

# 🛡️ **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")

**Become a mega successful copywriter for dermatologists before the end of 2024.**

My Result Is - I will not need to go to Uni and be able to live freely, I'll look down from where I'm standing right now and see an orange McLaren 12c....



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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.)

How will I measure my progress? -

What will it look and feel like? -

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

I'll generate 3x the revenue that these dermatologists bring in usually. I'll get a happy DM from the client I'm working with that they're getting too much patients - more than they can handle. I'll wake up and just get to my PC and that will be my life. I'll be able to work from anywhere. I won't feel stressed about school anymore because it would be decided that I will not go to Uni.

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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 feel like I am quite close. My current client's employer is a Saudi semi-billionaire. He's currently working with a marketing company that has brought them a lot of success. To work with him I will have to get my client amazing results. After that I'll need to position myself as a better marketer than the company he's working with. I think I will do that by aligning incentives with him and developing a passion for his goals.

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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 - Become a mega-successful copywriter for dermatologists.

- Checkpoint 1: Get a mega win for my current client through TikTok ads.
  1. Keep calling and liasing with her
  2. Find a winning ad formula
  3. Test continually for 2 weeks
- Checkpoint 2: Pitch Faisal (Client's boss, the semi-billionaire Saudi guy)
- Checkpoint 3: Grow Faisal's centres
- Checkpoint 4: Bring on additional clients.
  1. Develop dream 100 list (Mainly middle eastern prospects)
  2. Show them
- Checkpoint 5: Get them results
- Checkpoint 6: Have a portfolio of amazing results eg 300%+ Revenue for dermatologists.
  1. Update my portfolio on carrd.

- Checkpoint 7: Start an agency?
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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? -  
answers

How will I overcome these roadblocks? -  
answers

What do I know that I don’t know? -  
answers

How will I close this knowledge gap? -  
answers

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Roadblock 1: College (maths)

How will I overcome these roadblocks? -  
getting good grades and not telling my parents much about it. I’ll just get a degree apprenticeship in marketing because it’s a lot easier to enter than computing and

What do I know that I don’t know? -  
I need to get good grade

How will I close this knowledge gap? - (ONLY I KNOW THIS)  
Use bicen maths revision resources, learn from YouTube because it’s more efficient. And do past papers. ()  
1. I do a general past paper.


2. If I meet a hard topic, I watch a bicen maths video on it.
  3. Then I do PMT or bicen maths question on the topic.
  4. Then I repeat step 1.
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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 -

- College (A levels)
    - maths
      - Bicen maths google drive  St Doms
    - spanish
    - book
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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]

### CHECKPOINT #1 - Get a mega win for my current client through TikTok ads.

Task 1: Keep calling and liasing with her to get started

Task 2: T

Task 3: Find a winning ad formula

1. Decide on ad details
  - a. platform: tiktok
  - b. overall budget:
  - c. daily budget: ~\$60 (240 SAR)
  - d. ad type:
  - e. campaign type: lead generation
  - f. interests: beauty, dermatology,
2. Decide how I will track results.

Task 4: Test initially for 2-3 days

Task 5: Test continually for 2 weeks

Task 6: T

Task 7: T

### CHECKPOINT #2 - Pitch Faisal (Client's boss, the semi-billionaire Saudi guy)

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

### CHECKPOINT #3 - Grow Faisal's centres

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

### CHECKPOINT #4 - Bring on additional clients.

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

### CHECKPOINT #5 - Get them results

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

CHECKPOINT #6 - Have a portfolio of amazing results eg 300%+ Revenue for dermatologists.

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

CHECKPOINT #7 - Start an agency?

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:



Task 6:

Task 7:

#### CHECKPOINT #8 -

Task 1:

Task 2:

Task 3:

Task 4:

Task 5:

Task 6:

Task 7:

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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.

## CONQUEST PLANNER SCHEDULE

April 21st - April 28th: Checkpoint 1 - **Get a mega win for my current client through TikTok ads.**

Task 1: **Keep calling and liasing with her to get started (1 day)**

- (in the same task)
- Figure out 8 creatives

Task 2: **Agree on deal (with task 1)**

Task 3: **Find a winning ad formula (1 hour)**

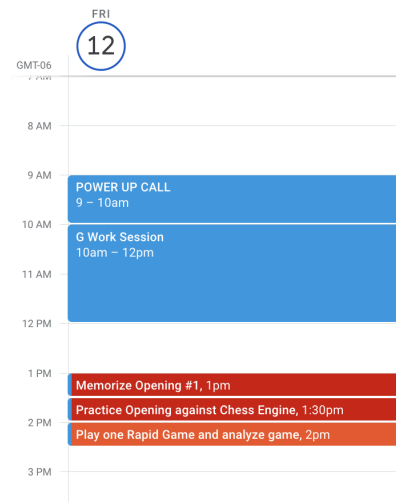
3. Decide on ad details
  - a. platform: tiktok
  - b. overall budget:
  - c. daily budget: ~\$60 (240 SAR)
  - d. ad type: lead generation
  - e. campaign type: lead generation
  - f. interests: beauty, dermatology,
4. Decide how I will track results. (1 hour)

Task 4: **Test initially for 2-3 days**

Task 5: **Test continually for 1 week**

Task 6: **Draw conclusions**

Task 7: **New project**



[Insert Your Google Calender Link Here]

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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)

