

# **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")

Get 3(warm/local) clients and crush it for them

My Result Is -

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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.)

[Insert your answers here]

How will I measure my progress? - I will check all along the way my speed with getting clients , how i adapt to working with them and also my result for all 3

What will it look and feel like? - I will be scary at first , reaching out to people especially locally can be a tough challenge which of course I can overcome.In addition, I may be scary to take a first work for clients and diving into the unknown

What will it allow me to do after I reach it? -

when I reach that goal and collect the testimonials from that clients it will allow me to finnally dive into wild cold outreach world

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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? - Right now I am in perfect situation to find new clients, I am a lot more familiar with copywriting skill after doing the daily checklist , lvi 3 with notes , tao of marketing. My marketing IQ is on a quite good lvi , but now i need to focus on getting that client. I was scared. I chose my path to going like an idiot for cold outreaching and skipping the warm outreach method because my bitch voice told me to not try the warm outreach. But now I overcome my bitch voice tried already with some warm outreach and local with my side hustles , etc. Now I'm in a perfect place to leverage that find those clients and crush it for them

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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: Identify the list of people I need to contact with ( warm outreach list and the local business in my area)
- Checkpoint 2: Sharpen your speech course from Dylan Madden and outreach videos with notes, also work at improving your skills
- Checkpoint 3: It's time to create some script from myself with all the knowledge I get from the TRW
- Checkpoint 4: Now, Taking action go out and outreach to people
- Checkpoint 5: Get your first client , secure sales call and the deal
- Checkpoint 6: When I get first client I need to do all I have in my steps to help any business form and crush it for him meanwhile still outreaching for another client
- Checkpoint 7: After the client is satisfied with my work my objective will be to get the testimonial in a smart way of course
- Checkpoint 8: Get second client and third
- Checkpoint 9 : Repeat the process for crushing for them
- Checkpoint 10: Get all your testimonials together
- Checkpoint 11: you can now leverage the testimonials in cold outreach area and start looking for paying clients

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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? -My age , a lot of people can be scared of

working in young people , what if i don't make my client sales and i fail. Some knowledge gap can stop me from getting my goal done. The school will be a huge roadblock with getting my time from going out to local businesses.

How will I overcome these roadblocks?

- Good presence , speech and behaviors as a man not as child
- It's sometimes okay to fail i accept short-term failure because i know i will leverage that failure and turn it into long-term win with another client
- Identifying knowledge gaps , and fixing them by leveraging the resources I have in TRW and in the internet
- I can do some aikido with school and try to work as hard as possible and leverage every second of my time

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

- I know i don't know if i am going to be successful with some clients
- I know i don't know if it is worth going out and asking my friends via cold outreach if they are young often loser guys
- I know i don't know the skill that well

How will I close this knowledge gap?

- There is nothing i can do except of working as hard as i can and ooda looping my mistakes and learning from them
- I think by trying just then i will know if it was worth it. I think it is better to try that to do not
- Just improve your skill everyday and don't be scared to dive into the unknown

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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, Internet, some teachers can help me to, my dad working in sales so he can help me

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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 NAME: Identify the list of people i need to contact with ( warm outreach list and the local business in my area)

Task 1: Make your giant warm outreach list

Task 2: Make local businesses in my area list with dividing on specific niches

CHECKPOINT NAME: Sharpness your speech course from Dylan madden and outreach videos with notes

Task 1: harness your speech course watch and implement

Task 2:lvl 2 from client aquisition watch and implement

Task 3: Finish the landing page crush course and implement

Task 4: Learn SEO from all the materials about it in the realworld

Task 5: Learn about growing social media presence for businesses

task 6 : Email campaign and email monetization, learn from the realworld

CHECKPOINT NAME: It's time to create some script for myself with all the knowledge i get from the TRW

Task 1: Create your script for warm outreach leveraging the lvl 2 videos

task 2 : Create a script and preperation for every local business depending on the niche

CHECKPOINT NAME: Now, Taking action go out and outreach to people

Task 1: Contacting your warm outreach list

Task 2: Go out to your local area and outreach to some business via using your script and well communication skills

CHECKPOINT NAME: Get your first client

Task 1: Sales call , indetyfng business Owner goals , roadblocks and what i need to do for im

task 2: Target MARKET research template , the 4 questions

task 3: Indetyfng all things from tao of marketing into my template

task 4: analyze the top player based on tao of marketing , gain some inspirations

task 5: When you have every needed research you can start to model your copy with some skeleton and make first version

task 6 : revise your copy unsure that you use all the research , you are making your copy with the persuasion cycle

task 7: unsure you are matching Marekt awareness and market sophisitcation

task 8: analyze new version of your copy and evaluate with chat gpt

task 9: post your copy's make money for client

task 10: After making money for your client ask, for a testimonial

task 11: do another outreach

CHECKPOINT NAME: After the client is satisfied with my work my objective will be to get the testomnial in a smart way of course

Task 1: ask for a testimonial that is showing you are a value provider

CHECKPOINT NAME: Get second client and third

Task 1: Go out with your outreach tasks and get yourself another clients

CHECKPOINT NAME: Repeat the process for crushing for them

task 1: Copy the tasks from first client checkpoint , but implement the lessons from your experience with the first client

CHECKPOINT NAME: Get all your testimonials together

task 1: take your testimonials and build a document or a landing page with them

task 2 : build some social media presence with testimonials prepare yourself for your future level of copywriting( your goal is that people are reaching out to you )

CHECKPOINT NAME: you can now leverage the testimonials in cold outreach area and start looking for paying clients

task 1: Start watching lvl 4 staff

task 2: prepare yourself for cold outreach world

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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]

<https://calendar.google.com/calendar/u/1/r?pli=1>

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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

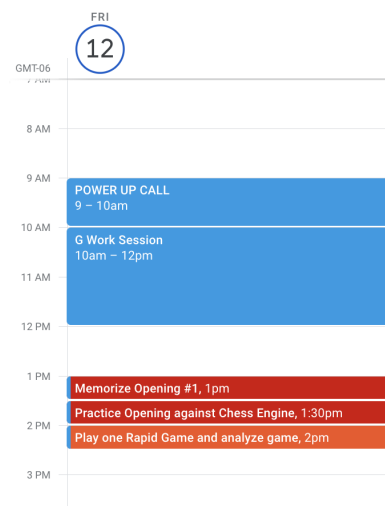
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

## 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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