

# CONQUEST PLANNER

1. Define Objective
  - a. What is the goal?
    - i. Have an email list with 3000 subscribers.
  - b. How will I know I've achieved it?
    - i. I will have an email list with 3000 subscribers.
  - c. When is my deadline?
    - i. 30th July
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
  - a. **Checkpoint #1 - Know what the markets main desires are**
    - i. Cause and effect #1

**If** I've read all the testimonials from competitors in the niche, read the reviews on Amazon on similar products, watched 'my journey' videos on youtube posted by the avatar, read the top posts on relevant subreddits so I know what my avatar's pains, desires, values, and roadblocks are.

**And If** I look at the competitors in the niche so I know the main desire they are promising over and over again

**Then** I will know what my market's main desire is
  - b. **Checkpoint #2 - Create a weight loss offer that will run on facebook that will generate leads.**

Cause and effect #1

**If** I look at the Fit Mother Program and analyze how they have structured that ebook with meal timings and meal plans for day and night shift

**And if** I look at how they have structured their recipe ebook

**Then** I will have a clear and easy to understand skeleton for how to structure an ebook and I can add in my own meals, recipes, and meal planning to create my own weight loss offer.

Cause and effect #2

**If** I look online on food blogs

**And if** I ask my friend who is a chef to double check the recipes I've chosen to add into my ebook so they taste good and will put the customer in a caloric deficit

**Then** all my customers will lose weight eating tasty food and never having to starve.

**c. Checkpoint #3 - Write the lead**

Cause and effect #1

**If** I talk about their dream state and tease a new way to reach it

**Then** I will grab the reader's attention

Cause and effect #2

**If** I imply that there is a big piece of the puzzle missing and that they need to use this puzzle piece to reach their dream state and they need to read on to find it

**Then** I will generate curiosity and make them read on

Cause and effect #3

**If** I show them how their lives would be when they reach their dream state.

And how bad their lives will be in the future if they do nothing

**Then** I will reignite their desire that they've dimmed down so they will want to reach their dream state.

Cause and effect #4

**If** I prove that the guru has experience helping women lose weight. She knows what she's talking about and is educated

**Then** I will have established credibility so the reader will trust what I say.

**d. Checkpoint #4 - Write the mechanism**

Cause and effect #1

**If** I show the reader that their fat burning gene is turned off which is stopping them from losing weight and keeping it off

**Then** their mind will have the first piece of the puzzle so they'll keep reading so they'll discover the solution to their roadblock.

Cause and effect #2

**If** I show the reader how they will turn on their fat burning gene by eating 30% of their calories from animal protein and back it up with studies and before and after pictures.

**Then** the reader will keep reading because they want you to address their objections.

Cause and effect #3

**If** I show the reader that they won't need to starve, they can eat carbs, and they don't need to force down salads to lose weight when they use my unique solution

**Then** they will be sold on my idea and want to know how to get started today.

**e. Checkpoint #5 - Write the close**

Cause and effect #1

**If** I show the reader a done-for-you meal plan that will turn on their fat burning gene so they'll lose weight without starving or giving up on their favorite foods

**And if** I show before and after pictures and written testimonials that this meal plan burns fat

**And if** I show that the recipes look tasty

**And if** I show the reader that it only takes 10 minutes of cooking per day

**And if** I give the reader a grocery list that they can use in any store

**And if** I show that the reader can still eat dinner with their family and lose weight

**And if** I show testimonials that they won't starve while burning fat on this meal plan

**And if** I show then before and after pictures again

**And if** I give the reader a no questions asked guarantee

**Then** the reader will want to buy the product.

**f. Checkpoint #6 - Write the headline**

Cause and effect #1

**If** I tease how the reader can burn fat without starving or giving up on their favorite foods using a new and unique mechanism

**Then** they will want to read the sales page.

**g. Checkpoint #7 - Create the upsell**

**h. Checkpoint #8 - Write the sales page for the upsell**

**i. Checkpoint #9 - Write the facebook ads**

**j. Checkpoint #10 - Set up email software**

**k. Checkpoint #11 - Design both sales pages**

**l. Checkpoint #12 - OODA loop until I have a winning ad**

**m. Checkpoint #13 - Look at my sales and evaluate if the offer is something the market wants - If not then reevaluate the offer.**

**n. Checkpoint #14 - Write different headlines and leads for the front-end sales page, test different images, OODA loop until you break even on ad spend.**

**o. Checkpoint #15 - Find affiliate offers to run to my email list.**

p. Checkpoint #15 - Write emails to my email list.

3. What Assumptions or Unknowns do I face?

### **Assumptions**

I'm entering the conversation the reader has in her mind.

I step into my avatar's shoes and have enough developed empathy so I can understand what the reader will feel and think when she reads my sales page.

My understanding of my avatar is deep enough that I'm correctly predicting what they will think next after every line.

The sales page I've modeled the skeleton from was a high performing sales page.

### **Unknowns**

Don't know how facebook ad manager work.

Don't know what my upsell will be.

Don't know how to write a sales page for an upsell.

Don't know how long it takes to create an offer or write a sales page for an upsell.

Don't know how to design sales pages or how any of the softwares works.

***Should I not create the offer at first and see if what I'm offering is something the market wants first? And THEN create the offer if my sales page and upsell converts well?***

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

- Writing sales pages that will convert.
- Creating the offer.

5. What resources do I have?

The Real World

- Professor Andrew
- The captains

- The experience chat
- The advanced copy aikido channel
- Arno
- Dylan Madden

Ning

Youtube

Copywriter I follow on twitter

Friends

- Victor Castro - interested in money
- Axel - interested in money

Dad - Knows how the world works better than me in many ways

People at the gym.

Henke the chef.

Ronja.

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