

CONQUEST PLANNER

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

What is your target outcome? (e.g., "Launch a successful online business within the next year")

[Make \$50k-\$100k monthly]

My Result Is -

Going to achieve this by doing subscription based copy, set up a website for my current clients, this allows me more time to schedule and work with the clients by seeing who paid there subscription that month after there small Discovery projects are done.

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.)

[I will measure with financial gains]

How will I measure my progress? - Viewing an refining my customers an my goals will keep them happy w/ there content while I am seeing if they paid off there project fee or kept up w/ their subscription.

What will it look and feel like? - Useing a Google doc until I find a more professional system to capture data.

What will it allow me to do after I reach it? - I will need to hire 2 more people to assist depending on the majority of the subscription chosen. I will keep customers coming for the Discovery, projects retain them by adding a extra value (money) to their sells, identity, products

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?

[I have a long way to go thinking 45 days]

Where am I now? - I have 45 clients all understand the platform I will setting up, I have not taken any funds, because I have to complete the work for the clients, and build my website.

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.

For example, if your goal is to launch an online business:

- Checkpoint 1: Conduct market research
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

[Needs - 1000 to 2000 clients

Needs- do clients discovery projects

Needs - set up website portal to handle deliverable / payments

Needs - create there projects]

My Outcome Is -

- Checkpoint 1: financials

- Checkpoint 2: testimonials
 - Checkpoint 3: extensive work
 - Checkpoint 4: small wins
 - Checkpoint 5:
 - Checkpoint 6:
 - Checkpoint 7:
 - Checkpoint 8:
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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.)

[1 man show]

What potential roadblocks could hinder my progress? - speed in which clients expect a return, my goal is 1 week per Discovery projects.

How will I overcome these roadblocks? - focus on one project at a time for maximum proficiency

What do I know that I don’t know? - giggle, I need help, not sure where to tap into help yet.

How will I close this knowledge gap? - using the many tools at my disposal, TRW has already done things so after google research I will reach out to trw if stuck.

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.)

[Trw, personal skills]

I have access to and will use - technical skills, chat options, midjourney, few personal connections.

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

[Complete 42, mini Discovery Projects]

CHECKPOINT NAME

Task 1: finish google doc w/ detailed instructions for clients

Task 2: work on projects based of time frames agreed upon

Task 3: many moving parts for each client

Task 4: deliver / revise

Task 5: final production

Task 6: make sure subscription was paid

Task 7: get testimonials

CHECKPOINT NAME

Task 1: x the hun - work is in progress / clients selected subscription.

Task 2: Baskin Robbins - received money / testimonials

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.

[Insert Your Google Calendly Link Here] - Need to set up per agency email currently on hand written calendar.

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

	FRI
	12
GMT-06	
8 AM	
9 AM	POWER UP CALL 9 - 10am
10 AM	

- 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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