

CONQUEST PLAN

1. Define Objective

a. What is the goal?

Earn \$2,000.

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

By landing a client/s that CAN pay me. In total \$2,000 in my bank account from that client.

c. When is my deadline?

March, 31st, 2024.

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

a. **Checkpoint #1 - Find a high profit niche**

- i. Pick one from the list in the SM+CA campus
- ii. Open ChatGPT
- iii. Research the niche through ChatGPT
 - Sub niche if needed
 - Summarize the niche
 - What are the pains and desires of the customers
 - What are the common traits of the people in that niche
 - What do people search for in that niche
- iv. Research the niche through SM
 - While researching look for competition, high margin, high profit
- v. If the sub niche is compatible, proceed to finding top players

b. **Checkpoint #2 - Find top players**

- i. Open Google/Instagram/X/Facebook
 - Type [Sub niche] courses/books/products
- ii. The people that pop up with the most followers/sales will be the top players

c. **Checkpoint #3 - Find prospects**

- i. Open Google/Instagram/X/Facebook/LinkedIn/Apollo/RocketReach/Yelp
 - Has money
 - Isn't a top player
 - Not a complete loser (can't monetize nor gain an audience)
 - Genuine audience
 - Has testimonials and reviews

d. Checkpoint #4 - Outreach

- i. I already made a LinkedIn and Instagram profile with professional profile photos and adequate descriptions and the skills/services I provide
 - Review my portfolios and update/improve them
- ii. Review the prospects and find ways to help them reach mega success
- iii. Craft an outreach message
 - Has to be as short as possible not to waste the person's time
 - Has to be written in confidence
 - I have to make it clear to them that i am here to help them and am confident that I can
- iv. Send the messages to the prospects
 - At least 3 messages per day
 - Review them each day and realize where you made a mistake. Fix it.
 - Get people interested in working with me
 - Schedule a call/video meeting

e. Checkpoint #5 - Get on a sales call with them

- i. See if we are even compatible
 - Make a list of questions to ask them
 - If we aren't compatible it might be best for us to not partner together
 - If they don't want to answer, again, might not be best for us to partner
- ii. If we are compatible, provide information on how concretely I can help them
- iii. Don't waste time
- iv. Be confident
- v. Let them talk
- vi. Ask him and understand his problems/roadblocks

- vii. What is his desired outcome?
- viii. Answer objections that he might have with results/free value/testimonials/mind aikido
- ix. Get a startup payment so I know he's serious about this
- x. Get access to his account/s so I can begin with my work

f. Checkpoint #6 - Work.

- i. This is it. This is where I show my worth
- ii. Find solutions to those roadblocks
 - Steal from the top players
 - Steal ideas from similar niches
- iii. Start bringing in results
- iv. Crush it for them, no mercy
- v. Discover new previously unknown roadblocks/problems if there are any
 - Report them back to the client

g. Checkpoint #7 - Show him the results

- Hop on a call with them
 - Talk about my success
 - Convince them that it's not over just yet
 - Upsell them on solving the newly found roadblocks

h. Checkpoint #8 - Earn him \$20,000

- i. Work my ass off to deliver them what I promised
 - Don't be a COWARD and quit
- ii. Improve my skill
 - Review what I've done
 - Where did I make a mistake?
 - Fix it and apply what I learned from my mistakes
- iii. Provide such value to get to that point
- iv. Develop and adapt other/new skills to help the client
- v. Upsell him on those skills
- vi.

i. Checkpoint #9 - Get paid \$2,000

- i. Receive all in total \$2k from the client in my bank account
- ii. Continue working on improving his business
- iii. Search for new clients and repeat the process

3. What Assumptions or Unknowns do I face?

A. Unknowns:

- I'm starting from zero, so I don't even know the niche yet.
- Don't know who the top players are going to be.
- The prospects.
- I need to make a kind of template for outreach messages/emails.
- I need to make a script for sale calls (ex. Questions to ask them to see if we are compatible).
- Their roadblocks and desires.
- The solutions I will come up with.

B. Assumptions:

- Probably going to have to change my niche a few times
- My outreach message isn't going to be instantly perfect, gonna have to change it and fix it multiple times
- Going to get ghosted quite a few times
- Hard time finding suitable prospects (I don't know why this is an issue for me but it is)
- Usually there won't be a super obvious difference between my prospects and the top players
- Not everyone I end up on a call will be compatible, that's fine, find more prospects
- It's not going to be easy and pretty. I'll be learning and working hard and breaking generational brokie curses, of course it's going to be hard
- Andrew, everyone in The Real World and God is on my side, they want me to win
- I'll fail a bunch of time, but the war is not over until I win
- I'm going to have to overprepare everything I do

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

- Firstly my bitch voice. I have to remember I'm no longer the old me, comfortable, silent, unconfident, cowardly little loser. I am Karlo Keler, the MAN who is known for crushing every thing and one that comes in his way. I LOVE the uncomfortable, I LOVE the work, I LOVE it when I feel fear creep up inside me and I punch it in the face and tell it to shut up. I understand that it's going to be hard and that there are going to be challenges along the way, but I also understand that with the resources and the help that I have there isn't a challenge or problem I can't overcome.
- One of my personal challenges is for some reason I find it difficult to come up with a lot of prospects. I need to review exactly what I'm doing.

Am I searching in the wrong places? Do I have too strict of a criteria?
What is it exactly?

- I haven't really had to much experience in calls yet so I know I'm going to be nervous for the first few times.

5. What resources do I have?

- Copywriting campus
- Business campus
- SM+CA campus
- Niche list
- CC+AI campus
- The rectangle
- Social Media
- Google
- AI
- My notes/notebook I call: "KRIŽ"
- Google Docs
- Zoom
- Calendly
- RocketReach
- Apollo
- Yelp
- WordPress
- ConvertKit
- Gmail
- The Real World community
- Yeah, I also have a brain. I should use it more sometimes

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.