

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

i. Make \$2k per month from my online business.

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

i. I will be making a minimum of \$2k per month online from a client or clients paying me for marketing services.

c. When is my deadline?

i. By May 1st, 2024.

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

a. Checkpoint #1 - **Get a client.**

i. Finish copy bootcamp and take notes to absorb the information.

ii. Pick a niche to outreach to.

iii. Collect 20 prospects from online and put them into a spreadsheet.

iv. Send 3 outreach messages every day to prospects from the spreadsheet.

v. Review the success of my outreach and adjust the message and subject lines as needed for better results.

vi. Repeat the above steps until I get a client interested in working with me or agree to a sales call.

vii. Prepare for the sales call by researching their business and preparing SPIN questions.

viii. Repeat the above steps until I get a client to agree to working with me.

ix. Research their business and their value ladder to see what needs to be added or improved.

x. Decide on a discovery project.

b. Checkpoint #2 - **Get actual results for my client.**

i. Do research into their target market and create an avatar.

ii. Review top players in the niche and get ideas to use for my client.

iii. Use deep work sessions to strategize and test different ideas to find the one that will be most effective.

- iv. Send the work to my client to make sure they're happy with what I've created.
- v. Launch the new marketing material and give it a few weeks to test for results.
- vi. If it does not perform, go back to the drawing board and come up with something new to try until it works.
- vii. After getting successful results for the client by getting more people to purchase their product or service, go over this success with my client.

c. Checkpoint #3 **Collect payment from client.**

- i. **Collect payment from my client by sending them an invoice via email.**
- ii. **Tell the client there is more I can help them with and pitch them to continue working together on a monthly retainer basis to manage their marketing.**

d. Checkpoint #4 **Repeat the above steps until I'm consistently making a minimum of \$2k per month.**

3. What Assumptions or Unknowns do I face?

- a. It is unknown how long it will take to get on a sales call with a prospect.**
- b. It is unknown how many prospects I will have to collect and emails I will have to send before getting a client.**
- c. Depending on the project I agree to with my client, it is unknown how much I will get paid from that client.**
- d. There may be unknowns regarding how to actually complete the work and what platforms to use to make the process go smoothly.**
- e. It is unknown if the marketing ideas I come up with will actually work to get my client more customers and business.**

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

- a. I will have to overcome the fear of the unknown.**
- b. I will have to get outside of my comfort zone in order to make progress.**
- c. I will have to learn new marketing methods and strategies in order to provide value to my clients.**
- d. I will have to stay persistent every day in working towards my goal while also controlling distractions.**

5. What resources do I have?

- a. I have the lessons in TRW and the notes I have taken from the**

copywriting bootcamp.

b. I have access to chats in TRW where I can have the professors or other students review my work and give me feedback.

c. I can study successful copy and top players to learn and implement what is currently working.

Calendar Work

- List out checkpoints and set time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/kpis for each task.
- Allocate time on for each tasks
- 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