

CONQUEST PLANNER

1. Define Objective

- a. What is the goal? **Landing a client on a 2,5K/month retainer**
- b. How will I know I've achieved it? **Once I agreed with my client and the money landed on my Stripe/PayPal account.**
- c. When is my deadline? **June 1**

2. What are the Checkpoints between my Objective and where I am?

Where am I right now?

I have 2 low value clients who are still “not ready”.

I have 2 clients who I have either done some work for or I'm waiting for them to send me work. It's mostly creating infographics in Canva plus Ebooks. It's not actual copy work, but I will upsell them once I've created what they asked for and go on a call with them if possible.

Checkpoint #1 - Find a high potential niche that I can relate to. Either some problem I'm facing or a desire I have. (not the one I'm in right now)

- i. Come up with a list of 20 high potential niches that have a very high pain/desire connected to them and I can relate to.
 - ii. Take a look at them and see which ones qualify for my preferences
 - iii. See if there are great sub niches
 - iv. Analyze whether there's high demand for that market.
 - v. See if there are enough prospects, and top players.
- b. Checkpoint #2 - Do a deep market research until I can start crafting a valuable offer**
- i. First analyze the avatar. Following the Market Avatar Template
 - ii. Analyze top players. Find at least 3-5 top players and deeply understand their marketing, how they are using the value equation, Maslow's H. of N.
 - iii. Collect the most effective plans/tactics from the top players in a Google Doc and use those as my inspiration to help prospects.

- iv. Problem, Solution, Product!!!! I must understand this and all the options because otherwise I won't know how to help them.
 - v. The value equation and MHoN!!! Same here
 - vi. Sophistication and Awareness level. Map out all the possibilities.
- c. Checkpoint #3 - **Prospecting, finding at least 200-300**
- i. Find keywords in my niche and use my phone to prospect on IG.
 - ii. Find the email addresses of my prospects
 - iii. See what are the biggest differences between top players and small prospects and figure out the top 3 problems that's on their mind.
 - iv. Come up with a way to help and/or create a piece of copy that would provide them value. Leverage top players and get the ideas from them.
- d. Checkpoint #4 - **Craft the perfect outreach message**
- i. Come up with an SL (probably something simple like the ones Arno says), a HOOK, the main body/problem and a CTA that gets me closer to a call (the CTA is only a rapport question not a pitch)
 - ii. Come up with ways to help them solve one of their top 3 pains of the prospects
 - iii. Send out 3-10 outreaches a day
 - iv. Test out 20-30 times all the different outreaches until I come up with one that gets decent replies
 - v. Get replies and start building some rapport
 - vi. Come up with an offer that would be good for a discovery project.
- e. Checkpoint #5 - **Schedule a Zoom call with a smaller client (Few thousands followers)**
- i. Prepare for the Zoom call like a professional. (Schedule it either for Monday or Friday if possible)
 - ii. Stay calm on the call and show up as someone who's genuinely trying to help them and not just take their money.
 - iii. Agree on a discovery project and get started. 500-1000\$
- f. Checkpoint #6 - **Land a small paying client and overdeliver (Small monthly retainer 500-1000\$)**
- i. Now overdeliver and come up with more and more ways to help them (upsell if I can)

- ii. Ask for a video testimonial right when they are really happy with my work and results I've brought.
 - iii. Potentially upsell on other stuff and see if they have to budget to be a high paying client
- g. Checkpoint #7 - **Leverage previous success from that client to land a bigger one**
 - i. Craft a similar outreach to my best one and use my video testimonial as the proof for the dream I'm selling to them.
 - ii. Keep sending outreaches if there are still prospects left, or follow up with the previous ones with my new offer.
 - iii. Get a high value client interested in my work and build rapport with them.
- h. Checkpoint #8 - **Scheduled a Zoom call with a high value prospect**
 - i. Prepare for the call like a professional. Using the template.
 - ii. Come up with a discovery project.
- i. Checkpoint #9 - **Crushed it on the Zoom call, and agreed on a discovery/small project.**
 - i. Stay calm on the call and show up as an enthusiastic professional who knows their market at least on the same level as them.
 - ii. Agree on the Discovery project and don't set the standards too high for no reason.
- j. Checkpoint #10 - **Provided amazing results with my discovery/small project that achieved far more than they expected.**
 - i. Give all my time and effort to help them. Only concentrating on them.
 - ii. Bring amazing results.
 - iii. Keep building rapport with them until they fully trust me.
- k. Checkpoint #11 - **Come up with a new deal and ways to provide value to my client where I'm gonna be managing their marketing or setting up a rev share deal.**
 - i. Right after I crush it on the discovery project, come up with an offer where I'll be providing 2,5K/ month worth of work.

- ii. Schedule a new call with them and introduce my offer the best way possible
- l. Checkpoint #12 - **Fully agreed on a partnership with my client and the first month's 2,5K has been paid. June 1.**
 - i. Preparing for the sales call
 - ii. Bring up my offer the best possible way and show them how much value I'll be bringing.
 - iii. Get the money

CONQUEST COMPLETED

3. What Assumptions or Unknowns do I face?

Assumptions:

I assume that the tactics I come up with has to be tailored to each prospect (no cookie cutter outreach, need to change at least the problem part if necessary)

I assume there is a lot of competition in the niche I choose.

I assume that I'll have to test out if the niche I'm in is actually good before fully committing to it.

I assume that I'll have to send an actual copy and not just tease the idea if I wanna get a higher response rate.

I assume there are gonna be loads of low quality prospects which I have to be aware of.

I assume I'm gonna run into A LOT OF prospects who are not only specializing in my sub niche, but they are in the outer niche of my sub niche.

Unknowns:

What offer I'm gonna come up with.

What kind of copy am I gonna create for the prospects

I don't know what is the main driver in my niche. What element of the value equation? Or Maslow's H. of N.? etc.

I don't know if my offer is gonna be valuable for them. I have to see if top players are using it.

I don't know how do I build rapport in my outreach.

I don't know which platform is the best to use for outreach.

I don't know if my discovery project is gonna be really good for the first try.

I don't know if I'll find enough prospects.

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

Getting in front of my prospects with a valuable offer.

Creating a great piece of copy for my prospects, as it takes me ages to create good copy. → Either don't send too much FV or send out the same FV tweaked to the needs of my prospect (if possible).

Managing my time. → Use Calendar.

Believing in myself and not getting off track. → Watching the PUC every single day will always keep me on track and give me hope.

Finding enough qualified prospects. → Use my new method of prospecting and asking for help in the chats.

Performing great on the sales call. → I'm gonna prepare like never before plus look at Arno's SSSS course.

Actually delivering the results. → use the copy aikido channel plus ask for feedback.

Sales calls are my weakness. I've already had 4 sales call with 3 different client/prospect and I could barely talk cuz they were the only one talking. → I need to prepare for the calls. I was half-assing the prep for the sales calls. SSSS course!!

5. What resources do I have?

- At least 5 hours a day, 14+ on the weekends
- My brain
- My family members
- My classmates or ex classmates
- My G friends
- People from Uni
- Copy campus: all the chats
- Copy aikido channel
- All the resources in the copy campus: level 1-4, Niche domination, dream 100, Live calls, experienced reviews
- The PUCs
- BM mastery campus: SSSS course, outreach mastery, BiaB, Tate wizardry, ask Arno channel
- Client acquisition: How to talk, how to write a DM, how to craft an offer
- My note cards
- ChatGPT
- Canva
- Hunter and Apollo
- Swiped.co
- Ask an expert channel

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.