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# CONQUEST PLANNER

1. Define Objective
  - a. What is the goal?
    - €4500/month with 4 clients by **12th May 2024**
  - b. How will I know I've achieved it?
    - I have paid all of my braces off, bought a macbook pro and an iphone 15 to work better and faster, Have 5k in CASH
  - c. When is my deadline?
    - **12th May 2024 (3 Months and 8 days from today Feb 3th)**
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
  - a. **Checkpoint #1 - Close First Client 500€ (17th February)**
    - Niche Selection
      - Real Estate Agency
    - Prospect List
      - Open Google Maps
      - Manually Scrape 20 Real Estate Agencies from Spoleto and another 20 from Foligno.
      - Prospect Criteria:
        - 5+ Reviews GMB
        - 4.5+ Stars GMB
        - Agency Owner Name and Contact Infos
      - List them out on an Excel
    - Market Research
      - Do a Market Research for the niche
        - TRW Resource: Copywriting Course
      - Study the Niche
        - Watch Real Estate Basics on Udemy
      - Find a painful Problem and Solution
    - Service Selection
      - Find a service to solve the problem
        - Consider Resources, Actual Skills and Best Services
    - Start Cold Visiting and Get Appointments

- What Language do they use?
- Create Cold Visiting Script
- Plan Which Businesses You're Going To Visit and When (Time Management)
- Start Cold Visiting
- Get Appointment
  - Appointment Criteria
    - 1 day choice (within 3 days)
    - 2/3 time choices
    - Get phone number, email and name
  - Calendly
    - Set the Appointment on Calendly Immediately Insite
- Sales Call
  - Make sure the prospect shows up
  - Record the Entire Call (Ask to Prospect)
  - Sales Script
  - Close Sale
  - Make sure the client has paid you
- Over Do The Work, Give Them More Result Then They Expect
  - 90 Minutes G Work Session (Daily)
  - Relate to Andrea and Get Help on TRW Copywriting Campus

**b. Checkpoint #2 - Close Second Client for €500 (23rd February)**

- Analyze All The Previous Client Process Acquisition and Sales
- Improve Your Outreach Script
  - What minor differences made you get the appointment with the previous client?
  - What language do they use? (more specific)
- Improve Your Sales Script
  - What did you learn from your first Sales Call
  - What could have you done to improve it?
  - Could you do better?
- Keep Cold Visiting
  - If Prospect List Finished, Make Another One
  - Use The Improved Cold Outreach Script
- Get Another Appointment

- Same Appointment Criteria as Previous Client
      - 1 day choice (within 3 days)
      - 2/3 time choices
      - Get phone number, email and name
    - Calendly
      - Set the Appointment on Calendly Immediately Insite
  - Sales Call
    - Make sure the prospect shows up
    - Use Improved Sales Script
    - Use Previous Client Testimonial (If have it)
    - Close Sale
    - Make Sure the client has paid you
  - Over Do The Work, Give Them More Results Then They Expect
    - Use What you Learn From Previous Client
    - 90 Minutes G Work Session (Daily)
    - Relate to Andrea and Get Help on TRW Copywriting Campus (Less Help)
- c. **Checkpoint #3** - Close Third, Fourth and Fifth Client for €1000 Each (**4th Mar - 15th Mar - 22nd Mar**)
- From now on, charge more than €1000.
  - If Project Asked, Only accept for bigger projects (1+ months)
  - If there are not any referral clients (warm outreach), Improve the work done for your clients for FREE.
  - Ask Previous Clients for Testimonials.
    - Ask for a long text testimonial or video
  - Start Cold Visiting with Improved Sales and Outreach Script.
    - Leverage testimonials to get Bigger Clients
    - Make new list for prospect (as much as possible)
      - Look for more close areas (Trevi, Terni ecc...)
      - New Prospect Criteria
        - 10+ Reviews GMB
        - 4.2+ Stars Reviews GMB
    - Start Cold Visiting (12+ Weekly Hours)
      - If necessary, Follow up previous potential prospects.
    - Get Appointments and Run Sales Calls
      - Same previous Appointment Criterias

