

Conquest Planner

Define Objective

- a. Achieving \$3k/month to provide for my family.
- b. When I see \$3,000 in my back account.
- c. 3 months from now.

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

Checkpoint #6 (I get results for the client and I get paid) -

- a. I get traffic to his website and some people decide to buy.
- b. I make my client 20k in profits and he pays me 15% for my service.
- c. I achieved my goal of \$3k/month

Checkpoint #5 (I make good copy for them so we can get closer to finishing the project) -

- a. Copy starts giving him results and the client makes more money.
- b. If not, I analyse the copy to find out what didn't work and go to TRW and ask help from the community.
- c. If the client is not worried about using ads I can create some for him on different social medias.

Checkpoint #4 (I work on a project) -

- a. I write new copy for my client, and review the old ones.
- b. Present him with the new copy and if he doesn't want to change anything we can start to use the new copy inside of his website.

Checkpoint #3 (Sales call with prospects discussing about what the plan is) -

- a. One of the prospects agrees and we have a sales call about their business.
- b. We talk about the desired outcome of their business and how to achieve them, and we talk about the percentage I am going to take if everything goes well, and if I don't get results for them they don't have to pay me anything.
- c. I start to work on the project to achieve the desired outcome

Checkpoint #2 (Emailing the prospects) -

- a. Use Apollo.io to find prospects to work with.
- b. Create a personalized email to the prospects to land a sales call with them.
- c. I start sending out 3-10 emails a day to the prospects using Apollo.io.

Checkpoint #1 (Picking the niche, analyzing top players) -

- a. Pick a high profit niche that I can work in without getting bored of it.
- b. Analyze top players in the niche to find what works and what doesn't.

Unknowns and assumptions:

- Unknowns:
 - a. Niche I am going to use.
 - b. How to analyze the top players in that niche.
 - c. How to create an email that catches the prospect's attention.
 - d. How to make money for my clients.
- Assumptions:
 - a. Some niche that is profitable inside of the fitness niche.
 - b. Watch videos on the bootcamp that talk about how to analyze competitors' websites.
 - c. Ask help from TRW community.

Resources I have:

TRW, Apollo.,

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.