

# **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")

Getting clients to pay me 5K a month

My Result Is having recurring profits in total 5k a month before december 31 2024

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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.)

How will I measure my progress? - look at the bank statements

What will it look and feel like? It looks like a victory. The small step that takes my life forward. This is going to be the foundation that 10X my journey

What will it allow me to do after I reach it? - give me more freedom because I can quit my job. This will allow me to put all my energy in the best roi activity and grow bigger. So i can provide for my family

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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?

[Insert your answers here]

Where am I now? - in a shit job in my shit old town. Earning 0 money from copywriting and not being the g i want to be. I am still doing war outreach with 0 resultats i am still waiting for an answer back. I haven't contacted every one I could.

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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:

- Checkpoint 1: Conduct market research
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

[Insert your answers here]

My Outcome Is -

- Checkpoint 1: contact everyone i can for warm outreach
- Checkpoint 2: getting that first client

- Checkpoint 3: getting testimonials for my portfolio
  - Checkpoint 4: getting the first paying project
  - Checkpoint 5: 1k a month recurring
  - Checkpoint 6: 2.5k a month recurring
  - Checkpoint 7: quit my job
  - Checkpoint 8: 5k a month recurring
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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? -

I could run into challenges that I don't have the technical knowledge for yet. Like running facebook ads.

Time could play a factor. I also have to do my exams because if I pass them I free up more time then.

Not knowing how to begin when i get my first client

How will I overcome these roadblocks? -

Use the resources that I have like TRW, ask fellow students for advice and watch the videos on the subject I need help on.

Make use of good time management and stick to my plans. Asking help when i need help

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

A lot of the technical side. But i know where to look to fix this

How will I close this knowledge gap? -

Knowing where to look for the information I need.

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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.)

[Insert your answers here]

I have access to and will use -

TRW

Professor Andrew

The agoge program

Current personal network

JCI

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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.

For example, if your mini-goal is to conduct market research:

- Task 1: Identify target audience demographics

- Task 2: Conduct competitor analysis
- Task 3: Create surveys or questionnaires
- Task 4: Analyze data and draw conclusions

[Insert your answers here]

Checkpoint 1: contact everyone i can for warm outreach

Task 1: talk to jci and ask them for help

Task 2: talk to my grandfather and ask him for help

Task 3: follow up Stefanie for the linkedin message

Task 4: follow up for froot

Checkpoint 2: Getting the First client

Task 1: post linkedin message

Task 2: get a response regarding the warm outreach

Checkpoint 3: portfolio testimonials

Task 1: get the client to make testimonials

Task 2: make a portfolio on linkedin

Task 3: make a business social media

Task 4 make a portfolio on the social media

Checkpoint 4: getting the first paying project

Task 1: do cold outreach

Task 2: talk with potential clients

Task 3: find the right client

Task 4: find the marketing area where his business can achieve the most success

Task 5: setup project

Task 6: ace the project

Checkpoint 5: 1k a month recurring

Task 1: repeat checkpoint 4 until this is completed

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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.

[Insert Your Google Calendly Link Here]

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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

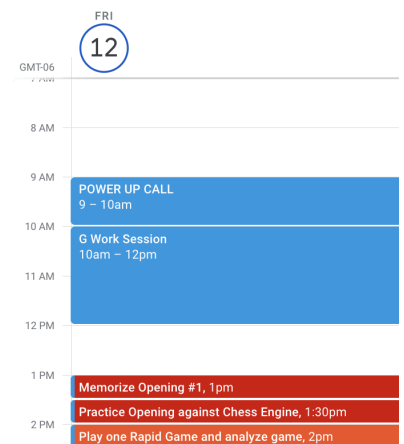
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

#### Step 8: Schedule Tasks

### CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- 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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