🛡️ *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")

Get my warm client 9 more clients (20 in total) paying €20 per session, 10 sessions/month, for 12 months.

We also want to push some of her clients up the value ladder to earn more money per client.

We preferably want at least half of these clients (10 clients) to be pair clients, earning her €36 per hour, so in other words: We need to attract pair-session clients, or transform them into such clients - this is essentially pushing them up the value ladder.

BREAKDOWN:
If she works for 8 hours a day (apart from Sunday), that means 8*(30-5)=200 sessions every month. Which means 200/10=20 clients.

So she can handle a maximum of 20 single clients during the 3 month summer period, if she works for 8 hours a day Mon-Sat.

Generate more money per client by pushing them up the value ladder.

Successfully set up Home Workout Program and get new clients for to sign up to this program.

Successfully set up a special limited time program for the summer, and get clients to sign up for this program.

My Result Is - Building a much stronger relationship with my client due to the results I would have provided, and then asking her for 10% of the results I've gotten her for the 3 month summer period, which would earn me a minimum of €1,200.

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.)

How will I measure my progress? - I will ask my client to give me an update about any new clients she's gotten, any clients who have went up the value ladder, and any new pair-session clients. I will ask her this every Sunday.

What will it look and feel like? - New Message: 9 new clients… they're buying my high ticket products… some clients are now pair-session clients!!
As the fire blood starts coursing through my veins, I realise (once again) that I've managed to achieve what I planned to—I succeeded once again. "Imagine I gave up the Agoge program. I can't imagine where I'd be".

What will it allow me to do after I reach it? - It would allow me to obtain a very positive testimonial boasting quite impressive results, which I could then leverage to sign even bigger and better clients, paving my way to achieving my €5K goal.

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?

Where am I now?
Sarah currently has 11 clients, all of which are basic (low tier product). So we have no pair-session clients so far, and we don't have a properly structured value ladder either.

Also, she currently has 382 followers on IG, and 50 likes and 177 followers on FB. She also doesn't have a GMB profile yet, and neither does she have a website.
IG: She's getting a range of 250-1,400 views for her reels (average of around 600 - *calculated*), and is only getting 2-28 likes (average of around 14 - *calculated*).

FB: She's getting an average range of 1-20 likes for her posts (including both images and shorts), (and has one 29-like post - her first post)
All these factors may be limiting the amount of attention that she's getting.

Additionally, the rate of work being produced and published has been rather slow. I attribute this mainly to the time my high school work takes, but I realise that we need to progress at a faster rate if I actually want to meet my goals.

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

Getting Attention - Local SEO (GMB)
☐

Getting Attention - Social Media
☐

Getting Attention - Referral Programme (Word of Mouth)
☐

Getting Attention - Podcast
☐

Website - Attention through SEO + Allows us to Create Funnel

- ☐ Analyse top player websites
- ☐ Analyse seo keywords used by top players
- ☐ Pick the best and cost effective website builder
- ☐ Learn how to use it properly
- ☐ Design the funnel for the website
- ☐ Create the design for the website
- ☐ Create the copy for each part whilst implementing seo
- ☐ Setup payment
- ☐ Test payment
- ☐ Launch

Creating new Products + Adding New Parts to the Funnel
- ☐ Identify possible new products to create the value ladder
- ☐ Test these ideas on a small scale to see if we have product market fit
- ☐ No? - adjust idea or eliminate it, and try again
- ☐ Yes? - create the necessary part of the funnel
- ☐ Create full marketing campaign and launch it

My Outcome Is -

- Checkpoint 1:

- Checkpoint 2:

- Checkpoint 3:

- Checkpoint 4:

- Checkpoint 5:

- Checkpoint 6:

- 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? -

How will I overcome these roadblocks? -

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

How will I close this knowledge gap? -

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 -

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]
Buyer's decision process - converting from lead to client

CHECKPOINT NAME

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

CHECKPOINT NAME

Task 1:

Task 2

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.

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.

EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint? How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
  - Online chess tutorials, courses, and videos

- Chess books focusing on specific aspects of the game
- Chess software for analyzing games and practicing tactics
- Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire
- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills
- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding
- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)
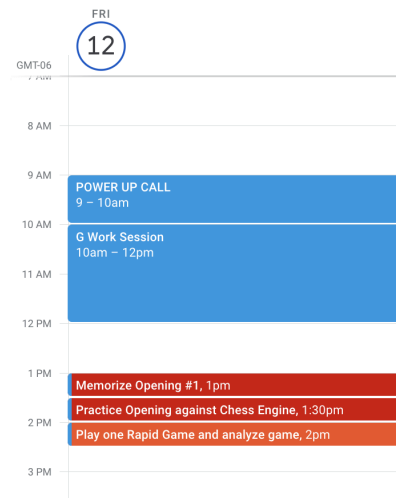
Checkpoint 4: Increase Endgame Proficiency
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire
- Tasks:
    - Study and memorize key lines in chosen openings (30 minutes)
    - Practice opening moves against chess engines or online opponents (30 minutes)
    - Review games to identify opening mistakes (30 minutes)

FRI

12

GMT-06
7 AM

8 AM

9 AM

POWER UP CALL
9 – 10am

10 AM

G Work Session
10am – 12pm

11 AM

12 PM

1 PM

Memorize Opening #1, 1pm

Practice Opening against Chess Engine, 1:30pm

2 PM

Play one Rapid Game and analyze game, 2pm

3 PM

-