

CONQUEST PLANNER

1. Define Objective

- a. What is the goal?
 - b.
 - i. Getting 3 clients, each paying 10% commission per project, for getting high-quality marketing services, price target being 15k
- c. How will I know I've achieved it?
 - i. I will have 3 transactions worth 1.5k each
- d. When is my deadline?
 - i. 31 April 2024



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

a. Checkpoint #1 = Research top player -

- i. Cause and effect #1
 1. Choose a niche that I want to focus on(I already chose to move from relationship niche to technology niche)
- ii. Cause and effect #2
 1. Create a template with information that I need to search to find what makes the top player so special
 - a. It can be about social media posts
 - b. Funnels
 - c. Fascinations
 - d. Language

iii. Cause and effect #3

1. Create a doc with all the sneaky tricks top player use to increase their attention and sales

b. Checkpoint #2 - Outreaching prospects(TO BE REPEATED UNTIL LANDING CLIENT)

i. Cause and effect #1

1. Search for brands on the internet via Bard/Social media/Google/LinkedIn

ii. Cause and effect #2

1. Do massive research on all the details that you can find about them
2. Use the research toolkit to refine them
3. Put all the information into a doc

iii. Cause and effect #4

1. Bring the sneaky upgrades from the top player's doc to the prospect doc and implement them

iv. Cause and effect #5

1. Write copy/ design for the upgrades found

v. Cause and effect #6

1. Write a short outreach which consists of information about the upgrades
2. Find ways you can improve your outreach each time you send it to more than 3 people and no response(test it out)
3. Ask students in the campus for suggestions of improvement

c. Checkpoint #3 - Offering High quality Service to the client(discovery project, no longer than 7 days)

i. Cause and effect #1

1. After responding to my email with a "yes", create a plan for the work for the client to enhance his profits

ii. Cause and effect #2

1. Book a call with client to discuss his needs and desire for the business evolution and show him the plans that I made for him and set a target price and date for the project

iii. Cause and effect #2

1. Start working on the project, write copy(think about designs if needed)

iv. Cause and effect #3

1. Use your copy toolkit and top player research doc to improve the copy
- v. Cause and effect #4
 1. After taking some time away from the computer, come back, enter lizard brain and review copy
- vi. Cause and effect #5
 1. Find upgrade that could be made to the copy and send the final draft to your client
- vii. Cause and effect #6
 1. Get feedback from client, do the final changes(and implement the changes if he gives you that opportunity)
- d. **Checkpoint #4 - Discussing future project and price for service**
 - i. Cause and effect #1
 1. Getting feedback for the overall service provided for the client
 - ii. Cause and effect #2
 1. Present him a new plan that you came up with and ask if he is interested
 - iii. Cause and effect #3
 1. Set a price for the service
 - iv. Cause and effect #4
 1. Set target price and date for the project and the price for the service, payment will be half at the beginning and half at the end
- e. **Checkpoint #5 - Offering High quality Service to the client(if the new plan is not an interest for the first client, skip and go for checkpoint #7)**
 - i. Cause and effect #1
 1. Start working on the project, write copy(think about designs if needed)
 - ii. Cause and effect #2
 1. Use your copy toolkit and top player research doc to improve the copy
 - iii. Cause and effect #3



1. After taking some time away from the computer, come back, enter lizard brain and review copy
- iv. Cause and effect #4
 1. Find upgrade that could be made to the copy and send the final draft to your client
- v. Cause and effect #5
 1. Get feedback from client, do the final changes(and implement the changes if he gives you that opportunity)
- f. **Checkpoint #6 = Get paid for the first time 1.5k for your services**
 - i. Cause and effect #1
 1. After getting the final results to your client, discuss what went great and what went wrong
 - ii. Cause and effect #2
 1. At the end of the call, if he does not mention it, remind him about the other half of the payment
- g. **Checkpoint #7 - Outreaching prospects(TO BE REPEATED UNTIL LANDING CLIENT)**
 - i. Cause and effect #1
 1. Search for brands on the internet via Bard/Social media/Google/LinkedIn
 - ii. Cause and effect #2
 1. Do massive research on all the details that you can find about them
 - iii. Cause and effect #3
 1. Put all the information into a doc
 - iv. Cause and effect #4
 1. Bring the sneaky upgrades from the top player's doc to the prospect doc and implement them
 - v. Cause and effect #5
 1. Write copy/ design for the upgrades found
 - vi. Cause and effect #6
 1. Write a short outreach which consists of information about the upgrades
 2. Find ways you can improve your outreach each time you send it to more than 3 people and no response(test it out)
 3. Ask students in the campus for suggestions of improvement
- h. **Checkpoint #8 - Offering High quality Service to the client**

