

Agoge Capstone Final Project

Fill out this form carefully and with as much detail as possible

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**** Indicates required question***

Who is your target market?*

Old people and people who have an injury.

Out of shape people who want to be in shape but don't want to start working out

What is your offer?*

Easy beginner workout program for only \$1

What did you do to get attention for your offer?*

Social media tictoc

Link to your online offer/sales page?

*(If your offer is offline, write "n/a" and upload image with proof of offer in the question below)**

DaneLadimer.com

Photo proof of offline offer

<https://daneladimer.com/a/downloads/-/3b870f0625658854/1ce1bcc22880d317>

*What results did you get?**

Just launched, none yet

*What lessons did you learn?**

I have been a coward who has been wasting his life.

*Exact TRW Username **

Dane Ladimer

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")

Launch FITNESS FOR A DOLLAR this weekend

My Result Is - Sell over 1000 programs for \$1 each.

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.)

[Insert your answers here]

How will I measure my progress? -

Website running, program made, ads up.

What will it look and feel like? -

I won the sales contest for the Agoge challenge with my \$1 offer

What will it allow me to do after I reach it? -

The email addresses of the people who join my fitness group will be worth their weight in gold in the years to come.

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?

[Insert your answers here]

Where am I now? - Just launched.

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

[Insert your answers here]

My Outcome Is -

- Checkpoint 1: Develop the 1 month beginner workout plan
- Checkpoint 2: Have a web page to sell the pdf and collect emails
- Checkpoint 3: Have the creative for the ad made and posted on social media.
- Checkpoint 4: Get sales in
- Checkpoint 5: Increase ad spend
- Checkpoint 6: Change profile info for social media accounts
- Checkpoint 7:
- Checkpoint 8:

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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? - Not getting it done.

How will I overcome these roadblocks? - Fucking man up

What do I know that I don’t know? - Payment processing

How will I close this knowledge gap? - You tube and TRW

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.)

[Insert your answers here]

I have access to and will use - I know how to make a workout planer

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

[Insert your answers here]

CHECKPOINT NAME

- 1: Develop the one month beginner workout plan

Task 1: list of easy exercises

Task 2: put them on a callander

Task 3: Make videos doing the exercises

CHECKPOINT NAME 2: Have a web page to sell the pdf and collect emails

Task 1: Build it

Task 2: set up backend payment

Task 3: use ecom in TRW

Task 4: TRW mailing list

Task 5: automated emailer

Task 6: welcome emails

Task 7:

CHECKPOINT NAME - Change profile info for social media accounts

Task 1: Change profile info for social media accounts

CHECKPOINT NAME - Have the creative for the ad made and posted on social media.

Task 1: Write some copy for people new to fitness

Task 2: Film at the gym

Task 3: Edit

Task 4: Post

Task 5:

Task 6:

Task 7:

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]

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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Legs; Bodyweight Squats: Targets quadriceps, hamstrings, and glutes.

Lunges: Targets quadriceps, hamstrings, and glutes.

Workout;

Certainly! Here's a list of bodyweight exercises you can do at home without any extra equipment:

1. Push-Ups: Targets chest, shoulders, and triceps.
2. Bodyweight Squats: Targets quadriceps, hamstrings, and glutes.
3. Lunges: Targets quadriceps, hamstrings, and glutes.
4. Plank: Targets core muscles including abs, obliques, and lower back.
5. Mountain Climbers: Targets core muscles, shoulders, and legs.
6. Burpees: Full-body exercise targeting multiple muscle groups.
7. Jumping Jacks: Cardiovascular exercise engaging multiple muscle groups.
8. Tricep Dips: Targets triceps and shoulders using a chair or elevated surface.
9. Leg Raises: Targets lower abs and hip flexors.
10. Glute Bridges: Targets glutes and lower back muscles.
11. Superman: Targets lower back, glutes, and shoulders.
12. High Knees: Cardiovascular exercise engaging core and leg muscles.
13. Russian Twists: Targets obliques and core muscles.
14. Bicycle Crunches: Targets obliques and abdominal muscles.
15. Side Plank: Targets obliques and lateral core muscles.

