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# CONQUEST PLANNER

1. Define Objective
  - a. **What is the goal?**  
**Make 4k.**
    - Land 4-5 clients and provide value for them
  - b. **How will I know I've achieved it?**  
I will have 4-5 happy clients and at least 3-4k
  - c. **When is my deadline?**  
4 months (30th of June)
2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE - First finish level 4 in the boot camp then start
  - a. **Checkpoint #1 - Research different niches**
    - i. Use A.I, Google, Social Media to find the most popular/high profitable Niches and make a list of them
    - ii. Keep narrowing it down until there's only one left
  - b. **Checkpoint #2\_- Choose the niche**
    - I. Decide on a niche then look further into it in detail
    - II. Look at videos relating to it on social media, such as Instagram or TikTok.
  - c. **Checkpoint #3- Find competitors that are doing well**
    - i. Find the most popular high selling pages and take note on the formula/framework they used
    - ii. Take note on what they did well and use that for reference later on
    - iii. Look at Google's top ranked
    - iv. Look at the ones with the highest reviews
  - d. **Checkpoint #4 - Create an avatar**
    - i. Look at reviews on other pages, such as Amazon or people talking about it on social media platforms to better understand who the people are that are buying
    - ii. Really embody the avatars thoughts and feelings

- e. **Checkpoint #5 - Search for potential clients**
  - i. Find people through youtube, tiktok, or on any other social media platforms.
  - ii. Look for people who have some weak points that they might need help with/ ones that already have a course or business.
  - iii. Make a list of about 50 to start with
  
- f. **Checkpoint #6 - Do the outreach**
  - i. Construct an outreach message
  - ii. Begin reaching out to about 5-10 to start off with
- g. **Checkpoint #7 - Get a response**
  - i. Have a well thought outreach personal to their brand
  - ii. Suggest a relevant solution that would work
  - iii. Give them time to think about it, don't be too pushy
  
- h. **Checkpoint #8 - Close the client**
  - i. Schedule a call/meeting
  - ii. Build trust with them
  - iii. Analyze their problems and what we can do to fix them
- i. **Checkpoint #9 - Provide as much value for them as i can**
  - i. Use the resources available to get through any roadblocks/challenges
  - ii. Ask for feedback in the chats if there is any uncertainty
  - iii. Look through notes taken earlier on the top players within the niche
  - iv. Don't rush it too much - actually put thought into it
- j. **Checkpoint #10 - Get good testimonials + profit**
  - i. Make sure the client is happy and that i have provided a ton of value to them
  - ii.

**3. What Assumptions or Unknowns do I face?** Not knowing how they are going to respond, Unsure of how many people will want to work with me, not sure yet on how to write out my outreach message, Don't know if i will avoid coming off as pushy, how much time it will take to land a client, how long it will take to do the work for the client, unsure of the challenges there will be.

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

Get better with speaking to people, putting all my knowledge into action, getting the work done to a high standard, building their trust, getting them to agree with me. Getting past the outreach. Filling out the gaps in my plan

## 5. What resources do I have?

The multiple chats, the video lessons, All my notes, A.I, my network.

### 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