

CONQUEST PLANNER

A. Define Objective

a. What is the goal?

To be earning 1.5k a month from clients paying me on a month retainer

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

I will have provided each of my clients a minimum of 5k revenue each, meaning I'm making them 10X what it cost to pay me. I will arrange call with each of time and I'll know I've made it when I hear them speak to me about how much value I've provided them and the joy they're getting from working with me

c. When is my deadline?

02/05/2024

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

Checkpoint #1 - Signing First Client (£500)

I. Prospecting and Outreach

- Understand my target market in greater depth - see if I can find something the audience are talking about which are not being exploited by the marketing from business in that niche
- Go through email course in SM/CA campus
- Finish creating my free value
- Go through outreach lessons and resources inside the TRW
- Find 1 local + 10 global daily - outreach to them

II. Sales Call

- Find someone who wants to have sales call
- Prepare for sales call - Using the SPIN questions and the lessons
- Have Sales Call + agree on discovery project

III. Discovery Project

- Plan discovery project
- Do the discovery project
- Have a successful experience with the discovery project

IV. Get paid and agree to a monthly retainer

Checkpoint #2 - Sign 2nd Client (£500)

I. Continue getting amazing results for my client

- II. Learn how to get a testimonial (TRW lesson)
- III. Get the testimonial
- IV. Use this as part of my outreach (My social media will be growing well by now)
- V. Compile another list of 20 chiropractors relatively close to Cardiff and 100 in the rest of the UK
- VI. Start outreaching - Going to a local one everyday + 4 online outreaches
- VII. Arrange a sales call with a prospect
- VIII. Have the sales call and agree on a discovery project
- IX. Do the discovery project - OVER EXCEED on what we agree on
- X. Get paid
- XI. Set up a monthly retainer deal
- XII. Get a testimonial

Checkpoint 3 - Sign 3rd Client (£500)

- I. Continue getting amazing results for my clients
- II. Use testimonial as part of my outreach (My social media will be growing even more by now)
- III. Compile another list 100 chiropractors anywhere
- IV. Start outreaching - 5 a day
- V. Arrange a sales call with a prospect
- VI. Have the sales call and agree on a discovery project
- VII. Do the discovery project - OVER EXCEED on what we agree on
- VIII. Get paid
- IX. Set up a monthly retainer deal
- X. Get a testimonial

C. What Assumptions or Unknowns do I face?

Assumptions:

That I'm going to find a client within 10 days of outreach

What free value I'm going to create for a business

My social media presence will be growing

My niche will be looking for marketing help

That I'm going to succeed on my first discovery project

How long it's going to take to plan discovery project - 1 day

Unknowns:

What local Chiropractor I'm going to pick

How the sales calls will go

What proven marketing methods work in that niche
What my prospect will want me to do

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

- 1- Sticking to my plan
- 2- Knowing what to offer a business
- 3- Knowing how to go about outreach
- 4- Delivering results for a business
- 5- What to offer a business

E. What resources do I have?

The Real World Lessons

The Real World Chats

My friends to review my copy

Ben Lucas, a friend on the same path

Alex Homozi Book Volume 1 - Offers

Alex Homozi Book Volume 2 - Leads

TRW Swipefile

My Swipefile

AI

Youtube

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

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April



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February



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