

CONQUEST PLANNER

Step 1: What Is Your Target Outcome? Why is it important?

What is your target outcome? Have clients who love my digital marketing/copywriting services within the next year

[Insert your answers here]

My Result Is - Paying for the MSF Course with money made from Copywriting to prove I'm a competent copywriter by Oct 6

Step 2: How Will You Measure Your Progress Towards Your Target Outcome?

How will you know when you've achieved your outcome and how will you measure it? (e.g., Revenue generated, number of customers acquired, website traffic, etc.)

Holding the MSF permit in my hand and having paid for it with copywriting because my client has said they are happy

How will I measure my progress? -
Posting Wins In the wins channel of TRW

What will it look and feel like? - I will open my laptop and look at the message I just get sent from my client saying they love the landing page or ad or whatever and that they have sent the money to me. I will feel relieved knowing that I'm capable, that feeling of dread I had before cold calling will seem so unbelievably worth it.

What will it allow me to do after I reach it? - Approach any client I need to with an offer
Utilize this past social proof / testimonial to impress new clients
Work towards my next goal of buying motorcycle gear using the future money from copywriting

Step 3: How Close Are You To Your Outcome From Your Current Position?

Describe your situation in detail. Where are you currently in relation to your outcome?

No money made from copywriting

No client past a starter client

Not a lot of work to show

Where am I now? - I have a starter client that I should use to the maximum potential absolutely possible with every way I can help them so that I can show off a ton of work to future outreach. If I perform for this client well enough I should be able to get a testimonial from them as well. I have made them a starter landing page but they don't want to expand. Still I think I should build a whole funnel just because I'm allowed the practice.

I just finished my final assignment for the Agoge Program which has given me a fantastic website to show to clients as example work.

Step 4: What Are Your Checkpoints Towards Your Outcome?

What checkpoints do you need to achieve between your current position and your ultimate outcome? Break down your big result into smaller, actionable steps.

For example, if your goal is to launch an online business:

- Checkpoint 1: Conduct market research
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

- Checkpoint 1: Solidifying The Copywriter Persona
- Checkpoint 2: Curating a Lifelong Money Making Skill
- Checkpoint 3: [REWARD] The Fear Navigator Lives up to His Name
- REWARD: Rent a Car for the minimum time and Drive up north, take instagram pictures
- Checkpoint 4: New Venture Require New Approaches
- Checkpoint 5: Manifestation Once More
- REWARD: Buy a Motorcycle Helmet and put in on your desk for motivation
- Checkpoint 6: [SECRET] Unlock more to continue...

My Outcome Is -

- Checkpoint 1: Perform for starter client right now with a full funnel based on how other landscaping companies make money. A website and Ads.
- Checkpoint 2: Put all the work I did on a landing page to showcase my writing and my understanding of marketing funnels. Attempt to get a testimonial to add as well.
- Checkpoint 3: A local business or another warm outreach client feels that I am trustworthy and they think that I can help add something to their business since I have derisked the offer and displayed competence so much so that they say yes and i can get started working for them, this can be paid or not.
- Checkpoint 4: Make money for this next client and have them give a testimonial. [add needs when you get them
- Checkpoint 5: Client feels my work is helpful to their business and has contributed to increased sales, they think that i did not waste their time and actually saved them time so much so that they send me money and i can see it in my bank.
- Checkpoint 6: Scheduled a class for the MSF Course paid for by copywriting money

Step 5: What Known Roadblocks Will You Face?

What potential roadblocks could hinder your progress toward each checkpoint towards your outcome? How can you counteract these factors? What do you “know you don’t know”? How can you close the knowledge gap? (e.g., Lack of time, financial constraints, technical challenges, etc.)

[Insert your answers here]

What potential roadblocks could hinder my progress? - I don't know if I have another warm outreach client and I might need to do cold outreach to a local business.
I don't know if a work that was technically for a business but was never used for anything, since the starter client doesn't want to grow, will be good enough for getting a local business to agree.

How will I overcome these roadblocks? -
Outreach to local business instead
Do more work for another warm outreach client or do free work for a local business, severely derisking the offer.

