

- 2 To make your own editable copy, hit “File” then “Make a copy”

CONQUEST PLANNER

1. Define Objective

- a. **What is the goal?** Getting 2-3 well-paying and positive client partnerships every month through my agency.
- b. **How will I know I’ve achieved it?** By looking at my client spreadsheet with details about the relationships i have with the clients and how much i am making based on our deals for each client.
- c. **When is my deadline?** Having 3 high paying partners by the end of next month (march)

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

a. Where I am right now - Right now at this moment I have 1 client.

I am not getting paid from her, I am just doing work in exchange for testimonials.

So that I will not only get the experience I need to land bigger clients, but also to use those testimonials for reaching out and making me and my work more trustworthy, attracting more clients.

I have finished the first copy of a sales blog post for my first client.

At this moment she is reviewing it and we are doing some small adjustments to make it as good as possible.

But she has left me to read, which is making me a little bit concerned...

But i am not stressing about it, maybe she just need some time is my assumption

Otherwise I have my backup plan which is the other client.

I haven't started any work with my second client, where i need to do market research, to get a better understanding

Bring out what exact type of copy that is needed for him

And based on all my information gathered, start writing the first draft of copy

This is where I stand right now and what will be done today.

I know exactly what to do to fulfill these clients, so i wont plan it out in this document.

Before reaching checkpoint #1

I will have to learn how to create a correct outreach based on the new approach of strategic marketing problem solver

To increase my outreach conversions

Getting my first low paying testimonial client

So that we can later on use it to reach the bigger partners

Simple

Right now after have learning outreach

You will have to practice it as much as possible

Using all your knowledge about how to write outreaches tailored just for your prospects

Doing your research

Continue writing, sending out for review

And then learning and expanding from that

Until you hit your first Strategic marketing Partner

- b. Checkpoint #1 - Finishing the work for my first FREE clients, so that I can use their free testimonials and experience I get from them to reach out to bigger and paying clients that I will create a Strategic partnering offer with, with a new outreach method.**
 - i. Cause and effect #1 - If I want to create a better and more trustworthy outreach, then I need to formulate a new outreach method including my new testimonials.**

- ii. **Cause and effect #2** - If I want to also build a more trustworthy and credible status. Then i need to post the testimonials on my social media account (and portfolio website)
- iii. **Cause and effect #3** - If I want to build a more trustworthy and credible professionalism within the copywriting business. Then I have to create a website for myself where I show my work, testimonials and an about me page. This is to create a more professional and serious status among my future clients.
- iv. **Cause and effect #4** - If I want to land a deal with a paying client. Then as always, I will dig deep into my niche, find potential clients, build rapport and use my new outreach method .
- v. **Cause and effect #5** Repeat this for about 300 times (as it has been the

ultimate number that has worked in the past) Until i get that first PAYING client.

- c. **Checkpoint #2 - Land a deal with a bigger partnering business, giving them all my strategic resources to make them more money trough their current unknown problems that i will address and solve.**

Using my previous work as proof of credibility and value, in my outreach methods.

1.Cause and effect #1 - If we've agreed on the deal, then I'll definitely do the necessary research to kickstart my problem solving journey for the business. Using everything I know about copywriting, designing and marketing.

2.Cause and effect #2 - If I complete the copy I started, review it myself, get feedback from TRW students, make final adjustments, and then have my

client review it, the goal is to ensure the copy performs well.

3. Cause and effect #3 - If the client likes it, then i will get paid, he will put it in his website, and i will get a testimonial

4. Cause and effect #4 - If i want to ensure that i can build a relationship with the client, then i will upsell him with another service based on some research, or making him refer me to his friends.

Checkpoint #3 - GET MORE and MORE CLIENTS to build my first clientele that i will make my first monthly income to my agency business.

5. Cause and effect #1 If I complete the copy I started, then I will review it.

If I get feedback from TRW students, then I will make final adjustments.

If I have my client review it, then I will make the needed changes to ensure the copy performs well.

If I consistently replicate the outreach process in big quantities with potentially higher-paying clients, then I will continue until I land them.

6.Cause and effect #2 - If I'm reaching out to potential clients, then I will simultaneously finish extra courses in TRW. This way, I will be continuously learning and expanding my knowledge while engaging in productive activities.

