

# **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")

Make my friends business 10k in the following 6 months. This way I will have an ultimate proof of competence and gain more experience about community building and organic/viral growth and make a few Thousand dollars for myself as well

My Result Is - Me and my friend are gonna have a great time and enjoy the fruit of our labour and create experiences and stories in our youth

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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.)

Number of free group members, number of paid group members, revenue, average client retention, number of followers on our socials

What will it look and feel like? - I'm going to be checking everyday and weekly numbers to measure the rate of growth and progress being made

What will it allow me to do after I reach it? - More confidence, more freedom, money to spend on fun shit (mainly experiences)

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## 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?

We have 504 members on the free tg group and 26 members on the paid group he achieved this by himself so far but we need to get him to 500 members on his paid group and the free group would be at thousands of members by then

Where am I now? -

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## 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:

- Create consistently short-form content for tik tok, IG and FB (the more per day the faster the growth)
- Have almost daily newsletter type content for the free group to convert them into the paid one
- Create giveaways and leverage other tools to grow both groups
- Create upsells to increase aovs and get to our goal faster

My Outcome Is -

- Checkpoint 1: Consistent social media growth

- Checkpoint 2: Consistent free group growth
  - Checkpoint 3: Consistent paid group growth
  - Checkpoint 4: More money per customer
  - Checkpoint 5: Huge boom in our monthly income
  - Checkpoint 6: Start gaining significant market share of our biggest competitor BladeOver
  - Checkpoint 7:
  - Checkpoint 8:
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## 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.)

Censorship and bans and restrictions on some content, Small chance of shadow ban, Some videos not going viral, other big groups slandering our name and reputation, Slow execution by us

How will I overcome these roadblocks? - Figure out what content gets banned and what content doesn’t and curate our message, In case of shadow ban quickly create a new account, Do market research and figure out what type of content will maximize your chances of going viral and do likewise

What do I know that I don’t know? - How to get viral over and over again, how to never get restricted or get some content banned, How to figure out the upsells

How will I close this knowledge gap? - Market research, OODA Loop the banned and good and viral content on our account

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## 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.)

TRW, Acquaintances that are in this market as well, a lot of ideal customers as friends or acquaintances

I have access to and will use -

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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.

### **Create giveaways and leverage other tools to grow both groups**

- Task 1: Start making enough monthly revenue to afford good giveaways
- Task 2: Start doing them consistently every week with some breaks within
- Task 3: Network for better giveaways opportunities

[Insert your answers here]

### **Create consistently short-form content for tik tok, IG and FB (the more per day the faster the growth)**

Task 1: Find ready clips or edits that went viral on the internet

Task 2: Edit them through editing software and provide various statements, ctas and messages to get it viral and get followers and members

Task 3: Repeat everyday and make the content better everytime

**Have almost daily newsletter type content for the free group to convert them into the paid one**

Task 1: Analyze what the rest of the market or similar markets do

Task 2: And write out emails for the list

**Create upsells to increase Aovs and get to our goal faster**

Task 1: Do market research and discuss with friend and create the upsells

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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.

I don't like using google calendar

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## **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.
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## 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.
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## 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

	FRI
	12
GMT-06	
8 AM	
9 AM	POWER UP CALL 9 - 10am
10 AM	

- 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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