



ICD Dental Marketing

CONQUEST PLANNER



1. Define Objective : Digital Marketing Agency → Niche = **Dentistry**

Who are my clients :

||Dentists||Dental Clinics||Dental Courses Providers||Dental Suppliers||

- a. What is the goal? -> **principal goal 50k/month // secondary goal 10k/month**
 - b. How will I know I've achieved it? -> *I'll see the **money in**. I will have a **portfolio**.*
 - c. When is my deadline? = **PrG 01.02.25 // SndG 31.08.24**
2. What are the Checkpoints between my Objective and where I am?
//GET AS DETAILED AS POSSIBLE
 - a. **Checkpoint 1 First clients // 1k per month**

- i. Lack of experience makes me have the fear of getting rejected or failing, moreover it could make me abort the idea of building the agency.
- ii. Not investing enough time in learning and perfecting the skills and that makes me always delaying the hard work and dedication that I need to master the skills.
- iii. Not doing the daily checklist and lessons and this is stopping me from acquiring clients.
- iv. Missing direct tasks in my calendar that I have to do and this leads me to fucking around and not getting things done.
- v. Close my first clients will get me money in, then I can earn 1k/month
- vi. Getting reviews and testimonials for my work will help me build my portfolio.

- b. **Checkpoint 2 Scaling my business and selling more to the existent client database // 3k per month**

- i. Missing strong selling skills will make it hard to scale my business.
- ii. Not optimizing my time will make me lose clients and money.
- iii. Becoming faster at doing my work will help me get more money.

- c. **Checkpoint 3** Acquiring more clients, getting bigger as a business and having some people around to help me // 5k per month
- i. Not having a team will make me lose clients.
 - ii. Not being a good leader will ruin my team
 - iii. Developing management and social skills will help me lead the team
 - iv. Teaching them what I have learnt till now will boost my skills. Also, getting them inside TRW will maybe help us to improve faster.
- d. **Checkpoint 4** Outreach and close bigger clients , have a good working team around me// 10k per month
- i. A solid portfolio will make me and my team look professional.
 - ii. Solid collaboration inside the team will help us get things done faster and earn more.
 - iii. Having specific roles will upgrade the team efficiency.
 - iv. Getting better at outreach and closing clients will help me teach every member how to do this.
- e. **Checkpoint 5** Get paid more for my team services, bring more people into the team, prospect more , sell more, close more clients. // 50k per month
- i. Relaxing because of getting some money in and closing some clients, will stop me and my team from getting bigger incomes.
 - ii. Arguing about every team member's income will ruin the team.
 - iii. If all team members are reasonable people, this will help us get bigger and bigger as an agency.
 - iv. Paying better my team will lead to more hard working colleagues.



3. What Assumptions or Unknowns do I face?

- How it feels to work for a client, when it comes to copywriting, content creation, social media management.
- Managing a team.
- How much I can get paid for my work
- How much i should pay my team
- How to sell more to the same clients.
- How to deal with bigger companies.
- Would it be better to have all of my team inside TRW campuses?
- Should I involve family members in my team?
- How much time will take me to land the first clients
- How much effort I need to put in to scale my business.
- How resilient I will have to be in order to keep pursuing my goals.
- Should I improve my mental power in order to be able to do this and also my 9-5 job, while keeping my family life too.
- Should I seek more guidance to help me stay on track?
- What are the unforeseen challenges or factors that I may not be currently aware of, which could potentially lead to failure or impede my progress?

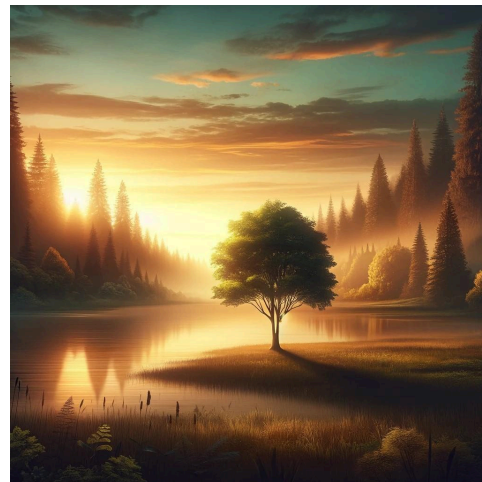
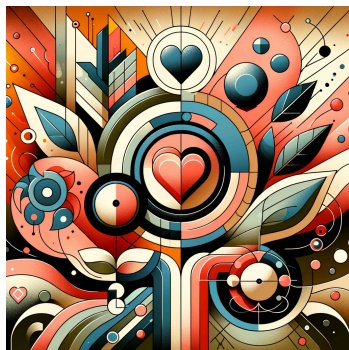


4. What are the biggest challenges/problems I have to overcome?

- ***** Being lazy and fucking around.
- ***** Put in the hard work and commit to my tasks.
- **** Invest more time into this.
- **** Become more confident in my capacities.
- **** Become more resilient to difficult situations.
- *** Stop complaining and focus more on getting things done.
- *** Start this whole process of building a new me.
- ** Love the process when it gets hard..
- ** Balance family time, 9-5 job and building my exit - my business.
- * Train hard, gain muscle and look like a gladiator.
- * Dress and act like a businessman.
- * Have a good relationship with my life partner and my children.

5. What resources do I have?

- Copywriting campus
- CCAI campus
- Business campus
- SM campus
- Agoge
- BIB
- Live feedback from captains and profs.
- Chat gpt and other AI softs
- Mighty google
- Internet
- Marketing and other courses, resources that I bought in the past.
- Support groups from previous marketing courses that I was enrolled in.
- Friends and relatives.
- My laptop and my phone.
- My brain.
- God.



Calendar Work

- List out checkpoints and set time to reach them

#I# 1k/month 01.04.24

#II# 3k/month 15.05.24

#III# 5k/month and a good working team 30.06.24

#IV# 10k/month plus managing and well paying my team 31.08.24

#V# 50k/month, a leading company in dental marketing agencies 01.02.25

- List out tasks needed to reach each checkpoint

#I# 1k/month 01.04.24

- Finish copywriting campus.
- Finish white path CCAI campus.
- Stay in touch with the Business campus.
- Research and find prospects.
- Develop outreach letters.
- Create lead magnets (ex: ebooks, infographics).
- Send the sales letters and set sales calls.
- Close clients that will pay more than our usual ones.
- Do the work and get money in @ 1k/month.

#II# 3k/month 15.05.24

- Deep understanding of my prospects/clients` needs.
- Addressing my skill gaps.
- Sell more to my first clients.
- Research and acquire a few more clients.
- Do the work and get money in @3k/month.

#III# 5k/month and a good working team 30.06.24

- Work towards becoming an expert in copywriting and content creation.
- Build the team and start giving them work, help them learn where they have gaps.
- Research and prospect more
- Close more clients.
- Sell more to the existing clients.
- Do the work and get money in @5k/month.

#IV# 10k/month plus managing and well paying my team 31.08.24

- Aim for higher revenues from our work.
- Research and prospect more with my team.
- Get more people into the sales calls.
- Close more clients.
- Sell more to the existing clients.
- Be a good manager and pay well for my team.

#V# 50k/month, a leading company in dental marketing agencies 01.02.25

- Establish a strong brand through our portfolio and track record with past and current clients.
- Start looking for other people who can join the team and help us offer more services (ex: ceo).
- Go to networking events to meet powerful and rich people in the dentistry field.
- Research, prospect and get sales calls.
- Close clients.
- Get high ticket clients.

