

CONQUEST PLANNER

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

- **Target:**
Earn \$500 so that I can apply for the intermediate role inside the copywriting campus before January 1st 2025.
 - **Why:**
-

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

- **How will I measure my progress?:**
I will measure it by counting how many outreaches I have done, how many SPIN calls I did, and how many sales calls it took for someone to pay me €250 upfront and €250 upon completion.
- **What will it look and feel like?:**
I will look at my bank balance and I will see a payment of €500 in my bank account. It will feel amazing that I can make money online, it will feel like I've finally done something important with the knowledge I have gained, it will also feel like I should've done it way earlier and not with this long amount of time.
- **What will it allow me to do after I reach it?:**
It will allow me to land bigger clients, and make way more money, because I already did it once, then I will be able to do it again and again. But this time with more and more money each time

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

- **Where am I now?:**

I am now without a client, and without a testimonial to show proof of previous experiences. BUT I think I am closer to my goal than it looks, because when I show up very confident on a ZOOM call, and I say smart and interesting things, the prospect will trust me more than when the sales call is through a phone call. So hence the prospect will agree with the payment method and pay me the €250 upfront from the €500 deal.

Step 4: What Are Your Checkpoints Towards Your Outcome?

My Outcome Is - Getting paid €250 before and €250 after for a project (in total €500), from a client that I landed through cold calling, so that I can apply for the intermediate copywriter role

- **Checkpoint 1:**
Learn more about the cold calling process and how it will work
- **Checkpoint 2:**
Landing a prospect for a discovery call
- **Checkpoint 3:**
Prospect agrees for a sales call
- **Checkpoint 4:**
Getting paid the first €250 on the sales call
- **Checkpoint 5:**
Getting paid the 2nd €250 part of the payment
- **Checkpoint 6:**
Applying for intermediate in the wins channel

Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder my progress? -

- Not much time in my day because I work 24 hours a week at a call center and I have football 3x a week.
- No knowledge about cold calling
- Not knowing what to say on the cold call
- Leads not picking up the phone
- Prospects saying no for a discovery call
- Prospects saying no to a sales call
- Prospects not wanting to pay the €250 upfront
- The prospect won't pay me because I don't have a testimonial from previous work
- I don't know how to perform a sales call
- I don't know the right project to pick to get paid the 2nd part of the payment

How will I overcome these roadblocks? -

- *Not much time in my day because I work 24 hours a week at a call center and I have football 3x a week.*
 - Using Friday and the Weekends to the fullest potential, doing as much work as possible on those days. And using the G-work focussed work methode in the week to maximize my work output
- *No knowledge about cold calling*
 - Watching the training videos from Najam and performing the task myself
- *Not knowing what to say on the cold call*
 - Having a script with the most common objections and how to aikido them on the call
 - Performing cold calls so that I will have an idea on what to say in future cold calls
- *Leads not picking up the phone*
 - Just calling more leads, till someone picks up the phone
- *Prospects saying no for a discovery call*

- Counteracting them with objection handling till they agree, or if not moving onto the next lead
- *Prospects saying no to a sales call*
 - Again also counteracting them with objection handling, and if they say no, moving onto next leads till 1 leads agrees.
- *Prospects not wanting to pay the €250 upfront*
 - Saying it in a way that he can't refuse the offer, and if he still refuses after objection handling then I guess moving onto the next prospect
- *The prospect won't pay me because I don't have a testimonial from previous work*
 - I have to show up very confident on the sales call on a ZOOM meeting. Also in the discovery call I need to be confident and I have to sound smart, and I will have to answer their questions to the best I can. Also I have to frame the payment in a way that they can't refuse the offer they have to think "I need to take this offer or I will never solve my problem". And if they refuse that is their own fault, because I have endless of other prospects I can reach out to.
- *I don't know how to perform a sales call*
 - I have to watch Micah's training videos on sales calls
 - I also have to rewatch Alex Hormozi's training on sales calls
 - And the most important is to perform the sales calls, because with lots of reps you become better and better. (experience breeds confidence).
- I don't know the right project to pick to get paid the 2nd part of the payment
 - On the discovery call when they told me their problem, I will tell them that they've given me good information to work with, and that we should schedule a 2nd call where I lay out the process.
 - Then I will have to perform multiple TPAs, brainstorm multiple ideas, ask in the chats for help, and ask the AI bot for picking the right project
 - Then I will have to work everything out professionally in a presentation form, and explain to them how and why it will help them and why it's important to pick this type of project

