

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal?
 - i. The goal is to make 2000\$, which means I need to land at least 3 clients.
 - b. How will I know I've achieved it?
 - i. I will know I achieved it when I see 2000\$ in my bank account and a big smile on my client's face.
 - c. When is my deadline?
 - i. My deadline is 5 months from today 7/6/2024
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

Objective - Land first client

- a. Checkpoint #1 - Create a social media account and create valuable content
 - i. If I create valuable content and join the group people are gonna start following me, which I need to get better prospects after.
 - ii. If I post 3 times on each social media people will follow me for more valuable information.
 - iii. I could pitch them after on social media. After I get testimonials and followers.
 - iv. Keep posting on social media and getting followers so we can change the plan of the outreach.
- b. Checkpoint #2 - Find the right niche.
 - i. Rewatch "Niche Domination" and take notes with a new method of learning.
 - ii. Ask Chatgpt to give you some niches and brainstorm to find a good niche.
 - iii. Use the things you learned from the "Niche Domination" course and find a good niche
 - iv. Research on the niche you think is good.

- c. Checkpoint #3 - Find the prospects
 - i. When you find the niche, look for the prospects on social media, Google Maps, etc.
 - ii. Find a minimum of 50 prospects
- d. Checkpoint #4 - Create a good script for cold calls
 - i. Make a great offer
 - ii. What would you say when the owner isn't there?
 - iii. How many emails of outreach would you want to send?
 - iv. Close them on the sales call.
 - v. What objections they might have?
 - vi. How can you describe what would you do for them in a stupid way?
- e. Checkpoint #5 - Call your prospects and pitch them
 - i. Be a normal cool person on the call, and be honest with them, why are you calling them in the first place?
 - ii. Tell them to give you 30 sec, if they do then pitch them your offer
 - iii. And lastly, close them on the sales call
- f. Checkpoint #6 - Prepare for the sales call
 - i. Use what they said, that might interest them, and prepare that on the sales call.
 - ii. Prepare spin questions.
 - iii. Be ready to overcome objectives they might have.
 - iv. Prepare the tactic and the process you will show them on the call.
- g. Checkpoint #7 - Close them on the sales call
 - i. How much does your services cost?
 - ii. How much time will the project take?
 - iii. What is the goal of the project?

- iv. What do you need to do to achieve that goal?
 - v. Show them the problem and give them the right solution that would work.
 - vi. Close the project by using their pain/desire.
- h. Checkpoint #8 - Research for the project.
 - i. Find who is their target market.
 - ii. Research the market.
 - iii. Find people's pain, desire, and values from the research, etc.
- i. Checkpoint #9 - Create a copy for the project.
 - i. Use the research to create a copy.
 - ii. Use notes to create a copy/ every tool you have.
 - iii. Create a good copy, do an OODA Loop on it, and let others review it.
 - iv. Fix the mistakes you find, don't be lazy.
 - v. Send a copy to the Aikido channel and then fix it again.
- j. Checkpoint #10 - Test the copy
 - i. Test the copy and see how well it will perform.
 - ii. If it doesn't perform well, change every section of the copy to something slightly different.
 - iii. Send it to the Aikido channel again.
 - iv. Use notes and test your way to success.
- k. Checkpoint #11 - Get results for the client and get paid.
 - i. Where do you want to get paid?
 - ii. In what do you want to get paid?
 - iii. Get testimonials.
 - iv. Pitch them your next project.

3. Objective - Land second client

- a. Checkpoint #1 - Call your prospects and pitch them
 - i. Be a normal cool person on the call, and be honest with them, why are you calling them in the first place?
 - ii. Tell them to give you 30 sec, if they do then pitch them your offer
 - iii. And lastly, close them on the sales call
- b. Checkpoint #2 - Prepare for the sales call
 - i. Use what they said, that might interest them, and prepare that on the sales call.
 - ii. Prepare spin questions.
 - iii. Be ready to overcome objectives they might have.
 - iv. Prepare the tactic and the process you will show them on the call.
- c. Checkpoint #3 - Close them on the sales call
 - i. How much does your services cost?
 - ii. How much time will the project take?
 - iii. What is the goal of the project?
 - iv. What do you need to do to achieve that goal?
 - v. Show them the problem and give them the right solution that would work.
 - vi. Close the project by using their pain/desire.
- d. Checkpoint #4 - Research for the project.
 - i. Find who is their target market.
 - ii. Research the market.
 - iii. Find people's pain, desire, and values from the research, etc.
- e. Checkpoint #5 - Create a copy for the project.
 - i. Use the research to create a copy.
 - ii. Use notes to create a copy/ every tool you have.