7.Cause and effect #3 - If I consistently reach out to potential clients, making slight changes along the way, then I will likely land another client. Once I secure the client, I will follow the same process, receive the payment, gather the

testimonial, and continue building a strong relationship.

8.Cause and effect #4 - If I'm working with a client, then I will continue to do outreaches. This ensures that I always have a backup plan and a pipeline of potential clients, allowing me to make more money and gain additional experience.

9.Cause and effect #5 - If I consistently fulfill and bring value to my clients, then I will be closer to reaching my goal of having at least 2-3 paying clients every month.

THE NEXT GOAL: Slowly building up a team of outreachers and copywriters, creating my first copywriting agency...

3. What Assumptions or Unknowns do I face?

Unknown #1 Client Retention - As i know that strong bonds will lead to more services sold, i do not have the experience of how to build that strong bond, and how i can make them perceive me as a person they will need

Assumption #1 I will probably with the experience of my low paying clients learn it over time, or do research in TRW if there is a course on how to build strong bonds, as i haven't gone through the whole campus yet.

Unknown #2 I don't know how to write an outreach with a testimonial to make a deal with money included in it to make it sound more trustworthy

As my current outreach method includes this sentence that makes prospects think that they will get a free valuable service

“No strings attached, just looking for a testimonial in return.

Consider this a friendly offer, not a business pitch. Up for a chat, my friend?"

This has been my go to method to build trust at this moment

But i haven't put any time to consider how a different type of outreach with testimonials in it and a getting payed offer looks like

Assumption #2 When i get to that stage, i will probably do some research, try some different ways, asking students an based on every attempt probably shape the best possible outreach method that will be better over time

Unknown #3 I don't know how to create a portfolio page for myself including the work i do and my testimonial etc in it to build professionalism into my work

And i am unsure if this even is needed

Unknown #4 I don't know how to set up a paying system for my clients, like is it just through paypal or is there another method that everybody uses that i am not aware of.

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

5. Client Acquisition: I have to be persistent in reaching out to potential clients. Rejections and slow responses are part of the game, but I won't let them discourage me. I have to stay patient and **keep refining my outreach strategies.**

6. Client Retention: I understand that satisfying clients is more than a one-time effort. I have to consistently deliver exceptional work, listen to their needs, and go above and beyond. Happy clients are my strongest allies, and I have to prioritize building lasting relationships.

7. Time Management: Managing my time effectively is not just a suggestion, it's a necessity. I have to organize tasks, set realistic

deadlines, and avoid overcommitting. Time is a valuable resource, and I have to use it wisely to maintain both quality and deadlines.

8. Income Stability: Acknowledging the unpredictability of freelancing, I have to plan for income fluctuations. Having a financial safety net is not optional; it's a must to weather the lean months and ensure stability in the long run.

9. Scaling Up: Dreaming of building an agency is great, but I have to recognize the challenges that come with scaling. Learning how to manage a team will be crucial, and I have to take incremental steps, learning as I go.

10. Market Changes: Adapting to market changes is not a luxury; it's a necessity. I have to stay flexible and be ready to adjust my strategies based on shifts in industry trends and client needs.

11. Effective Outreach: My outreach is the lifeblood of my business, and I have to treat it as

such. Constantly tweaking and improving my approach is not just a suggestion; it's a continual process that will define my success.

12. Balancing Work and Learning: Learning is not just a bonus; it's a strategic investment. I have to strike a balance between acquiring new skills and applying them in my projects. Practical knowledge is not just beneficial; it's essential.

13. Client Expectations: Clearly defining expectations is not negotiable; it's a prerequisite. I have to communicate project scopes, timelines, and deliverables upfront. Transparent and open communication is not just encouraged; it's mandatory.

14. What resources do I have?

- **TRW - students, professors, videos etc**
- **My copywriting knowledge**
- **Experience in writing copy**
- **Ai**

- Documents of thousands of words to have everything in front of me, to not lose clarity of what i know
- And to use the notes as tools to write exceptional copy
- A high follower social media account

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.

Calendar is in the next page further down!

