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CONQUEST PLANNER

1. Define Objective

- a. What is the goal?

The goal is to get 1 copywriting client.

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

I will know if I achieved it, if I have a copywriting client paying me a retainer of 500 dollars each month.

- c. When is my deadline?

In 3 months (90 days)

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

- a. Checkpoint #1 -

- i. Having sent out 15 messages a day
- ii. Getting A 80% Open rate
- iii. Get a 10% reply rate
- iv. Get 20% of people who reply on a sales call.
- v. Close 20% of all sales calls

- b. Checkpoint #2 -

3. What Assumptions or Unknowns do I face?

If people on Instagram have actually seen the message, and therefore unsure about the openrate

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

Consistently put out outreach everyday, I believe it's a somewhat numbers game.

And finding the 'right' niche

5. What resources do I have?

Dylan and Arno to check my outreach

Calendar Work

- List out checkpoints and set time to reach them

Will do one hour deep work session, and reaching out to people in the morning

- List out tasks needed to reach each checkpoint
 - Swipefile breakdown
- Outreach to 15 people every day.
- Identify metrics/kpis for each task.
- 15 messages a day
- 80% Open rate
- 10% reply rate
- 15 minutes swipefile breakdown
- Allocate time on for each tasks
- 1 hour for outreach
- 15 minutes for swipefile breakdown
- 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