

CONQUEST **PLANNER**

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome?

Make £10k per month for my client's business.

My Result Is -

Client #1: To grab and keep attention through social media, then write compelling copy on a blog post or a sales page which will drive the click.

Client #2: To write persuasive, high-converting email copy so that I can make 1 sale for my client that will generate him over £10k in revenue.

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

When both of my clients make £10k in revenue each.

How will I measure my progress? - For client #1, I will track my progress by seeing how well my social media posts perform, and then using that information, I will make better performing posts. Also with SEO, I will track the performance of my blog posts for the amount of views I get and the leads my clients get.

For client #2, I will set up a workspace on ConvertKit and teach the email metrics such as email open rates, email view longevity, link clicks, and other details that I can use to increase my email copy performance. From that point on, I will track my

progress and write email copy accordingly.

What will it look and feel like? - All of the copy I write for both of my clients will perform very well with, high engagement, which compels people to purchase my client's product/service.

What will it allow me to do after I reach it? - It will allow me to become a rainmaker and achieve my goal, and it will also allow me to have the budget to invest in myself so that I can make my clients even more money, leading to even more profits for me.

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 have been writing copy for 4 months right now but I'm not staying consistent. I need to put in consistent work every single day of the week to ensure that I make good progress with write copy. I am just starting with both of my clients so I am going to begin the consistent journey today.

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.

SEO for client #1:

- Checkpoint 1: Conduct market research

- Checkpoint 2: Learn SEO and how to write successful blog posts
- Checkpoint 3: Find frequently asked questions about a popular topic inside my client's industry
- Checkpoint 4: Write blog posts that perform well and have a soft close at the bottom so that my client gets an inbound lead machine.

Email marketing for client #2:

- Checkpoint 1: Begin market research for the selling point that I'm working on
 - Checkpoint 2: Find top players and find how they market their product
 - Checkpoint 3: Toa of marketing on a top player (like Andrew Bass did on 23.04.24)
 - Checkpoint 4: Begin writing emails that convert
 - Checkpoint 5: Track progress and performance of the emails
 - Checkpoint 6: Use the metrics from the emails to improve and tweak the copy.
 - Checkpoint 7: See exponential progress
 - 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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? -

How will I overcome these roadblocks? -

What do I know that I don't know? -

How will I close this knowledge gap? -

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.)

I need to write good emails and high-converting and ranking blog posts that make me and my client money.

I have access to The Real World and recourses that will improve my SEO on the web and free courses that I have acquired when networking on X. I will use this to get good results and make my client lots of money so that they can increase their sales.

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.

MAKE 'INFINITY LATER LIFE' £10,000 IN REVENUE USING SEO AND SOCIAL MEDIA

Task 1: See SEO lessons inside the freelancing campus and watch "Harness your Facebook" to find things to boost my chance of succeeding.

Task 2: Write social media content that will provide value to my target audience so that we can grow a following. See what top players are writing about in their blog posts and create more valuable blog posts with better copy so that they will convert more.

Task 3: Analyse social media posts and blog posts and OODA Loop them and analyse their metrics so that I can gain valuable insights so that I can **continue** winning if I find a winning post, or I can use the metrics to **find** a winning post and use that.

MAKE 'MODULAR VISIONARY' £10,000 IN REVENUE VIA EMAIL MARKETING

Task 1: Watch Bootcamp Lessons and gain new insights and information that I can use in my copy so that I can increase my email open rates and the success of my emails.

Task 2: I will leverage ChatGPT and review my copy so that I can hand it to an Expert Guide to review my copy, giving me very valuable insights into my copy that I can fix.

Task 3: I will see the metrics of the emails to find strengths and weaknesses so that I can find a winning strategy or fix any elements of the emails that can be improved so that my emails in the future are even more successful.

Step 8: When Will You Perform These Tasks?

Task 1 + Task 2 (both clients):

<https://calendar.google.com/calendar/u/0/r/day/2024/4/26>

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

- 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)

