

# CONQUEST PLANNER

## 1. Define Objective

### a. What is the goal?

The goal is to earn \$1 000 from client work at least, more if possible. But \$1 000 is the benchmark from my client. My plan is to structure the deal as commission based, so the amount I earn depends on the value I create.

### b. How will I know I've achieved it?

When I have \$1 000 (R20 000) in my bank account or the amount I earn in the next 3 months totals \$1 000 from client work only. This means I need to earn \$10 000 (R200 000) for my client within 2 months.

### c. When is my deadline?

May 31st 2024, 3 months from now.

## 2. What are the Checkpoints between my Objective and where I am? //GET AS DETAILED AS POSSIBLE

### a. Checkpoint #7 - Get Paid R20 000

- i. If I earn R20 000 then I begin this process again with a new bigger objective.
- ii. If I earn R200 000 for my client then I earn R20 000 for myself.
- iii. If I improve my marketing strategy then I can earn R200 000 for my client.
- iv. If I officially enter into a partnership with my client then I can continuously improve my marketing strategy.

### b. Checkpoint #6 - Over Deliver on The Discovery Project.

- i. If I pitch my next project to my clients then we can come to an agreement to go into partnership together on a retainer basis.
- ii. If I over deliver and achieve amazing results for my client then I can pitch them on my next project.
- iii. If I consistently review and improve my copy and funnel then I can over deliver on my discovery project.
- iv. If I run ads, implement SEO, manage the funnel effectively then I can produce amazing results for my client.

- c. Checkpoint #5 - Implementation and Testing
  - i. If I know what to change then I can let the ads run, manage the website, oversee the funnel and adapt to produce results for my client.
  - ii. If I tweak my funnel and copy based on the results it achieves compared to my time frame then I will know what to change or add on for my marketing strategy to impress my client.
  - iii. If we begin testing it to see how effective it is at getting the desired result then I will know what and where it needs tweaking.
  
- d. Checkpoint #4 - Writing and Reviewing Copy
  - i. If we come to an understanding and my clients give me the green light then we can begin testing.
  - ii. If I present my copy to the client then we can discuss my plan and where my copy fits in.
  - iii. If I submit it to the copy aikido channel then I can edit my copy based on the copy aikido channel review and perfect it to present it to my client.
  - iv. If I review the revised ad copy, make some tweaks then I can submit it to the Copy aikido channel for review.
  - v. If I write a few ad copies then I can review it and write a second draft to review once again.
    - 1. Rewatch some lessons before writing
    - 2. Do push-up in between sessions
  
- e. Checkpoint #3 - Discovery Project
  - i. If I get to work on the discovery project then I can begin producing great results for them.
    - 1. List out all the tasks I need to complete in order to do the discovery project.
    - 2. Check if i have all the information to complete these tasks
    - 3. Get out standing information via research
  - ii. If I pitch my ideas to my client then I can come to an agreement with him for a discovery project.
  - iii. If I have a zoom meeting then I can learn about what my clients goals and objectives are and come up with a plan to help them.
    - 1. Take notes during the call
    - 2. Ask detailed and specific questions about their business.
    - 3. Revise by watching the lessons in the campus

- iv. If I get my clients to agree to a zoom call then I can find out what my client needs and compare it to the hypothesis I made.
  - 1. Set time aside in my day to that matches available time for prospects
  - 2. Take notes and have a list of objectives and question to ask these prospects once they agree to a call
  - 3. have my notes ready all times
  
- f. Checkpoint #2 - Outreach and Prospecting
  - i. If I land a client then I can have a zoom call and pitch my discovery project to them.
    - 1. Send atleast 5 outreach messages a day using my templates
    - 2. Tailor these message around these specific prospects
    - 3. Continue finding new prospects
  - ii. If I craft a few examples of outreach messages that include ways to help these businesses then I can begin outreach.
    - 1. Write approximately 5 outreach messages as templates
    - 2. Apply this template to write 10 outreach messages.
  - iii. If I make a list of prospects to reach out to then I can begin analyzing their business to find ways to help them.
    - 1. Look at how they get attention
    - 2. List ways i can help them get attention
    - 3. Find a way to connect the way they could get attention to ways they can monetize attention.
    - 4. Craft these templates with the proposals inclusive around my solution. Use the most common overarching factors.
  