NEW JUST DID
Made a whole sales funnel and wrote a sales page myself
Now we have example work :)

What do I know that I don’t know? -
Outreach experience
How to build websites

How will I close this knowledge gap? -
Do outreach
Watch tutorials

Step 6: What Helpful Resources Do You Have?

What resources do you have that will allow you to overcome obstacles and achieve your outcome faster? (e.g. TRW, current personal network, experience in an existing industry, etc.)

[Insert your answers here]

I have access to and will use -

Andrews Step 3 Copy Bootcamp
Youtube Videos I have saved
Dylans SEO Course
Agoge Chat
Agoge Videos
My Notes

Step 7: What Specific Tasks Will Lead To Each Checkpoint?

Break down each mini-goal into specific tasks that need to be completed to achieve it.

For example, if your mini-goal is to conduct market research:

- Task 1: Identify target audience demographics
 - Task 2: Conduct competitor analysis
 - Task 3: Create surveys or questionnaires
 - Task 4: Analyze data and draw conclusions
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- Checkpoint 1: Solidifying The Copywriter Persona
 - Walk through the whole funnel
 - Write down notes on what could be improved
 - Create a clear single line of what is the offer
 - Decide if you should change the offer to a beginner book
 - Layout target goal of each page in the funnel
 - Rewrite pages that are necessary
 - Reread the funnel
 - More notes
 - Change what is necessary
 - Launch
 - Project is presentable

- Add project to landing page portfolio
 - Decide plan for landing page
 - Work on and write
 - Finalize
 -
 -
- Enhancing The Copywriter
 - ☐ Find a boxing gym
 - ☐ Contact them and setup a date to start
 - ☐ Drive to gym
 - ☐ Go in and start class
 - ☐ Consistently go as much as you can for one week
 - ☐ Two week marker
 - ☐ Become G
- Checkpoint 2: Curating a Lifelong Money Making Skill
 - ☐ Pick a person
 - ☐ Contact them about your offer
 - ☐ Show them you understand their problems
 - ☐ Derisk the offer
 - ☐ Show past results/portfolio
 - ☐ Get them to say yes
- Checkpoint 3: [THREE PARTS] The Fear Navigator Lives up to His Name
 - ☐ Finding Growth Potential
 - ☐ Get all the information about the business from the business owner
 - ☐ Analyze the business current situation
 - ☐ Analyze their ambitions and current plans
 - ☐ Decide if the current plans are leading to the desired outcome of the business
 - ☐ If yes, continue with finding a strategy to act on that plan

- ☐ If no, analyze top players in the industry
- ☐ Brainstorm possible ways to grow the business
- ☐ Present them to client
- ☐ Decide on winning growth potential that aligns with the business interest, situation, values and plans
- ☐ Pick a goal/objective of that growth potential

☐ Developing a Marketing Strategy

- ☐ Have a business goal/outcome
- ☐ Analyze top players or swipe file
- ☐ Use Logic
- ☐ Use AI
- ☐ Brainstorm possible strategies
- ☐ Get feedback on the ideas
- ☐ Decide 3 winning strategies
- ☐ Present them to client
- ☐ Decide one winner with client
- ☐ Make an outline/plan of that strategy in Milanote/Figma
- ☐ Figure out what parts of the funnel are necessary
- ☐ Find out the specific copy projects to work

☐ Winners Writing Strategy

- ☐ Define desired outcome/goal for the copy
- ☐ Decide which part of the funnel
- ☐ Do research on who the avatar is
- ☐ Do research on where the avatar is right now (Awareness, Sophistication, Current State, Dream State etc.)
- ☐ Do research on where I want the avatar to go
- ☐ Find out what needs to happen for that
- ☐ Create an outline of the copy based on that
- ☐ Write a first draft
- ☐ Revise the first draft
- ☐ Send it to the client and do feedback sparring
- ☐ Implement feedback from client
- ☐ Test it live