- Study Sales and Improve Sales Script every client closed until reaching 35% Closing Rate
- Close 3 Clients

d. **Checkpoint #4** - Complete Work For Previous Client **(12th Apr)**

- Stop doing outreach.
- Dedicate 9 Weekly Hours for every client.
- Get them so much money they will never worry in life ever again.
  - Take an appointment (45-60 minutes) with current clients every week to improve strategy and keep clients accountable.
- Help TRW Students as much as possible.
  - 1 hour daily
  - Start Looking for potential copywriters to hire.

e. **Checkpoint #5** - Create Complete Case Study For Website And Future Sales Call **(15th Apr)**

- Create the best Case Study for Website and Future Bigger Clients.
  - Loom video
  - Miro work presentation
  - Ask help to captains and experts for the best case study scheme.
  - Upgrade your website

f. **Checkpoint #6** - Established High Credibility And Trust **(18th Apr)**

- Leverage Social Media by posting results, reels and testimonials.
- Upgrade your website
  - SEO
- Start taking social media seriously
  - Post stories everyday
  - Create reels and posts couple times a week

g. **Checkpoint #7** - Close 4 Clients for €1500 Each On MRR Call **(26th Apr - 4th May - 8th May - 10th May)**

- Complete the work for the previous client.
- Make sure the clients are over satisfied and I gave them exceptional Results.
- From now on I will charge more than €1500 a month.
  - I now value myself no less than €75 an hour

- Take valuable testimonial from the previous clients
  - Improve Case Study
- Leverage previous clients to find bigger clients
  - Use you resources
    - Use TRW Resources
    - Use Case Study
    - Use Referrals
  - Improve Outreach Script
  - Buy new clothes for cold visiting at best
- Start Cold Visiting
  - Hire someone to find you high valuable real estate agencies
    - Prospect Criteria
      - 15+ Reviews GMB
      - 4.2+ Overall Star Reviews GMB
    - Look for bigger areas as well
      - Perugia
      - Terni
      - Previous Areas
  - Focus on Cold Visiting as much businesses as you can
    - 12+ hours weekly

#### h. **Checkpoint #8 - Get €15k/month For Every Client (20th June)**

- Improve Skills and Product Results
  - Analyze Successful Copy (30 Minutes Daily)
  - Analyze TRW's Captains/Experts Work and Strategies
  - Take a step back and Analyze YOUR PRODUCT
    - Make it as darn good as possible
    - Implement new strategies
    - Ask help from Andrew Bass and Prof. Arno
- Work, Work, Work, Work
  - Work 1.5 hours daily for each client for 2 weeks EVERY MONTH
- Start Thinking About Hiring People for Agency
  - The work is not done.

### **3. What Assumptions or Unknowns do I face?**

- I don't know nothing about Real Estate
- I don't know what to offer to them
- I don't know what their problems are

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

- Prospect Rejection
- High Amount of Stress and Work
- Last Minute Tasks
- Control Over Impulses On Buying Stuff
- Decrease My People Cycle
- School Management
- My appointment setting rate with a bit of expertise is 20% (Cold Visiting)
- My closing rate with a bit of experience on sales and real estate would be 20%
- Real Estate in my area is a good niche
- What is the best period when people buy houses?

#### **5. What resources do I have?**

- Biab
- Copywriting Course TRW
- Real Estate Course Udemy
- Sales Course (Imperium Acquisition)
- Charlie Morgan Agency Bonuses
- SSSS (Business Mastery)
- Ask Captain Channel
- Ask Expert Channel
- Carrd.co Pro Standard
- iPad Pro + Magic Keyboard + Apple Pencil
- Big Desk
- Notebook
- Smartphone
- Free Library
- Classic, Elegant Clothes
- Whiteboard
- Justin Waller Videos on Real Estate
- Notion

#### 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