

To make your own editable copy, hit "File" then "Make a copy"

CONQUEST PLANNER

(Daniel)

1. Define Objective

a. What is the goal?

Earn +1300 US per month by the end of June so I can help my mother (My father does not has financial issues) with 30% of my college tuition and of course, establish myself as a professional.

b. How will I know I've achieved it?

After securing each deal with my 3 clients, I will sum up the amount of money I will earn at the end of the month and as a result it will give me \$1300 US at least.

c. When is my deadline?

30 of June of 2024, I will give a percentage of my earnings to my college tuition to PROVE TO MYSELF (and when I create a better identity for that month) That I will be able to fully pay my college tuition before the year ends (That is the final "long term" goal for the Hero's Year).

Why is it exciting?

Because I will position myself as a TRULY outlier man within the society around me, again and as I said in my identity document, people will perceive me as the following: "He is an attractive guy: A 21-year-old man generating income like a business manager while still in college? He also has a good physique and social skills. **It is really rare, that man has an extraordinary vision for the future, knows what he wants and really gets it.**

My definition of success: Helping my parents pay 30% of my college tuition.

(Below I show a detailed description of what my return to university would be like 2 months after having achieved the goal, this visualization is also included as a second version of "Day of the Life" from the Identity sheet).

22 of July of 2024: I wake up ready for my first day of the 6th Semester of my college program: 4 am, pushups, mental checklist completed, grooming, perfect bold dark old money style, cook breakfast, do some client work ,then eat, the

take the Jaguar, in the midst of the horrible traffic of my city listen to some podcast or TRW daily lesson, as I drive to Uni I'm doing Uber service for colleagues. Always feeling powerful, parked, everyone out, get early to class and start my 10 min analysis of the copy checklist, class 7 am probably or go to the library and start my g-work session, full focus, crush it with one of my client AGAIN, get out, have a call with him, my massive charisma and social skills makes him really proud of the work I've done, +\$500 in the bank account. In the meantime, chicks looking at me, don't care, I know I have options and when I choose the best one she will inevitably say yes: *"Finally I get to talk to Daniel, always saying that he is busy on his computer working, that annoys me, but I believe him, what I cant believe is how mature he is, not like this other skinny simps who wont stop vaping, clean shaved, clean dressed, clean body language and tonality, clean confident, clean movements, huge aura, I truly want to be an exception on his life, the woman he admires just as I admire him."*

Train, learn, more classes, they know me from my social media presence through Instagram, LinkedIn and Twitter, next, take the lead as always in the group works, a go back home and on my free time, I start building my own team (AI Automation + Marketing Agency) to skyrocket myself to +\$5000 US, in the meantime, keep improving myself in each of the aspects that I lack.

Next day, repeat, next week, repeat, +\$500.... Next week, repeat, +\$600 US, money keeps coming in, and I just keep going up in this infinite upward spiral.

WORST CASE SCENARIO: If I don't reach the 30% mark at least I expect a 20% mark for the payment of my Uni tuition.

2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. **Checkpoint #1 – Secure my first client – Warm Outreach (March 10):** I have projected to work with a college friend, I will help her establish a website for her e-commerce store with Shopify, I expect to earn my first +\$300 for the page and retain her with hosting, KPIs improvement and content creation...maybe a funnel, but again depending on the sales call.
 - i. Cause and effect #1
If I establish a sales call with my friend the next week.

- ii. Cause and effect #2
- iii. **And** I understand basics of HTML and CSS with a +20 hour YouTube course.
- iv. Cause and effect #3
And I understand how to setup a Shopify store with the ecom course on TRW.
- v. Cause and effect #4
- vi. **And** I propose of \$300 for the store creation + hosting (and as an overdeliver I will create content for her brand for free).
- vii. Cause and effect #5
Then she will accept, be impressed by delivering a Shopify store with a premium design thanks to plugins I've used and visually appealing content for her main media platform, she will also accept to help me with a testimonial and then scale it to my second client.

b. Checkpoint #2 – Establish my social media presence on X (End of March).

- i. Cause and effect #1
If I successfully landed my first client and recorded the before and after as a case study for both my LinkedIn and first posts on X.
- ii. Cause and effect #2
- iii. **And** I follow the instructions of Professor Dylan on how to establish a solid x presence (X course on CA campus).
- iv. Cause and effect #3
- v. **And** I leverage my LinkedIn presence to promote my X account and gain rapid following.
- vi. Cause and effect #4
- vii. **Then** I will establish a stronger, more credible presence on X and more people will start to recognize me and respect me for my disposal and compromise to the skill I have chosen (Closer to "Daniel").

c. Checkpoint #3 - Secure my second client - Establish online presence for a law firm (End of April).

