🛡️ *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")

My target outcome is to generate $10,000 in revenue for my starter client in the next 5 months in order to charge him

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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.)

- I will know that I have achieved my outcome by comparing the amount of ad revenue he has gotten ever since partnering up with me

How will I measure my progress? - I will notice his increased volume as compared to when I first started working with him through profits in specific time ranges

What will it look and feel like? - I will notice that his client base will be engaging in his emails more, and I will feel very proud that my first projects with a first official client has actually been efficient. I will feel like gaining momentum by seeing his wins. My physique and strength will also be exponentially better by this point which will also put me in an overall better mindset the more wins I notice with my progress

What will it allow me to do after I reach it? - It will allow me to be paid by a client that was originally only used for testimonials.

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 reached out to my prospect, had a warm outreach conversation, and he had a few questions. After explaining my services, he said it was very interesting , though he has not replied to my message about setting up a sales call

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 - Generate $10,000 in revenue for my starter client in 5 months

- Checkpoint 1: Get in a sales call with my prospect

- Checkpoint 2: Ask prospect what some of his goals are for his business long term and short term, along with what his roadblocks are

- Checkpoint 3: Conduct market research

- Checkpoint 4: Determine whether he prefers copy in Spanish or English (I can do both)

- Checkpoint 5: Develop marketing plan

- Checkpoint 6: Launch the project I think will work

- Checkpoint 7: Observe the results it generated

- Checkpoint 8: Adjust accordingly

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? - My lack of time is number one. I go to college, work in a restaurant 5 days a week train for powerlifting, in a relationship, and do the copywriting campus. Additionally, another main roadblock is that I currently utilize a loaner laptop from my school which will be returned at the end of the semester

How will I overcome these roadblocks? - Through the daily domination planner, I will be able to have a more rigid structure of how I lay out my time. Additionally, I will need to figure out whether I invest into a new laptop of my own in spite of current financial roadblocks (having to pay rent, car, insurance, school, dental appointments), or if I set up an old desktop that I used to utilize for streaming videogames on twitch.

What do I know that I don't know? - I do not know if I will be able to afford a new laptop in that specific moment in time, or if being in that old environment of gaming will lead me to distractions that wouldnt allow me to get into a flow state, and finally I dont know wether the client actually

wants my services or was only interested for other people he knows

How will I close this knowledge gap? -

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 - The Real World, the people I have on social media that share likemindedness with me, I have my bartending and serving job in order to provide whichever funs I may need in the meantime, and my brother who knows something bit about website development and design

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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]

CHECKPOINT NAME: Determine the type of project I could offer for my starter client at the beginning

Task 1: Determine his current roadblocks

Task 2: Analyze what other top players are doing in his niche (gym owner and personal trainer)

Task 3: Suggest either possible email list work, or website work as that is what I see could use some improvement

Task 4: Gain feedback

CHECKPOINT NAME Gain a testimonial, and possibly charge

Task 1: Check in to see if my client is pleased with result

Task 2: See if results were good enough for a commissioned project

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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.

https://calendar.google.com/calendar/u/0/r/day/2024/4/23?pli=1

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.

- https://docs.google.com/document/d/1652ohigLhZ7ukpNkzfnR-QbI5QbpJOVpn754T-FweVo/edit?usp=sharing