

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

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? - me making \$5,000 (100K CZK) a month from running my digital marketing business
 - b. How will I know I've achieved it? - by the number hitting my bank account
 - c. When is my deadline? - 3 months from now, May the 2nd
2. What are the Checkpoints between my Objective and where I am? /
 - a. Checkpoint #1
 - i. Cause and effect #1 - I finalized the market analysis based on thorough research, and I used it to create high quality-content
 - ii. Cause and effect #1 - I produced high-quality content within my niche for my target audience and I grew my social media following to a substantial size to be able to DM client's
 - b. Checkpoint #2
 - i. Cause and effect #2 - I prospected within my niche on social media and DM'd people, I used the how to send a DM course from Dylan Moneybag
 - ii. Cause and effect #3 - I DM'd the prospect and I hopped on a sales call with them
 - c. Checkpoint #3
 - i. Cause and effect #4 - I prepared a solid script and I convinced my prospect to get 10% of their revenue
 - ii. Cause and effect #5 - I landed them as a client
 - d. Checkpoint #4 - I made my clients \$50K (1M CZK)
 - i. Cause and effect # 1 - I analyzed the market my client's in and created an analysis doc to refer to when creating copy
 - ii. Cause and effect #2 - I created valuable posts/ads for social media and optimized the whole funnel

- iii. Cause and effect #3 - people saw my client's posts/ads on social media, and it persuaded them to click the link and they were taken to the sales page
 - iv. Cause and effect #4 - people were persuaded by the sales page and purchased products worth \$50K
- 3. What Assumptions or Unknowns do I face?
 - How long will it take me to grow my audience to a substantial size?
 - How do I convince my client to get a revenue percentage deal (a.k.a. commissions deal) - I never had that kind of deal before, I only had fixed monthly retainer deals
- 4. What are the biggest challenges/problems I have to overcome? - How do I grow my audience FAST? How do I find high-paying clients?

I need to convince my dad to let me register as an entrepreneur
- 5. What resources do I have?
 - I've provided amazing results for my first client (that I'm still currently working with) - I got them so many deals that they can't take all of them, and they're literally struggling to keep up
 - TRW - Andrew, Copy review aikido squad, Dylan, Captain Colston, SM&CA + Copywriting campus learning center materials, agoge program calls, experienced project review live calls
 - My own brain
 - A laptop I can edit videos and create content on
 - New phone with a better camera
 - Friends/relatives to help me film my content
 - Daily Moneybag AMA's - I can directly ask professor Dylan about any obstacle I face when DMing people

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.

I'm using the checklists provided in the SM & CA Campus, I create the posts during the morning G work session + I engage with other people's posts during the day (when I'm commuting, on the toilet, etc.)

I'll schedule my editing sessions as my school schedule progressively changes. Sometimes I'll do the editing in the morning, sometimes in the afternoon/early evening. Some weeks I'll have more time, some weeks I'll have less time. But I'll always get it done. It's a non-negotiable for me.

I can't make a fixed plan, as it'd be too rigid. I need to adapt based on how my class schedule looks like.

But I commit to getting the work done, day in, day out.

The metrics are the analytics metrics on Google ads, Meta ads, etc. Website traffic indicators, landing/sales page heatmap software (Hotjar, Mouseflow, etc.). It's also my to-do list, where I have to tick off all the tasks related to this pursuit. The tasks in it are the various checklists provided for growing social media and being successful at acquiring clients on social media made by professor Dylan Madden.

Calendar

Today

<>Jan - Feb 2024

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Week

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February 2024

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Search for people

My calendars

Personal

Birthdays

Birthdays

Fitness

Sax classes

School

Sleep

Tasks

Transport

Work

Other calendars

3.A - Matematika 2023-20...

České státní svátky

G3A - chemie 2023/2024

Přihlašování do seminářů ...

Zeměpisný seminář 3

DSD-II-12.Klasse

MON

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23:00

Morning routine, 04:30

Breakfast, 04:50

G Work session 05:00 - 06:30

G Work session 05:30 - 07:00

KAJ 07:30 - 09:10

BL 09:45

M-Diagnosticke funkce, 10:40

ČJ, 11:35

Sleep 20:20 - 04:20

Morning routine, 04:30

Breakfast, 04:50

G Work session 05:00 - 06:30

Study 07:15 - 08:15

Al 09:45

Kontrola Muor. Skvrnová alergie, 10:30

Ch, 11:35

Maturák - schůzka výboru 12:20 - 13:15

Bi, 13:20

NJ, 14:10

Sleep 20:20 - 04:20

Morning routine, 04:30

Breakfast, 04:50

G Work session 05:00 - 06:30

Z-ČJ, 07:50

D, 08:45

Al 09:45

Fy, 10:40

Třídnická hodina, 11:35

ČJ, 12:30

Box 15:30 - 16:30

Sleep 20:20 - 04:20

Morning routine, 04:30

Breakfast, 04:50

G Work session 05:00 - 06:30

G Work session 05:00 - 06:30

G Work session 16:00 - 17:30

Experienced Call - Project Deep Dive 18:00 - 19:00

ORA - AGOGE 19:00 - 20:00

Evening lecture, 19:55

Sleep 20:20 - 04:20

FINISHED MARKET ANALYSIS

Morning routine, 04:30

Breakfast, 04:50

G Work session 05:00 - 06:30

Sleep 20:20 - 04:20

Morning routine, 04:30

Breakfast, 04:50

G Work session 05:00 - 06:30

Sleep 20:20 - 04:20