Today < > February 2024

Month

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	31	1 Get started on new clien	2	3
4	5	6	7	8 Checkpoint #1	9 Cause and effect #1	10 Cause and effect #2
11	12 Cause and effect #3	13 Cause and effect #4	14 Cause and effect #5 Alla hjärtans dag	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	Mar 1 Checkpoint #2	2 Cause and effect #1

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	Mar 1 Checkpoint #2	2 Cause and effect #1
3	4	5	6 Cause and effect #2	7 Cause and effect #3	8 Cause and effect #4	9 Checkpoint #3 - GET M
10 Cause and effect #1	11	12 Cause and effect #2	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 Cause and effect #3	29 Långfredagen	30 Cause and effect #4

My thoughts at the moment to reach maximum results

Based on that i know for certain that

If i want to do the free work and get a testimonial needed to land bigger clients

I will have to reach out to these businesses with a correct and GOOD outreach

So i can finally go to the next steps of my Conquest plan

Therefore, i will have to learn, create and test new and different outreaches

To ensure that i can land that one free client

Where i will get my second copywriting experience done

So that i can use that experience, and testimonial
(potential upsell)

To get one step closer to my goal of having 2-3 high
paying clients every month

Simple

Next step:

Master your outreach understandings, send it to as
many people as possible

Get your first client to complete checkpoint #1

To do this: Complete **Get Bigger Clients And
Bigger Profits course**, and do your daily checklists,
learn more copy, do your non negotiables, until you
land a bigger client

Root cause analysis

My first checkpoint on my conquest plan is to get a low-paying client so that I can get a testimonial to start reaching out to bigger partnering businesses where I will provide the most value.

I have done over 500 outreaches and have only gotten 1 client.

I did the work needed to fulfill the client, which was to create a more marketable blog post for her business, so that more people would buy from her affiliate links.

I put my full razor-sharp focus for 4 days doing all the work needed to complete my task.

The copy was done and reviewed multiple times.

But she ghosted me...

This did not stop me.

I recognized that, at the very least, I had written my first piece of copy, providing the initial experience necessary to continue crafting more and better copy in the future.

But then I stopped and realized:

It took me 500 OUTREACHES until I got a client that I worked for FREE.

To end up being ghosted.

Something was definitely wrong.

And I addressed the problem very quickly.

My outreach is terrible.

It was mainly AI-generated, and I put zero effort into creating it.

So I decided that something has to change.

I have to go through the “Get bigger clients, and bigger profits” course.

To learn how to write proper outreach.

With intended value and use words that will resonate with the prospect the best.

I identified the problem

Understood its cause

Found the solution, and now I am working towards solving this issue.

So that I can get a higher reply rate and land a client faster, with more value in my outreach.

Simple.

Another problem - not getting seen

Not only our reply rate is bad

But the viewed rate is almost worse

Does this maybe mean that we either

Have to little followers to be seen

A verified mark might boost it?

Or

Instagram might not be the best place to send
outreached

Maybe test email instead?

Phone calls?

Other platforms?

But prospects through instagram

Test your way

Not getting viewed is a problem

Those things may be the solution

Good to know.

Our stage right now

We have our first client due to doing our 3 local business outreaches

Very impressive

This changed how i work completely

My job for this client it to create a new and better website with proper copy using persuasive and professional imagery and design

Captivating the browser to leverage professionalism and by this creating intrigue and trust

So that people will choose them over all the other pizzerias in the local market of oxe

Lifting them up to the top dawg status in oxe

(this can be used to leverage to other clients that “viking is doing this, and this happened” “I can do this for you, making you take the #1 place in the market”

After we are done with the website

I will obviously get paid as this will be my first client

I will use this client to approach and reach out to other clients (testimonial, proof of work)

And i will upsell more services to my client right now

To become their strategic marketing partner on their online presence.

So i will finally get one step closer to my goals in the copywriting marketing business

Let's get it

PS. don't straight up just model and use "normal methods" to create the website

This is your opportunity to leverage great copy on each section and funnel of YOUR website

This is literally copywriting and web development

Take this experience as far as possible.

Use copywriting tactics throughout the whole creation of the website

To get the best results, using all your inventorial tools you have trained up for months (including planning and problems solving mentality)

Upp till bevis!