

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

I have covered all my debts !

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

I have bought my father the same car that I crashed !

c. When is my deadline?

1st November

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

a. Checkpoint #1 - March 2024 Corrected my mind.

Things getting serious as i get back in real work, and learned why i've made so much mistake in TRW

i. Cause and effect #1

As i go through life i've always thought "i am the best" but sometimes i have to realize, i am nothing alone, so i start to shift my brain in "team spirit"

ii. Cause and effect #2

As I go more toward interesting people, I become more interesting for people, I can talk more easily to business owners, they do not directly think "he wants my money", that opens a lot of doors.

iii. Cause and effect #3

The more I speak to people the more I discover all their situations and the more I talk the more I gain confidence. I start to speak about partnership.

iv: Cause and effect #4

Knowing my situation, my brother hired me to help him this month. Like me, he started thinking of summer as "the big season", making some local market animation and giving business cards as much as me.

V: Cause and effect #5

As the Agoge was finished my mind shifted. I have stopped lazy mornings. I crushed this problem and I got used to in person outreach, now I talk business wherever I go.

b. Checkpoint #2 - April 2024, Starting networking seriously.

I start to have a good network but i go back work in a sort of mini-job for my friend who have a very famous tourist attraction near to my house “The cave of la Cocalière”, lots of people get here and i’ve already maken goods contact with business owners getting there, last year, so expecting much more this year.

Think of it like a “In person outreach” at home.

i. Cause and effect #1

With my clients I started to make money. The number is not regular, but for now it’s bringing them more value who counts, more value = more money.

ii. Cause and effect #2 :

With my little job I started to meet some good people with interesting people to prospect, as we are not in summer’s vacations it is mostly grandfathers/mothers who have family trying to launch businesses, i left them my business cards, always in my pockets.

iii. Cause and effects #3

Seeing my networking growing and became curious about how i do that, my friend, the owner of the cave, start asking me about my marketing work, i show him my work explain how i provide my clients the best value i can to make me money through a percentage, as i like to see people working for him without having to really be involved, i explain to him how i can improve visibility for his business and how i can throw away a big roadblock he face, i already have it in mind as i write this homework.

IV. Cause and effects #4

With his roadblock crushed, he should make more money and be the one client who allows me to apply for a rainmaker.

c. Checkpoint #3 June 2024, first serious money in.

The big season is coming, so I make the last preparations for the battle, networking, leveraging people I know already and telling my clients to speak about me with their contacts.

i Cause and effect #1:

The last two months was approximately the same routine, making new contacts, providing value to my clients and my brother, and continuing prospecting to always bring new clients big or small.

ii: Cause and effect #2:

As my birthday approaches, a good friend with a very good network comes to celebrate with me as we talk business. He teaches me some tips that help him grow without a big network.

iii: Cause and effect #3:

Applying the new methods i've learned, i start prospecting bigger clients, with my new background they took me more seriously than the start of the year, as i continue networking at the cave, my finances start to cover the first 3k debt i have to the bank, so i use it to cover,

iv: Cause and effect #4:

With this debt covered I have one big levy removed from my account, so my finances start to stabilize.

V. Cause and effects #5

By the time of April, I should become a Rainmaker, because bringing one of my local businesses 10k is not really a challenge at this period.

d. Checkpoint #5 : September 2024, debt covered

In the summer I have made a lot of local animations in all cities near my friend's business as I grow his visibility. I started to grow mine too, people coming visiting his cave, stopping by my bar to take a drink and it's here I sell them my services.

i: Cause and effect #1:

Summer was very profitable, lots of people came to visit the cave so I have given lots of business cards, made a lot of new clients and contacts. As I keep one good client who keeps climbing the value ladder, my finances get over the second 3k debt I have to my brother.

ii: Cause and effect #2:

As I keep providing value to clients they start talking to me as their own contact so I don't have to prospect as much as before, i try to work with all of them, because I know at the beginning, i don't wanna refuse a single client even if it's a mistake.

iii: Cause and effect #3:

With these clients I don't want to refuse, I start drowning in the work, and start realizing I may have made a mistake. I write this because I know me and I know this is going to happen, hoping writing this helps me avoid this situation

e. Checkpoint #6 1 st November 2024, Car bought ?

If i haven't reached my goal i am surely very near, i keep the momentum launched, if i have drown in all the clients i don't want to decline, surely it not took me too long to correct this and if i've not buy the car, i surely have covered my two other debts and start have money to buy him the car in the next month.

i: Cause and effect #1

Put the things on track again, as I keep an eye on my spense i can keep enough cash to stay in the flow.

ii: Cause and effect #2:

As I have covered my 2 first debts, I have found the car I owe to my father, but a limited edition of the one i've crashed, a better one who cost 3x more but is worth it, banking the amount necessary, preparing for Christmas 2024 or before depending on all the unknowns !

iii: Cause and effect #3

keep on tracks my 2 principal clients (my brother and another by cold outreach) now estimated making minimum 3k a month,

3. What Assumptions or Unknowns do I face?

Assumption :

I have make the target clear in my head and don't take rest as i launch the momentum, also have clear thoughts on my possibility and how to leverage them, if i haven't make this before it's because of cowardice it take me one f*cking year to realize it, as i keep the mentality of a spartan and keep thinking nothing can stop me nothing is impossible.

Unknowns :

For the moment I don't have any regular clients except my brother and with one trailer it's hard to make 3k a month for me, how many times until the first client ?

Did this client stay for more than 1 project ? How will I keep them working with me knowing I don't know what they make me work on ?

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

My biggest challenge is still my slave mind, i can easy let down video games and drink and party (i've already made it) but the only roadblock i keep is oversleep, even with 3 alarms i miss them, often after 2 days of terminator mode, i have always been a lazy morning men, and before joining the real world it never really bother me but now it's my biggest challenge to face, Update : This problem seems to have finally disappeared, not by himself obviously. I have to stay vigilant and keep it away until my death bed.

5. What resources do I have?

- I have my friend who possess the attraction near my home who let me networking in exchange of some help some days,
- I have my estonian friend who keep help me learn from him and his network,
- i have my brother, who i like to say for his success he look at me and make all the opposite !
- I also have TRW, and other G's who want to escape,
- i have my family who believe in me and till i success continue to help me when things get hard,
- and i have my hunger because when i start in the rat race, thanks to my father, i was a successful slave (25k a year at 18 years old) i can made what i want in every week end i want, and i want to feel this power again but not only in the weekends.
- And i have Google as always !

Calendar Work

- List out checkpoints and set time to reach them
 - 1 st checkpoint 15th March started networking more in all the 3 niches I already have !
 - Working with my brother all month long to reach more people
 - 2nd Checkpoint 16th of april starts earning regular money from my potential first regular clients.
 - Start cooperating with my friend, owner of the cave.
 - 3rd Checkpoint 30th june : first debt covered by the help of my first client and my friend and brother, keep networking
 - 4th Checkpoint 20th september : The summer here is the BIG season so lots of work should have been done !
 - I have already scheduled lots of events for prospecting and should have at least 1 Regular client keep climbing the value ladder.
 - 5th Checkpoint is 15th of November: should have already covered my second debt and if it's not the case i should be near buying the Toyota MR !
- List out tasks needed to reach each checkpoint.
 - Complete the daily checklist
 - Keep reading my notes about the bootcamp.
 - Never lose momentum !
 - Always plan my day hour by hour !
- Identify metrics/kpis for each task.
- Allocate time on each task.
 - As much as i can, 5 min here, 1.5hours there, as long as i am awake and can do some work i do.
- 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