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CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? My goal is to make \$5,000 by landing 2 clients and helping them achieve a combined revenue of \$50,000
 - b. How will I know I've achieved it? I will know once I go in my bank account from the web and see the 5k staring back at me from the screen of my brand new Macbook, acknowledging my big achievement.
 - c. When is my deadline? My deadline is on July 6th
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Pre-Launch: Skill Sharpening
 - i. I improve my understanding of human psychology and digital marketing skills through TRW courses and by going through my notes.
 - ii. I need to build a portfolio by showcasing my best copy
 - b. Checkpoint #2 - Picking a profitable niche
 - i. I start sub niching from the health, wealth, and realationships core niches on my own until I find the sweet spot. (or leverage AI to get some ideas)
 - ii. I identify and pick a profitable niche
 - iii. I research this niche, find what people are sharing online and fill the Market Research Template with valuable information I can use later on and to gain a better understanding of the niche
 - iv. I analyze the top players in that market to come up with killer ideas right off the bat and to identify potential gaps and opportunities in that niche
 - c. Checkpoint #3 - Prospecting
 - i. I use ChatGPT to come up with 25 different search terms I can use to find potential clients on Youtube, Instagram, and Facebook.
 - ii. I find businesses with the ingredients for success and list out all of their information(Contact Profile, Name, Business Name, Website etc) on my spreadsheet
 - iii. I identify gaps and opportunities in those businesses
 - iv. I create a list of 400 prospects I can reach out to
 - d. Checkpoint #4 - Outreach
 - i. I choose an outreach channel (e.g. cold email, Instagram dm etc)

- ii. I watch the level 4 course in the copywriting campus, business mastery and the client acquisition courses
- iii. I find places online where those particular business owners of that niche overshare their pains and frustrations
- iv. I create interesting, valuable, and personalized messages around those pains and frustrations
- v. I create free values for them
- vi. I tease free values, only reveal a small part of them and tease the rest
- vii. I send 15 outreach messages per day
- viii. I track outreach metrics (open rates, response rates) and optimize messages based on performance
- ix. I follow up with them 3 times in an interesting and valuable manner
- x. I get a reply and set up a call for a specific time with interested clients
- e. Checkpoint #5 - Sales Calls
 - i. I analyze top players and identify opportunities for my potential client
 - ii. I prepare SPIN questions to get an understanding of the potential client's situation and how I can help them
 - iii. I email them to remind them about the call
 - iv. I get on the sales call
 - v. I build some level of rapport with them before I start asking questions get to know them a little
 - vi. I ask the SPIN questions to understand their current situation and to get to know how I can help them
 - vii. Based on my newfound knowledge of where they are and how I can help, I introduce to them a small discovery project
 - viii. I price the discovery project
 - ix. I handle any objections they might have
 - x. If they say yes I explain the whole discovery project in specific detail
 - xi. I send them an invoice with a payment system on their email for the upfront payment
- f. Checkpoint #6 - Project Execution
 - i. I gather the specific information I need to understand their business (e.g. target market, avatar, products, product discovery story, testimonials) -research phase
 - ii. I create a first draft of the project

- iii. I go back and forth with the client for a revision phase until we get a project that matches their voice, their audience, and is ready to produce results
 - iv. Launch the project (me or their team depending on what we negotiated)
 - v. I tell my client to have a review call about the project where we review the results that we got
 - vi. I get on the review call and we review the results
 - vii. I pitch them on a bigger project
 - viii. I send the second invoice of the discovery project
 - ix. I send the first invoice of the new project
 - x. I ask for a testimonial
 - xi. I leverage the testimonial to land another client
 - xii. I get 1 more client interested in having a call by leveraging my testimonial
- g. Checkpoint #7 - Helping my 2 clients achieve a combined revenue of \$50,000
 - i. I analyze top players and steal ideas I can use to achieve my 1st client \$25,000 and ideas I can use for a discovery project for my 2nd client
 - ii. I have a call with both of them to introduce the bigger project to the 1st and a discovery project to the 2nd
 - iii. I go back and forth with the clients for a revision phase until we get a project that matches their voice, their audience, and is ready to produce results
 - iv. Me or them launch the projects
 - v. I have a review call with my clients to review the results of the projects
 - vi. I pitch a bigger project to my 2nd client
 - vii. I create the first draft and we go back and forth refining it
 - viii. Me or them launch the project
- h. Checkpoint #8 I see the 5k in my bank account and I buy a Macbook
 - i. The big projects help them achieve a combined revenue of \$50,000
 - ii. I send them the payment invoices
 - iii. They send me \$5,000

3. What Assumptions or Unknowns do I face?

- i. I assume I will find killer ideas when I analyze the market's top players, if I don't I will just go take a look at top players from different markets until I find one.
- ii. I assume I will land my first client after 200 messages, but I will send 400 just to be sure.

- iii. I assume I will have a hypothesis about how to help my clients before the call, but I won't be sure about what it will be until I get on a sales call with them and get to understand their situation.
- iv. I don't know the exact time every task will take, that's why I'll allocate extra time just to be sure I'm on track.
- v. I don't know how to upsell them on a bigger project but that's okay because I can ask in TRW and find out from people who did.
- vi. I don't know how to create a winning outreach that's why I'm going to go over the client acquisition, level 4 copywriting and business mastery resources I have and start testing my way to success to create a winning dm because the opportunities in my current market are infinite (The scientific method).
- vii. I don't know what the outcome of the sales call its going to be, but it's 100% going to be 1 of 2 possibilities Yes or No I will prepare for both of those possibilities and go get another client.
- viii. I don't know what kind of project I'll have to do for my clients, but I'll narrow down the client's needs to 4 and have a contingency plan and a solution already ready for each.
- ix. I don't know what their audience will resonate with that's why before launching a project I need to research and analyze top players more, launch a mvp and test, test it out to only 100 people to not burn their entire audience down.
- x. I assume I'll close 50% of my sales calls because I will take advantage of the level 4 course in the copywriting campus and handle any objections they might have with ease by preparing for them.

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

- i. I don't know how to introduce my ideas in an interesting exciting way
- ii. Land my first client without any testimonials just a portfolio of my best work
- iii. To overdeliver on the discovery project and to pitch them on a bigger project
- iv. Unknowns I don't know I don't know

5. What resources do I have?

- i. I can leverage AI about certain unknowns and assumption I have.
- ii. Proffessor Andrew
- iii. Captains
- iv. Fellow students
- v. TRW copywriting, Business mastery, and client acquicition campuses

- vi. My barber is looking to create a website with hair products he can sell I can help him
- vii. One of my best friend's dad owns a pizzeria I can help them
- viii. My memaw tells the best stories maybe I can get a few storytelling tips from her
- ix. My other best friend John likes reviewing my outreach and copy and so far he had some very interesting opinions
- x. I can use my sister's new laptop to work on my balcony outside my home for inspiration because my laptop has a battery and needs to be plugged while hers doesn't
- xi. The notes of levels 1 and 3 of the bootcamp I've taken to keep my marketing skills sharp and reremember things I might forgot
- xii. The create a new identity and create a plan assignments I've created to keep me disciplined and focused towards achieving my objectives
- xiii. Train before I sit down work so my brain can function better
- xiv. I can go on perspicacity walks to come up with creative ideas and good insights

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