here are some easy bodyweight exercises you can do at home without any additional equipment:

1. **Marching in Place:** Lift your knees up towards your chest alternatively, mimicking a marching motion. This helps to elevate your heart rate and warm up your body.
2. **Wall Push-Ups:** Stand facing a wall with your arms extended at shoulder height. Lean forward and place your palms flat against the wall. Lower your body towards the wall by bending your elbows, then push back up. This is a beginner-friendly variation of the traditional push-up.
3. **Bodyweight Squats:** Stand with your feet shoulder-width apart, then lower your body by bending your knees and pushing your hips back as if you're sitting down in a chair. Keep your chest up and your weight in your heels. Push through your heels to return to the starting position.
4. **Chair Squats:** Stand in front of a sturdy chair with your feet hip-width apart. Lower your body towards the chair by bending your knees and pushing your hips back, as if you're about to sit down. Tap the chair with your glutes, then push through your heels to stand back up.
5. **Leg Raises:** Lie flat on your back with your arms by your sides and palms facing down. Lift your legs off the ground, keeping them straight, until they form a 90-degree angle with your torso. Slowly lower them back down without touching the ground and repeat.
6. **Standing Calf Raises:** Stand with your feet hip-width apart and hold onto a stable surface for balance if needed. Rise up onto the balls of your feet, lifting your heels as high as you can. Lower your heels back down to the ground and repeat.
7. **Plank:** Start in a push-up position with your hands directly under your shoulders and your body forming a straight line from head to heels. Hold this position, engaging your core muscles, for as long as you can.
8. **Side Leg Lifts:** Lie on your side with your legs extended and stacked on top of each other. Lift your top leg towards the ceiling, then lower it back down. Switch sides and repeat.
9. **Arm Circles:** Stand with your feet shoulder-width apart and extend your arms out to the sides at shoulder height. Make small circles with your arms, gradually increasing the size of the circles.
10. **Walking Lunges:** Step forward with one leg and lower your body until both knees are bent at a 90-degree angle. Push off the front foot to return to the starting position, then repeat with the other leg.

These exercises are simple, effective, and require no equipment, making them perfect for beginners or anyone looking for an easy workout routine at home.

Here are some effective butt workouts you can do at home without any weights or equipment:

1. Squats: Targets your glutes, quadriceps, and hamstrings.
 - Stand with your feet shoulder-width apart.
 - Lower your body by bending your knees and pushing your hips back as if you're sitting down in a chair.
 - Keep your chest up and your weight in your heels.
 - Push through your heels to return to the starting position and repeat.
2. Lunges: Targets your glutes, quadriceps, and hamstrings.
 - Stand with your feet hip-width apart.
 - Step forward with one foot and lower your body until both knees are bent at a 90-degree angle.
 - Keep your front knee aligned with your ankle and your back knee hovering just above the ground.
 - Push through your front heel to return to the starting position and repeat on the other side.
3. Glute Bridges: Targets your glutes and hamstrings.
 - Lie on your back with your knees bent and your feet flat on the floor.
 - Lift your hips towards the ceiling by squeezing your glutes and pressing through your heels.
 - Hold for a moment at the top, then lower your hips back down and repeat.
4. Donkey Kicks: Targets your glutes and hamstrings.
 - Start on your hands and knees in a tabletop position.
 - Keeping your knee bent, lift one leg towards the ceiling while keeping your hips square.
 - Squeeze your glutes at the top, then lower your leg back down and repeat on the other side.
5. Fire Hydrants: Targets your glutes and outer thighs.
 - Start on your hands and knees in a tabletop position.
 - Keeping your knee bent, lift one leg out to the side while keeping your hips square.
 - Squeeze your glutes at the top, then lower your leg back down and repeat on the other side.
6. Single-Leg Glute Bridges: Targets your glutes and hamstrings.
 - Lie on your back with your knees bent and your feet flat on the floor.
 - Lift one leg off the ground and extend it straight out in front of you.
 - Lift your hips towards the ceiling by pressing through your heel on the grounded leg.
 - Hold for a moment at the top, then lower your hips back down and repeat on the other side.
7. Pulse Squats: Targets your glutes, quadriceps, and hamstrings.
 - Perform a regular squat, but instead of coming all the way back up, pulse up and down in a small range of motion.
 - Keep tension on your muscles throughout the movement to maximize the burn.

