


CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? Landing a first client.
 - b. How will I know I've achieved it? 2k in the bank
 - c. When is my deadline? 1. March 2024.
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

Checkpoint #1 - Find a prospect

1. Use the hunter's mindset to know WHERE he's presenting his business.
2. Search for the right keywords to find his business.
3. Go to his website to see if he's selling something.
4. Quickly search for his social media to see if he has a good audience and posts frequently.
5. Find his email and put it in the prospecting leads table.

Checkpoint #2 - I analyse his business

1. Go through the  Find growth opportunities checklist .

Checkpoint #3 - I send him the email

1. Needs to provide a lot of value upfront so he knows I'm a credible person.
2. Needs to have curiosity so he has unanswered questions and wants to know more.
3. Needs to have an offer because this is what he cares about the most.
4. Needs to pass the outreach checklist because Arno.
5. Needs to have a strategy that his top competitors or other successful people that he knows of use.

6. Needs to be personalized.

Checkpoint #4 - He opens the email

1. The subject line needs to be curiosity + benefit.
2. Good profile picture.
3. Look at Luke Colley's advice.

Checkpoint #5 - He reads my email.

1. He can't be confused after reading the email.
2. He needs to think that his business will stay stagnant without this strategy.
3. He needs to think that this email is made specifically for him so he doesn't think he's on just another mailing list.

Checkpoint #6 - He says he's interested

After reading the email he says he's interested and wants to hear more about the strategy.

Checkpoint #7 - My reply to him to go on a call

I send him a quick video going over the strategy that he needs to grow his business. And saying that we need to talk on a Zoom call about implementing this strategy.

Checkpoint #8 - Booking a call

He replies with a time and I reply with the time back.

Checkpoint #9 - Doing a successful sales call

1. I ask him SPIN questions to know more about his business.
2. I identify a weak spot
3. I pitch him the discovery project.
4. He agrees to do it.

Checkpoint #10 - Starting a project

I ask him questions about the avatar and gather all the information I need to write copy or plan ad campaigns. I give him the plan for the project and he says he wants to do it.

Checkpoint #11 - Doing my best to do a good job

Using all my knowledge and resources to do a fantastic job.

Checkpoint #12 - Getting results

We launch the project and it starts getting results. The client is satisfied but I want to monitor it and improve it even more.

Checkpoint #13 - Getting Paid

The launch of the project is over and the client pays me for my work.

GOAL ACHIEVED

3. What Assumptions or Unknowns do I face?

Will the client ever be satisfied with results and always want more?

Does he pay me half to start the project and half later or all at once?

Will he come up with some objections that I didn't anticipate?

How long will it take to see results?

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

Writing a good outreach email.

Doing a sales call.

Getting results for him.

5. What resources do I have?

Reviews from Gs in the campus, copy aikido, friends to read it out loud, Al.

Calendar Work

- List out checkpoints and set a time to reach them

MON 29	TUE 30	WED 31	THU 1 Feb	FRI 2	SAT 3	SUN 4
5 ● 14:00 ☑ Find a prospect	6 ● 14:00 ☑ I analyse his bus ● 14:30 ☑ I send him the er	7 ● 14:30 ☑ 4 - 8	8	9 ● 14:30 ☑ Sales call	10 ● 14:30 ☑ 10 -11	11
12	13	14	15 ● 14:30 ☑ Getting results	16	17 ● 14:30 ☑ Getting paid	18
19	20	21	22	23	24	25
26	27	28	29	1 Mar	2	3

- List out tasks needed to reach each checkpoint

#1 - Prospecting G WS

#2 - Analysis G WS

#3,4 - Writing outreach G WS

#7,8 - Simple reply

#9 - Sales call

#10 - Research, Multiple G WS

#11 - 2 days G WS

- Identify metrics/KPIs for each task.

#1 - 40 prospects

#3, 4 - 50% reply rate

#7,8 - 90% reply rate

#9 - 100% success rate

#10 - Done in one day

#11 - Project finished

- Allocate time for each task
Been doing this for a while

			G WS - Email Aikido 14:15–16:45	G WS 14:15–16:45
Lunch 14:45	Lunch 14:30			
G WS 15:15–17:00	G WS - Emails 15:00–17:00			
		Lunch 16:00		
		Agoge Checklist		
PUC 17:00	PUC 17:00	PUC 17:00	PUC 17:00	PUC 17:00
Chest 17:30–18:30	BOX 17:30–18:30	Arms 17:30–18:30	Box + Burpees 17:30–18:30	Back and burpees 17:30–19:00
Dinner 18:30	Dinner 18:30	Dinner 18:30	Dinner 18:30	
Agoge Call 19:00–20:00	Agoge call 19:00–20:00	Agoge call 19:00–20:00	Agoge call 19:00–20:00	Agoge Call 19:00–20:00
	BS 20:00–21:30	G WS - Emails Aikido 20:00–21:30	G WS 20:00–21:30	Conquer Document 20:00–22:00
Read 21:00–22:00		Read 21:30–22:30	Identity docume	

- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

//Share your completed document and a calendar screenshot with checkpoints and tasks in the main agoge-chat. It should take you less than 48hrs