- i. Cause and effect #1
If I have portfolio evidence, a solid **case study and testimonial**.
- ii. Cause and effect #2
And social media presence in 2 platforms where I showcase my knowledge, so I come off as a credible man to get the job done.

Cause and effect #3

And I complete the fundamentals of using Capcut and AI tools from the CC + AI campus (White Path + Gold Path courses).

Cause and effect #4

Then they will accept **a deal for x amount of content** to start their **digital presence on Facebook** and start **generating leads** for their firm.

- d. **Checkpoint #4 – Establish my social media presence on Instagram (End of May**, also an Inflection Point: This is the platform I truly believe will be my main one in the future, people from Uni will inevitably recognize me, lots of content, word will spread out, I need a **solid portfolio with real and practice evidence**, with both case studies and testimonials before jumping into this platform).

- i. Cause and effect #1

If I already have 2 clients under my wing, **both clients with a case study and testimonial** that proofcase my indefatigability and excellent work for any kind of challenge I face.

- ii. Cause and effect #2

And I understand how to grow my presence on IG with Dylan's course about the subjects and use other resources in the chat.

- iii. Cause and effect #3

And I already understand AI tools thanks to Pope's lessons but then I must scale **it learning how to properly talk to the camera (Go through the PCB courses)**.

- iv. Cause and effect #4

Then I will be able **to launch solid, clean, and outperforming content** on what will become the **main social media**.

- e. **Checkpoint #5 – Secure my third client – Warm Outreach – International Client – End of June)** - This client is the one that will truly help me reach the \$1300 US mark, I will **work remote** for them, probably a **Canadian or US client**, and also with the results I have with this client I will be able to **leverage the evidence to start my own agency in August**).

- i. Cause and effect #1

If I meet all of the checkpoints on time and created a solid social media presence and proof cases.

- ii. Cause and effect #2
- iii. **And** I am able to outperform not only on TRW but also on Uni with great grades and I don't have to repeat any subject.
- iv. Cause and effect #3
And I am contacting the family again on behalf of my dad (The idea is to **start doing it in April** and **keep in occasional conversation for the next 2 months**), this way I will be able to **gain a reference**, maybe they will know **a friend who needs my services or even themselves** and can help them remotely.
- v. Cause and effect #4
Then I will close that client before the month ends, and with the money I made so far, **I will be able to pay between 20% - 30% of my college tuition.**

3. What Assumptions or Unknowns do I face?

Assumptions:

- I still must learn how to setup a Shopify Store.
- I'm assuming my first client will have enough attention through social media.
- I'm assuming I have work in similar projects with other clients.
- I'm assuming that my family from abroad will help me assure an international client.
- I'm assuming that there will be no extraordinary situations where I have to assigned my money to it and so won't be able to pay at least 20% of the college tuition.
- I'm assuming that college work won't interfere as much with my progress and won't affect my performance (and vice versa).
- I'm assuming that I will get every checkpoint by the end of each month.

Unknowns:

- **War (The Black Swan):** Although we may see it as improbable, what if it happens before June? How much will I have to alter each aspect of my life? Is this goal still going to be the most important goal of my life? Is the resources that I get from my clients really going to be destined to my college tuition? Will I have to quit College?
- I still don't know how to establish Tiktok and Meta Ads.
- I still don't know if all my clients are going to say "yes."
- How long is it going to take me to actually set up an online store?

4. What are the biggest challenges/problems I must overcome?

- 1) **Uni work, Projects, and Final Exams:** (Huge challenge, I must overdeliver also in university).

How am I going to overcompensate for this challenge?

Hypothesis: If I extend the deadline for each checkpoint to the end of the first week of the following month, **then** I will be able to dedicate my G-work sessions to finals and then to TRW, maintaining excellent results in every area of my life. This is a more realistic and secure route, avoiding the risk of having subpar results in Uni while making progress in TRW and then struggling to focus on TRW for 2-3 months during an intense period of University commitments (as it happened last semester).

Test:

Control (A): Continue with the current schedule of a 3-hour G-work session for TRW and a 1h30 session for Uni.

Variant (B): Adjust the schedule to have a 3-hour G-work session for Uni and a 1h30 session for TRW.

Start of the Test: Initiate the test one week before the first exam.

End of the Test: Conclude the test the day after the last exam, then resume the normal schedule.

