

CONQUEST PLANNER

Step 1: What Is Your Target Outcome? Why is it important?

My target outcome is to quit my job while being a student.

My Result Is - I can focus on copywriting instead of getting paid ridiculously low amount of money.

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

How will you know when you've achieved your outcome and how will you measure it? (e.g., Revenue generated, number of customers acquired, website traffic, etc.)

How will I measure my progress? - by the number of clients I get and the revenue generated when I get more than 500e a month

What will it look and feel like? - I will feel very proud of myself because I'm going to be closer to my bigger goals but I won't "rest" and think that I don't have to keep working because I hit my goal at the time. I will feel very powerful and I won't have fear controlling me like I used to have. I'll have confidence in what I do and it will show to other people. They will see that I know what I'm doing and it's not just some bs and I actually take copywriting seriously. I will feel pure joy working on my clients projects instead of full hatred that I had while working in my previous job. I will feel more free as I will be able to do more activities that cost some money with my friends, family and by myself.

What will it allow me to do after I reach it? - I will be able to quit my job as a fulltime student and actually get paid more than a few hundreds a month while studying. I will be able to buy me and my parents the things that we need and want instead of worrying if the money that we have is enough. I will be able to invest more money into stocks and crypto. I will be able to travel more

with my family that we all absolutely love. I can do more activities that require money such as eating out with friends and family, and through that I can spend more quality time with them.

Step 3: How Close Are You To Your Outcome From Your Current Position?

Describe your situation in detail. Where are you currently in relation to your outcome?

[Insert your answers here]

Where am I now? - I have a job. I work for a month in the summer for 8 hours a day because that is when I don't have school. Meanwhile I'm not on a summer vacation yet, I work a couple of shifts in the month. So at the meantime I get paid a few hundreds a month if even that. I'm a fulltime student still in highschool and I'm trying my best to earn as much money as I can for the future. Getting another job is not an option, I don't have time for that because then I would have to throw away copywriting completely. That is a big no for me. So right now I'm trying to do as much as I can while studying to improve my copywriting skills and I'm trying to land a client.

Step 4: What Are Your Checkpoints Towards Your Outcome?

What checkpoints do you need to achieve between your current position and your ultimate outcome? Break down your big result into smaller, actionable steps.

[Insert your answers here]

My Outcome Is - landing 2 clients

- Checkpoint 1: do market research
- Checkpoint 2: analyzing my prospects

- Checkpoint 3: track the responses and improve outreach
 - Checkpoint 4: schedule calls with prospects that are interested
 - Checkpoint 5: prepare for the meeting
 - Checkpoint 6: have the meeting and close it
 - Checkpoint 7: work on a project with them
 - Checkpoint 8: give them a lot of value and earn experience and money
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Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder your progress toward each checkpoint towards your outcome? How can you counteract these factors? What do you “know you don’t know”? How can you close the knowledge gap? (e.g., Lack of time, financial constraints, technical challenges, etc.)

[Insert your answers here]

What potential roadblocks could hinder my progress? -

- people not answering my messages
- sales call gone bad
- not having experience and for that reason being slow

How will I overcome these roadblocks? -

- build a trustworthy looking social media account
- prepare for sales call very well and learn from them
- send good outreach messages and always try to improve them

What do I know that I don’t know? -

- I don’t know how to close clients
- I don’t have experience in copywriting with clients

How will I close this knowledge gap? -

- by getting clients and learning from them
- try to find as much info on closing clients

Step 6: What Helpful Resources Do You Have?

What resources do you have that will allow you to overcome obstacles and achieve your outcome faster? (e.g. TRW, current personal network, experience in an existing industry, etc.)

[Insert your answers here]

I have access to and will use - TRW, help from other students, current personal network

Step 7: What Specific Tasks Will Lead To Each Checkpoint?

Break down each mini-goal into specific tasks that need to be completed to achieve it.

For example, if your mini-goal is to conduct market research:

- Task 1: Identify target audience demographics
- Task 2: Conduct competitor analysis
- Task 3: Create surveys or questionnaires
- Task 4: Analyze data and draw conclusions

[Insert your answers here]

CHECKPOINT NAME market research and prospect list

Task 1: Identify target audience demographics

Task 2: Conduct competitor analysis

Task 3: Analyze data and draw conclusions

Task 4: find prospects by searching through social media

Task 5: make a list with 10 prospects

Task 6: find all their info and use it when reaching out

CHECKPOINT NAME reach out to prospects and track their responses

Task 1: make personalized outreach messages and reach out

Task 2: analyze the responses and improve outreach

Step 8: When Will You Perform These Tasks?

Assign each task to a specific date and time on your calendar.

Be realistic about your time constraints and allocate sufficient time for each task.

- Use reminders and alerts to keep you on track and accountable.
- Prioritize tasks based on their importance and deadlines.

Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule.
2. Regularly review your progress toward each checkpoint.
3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.

4. Continuously refine your plan based on your experiences and feedback received.
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Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.
 - Break down complex tasks into smaller, manageable steps to avoid getting overwhelmed.
 - Get help from fellow Agoge Students, Experts, and Captains if needed to overcome challenges or answer questions.
 - Maintain momentum by taking time to feel proud of your successes along the way.
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EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint?
How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
 - Online chess tutorials, courses, and videos
 - Chess books focusing on specific aspects of the game
 - Chess software for analyzing games and practicing tactics
 - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

Checkpoint 4: Increase Endgame Proficiency

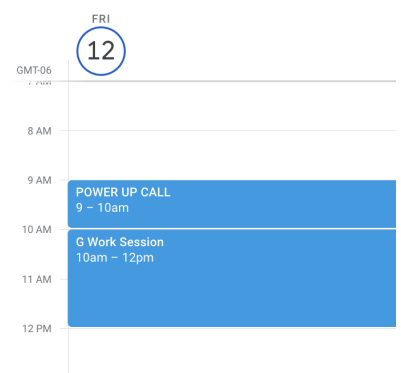
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- Tasks:
 - Study and memorize key lines in chosen openings (30 minutes)



- Practice opening moves against chess engines or online opponents (30 minutes)
- Review games to identify opening mistakes (30 minutes)

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