to another prospect leveraging this past success.  
Create a new Bigger Plan. **BONUS CHECKPOINT#7**

11. What Assumptions or Unknowns do I face?

**Unknowns:**

The type of project I'm gonna do for my client

There are 200 prospects in the market that I can reach out to

How the sales call is gonna pass

**Assumptions:**

- My outreaches will grab their attention
- I will find 200 prospects
- They will come to the sales call
- They will agree to the discovery project
- I will overdeliver
- They will agree to the next projects
- I will be capable of providing 20-30k value

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

- CREATING GOOD OUTREACH
- SALES CALL
- CREATING AN ACTUAL COPY THAT WILL GET THE DESIRED RESULTS
- CLIENT COMMUNICATION
- LEARN MORE ABOUT THE NICHE

13. What resources do I have?

- TRW: copy review channel, ask experts channel, CA campus, and Business Mastery campus)
- My brain
- Google research

Calendar Work=DONE

- List out checkpoints and set a time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/KPIs for each task.
- Allocate time for each task.
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