Variable: Uni grade for the first cut - It should be above 3.5 to maintain TRW as an intensive priority.

KPIs:

- Uni grade achieved during the first cut.
- Progress and effectiveness in TRW during the test period.

- 2) Keep my physique even better: Avoid losing meals for longer periods of work on breaks I have between classes.

How am I going to overcompensate for this challenge?

Hypothesis: If I get to eat a sandwich Tuesdays (my busiest day) instead of skipping lunch, **And** meditate 4:30 am and do the mental habit health stuff before going to Uni to keep stress low **And** I get to eat 4 eggs in the morning

and at least 3 eggs at night, **And** I eat just as a “reward” after a G-work/Full delivery on Uni class **or** attending the Agoge call **and** just when restaurants open in Uni so I don't waste a lot of time in line **then** I will be able to gain muscle, keep stress low and achieve my goal.

Test:

Control: Skipping lunch on Tuesdays (current routine).

Variant: Eating a sandwich for lunch on Tuesdays, meditating at 4:30 am, maintaining mental health habits, consuming 4 eggs in the morning, at least 3 eggs at night, and having a specific eating pattern after a G-work session.

(I know there are a lot of changes for the Test but most of them are habits I already adapted, the true change is eating in that hour period I have and moving my meditation sessions to one of the first things in the morning).

Start of the Test: Next Tuesday.

End of the Test: 5 weeks, to assess the impact of the new routine.

Variable: Muscle gain.

- 3) Figure out how to deliver on each project because it is literally the first time I do each of these projects: Webpage, media presence and content creation.

How am I going to overcompensate for this challenge?

Hypothesis: If I keep structuring my tasks using this planning sheet, **and** after understanding what I have to do I get it done following certain action steps **and** I keep myself away from Matrix distractions **and** I even catch up on some work when what they are talking in class is bs **then** I will figure out which is the next step in order to deliver an excellent result.

Control (A): Approach each project without specific time management strategies, addressing tasks without prioritization (Before Agoge Program Resource).

Variant (B): Prioritize tasks based on importance and urgency, allocating time efficiently to each project, and catching up on work during less crucial moments in class.

KPI: Meeting uni class deadlines, and valuable outputs I have created everyday.

Start of the Test: Test already started today at 4am.

End of the Test: Evaluate results after a specified period, such as 2 weeks to assess the impact of the different time management approaches on project and uNI Class outcomes.

- 4) Learn how to cook effectively and do my house chores even quicker in order to work on the important tasks AT LEAST 70% of each hour of my waking time.

How am I going to overcompensate for this challenge?

Hypothesis: If I keep waking up at 4am **and** accomplish at least 90% of my tasks of the G-work **and** after finishing my task I look around my house and predict what has to get done before my father reminds me **and** after completing it I prepare my breakfast, train and come back home **then** I will be able to enjoy my meal **and** avoid being interrupted for the rest of the day until 3 pm on weekends.

Control (A): Wake up at a later time, complete G-work tasks without a specific time management approach, and handle house chores reactively as they arise (What used to happen until yesterday).

Variant (B): Wake up consistently at 4 am, complete 90% of G-work tasks, proactively assess and complete house chores, prepare breakfast, engage in a training session, and return home.

KPI: Percentage of waking time spent on important tasks, streak of days waking up at 4am during and post Agoge Program, numbers of times I get interrupted to handle a house chore (Tally on my phone, obviously idea is to reduced it).

Start of the Test: Test already started, as I said, I will measure the results after 2 weeks.

End of the Test: Evaluate the results after two weeks to determine the impact of the new approach on task completion and time allocation.

-

5. What resources do I have?

- TRW Resources (A lot I can look into and future content that is going to be uploaded).
- Platzi Academy (Latino-American marketing academy).
- Tyson Copywriting course, Figma design Course, Agency Navigator Course...(I have enough content to watch for the rest of the year even if I quit college).

Calendar Work

- List out checkpoints and set time to reach them

All checkpoints SHOULD be met by the end of each month if I want to reach the ultimate goal.

Steps to get a client:

1. Select the niche (ecommerce businesses).
2. Research the target market/top player.
3. Analyze the top players
4. Do the outreach.

List out tasks needed to reach each checkpoint.

- FINISH MY WEBSITE and pay for the hosting so the .carrd disappears.
- Set up the website on my LinkedIn Profile.
- Correct my business card and print it in a lithography.
- Work on the post for my father ("First client").
- Analyze Calabeauty.
- See prices por Miyuki rings at the center of the city.
- Go to the Lithography and print the new cards.
- Set up the proposal and accounts IF we are going to also order the Miyuki rings.
- Talk with Samuel so we take a decision on what to invest on (Side Hustle)
- Change my banner on LinkedIn.
- Modify my profile picture on LinkedIn with AI.