These exercises can effectively target and strengthen your glutes without the need for any equipment. Incorporate them into your workout routine to build strength, tone, and sculpt your buttocks over time.

! Here are some effective back exercises you can do at home without any equipment:

1. **Superman:** Lie face down on the floor with your arms extended overhead and your legs straight. Lift your chest, arms, and legs off the ground simultaneously, squeezing your back muscles at the top. Hold for a moment, then lower back down and repeat.
2. **Reverse Snow Angels:** Lie face down on the floor with your arms extended overhead and your palms facing down. Lift your chest and arms off the ground, then move your arms out to the sides in a sweeping motion, keeping them straight. Bring your arms back to the starting position and lower down. Repeat.
3. **Bird Dogs:** Start on your hands and knees in a tabletop position. Extend your right arm forward and your left leg back, keeping them parallel to the ground and your back straight. Hold for a moment, then return to the starting position and switch sides. Alternate sides for repetitions.
4. **Prone Y Raises:** Lie face down on the floor with your arms extended overhead in a Y shape, thumbs pointing up. Lift your chest and arms off the ground while squeezing your shoulder blades together. Hold for a moment at the top, then lower back down and repeat.
5. **Prone T Raises:** Similar to the Y raises, but with your arms extended out to the sides in a T shape. Lift your chest and arms off the ground while squeezing your shoulder blades together. Hold for a moment at the top, then lower back down and repeat.
6. **Prone W Raises:** Lie face down on the floor with your arms bent at 90-degree angles, elbows tucked in at your sides, and palms facing up. Lift your chest and arms off the ground while squeezing your shoulder blades together, forming a W shape with your arms. Hold for a moment at the top, then lower back down and repeat.
7. **Back Extensions:** Lie face down on the floor with your hands by your temples or crossed over your chest. Lift your upper body off the ground by contracting your lower back muscles, keeping your neck in a neutral position. Hold for a moment at the top, then lower back down and repeat.
8. **Tabletop Rows:** Start in a tabletop position with your knees directly under your hips and your hands directly under your shoulders. Lift your hips towards the ceiling, forming a straight line from your knees to your shoulders. Bend your elbows and pull your chest towards the ground, squeezing your shoulder blades together. Push back up to the starting position and repeat.

These exercises target different muscles in your back and can be done effectively without any equipment, helping to improve strength and posture over time.

Arm workouts at home with no weights or equipment

ChatGPT

ChatGPT

Certainly! Here are some arm workouts you can do at home without any weights or equipment:

1. **Push-Ups:** Targets your chest, shoulders, and triceps.
 - Start in a plank position with your hands slightly wider than shoulder-width apart.
 - Lower your body until your chest nearly touches the ground, keeping your core engaged and your body in a straight line.
 - Push back up to the starting position and repeat.
2. **Tricep Dips:** Targets your triceps.
 - Sit on the edge of a sturdy chair or bench with your hands gripping the edge beside your hips and your fingers facing forward.
 - Slide your hips off the edge of the chair and lower your body until your elbows are bent at about a 90-degree angle.
 - Push yourself back up to the starting position and repeat.
3. **Diamond Push-Ups:** Focuses more on your triceps.
 - Start in a plank position with your hands close together, forming a diamond shape with your thumbs and index fingers.
 - Lower your body until your chest nearly touches your hands, keeping your elbows close to your sides.
 - Push back up to the starting position and repeat.
4. **Plank Arm Raises:** Targets your shoulders and core.
 - Start in a plank position with your hands directly under your shoulders and your body in a straight line.
 - Lift one arm off the ground and extend it straight out in front of you.
 - Hold for a moment, then lower your arm back down and repeat with the other arm.
5. **Pike Push-Ups:** Targets your shoulders and triceps.
 - Start in a downward dog position with your hands shoulder-width apart and your hips lifted towards the ceiling.
 - Lower your head towards the ground by bending your elbows, keeping your body in a straight line.
 - Push back up to the starting position and repeat.
6. **Arm Circles:** Targets your shoulders.
 - Stand with your feet shoulder-width apart and extend your arms out to the sides at shoulder height.
 - Make small circles with your arms, gradually increasing the size of the circles.
 - After a set amount of time, switch directions and make circles in the opposite direction.
7. **Bear Crawls:** Engages your arms, shoulders, and core.
 - Start on your hands and knees with your wrists directly under your shoulders and your knees directly under your hips.
 - Lift your knees off the ground and crawl forward by moving your opposite hand and foot simultaneously.
 - Continue crawling forward for a set distance or time, then reverse and crawl backward.