- g. Checkpoint #1 - Research into My Niche
  - i. If I look for potential clients in my niche then I can compile a list of prospects.
    - 1. Fill out as prospecting doc
    - 2. See which ways these top players use in their marketing that I can apply to my prospects
  - ii. If I find and analyze top players in this niche then I will know what to do to help other businesses in this niche.
    - 1. Compile a list of ways these top players run marketing tactics
    - 2. Think of ways to implement these tactics

- iii. If I do extensive market research in my niche then I can understand this market and know who the top players are and what customers want in this niche.
  1. Analyze the top players
  2. See how the top players are getting attention and monetizing attention.
  3. Fill in the research template to get a full understanding of this niche.
- iv. If I pick a scalable niche then I can reach my objective.
  1. Search the internet for scalable business
  2. Look at the top players, how they are performing in this market.
  3. See how many prospects i can find
  4. Look if its a growing market or not
  5. Pick 2 niches, 1 as a back up

3. What Assumptions or Unknowns do I face?

Assumptions:

- That I can earn R200 000 in the allotted time frame (2 months)
- That the niche I have in mind is scalable to this point
- That one client is enough to earn R20 000 for myself
- Marketing strategy I have come up with will work in my niche.
- The time it will take to land a client, 1 week.

Unknowns:

- How many customers are needed to reach R200 000 in 2 months.
- The time it takes for me to see results from running ads
- How many ads to run
- If the client has a budget for a Marketing plan.
- How much work I would need to do for the client in order for them to achieve this amount of value.
- The client's main priorities
- What i need to do specifically to help my client
- How i will manage my funnel

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

- Time management for the change i would have to make to achieve my goal
- Managing all my resources effectively

- Dedicated focus to my clients work.
- My ability to understand people better
- Copywriting skills
- Sending 10 or more outreaches a day, it requires more time to analyze my prospects.
- How to communicate with prospects and business owners.

5. What resources do I have?

- Copy review channel
- My mother knowledge and experience in business
- The internet
- Social media platforms
- Google docs and other applications.
- ChatGPT and other AI systems
- Campus lessons
- Other campuses' lessons
- The captains in the copywriting campus
- Copywriting campus chat and other students
- My boss for financial advice
- Swipe files
- Top players in this niche

### 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.

Create

February 2024 < >

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	1	2
3	4	5	6	7	8	9

Search for people

My calendars

- Kegan Edwards
- Birthdays
- Tasks

Other calendars

- Holidays in South Africa

SUN 28	MON 29	TUE 30	WED 31	THU 1 Feb	FRI 2	SAT 3
4 ● 6am ☑ Do 50 push-u ● 12:30pm ☑ Do an OC 2 more	5 ● 6am ☑ Do 50 push-u ● 3pm ☑ Prospecting 2 more	6 ● 6am ☑ Do 50 push-u ● 10:30am ☑ continue 2 more	7 ● 6am ☑ Do 50 push-u ● 11am ☑ create free 2 more	8 ● 6am ☑ Do 50 push-u ● 11am ☑ create free 2 more	9 ● 6am ☑ Do 50 push-u ● 11am ☑ create free 2 more	10 ● 6am ☑ Do 50 push-u ● 11am ☑ create free 2 more
11 ● 11am ☑ create free ● 3:30pm ☑ analyse to ● 7:30pm ☑ Do 100 bu	12 ● 11am ☑ create free ● 3:30pm ☑ analyse to ● 7:30pm ☑ Do 100 bu	13 ● 11am ☑ create free ● 3:30pm ☑ analyse to ● 7:30pm ☑ Do 100 bu	14 ● 11am ☑ create free ● 3:30pm ☑ analyse to ● 7:30pm ☑ Do 100 bu	15 ● 11am ☑ create free ● 3:30pm ☑ analyse to ● 7:30pm ☑ Do 100 bu	16 ● 11am ☑ create free ● 3:30pm ☑ analyse to ● 7:30pm ☑ Do 100 bu	17 ● 11am ☑ create free ● 3:30pm ☑ analyse to ● 7:30pm ☑ Do 100 bu
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