

# **CONQUEST PLANNER**

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

What is your target outcome? (e.g., "Launch a successful online business within the next year")

Gaining new clients though my existent one

My Result Is - Actively gaining new clients without sending cold outreaches

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## **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.)

[Insert your answers here]

How will I measure my progress? -

By the number of new clients gained by the results of my work that has been done to my already existing clients.

What will it look and feel like? -

I will feel like having the power to make as much money as I want depending on how many brands I will agree to work with.

What will it allow me to do after I reach it? -

It will allow me to operate with clients and build my name through my client sharing the results of my work with their colleagues.

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### 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?

[Insert your answers here]

Where am I now? - I am reaching out to brands that focus on helping other brands in a specific niche.

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## 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

[Insert your answers here]

My Outcome Is -

- Checkpoint 1: Successfully start conversation with a brand helping other businesses to grow.
- Checkpoint 2: Agree on a project that will help the brand
- Checkpoint 3: Deliver amazing results
- Checkpoint 4: Create a good relationship with the brand and agree on long term cooperation

- Checkpoint 5: Let the brand to connect me the their clients( the businesses that the brand help)
  - Checkpoint 6: Connect with the clients and deliver them amazing results
  - Checkpoint 7: Take all the assets I made by this and connect with other brands with the same business model and repeat the process.
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## 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? - Not delivering the desired results to my client.

How will I overcome these roadblocks? - Successfully find the client’s roadblock, understand the client’s target audience, their desires, pains, fears and roadblocks to create the perfect avatar.

What do I know that I don’t know? -

How will I close this knowledge gap? - Study the outcome of the business’s product and their audience

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## 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 -

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## 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

[Insert your answers here]

Successfully start conversation with a brand helping other businesses to grow.

Task 1: Find a suitable prospect

Task 2: Contact him on social media( Instagram, Messenger, LinkedIn )

Task 3: Gain his trust by presenting the idea that will benefit his brand and testimonials.

Agree on a project that will help the brand

Task 1: Convince the prospect to the Zoom call

Task 2: Present my idea for project that will benefit his brand

Task 3: Agree on the project

Deliver amazing results

Task 1: Start the audience research

Task 2: Find the target audience's pains, desires, fear and current roadblock

Task 3: Create a content that will bring the results

Create a good relationship with the brand and agree on long term cooperation

Task 1: Bring new project or upgrade the last one

Task 2: Connect with the clients and deliver them amazing results

Task 3:

Task 4:

Let the brand to connect me the their clients( the businesses that the brand help)

Task 1: Continue delivering amazing results to the client

Task 2: Use the connection between the brand and his clients as a testimonials

Task 3: If the doesn't start to spread my results convince him by using me as his asset to get new clients

Connect with the clients and deliver them amazing results

Task 1: Contact the the brand's clients

Task 2: Find their roadblocks and solutions

Task 3: Bring the solution for their radblock

Task 4: Deliver amazing results

Take all the assets I made by this and connect with other brands with the same business model and repeat the process.

Task 1: Contact brands with the same business model

Task 2: Use the previous brand as a testimonial

Task 3: Offer them help to get the same results

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## 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.

<https://calendar.google.com/calendar/u/0/r/week/2024/4/21?pli=1>

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## 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

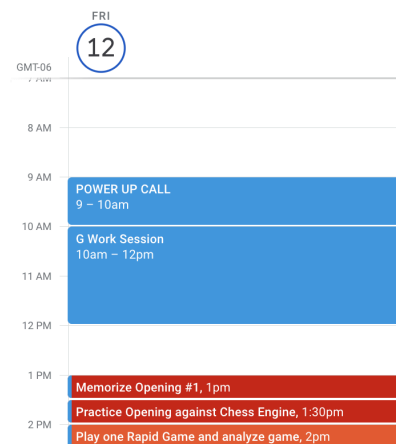
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

#### Step 8: Schedule Tasks

### CONQUEST PLANNER SCHEDULE

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

- 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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