

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? Stable income at 1.5k/month
 - b. How will I know I've achieved it? I will see a stable income of at least 1.5k/month for 3+ months
 - c. When is my deadline? August 1st 2024
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Sort out my schedule and focus my life on Copywriting
 - i. Cause and effect #1 - When I quit clubs that aren't conducive towards my goals or take up too much time (cadets & gym after school) then I will have the free time to be able to sort out my sleep schedule
 - ii. When I sort out my sleep schedule, I will be able to work tirelessly and be indefatigable every day, without procrastinating or getting brain fog because I'm 'too tired'. I will be able to work deeply and more efficiently.
 - iii. When I can work deeply and more efficiently, I will be able to learn and develop my skills/abilities as a copywriter at an even faster rate
 - b. Checkpoint #2 - Get amazing results for my clients
 - i. Cause and effect #1 - When I work extremely hard and study TRW lessons properly using the learning techniques, I will be able to have a mental toolkit of copywriting techniques that I can use to complete the exercises.
 - ii. When I use my mental toolkit to complete the campus tasks, I will train my brain and stretch it far beyond its current abilities.
 - iii. When I train my brain in this way, I will gain experience and grow confident in my abilities to provide great results for clients
 - iv. When I gain experience and grow in confidence, I will be able to correctly plan out and provide great results for my clients
 - c. Checkpoint #3 - Get a positive referral
 - i. Cause and effect #1 - When I get great results for a client and they are pleased with my work, I will ask them for a referral or a positive testimonial
 - ii. When I receive a positive testimonial or a referral then I will go through Level 4 inside the Bootcamp and leverage all of this to gain 2-3 higher ticket clients (£500/month each MINIMUM)

- iii. When I sign 2-3 higher ticket clients then I will be able to scale this up to the point where I am making at least 1.5k/month stable income
- 3. What Assumptions or Unknowns do I face?
 - a. I'm assuming that I'll get a positive referral – solution: get as best results as possible and make my intentions clear, so that they cannot refuse
- 4. What are the biggest challenges/problems I have to overcome?
 - a. Time management/procrastination (writer's/creative blocks)
 - b. Getting great results for clients (writer's/creative blocks)
- 5. What resources do I have?
 - a. TRW chats & courses
 - b. YouTube/the internet
 - c. Books (how to win friends and influence people?)

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