- i. Cause and effect #1
 - 1. After responding to my email with a “yes”, create a plan for the work you will do for the client to enhance his profits
- ii. Cause and effect #2
 - 1. Book a call with client to discuss his needs and desire for the business evolution and show him the plans that I made for him and set a target price and date for the project, and the price for the service, and set the payment to be half at the start and half at the end
- iii. Cause and effect #2
 - 1. Start working on the project, write copy(think about designs if needed)
- iv. Cause and effect #3
 - 1. Use your copy toolkit and top player research doc to improve the copy
- v. Cause and effect #4
 - 1. After taking some time away from the computer, come back, enter lizard brain and review copy
- vi. Cause and effect #5
 - 1. Find upgrade that could be made to the copy and send the final draft to your client
- vii. Cause and effect #6
 - 1. Get feedback from client, do the final changes(and implement the changes if he gives you that opportunity)
- i. **Checkpoint #9 = Get paid for the first time 1.5k for your services**
 - i. Cause and effect #1
 - 1. After getting the final results to your client, discuss what went great and what went wrong
 - ii. Cause and effect #2
 - 1. At the end of the call, if he does not mention it, remind him about the other half of the payment
- j. **Checkpoint #10 - Outreaching prospects(TO BE REPEATED UNTIL LANDING CLIENT)**
 - i. Cause and effect #1
 - 1. Search for brands on the internet via Bard/Social media/Google/LinkedIn
 - ii. Cause and effect #2

1. Do massive research on all the details that you can find about them
- iii. Cause and effect #3
 1. Put all the information into a doc
- iv. Cause and effect #4
 1. Bring the sneaky upgrades from the top player's doc to the prospect doc and implement them
- v. Cause and effect #5
 1. Write copy/ design for the upgrades found
- vi. Cause and effect #6
 1. Write a short outreach which consists of information about the upgrades
 2. Find ways you can improve your outreach each time you send it to more then 3 people and no response(test it out)
 3. Ask students in the campus for suggestions of improvement
- k. **Checkpoint #11 = Get paid the second time 1.5k for your services**
 - i. Cause and effect #1
 1. After getting the final results to your client, discuss what went great and what went wrong
 - ii. Cause and effect #2
 1. At the end of the call, if he does not mention it, remind him about the other half of the payment
- l. **Checkpoint #12 - Outreaching prospects(TO BE REPEATED UNTIL LANDING CLIENT)**
 - i. Cause and effect #1
 1. Search for brands on the internet via Bard/Social media/Google/LinkedIn
 - ii. Cause and effect #2
 1. Do massive research on all the details that you can find about them
 - iii. Cause and effect #3
 1. Put all the information into a doc
 - iv. Cause and effect #4
 1. Bring the sneaky upgrades from the top player's doc to the prospect doc and implement them
 - v. Cause and effect #5
 1. Write copy/ design for the upgrades found

vi. Cause and effect #6

1. Write a short outreach which consists of information about the upgrades

m. Checkpoint #13 - Offering High quality Service to the client

i. Cause and effect #1

1. After responding to my email with a “yes”, create a plan for the work you will do for the client to enhance his profits

ii. Cause and effect #2

1. Book a call with client to discuss his needs and desire for the business evolution and show him the plans that I made for him and set a target price and date for the project, and the price for the service, and set the payment to be half at the start and half at the end

iii. Cause and effect #2

1. Start working on the project, write copy(think about designs if needed)

iv. Cause and effect #3

1. Use your copy toolkit and top player research doc to improve the copy

v. Cause and effect #4

1. After taking some time away from the computer, come back, enter lizard brain and review copy

vi. Cause and effect #5

1. Find upgrade that could be made to the copy and send the final draft to your client

vii. Cause and effect #6

1. Get feedback from client, do the final changes(and implement the changes if he gives you that opportunity)

n. Checkpoint #14 - Offering High quality Service to the client

i. Cause and effect #1

1. After responding to my email with a “yes”, create a plan for the work you will do for the client to enhance his profits

ii. Cause and effect #2

1. Book a call with client to discuss his needs and desire for the business evolution and show him the plans that I made for him and set a target price and date for the project, and the price for

the service, and set the payment to be half at the start and half at the end

iii. Cause and effect #2

1. Start working on the project, write copy(think about designs if needed)

iv. Cause and effect #3

1. Use your copy toolkit and top player research doc to improve the copy

v. Cause and effect #4

1. After taking some time away from the computer, come back, enter lizard brain and review copy

vi. Cause and effect #5

1. Find upgrade that could be made to the copy and send the final draft to your client

vii. Cause and effect #6

1. Get feedback from client, do the final changes(and implement the changes if he gives you that opportunity)

o. **Checkpoint #15 = Get paid the third time 1.5k for your services**

i. Cause and effect #1

1. After getting the final results to your client, discuss what went great and what went wrong

ii. Cause and effect #2

1. At the end of the call, if he does not mention it, remind him about the other half of the payment

3. What Assumptions or Unknowns do I face?

a. Unknowns

- i. I don't know any good payment method
- ii. I don't know if I will get a client in 2 weeks
- iii. I don't know if I will get paid for any of the services I provide

b. Assumption

- i. I will get the best quality to my client at the end of the project
- ii. Some of the prospects I will reach out to will actually respond to my



messages

- iii. I will make them interested in a bigger project with payment included
 - iv. I will make them 15k profit so they could pay me 10% from it
4. What are the biggest challenges/problems I have to overcome?
- a. The first sales call
 - b. The fact that none of the prospects would pay me for the services
 - c. I may not have yet the skills necessary to do what they need
 - d. Don't get depressed or quit when I see no results in the short term
5. What resources do I have?
- a. TRW students+ professors
 - b. Google
 - c. Bard
 - d. Chat
 - e. Friends
 - f. Family
 - g. Leonardo Ai
 - h. Wix

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.