These exercises target various muscles in your arms and can be done effectively without any equipment, helping to improve strength and tone over time.

Week one;

3 exercises, 1x5 of each monday, wed, Friday {15}

Week two;

4 exercises, 1x10 of each Sunday. Tues, thurs, saturday. {40}

Week three;

3 exercises, 2x15 of each monday, wed, Friday {90}

Week four;

3 Exercises, 3x20 of each Sunday. Tues, thurs, saturday {180}

Get fit for only \$!

Go to DaneLadimer.com to download a 4 week beginner workout program even my grandma can do.

Well she repeats the first 2 weeks anyway.

My program is designed for someone who has never workout before or has an injury that has been keeping them out of the gym.

It's time to take back your life.

\$1 is all it takes to get started today.

The first time doing week one

It's ok if you can only do 5 reps.

Try to do them all in one set, it's fine if you can't yet.

Especially if you have never exercised before.

You will get there if you keep pushing.

Repeat week one until you can do 10 reps in one set.

Squats are the most important exercise you can do to stay fit and active throughout your life.

It is the first exercise in our routine for good reason.

Many people end up in nursing homes because they need help getting out of a chair.

This simple yet effective movement is just sitting down and standing up.

The lower down you can go the better.

Hold your arms up as counterbalance to keep your torso more upright.

Start slow. You don't have to go so far down you get stuck.

An office chair set to the highest it can go is a good place to start.

Don't stop and sit on the chair, just touch it as little as possible before exploding up.

Over time build up to not needing a chair or stool for support.

Alternate forms of push up include doing them on a wall, a counter or table top, a chair or even stairs. The lower you place your hands the harder your push-up will be. Start with the wall and over time work your way lower to the ground.

Planks.

This exercise is different because there is no movement involved.

You just have to hold still and squeeze your core.

Count each “rep” as 5 seconds the first time you do the exercise.

You can take a brief rest of 5 seconds before re-engaging your core and lifting your hips back off the ground again.

Work up from 25 seconds with rests to 1 minute hold with no breaks.

Grip strength has been used as a general measure of overall health.

Being able to not only hold yourself, but to pull yourself up is something we did naturally as kids climbing trees.

Sadly as we get older we tend to lose that adventuresome spirit of exploration, and with it the strength to connect with the world through our hands.

If you can't do a pull-up, use a chair to help get your chin over the bar.

Lower yourself down with little to no help from your legs.

If you can't do that just hang as long as you can. Shrug your shoulders up and down while hanging.

Abs are what connects everything together.

Its called your core

Motified Lungs heal toe sits.

Connect fitness to ads.

A healthy business is just as important as a healthy body. We all know that exercise is good for us but few business owners understand the importance of active marketing.

Just like fitness, if left to Chace it rarely goes well. Well we fired Chance, that guy never did any real work anyway. Forget luck.

I use a custom scientific approach that just like starting out at the gym I find it's best to start slow and work up comfortably to what you can handle.

Imagine having a years worth of orders come in overnight. You could end up spending all your time training new staff to keep up with demand for your service.

And you could bench 315 for reps on your first day in the gym too. Hey, it could happen.

More realistic is we get your calendar filled up, not just days in advance but months.

Then when you have another truck and staff you can trust to do the job right we ramp up the reps on the ad campaign and have you back looking for yet another vehicle to add to your growing fleet.

Set up auto emailer.

Find old email sequence from boot camp