- iii. Create a good copy, do an OODA Loop on it, and let others review it.
 - iv. Fix the mistakes you find, don't be lazy.
 - v. Send a copy to the Aikido channel and then fix it again.
- f. Checkpoint #6 - Test the copy
 - i. Test the copy and see how well it will perform.
 - ii. If it doesn't perform well, change every section of the copy to something.
 - iii. slightly different.
 - iv. Send it to the Aikido channel again.
 - v. Use notes and test your way to success.
- g. Checkpoint #7 - Get results for the client and get paid.
 - i. Where do you want to get paid?
 - ii. In what do you want to get paid?
 - iii. Get testimonials.
 - iv. Pitch them your next project.

4. Objective - Land third client

- a. Checkpoint #1 - Find the right niche.
 - i. Take a look at your notes about "Niche Domination"
 - ii. Ask Chatgpt to give you some niches and brainstorm to find a good niche.
 - iii. Use the things you learned from the "Niche Domination" course and find a good niche
 - iv. Research on the niche you think is good.
- b. Checkpoint #2 - Create a dream 100.
 - i. Watch the video on how to create a dream 100.

- ii. When you get enough testimonials and followers on social media, create a list.
 - iii. Get in contact with your prospects.
 - iv. Pitch them an offer.
- c. Checkpoint #3 - Prepare for the sales call
 - i. Use what they said, that might interest them, and prepare that on the sales call.
 - ii. Prepare spin questions.
 - iii. Be ready to overcome objections they might have.
 - iv. Prepare the tactic and the process you will show them on the call.
- d. Checkpoint #4 - Close them on the sales call
 - i. How much does your services cost?
 - ii. How much time will the project take?
 - iii. What is the goal of the project?
 - iv. What do you need to do to achieve that goal?
 - v. Show them the problem and give them the right solution that would work.
 - vi. Close the project by using their pain/desire.
- e. Checkpoint #5 - Research for the project.
 - i. Find who is their target market.
 - ii. Research the market.
 - iii. Find people's pain, desire, and values from the research, etc.
- f. Checkpoint #6 - Create a copy for the project.
 - i. Use the research to create a copy.
 - ii. Use notes to create a copy/ every tool you have.
 - iii. Create a good copy, do an OODA Loop on it, and let others review it.

- iv. Fix the mistakes you find, don't be lazy.
 - v. Send a copy to the Aikido channel and then fix it again.
- g. Checkpoint #7 - Test the copy
 - i. Test the copy and see how well it will perform.
 - ii. If it doesn't perform well, change every section of the copy to something slightly different.
 - iii. Send it to the Aikido channel again.
 - iv. Use notes and test your way to success.
- h. Checkpoint #8 - Get results for the client and get paid.
 - i. Where do you want to get paid?
 - ii. In what do you want to get paid?
 - iii. Get testimonials.
 - iv. Pitch them your next project.

5. Assumptions?

- a. They'll say yes to my offer.
- b. I will be able to provide them with value.
- c. I will close them on the sales call.
- d. I will get good testimonials.
- e. I will be able to get more than 2000\$ from my three clients.
- f. I think I will overcome their objectives on the call.
- g. I assume they will be happy with my work.

6. Unknowns?

- a. I don't know what will the project look like.

- b. I don't know if the copy is going to work.
- c. I don't know how many calls I will need to do.
- d. I don't know how long will the project be.
- e. I don't know if my clients will be able to close the deal.
- f. I don't know very well SEO.
- g. I don't know how will I get paid.
- h. I don't know how well my tactic for content performs.
- i. I don't know 100% what they need.

7. What are the biggest challenges/problems I have to overcome?

- a. Get them interested and take them on a Sales Call.
- b. Close the deal on the sales call.
- c. Make the copy that works.
- d. Make a good script.
- e. Create a good offer.
- f. Get into the right niche.

8. What resources do I have?

- a. I have TRW, and most courses in it.
- b. I have 2 friends who do copywriting with me.
- c. A good computer that will help me produce the results faster.
- d. My notes.