

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

The goal is 1000\$ a month

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

There will be a notification of a payment in my bank account

c. When is my deadline?

1st March

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

a. Checkpoint #1 - Outreach

- i. If I send out 5 valuable outreaches a day, then I will close a client on a sales call
- ii. If I create a valuable outreach, then I will increase them to 5 a day
- iii. If I apply the basics of persuasion and offer something my prospect wants, then my outreach will be valuable

b. Checkpoint #2 Sales Call

- i. If I make the prescription, then I can lay out the entire plan in front of them
- ii. If I know the problem that they are having, then I can make a prescription
- iii. If I ask them questions that Andrew taught, then I can identify problems

- iv. If I start the conversation right and build some rapport with them, then I can ask questions about their problems/desires/goals
 - c. Checkpoint #3 - Discovery Project
 - i. If I over deliver in Discovery Project, then I will close my client on more major work
 - ii. If I provide more value than he expects, then I will over deliver
 - iii. If I could produce value the first time, then I can use the same formula to provide more
 - iv. If I know what is valuable, then I can model it and figure out the formula
 - d. Checkpoint #4 - THE PROJECT
 - i. If I crush THE PROJECT, then I will earn 1000\$+
 - ii. If I deliver or over deliver the same amount of value as I did in Discovery Project, then I will crush THE PROJECT
3. What Assumptions or Unknowns do I face?
 - a. Winning Outreach?
 - b. Business owner not being aware of the roadblock his business has. As a result me trying to figure it out on the fly
 4. What are the biggest challenges/problems I have to overcome?
 - a. Businesses believing in me with 0 work experience and social media presence
 - b. Delivering value on my Discovery Project
 - c. First time going on a Sales Call. Setting it up, placing yourself in a relationship accordingly
 - d. Possible payment problem
 5. What resources do I have?

- a. ShedeVRUM
- b. Copywriting Learning Center
- c. Chat-GPT
- d. My Notebook
- e. Advanced Copy Aikido
- f. Arno's Outreach Guide
- g. Arno's SSSS and Public Speaking to excel in Zoom calls

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