- Modify my Linktree, put the new one on IG.
- Investigate about how to price my initial project and retainer.
- Tell Gabriel that the deal with Yuly got fucked up.
- Update my prospecting list (Dario, Jorge, Daniel and Samuel).
- Put my +10 year identity vision in Motion.
- Finish SM + CA "Learn a Skill" courses.
- HTML and CSS course.
- Make the Design prototype for Armatura with Figma or Google Elements Inspector.
- Finish passing the "Tyson 4D" course information.
- Finish the Figma course info.
- Finish analysis of Danilo's business.
- Finish Flipping Networks course.
- Finish Local Biz course.
- Do the "Harness Facebook" course for the lawyers.
- Finish Phase 2 of CA.
- Finish White and Gold Path of the AI campus.
- Finish the Copy part of CA.
- Sell the paintings.
- Sell the TV.

CUSTOMERS:

- 1. Yuly: Make the sales call to square something FIXED (9-13)
- 2. Danilo: Outreach and schedule some Sales Call.
- 3. Lawyers: Outreach after closing with Yuly.
- Complete A/B Testing Course.

LINKEDIN:

1. Include your CV
2. Change profile photo for a better one.
3. Mount it to LinkedIn and send it to this company
4. Make the banner
5. Make business cards (Include a QR code on the card)
6. Put all that in a folder and review the personal branding course
7. Change Platzi's portfolio: Watch Ruva's videos.
8. Platzi (Continue building Portfolio)

WEB DESIGN:

1. HTML AND CSS +20 hours.

Wordpress course

2. Framer in 25 min...

3. Web design the playlist (Ron)

4. 10-hour Figma course

- **Identify metrics/kpis for each task.**

Course Completion percentage on TRW campus.