- ☐ Adapt, if needed
- ☐ Launch
- ☐ Repeat the process for every piece of copy

- ☒ ~~Finish last module of Copy Bootcamp~~
- ☒ ~~Rewatching MPUC from 4/19~~
- ☒ ~~Research top players for landscaping~~
- ☒ ~~Have a notion page of screenshots of images and design from top players~~
- ☒ ~~Write down their funnel structure in docs (experience, nets)~~
- ☒ ~~Market Research Draft~~
- ☐ Watch a website video on Wix
- ☐ Build tool 1 (website probably)
- ☐ Create 4 graphics in Canva based on screenshots
- ☐ Write text for 4 ads using screenshots
- ☐ Build tool 2 (ads probably)
- ☐ Market Research sheet and list of competitors hooks, images, colors, fonts, etc
- ☐ Have a notion page of screenshots of images and design from top players
- ☐ Watch a web design youtube video (have some bookmarked)
- ☐ Write Copy on a word doc
- ☐ Add copy onto Website
- ☐ Structure Funnel out in Canva
- ☐ Review project
- ☐ Launch & Feedback

Perform for starter client right now with a full funnel based on how other landscaping companies make money. A website and Ads.

- ☐ Open Carrd and Layout if you need to build a story or if just a work portfolio is fine

- ☐ Rough draft
- ☐ Review
- ☐ Attempt to get a testimonial from previous client
- ☐ Compile a page of other peoples portfolios
- ☐ Finalize the page

Put all the work I did on a landing page to showcase my writing and my understanding of marketing funnels. Attempt to get a testimonial to add as well.

THE HARD PART

- ☐ Man Up / Do 100 Burpees in under 10 minutes
- ☐ Rewatch Dylans Local Biz Outreach course
- ☐ Make a list of nearby bizzes (not restaurants this time)
- ☐ Make a new warm outreach List (optional)
- ☐ Attempt Warm outreach (optional)
- ☐ Make a list of offers for each type
- ☐ Cold call 4
- ☐ Text Portfolio landing page
- ☐ Land a meeting
- ☐ Prepare research
- ☐ Prepare offers
- ☐ Prepare attire
- ☐ Close Client by derisking the offer (free depends on client)
- ☐ Collect Info from Brand Kit in Notion

A local business or another warm outreach client feels that I am trustworthy and they think that I can help add something to their business since I have derisked the offer and displayed competence so much so that they say yes and i can get started working for them, this can be paid or not.

THIS WILL DEPEND ON CLIENTS NEEDS WHICH ARE UNKNOWN RIGHT NOW

- ☐ Market Research
- ☐ Copy
- ☐ Top Players

- ☐ Etc.
- ☐ Feedback
- ☐ Either get paid or just be happy you did it!

Make money for this next client and have them give a testimonial. [add needs when you get them]

Get a new Client feels my work is helpful to their business and has contributed to increased sales, they think that I did not waste their time and actually saved them time so much so that they send me money and I can see it in my bank.

Step 8: When Will You Perform These Tasks?

Assign each task to a specific date and time on your calendar.

Be realistic about your time constraints and allocate sufficient time for each task.

- Use reminders and alerts to keep you on track and accountable.
- Prioritize tasks based on their importance and deadlines.

[Insert Your Google Calendly Link Here]

<https://calendar.google.com/calendar/u/4/r>

Step 9: Time To Execute and Review:

1. Execute your planned tasks according to the schedule.
2. Regularly review your progress toward each checkpoint.

3. Adjust your tasks and schedule as necessary based on your progress and any unforeseen challenges.
 4. Continuously refine your plan based on your experiences and feedback received.
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Tips:

- Stay focused on your ultimate objective but be flexible in your approach to achieving it.
 - Break down complex tasks into smaller, manageable steps to avoid getting overwhelmed.
 - Get help from fellow Agoge Students, Experts, and Captains if needed to overcome challenges or answer questions.
 - Maintain momentum by taking time to feel proud of your successes along the way.
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EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire

- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint?
How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
 - Online chess tutorials, courses, and videos
 - Chess books focusing on specific aspects of the game
 - Chess software for analyzing games and practicing tactics
 - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

Checkpoint 4: Increase Endgame Proficiency

- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

| | |
|--------|---------------------------|
| | FRI |
| | 12 |
| GMT-06 | |
| 8 AM | |
| 9 AM | POWER UP CALL 9 - 10am |
| 10 AM | |

- Tasks:
 - Study and memorize key lines in chosen openings (30 minutes)
 - Practice opening moves against chess engines or online opponents (30 minutes)
 - Review games to identify opening mistakes (30 minutes)

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