

CONQUEST PLANNER

1. Define Objective

What is the goal?

My objective is to land my first client. But what does it mean: a real business owner wants to have me as his problem solver and will believe, put his trust in me to take his business to the next level in terms of online marketing + social media presence...

How will I know I've achieved it?

I will know when he will tell me that he wants to work with me either directly after the sales call or by messages. I will feel this excitement, the smile on my face but also the pressure that someone is counting on me to improve his business and so his life.

When is my deadline?

I give myself 5 weeks to accomplish this goal. I view it as a reasonable target and achievable because of the time my internship is taking me. Next week will be full of golden knowledge, homeworks and physical pain which added to my 9-5 let me less time that I desired to actually do the real life changing work.

That's why I give myself a month after the end of the Agoge Program to accomplish that goal.

What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

Checkpoint #9: Succeed the sales call

- Agreed on a discovery project
- Be able to adapt my proposition to match his situation
- Understand his perspective for the future business
- Use the "doctor frame" to propose my solution
- Ask the SPIN questions
- Start a friendly conversation
- Read my intro speech
- Give a good image of myself: good outfit, professional posture, apprehend stress

Checkpoint #8: Prepare the sales call:

- Create a successful imaginary sales call
- Know my intro speech
- Prepare a list of objections he can have

- Anticipate eventual questions he will have
- Prepare the SPIN questions
- Watch the courses on SPIN questions
- Watch every available TRW content on how to prepare and succeed a sales call

Checkpoint #7: Get the sales call

- Tease more value to make sure he shows up
- Send him a google calendar event
- Agreed on a date
- Back and forth messages to build trust and rapport

Checkpoint #6: Get a winning outreach strategy

- Repeat the process
- Re-test my strategy to AI course prospects
- Add new tactics
- Fixing what doesn't work
- Doubling down on what works
- Evaluating the results
- Test my strategy to 5 AI course prospects

Checkpoint #5: Write compelling piece of free value

6. Get the "winning" copy
5. Send the copy for Captains, Prof, Guides, students review
4. Read my copy through the avatar point of view
3. Refine my first draft obvious mistakes
2. Brutal honest review of my copy
1. Write my first draft:
 - Headline
 - Subheadline
 - Body
 - CTA

Checkpoint #4: Building an irresistible offer

- I filter the solutions
 - Low cost ticket
 - Mid cost ticket
 - High cost ticket
 - Used by top players
- List out the options that I have
- I create/find solution for IA course business
 - I came up with a creative marketing strategies
 - I came up with basic marketing strategies
 - I analyze other markets' top marketer strategies
 - I analyze other markets' top player strategies

- I analyze AI courses top players strategies to monetize their attention
- I analyze AI courses top players strategies to get attention
- I analyze my prospect dream outcome
- I analyze my prospect roadblocks:
- I analyze my prospect current situation

Checkpoint #3: Qualify the prospect

- Determine if and how I can help him
- He must have an existing base of customer
- He must have an existing product
- He must have an online presence
- He must correspond to my current level: not too big

Checkpoint #2 : Create a prospect list:

- Get prospect informations
 - Get the mail address
 - Get the website
 - Get the Youtube
 - Get the Instagram
 - Get the Tik Tok
 - Sign up in his newsletter
- Find prospects
 - On Youtube
 - On Instagram
 - On Tik Tok
 - Using Chat GPT/Bard

Checkpoint #1: understand the IA course market:

- Imagine his day to day life: habits, mindset, worldview...
- Paint my avatar in my head
- Verify if the information I accumulated is accurate
- Understand the dream outcome of the avatar
- Understand the roadblocks
- Understand the current situation
- Define precisely who they are: demographic but also psychoanalytic

3. What Assumptions or Unknowns do I face?

- How can I be sure to portray as accurately as possible my avatar ?
- How can I know precisely if my research is sufficient to go to the next step ?
- I don't know how to translate my research into a full movie of their life ?
- How to select the most valuable offer with an outside point of view of the business ?
- What the business owner is currently thinking, doing or has tried in the past ?
- How to transpose other market top player marketing strategies to a solution for my business ?
- How to see rapidly if I have the capacity to help him or not ?
- I don't know how if I am able to find the answers in my results' analysis
- I am not sure I have the level of brutal honesty required that will destroy my copy
- I don't know if the solution I am offering is going to be interesting in his eyes ?
- I don't know if I am able to write a concise and short enough piece of copy ?
- I don't know if the top player I have chosen to analyze is the best example to compare my prospect with ?
- I don't know how difficult it's going to be to have my copy destroyed by a more experience review
- I don't know where my copy is going to get good enough to click the "send" button ?
- I don't know if I must initiate the sales call at the end of the first message or go back and forth with messages in between ?
- If it's the case, I don't know how at which moment should I initiate a sales call
- I don't know what to expect from a sales call: if it's going to go well or completely suck
- I don't know yet how to optimize my preparation - must prepare myself with the courses

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

- Find a winning strategy for my outreach - Take the time to try, fail, analyze, adapt and repeat indefinitely
- I must find the courage to say fuck off and give it a try - don't be a loser just click the fucking send button

- Write short, very compelling piece of copy line after line - don't write useless line
 - Don't be demoralized if my first messages don't get open, continue the challenge - Don't be a pussy
 - Defeat the pressure of a 1-1 meeting with a potential client - Just go for it, I will improve sales call after sales call
 - Make an adequate offer to the business situation that is so good that he can't refuse
 - Set up a good dynamic and power balance between me and the prospect during the call
 - Find the courage to send my copy to expert eyes and get my work destroyed under my eyes
 - Keep myself accountable to a very high standard for every copy that I write
 - Don't try to sacrifice some steps in order to get to the next checkpoint faster
 - Taking way more time that I actually need and don't respect my calendar
5. What resources do I have? I have my friend, my family, my whole network, The Real World chat, experienced guys, captains or even Prof Andrew.

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

PROBLEM SOLVING EXERCISE:

- Identify a problem I am facing (bad outcomes/symptoms)
- Walk the factory line
- Ask why until you find the route causes. Use outside resources if needed

- Create or update your strategy and tasks to solve the problems and get your outcomes

My number of sent outreach is exactly 0 for the last 3 weeks which is pathetic and way not enough. Ultimate roadblock that will forever prevent me from being successful

Bad time management on top of:

Less 1 hour for Agoge call

Extra time for the homework + need way to much time for these

Extra time for the burpees + pushups

Spend way too much time on the research time

Spend way too much time "looking for ideas"

My productivity is not sufficient at all

The definition of the tasks I must accomplish are not clearly established

My focus must be improved to laser level otherwise it's just a waste of time

I "move forward" but I never really get things done

Week to review the bootcamp stages

> I must plan and analyze my day way better using Google calendar

> Each part of my schedule must be given a precise task that I know if I did the task or not

> With a major improvement of focus and productivity + the planning process: nothing can stop me

> Create a very precise plan for the rest of the week on Google Calendar (write as clear objectives as possible)

> Analyze where it has gone well or wrong, why it wasn't respected and how to fix it

> Use these reflections to create the best plan as possible