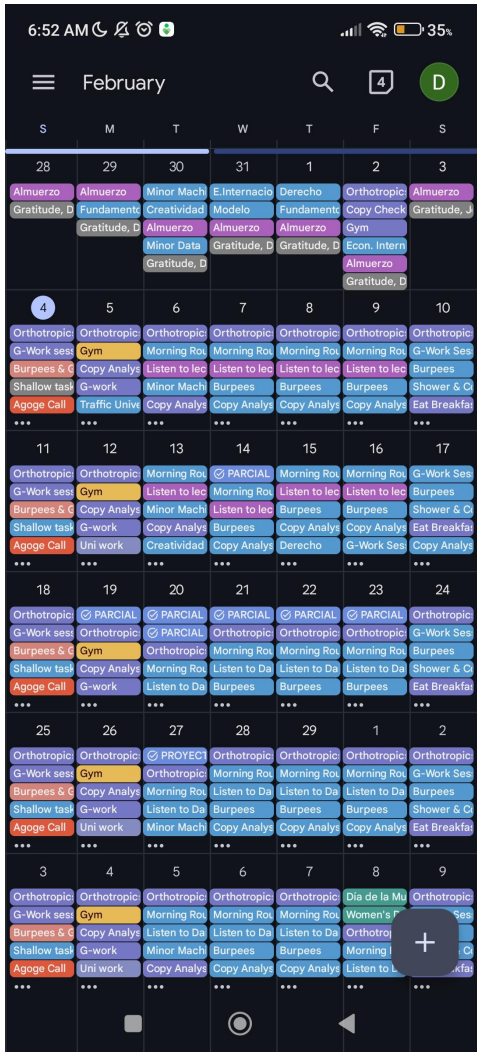
Conversion rate

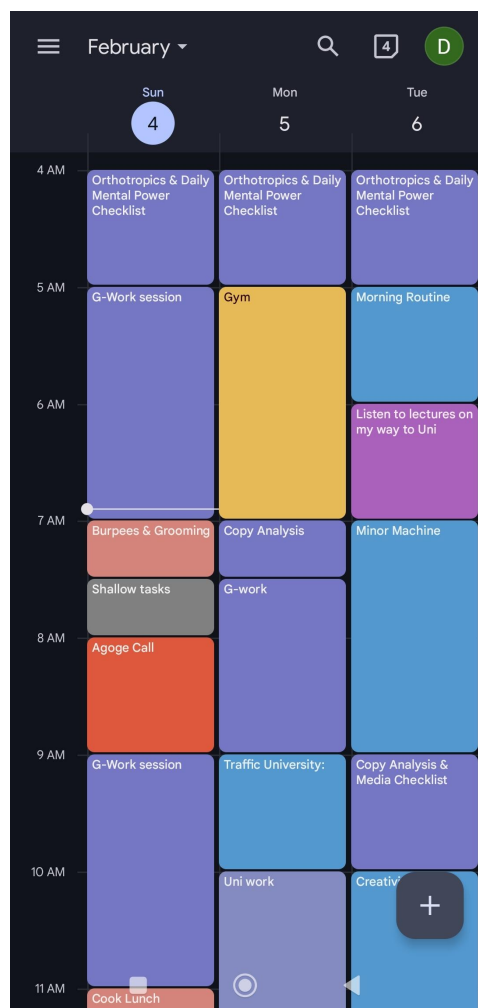
Lead generation rate for my clients.

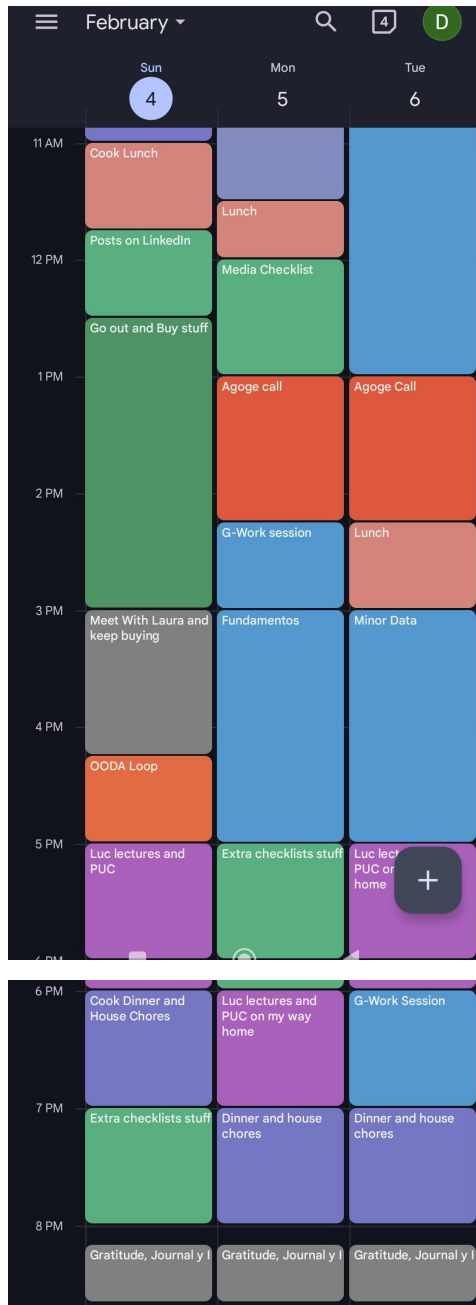
Engagement rate for both my personal brand and clients.

- **Allocate time on for each tasks**

(It is shown on the calendar below).







- 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

Problem faced: Cant get my first client YET.

Which factors contribute to it?

- Not doing proper outreach as I "keep preparing".
- Im following Copy, Media and Golden Checklist everyday while also training for 1h30 and studying in college, I spent most of my day figuring out how to complete all the checklists (Usually I complete 95% of the 3 checklists together) and im not able to figure out in which part of the day do my outreach.

Analysis after reviewing my schedule: I have thought wrongly that I need to be more "prepared" before my proposal and although it is true, it has been my biggest excuse to procrastinate trying to close the client even if I dont know how to solve the problem 100%.

Why?

Because I was afraid of not being able deliver excellent results.

Why?

Stupid fear of rejection and failure because I have visualized myself landing my first client with complete success.

Why?

I have created a huge outcome in my mind (almost perfect), that does not match my real experience and knowledge for the first client, im not saying that I cannot give my client excellent results, im saying that I visualized taking action on my plan with no error (and as the quote of the first slide says: "Everyone has a plan until they get punched in the face.")

Why?

Because I am a perfeccionist

Why?

Because I have attached my identity to: Being the man that writes a plan and execute it perfectly" instead of saying "I am the man that states the plan, and **iterates** on it based on the challenges but is able to launch himself towards risk, he does not need to know every answer, he just needs to throw himself into the wild and figure it out as he goes through the challenge with the resources he has, but especially**, he is able to receive failure and learn of it instead of trying to escape it (Root problem).

*Solution: Outreach, close a client with what I know and give amazing results and figure it out as I go through it.***

