

CONQUEST PLANNER



1. Define Objective
 - a. **What is the objective?:** To make \$4,000/month with copywriting
 - b. **How will I know I've achieved it?:** By getting \$4,000 worth of MONEY IN during a single month. *With Stripe, for example, It's okay if I make \$4,000 in a month but it doesn't arrive until the next month. As long as the number says \$4,000 or above, my goal is achieved.*
 - c. **When is my deadline?:** By August 2nd 2024. *Within this date, I will have made \$4,000 in a single month.*
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Create FIRST instantly campaign for ecom client.
 - i. ☒ Sort lead list (csv file) from business account and gmail.
 - ii. Add niche, product, and market variables for all leads
 - iii. ☒ Create 1st-email template
 1. ☒ Create good offer
 2. ☒ Create a good SL
 3. ☒ Create good body copy
 4. ☒ Create good CTA
 - iv. ☒ Create follow-up template
 - b. Checkpoint #2 - ☒ Revise and review instantly campaign for ecom client
 - i. Go through Arno's checklist and make sure the campaign meets all those requirements.

- ii. Watch through “how to write a DM”: module 6 - outreach review from CA campus - and make sure our message doesn’t make any of the mistakes Dylan outlines.
 - iii. Post in experienced and CA DM-review chat
- c. Checkpoint #3 - START TESTING CAMPAIGN
 - i. Send campaign to 30 leads
 - ii. Analyze results after two days
 - iii. Change different elements of the email to find improvements
 - 1. IF open rates are bad—Change Subject Line
 - 2. If open rates are good, but reply rates are bad, then change other elements of the email in this order:
 - a. **Compliment/Hook**
 - 3. **Send 30 email**
 - a. **Offer**
 - 4. **Send 30 emails**
 - a. **Follow-ups**
 - 5. **Send 30 emails.**
 - iv. After 120 emails, analyze results and reconnect with Martin (professional outreach) for a review call. 
- d. Checkpoint #3 - Create a successful campaign (3% reply rate, 70% open rate)
 - Land first client for my ecom client
 - i. Go through the entire list of 600 leads.
 - 1. Once the list is empty we scrape new leads from top Amazon sellers in the west
- e. (checkpoint above leads to) Checkpoint #4 - **Make my ecom client 26,666 dollars in one month and make \$4000 in return.**

IF THIS DOES NOT WORK WE DO THE SAME THING JUST WITH LinkedIn

If that doesn’t work we go through a Facebook community

DESIRED OBJECTIVE - Get \$4,000 in one month FOR MYSELF

If the above plan deems itself a waste of time and effort, I start looking for a new client.

- Reach out to previous clients - Real estate and Youtube
 - If not responsive start reaching out to new clients.
- Build social media
 - Go through Dylan’s course on “how to harness your X”

- Create a website (upload ALL results you have and all good copy (sales page for com client + various emails) + [I create marketing strategies - pictures from Powerpoint to previous youtube client] + Pictures and videos you've created]
- Do cold outreach to my Dream 100 prospect.
- Do local outreach to luxury glove store. ✓
 - Go through Dylan's local biz outreach. ✓
- Continue growing social media and reaching out both locally and online until successful

3. What Assumptions or Unknowns do I face?

- a. I do not know what kind of offer we can give the prospects as it relies on what our CEO and assistant can produce. ✓
- b. I do not know how long it will take to land our first client.
- c. The emails might not work.
- d. I assume that Martin will respond. - ***I am figuring this out right now by sending him an email to see.*** ✓

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

- a. I need to create a successful email template. ✓
- b. I must make sure I DO NOT end up in spam with the client emails. - ***I will battle this by running the emails through a spam-checker before I send them.***
- c. I must continue to develop my skills, do my daily checklist, watch power-up calls, do good in school, do good socially, train, and get enough rest ALL while doing this plan. ***But I will do it - I have no choice, and I chose this path when I first joined TRW. I chose the hard life.*** ✓

5. What resources do I have?

- Copywriting Learning Center
- Business Mastery campus
- Client Acquisition Campus
- #Kings-chat
- Experienced Chat
- All TRW chats.
- Email access to a successful cold emailer (runs an agency)
- My friends.
- Robert Collier Letter Book
- Breakthrough advertising
- Google
- YouTube

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.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs