🛡️ *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")

Create a successful online business within the next year

My Result Is -
I will have a business generating $7k a month from Twitter Ghostwriting

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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.)

Revenue generated $7k a month, 5 Clients or less.

How will I measure my progress? -
Tracking DMs sent, Prospects on my spreadsheet, money in my Stripe account

What will it look and feel like? -
It will look like me having decent money in my bank account for the first time. I will be proud of myself, I will be able to help the businesses in my niche make money.

What will it allow me to do after I reach it? -
I will be able to move out of my moms, I will be able to employ my mom, I will be able to not stress so much about money, I won't have to have credit cards anymore for poor spending habits. I will gain respect from my family.

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?
I am unemployed, I haven't landed a client yet, I need to practice my writing skills more. I am poor but grateful for everything I do have.

Where am I now? -
I live with my mom, I don't have any clients, I lack a proficiency in copywriting.

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 7k a month in revenue

- Checkpoint 1: Earn a local business client

- Checkpoint 2: Over Deliver for that client

- Checkpoint 3: Leverage Testimonial for paying clients:

- Checkpoint 4: Get paid clients

- Checkpoint 5: Do effective work for that client

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.)

What potential roadblocks could hinder my progress? -
-Lack if skill in SMM
-Lack of skill in Copywriting
-Personal problems with family
-Business owners not wanting to grow
-No finances

How will I overcome these roadblocks? -
-I will Practice 2 hours a day, 1 hour SMM, 2nd hour email copywriting for practice
-I will reduce the copywriting missions
-I will think about the best solutions in the moment and not put them off
-I will just prospect more
-I will work a job
What do I know that I don't know? -
-How to effectively find problematic
-How to write copy for specific niches
-How to manage my finances properly

How will I close this knowledge gap? -
-I will study the whole copywriting bootcamp again, along with SMM.

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 -
My time, The captains Knowledge while going through the bootcamp and onward, the network of TRW, my situation which has me not paying any bills.

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
Earn a local business client
Task 1: Check in google maps for businesses in my area, and in other cities around me.

Task 2: Add 25 of those businesses to a spreadsheet

Task 3: Call every one of those businesses

Task 4: Earn a meeting with sales skills acquired in TRW

Task 5: Go to meeting

Task 6: Take the student approach and close them.

Task 7: execute action plan based on answers received

CHECKPOINT NAME
Over Deliver for that client

Task 1: Do good work for the client for free and de risk the offer

Task 2 Revise work if needed, earn testimonial

CHECKPOINT NAME
Leverage Testimonial
Task 1: Post Testimonial

Task 2: Outreach prospects

Task 3: Set up sales call

Task 4: Close them on a meeting

Task 5: Take Half payment half payment once they agree, half payment once I get them results

CHECKPOINT NAME
Get Paid Clients
Task 1: Prospecting

Task 2: Outreach

Task 3: Sales Call

Task 4: Over Deliver

CHECKPOINT NAME
Do effective work for clients

Task 1: Conduct Market Research

Task 2: ask correct questions

Task 3: Develop a game plan

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.

[Insert Your Google Calendly Link Here]

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.

EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint? How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
  - Online chess tutorials, courses, and videos
  - Chess books focusing on specific aspects of the game
  - Chess software for analyzing games and practicing tactics
  - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire
- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills
- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding
- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)
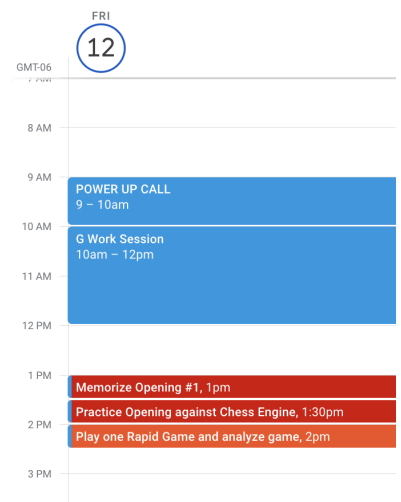
Checkpoint 4: Increase Endgame Proficiency
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire
- Tasks:
  - Study and memorize key lines in chosen openings (30 minutes)
  - Practice opening moves against chess engines or online opponents (30 minutes)
  - Review games to identify opening mistakes (30 minutes)

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