What do I know that I don't know? -

- I know that I don't have knowledge about cold calling and sales calls
- I know that I won't have an idea how many discovery calls and sales calls I have to do to get paid
- I know that I have no idea what project I should pick

How will I close this knowledge gap? -

- *I know that I don't have knowledge about cold calling and sales calls*

- Watch training videos that were provided but the most important is to just perform the tasks.
 - *I know that I won't have an idea how many discovery calls and sales calls I have to do to get paid*
 - I can't stop when someone says no, I will need to continue doing the discovery and sales calls because eventually someone will agree. It may be the first one or even the 22nd one.
 - *I know that I have no idea what project I should pick*
 - I have to listen to what their problem is and based off their answer, doing TPAs, asking AI bot for help and asking the chats for help
-

Step 6: What Helpful Resources Do You Have?

I have access to and will use -

- The agoge chat/ business 101 chat
 - Ask an expert chats
 - LDC index document
 - An AI bot that will do almost everything for me
 - Video/ course lessons
 - Smart student lessons, where I can get some knowledge from
 - I have multiple campuses where I can find answers
-

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

Learn more about the cold calling process and how it will work

Task 1: Watch the sales blitz video in the courses

- Task 2: Pay attention and take notes on the important information
- Task 3: Watch the next calls
- Task 4: Make notes on the calls if necessary

Landing a prospect for a discovery call

- Task 1: Pick a profitable niche(s)
- Task 2: Decide what to offer, ask AI for help
- Task 3: Make multiple offers
- Task 3: Make a intro and outro script
- Task 4: Ask AI for some common objections so I can aikido them, also make a list
- Task 5: Add 50 businesses a day from (niche(s)) to a spreadsheet, till 1 agrees for discovery project
- Task 6: Start calling 30-50 businesses a day till 1 agrees for a discovery call

Prospect agrees for a sales call

- Task 1: Having called at least 50 businesses for 1 to agree, with all the rest saying no
- Task 2: Send him a ZOOM link and a date for the discovery call
- Task 3: Went over spin questions on the discovery call
- Task 4: Telling them they gave me good info to work with, so we need to schedule a another call where I explain the process to them
- Task 5: They agree to do that
- Task 6: I schedule the next call 3-4 days later on the call

Getting paid the first €250 on the sales call

- Task 1: Doing market research, TPA, brainstorming ideas, asking chats, using AI bot, to pick a good project that will solve their problem
- Task 2: Making a presentation on how I will lay everything out to them
- Task 3: Watching Micah's sales call training before the actual sales call
- Task 4: Getting on the sales call in ZOOM, dressed professional and very confident
- Task 5: Presenting the project I picked to the prospect and why its important and how it will help him.
- Task 6: Asking for €500, but framing it in a way that he pays €250 right now and €250 upon completion, and if he isn't satisfied he will get the €250 he paid back.
- Task 7: Handling the questions/ objections he has
- Task 8: Sending him an invoice right on the call, and waiting till he pays it
- Task 9: Ending the sales call
- Task 10: Sending him the a message with all the things we discussed

Getting paid the 2nd €250 part of the payment

- Task 1: Planning out the project in a WWP doc
- Task 2: looking through the TPA analysis and market research I did in the past
- Task 3: Making the first draft based off the research

Task 4: Sending the first draft to my client
Task 5: Revising the draft based off client comments
Task 6: Sending it one more time to client
Task 7: He says that it looks good
Task 8: We launch the AD campaign (Ad campaign as example)
Task 9: It brings good results and client makes more money off of it than he payed me
Task 10: Client is very happy with the results the ad got
Task 11: He pays me the other half of €250 after completion and he is satisfied with the work I did

Applying for intermediate in the wins channel

Task 1: I see the other half of €250 in by bank account
Task 2: I take a screenshot of both payments and from the chats. Blurring important info
Task 3: Posting the win in the wins chat with as text “Applying for Intermediate”
Task 4: Waiting till I got the role granted
Task 5: Making a new conquest planner for a new target

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.
-