

YOUR CALL TO FUCKING WAR



AGOGE NEW IDENTITY TEMPLATE

🛡️ CONQUEST PLANNER 🛡️

🛡️ DAILY DOMINATION 🛡️

The contents of all 3 docs are below...

Click "File", then "Make A Copy" to create your own editable version of the document

AGOGE NEW IDENTITY TEMPLATE

The Ideal Version of Yourself **1 month**

My Power Phrases (2-3)

- I am responsible for my current and future family
 - The cost of being poor affects everyone around me
 - You're BROKE, You're fucking POOR
-

My Core Values (2-3)

- Honour, "right"
 - Strength, physical and mental
 - Hard working
-

My Daily Non-Negotiables (2-3)

- Daily checklist
- Call Kaci everyday
- Read this document everyday

My Goals Achieved

- Finished my brothers wix website and launched it
- Finished second project with him, google ads

My Rewards Earned

- Relief from paying my overheads for the next month.
- With any extra i'd look to get back into muay thai and some gear.

My Appearance And How Others Perceive Him

- My Girlfriend
 - My girlfriend sees a glimpse of what our future should look like. After I finished the projects with my brother and seeing some of the payment we decided to go out for food in Birmingham, that medicine place because I did mention it when I had zero pounds to spend on a meal out.
- My parents
 - They are starting to believe that what I am doing is actually a viable source of income. They saw what I have done for my brother and were at least impressed. They know that their son is capable and trustworthy.
- My brother
 - My brother now sees me as someone who he can call on when he has a problem in his business. Instead of being a little brother maybe we can see eye to eye a bit more.

My Day In The Life Stories.

- Wake up and check what I have to do for the day and why? Got to keep in mind my reasons and goals. I also check my weekly dos and refresh myself of the bigger picture.

- Starting with the most important tasks, I try to get do before between 8:00 - 12:00

(ADD IMAGES BELOW)

CONQUEST PLANNER

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

What is your target outcome?

To build a service-specific funnel for my brother's detailing business that takes customers from Facebook and Instagram to booking through the website or a phone call.

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?

CTR compared to the engagement and reach on the Ads. Contacts, bookings, heat map, Wix analytics on the website.

What will it look and feel like?

My brother will be busy with plenty of high-value bookings for the month. Constantly picking up the phone to answer client calls, spending almost everyday working on cars, meeting new clients.

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

After start a new project with him or reach out to a business with a testimonial and land a paid deal.

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?

Where am I now?

I have a couple of drafts for a landing page that cover different different topics, I have one that is aimed at Range Rover/Land Rover owners that I think will do the best.

I have an advert with multiple headlines, main and cta in the catalog to test. Going to follow the "Run ads make money" videos to ensure success when testing for ads. I have one ready and then different sections to test.

I go on my laptop after work for between 2 and 3 hours but often I'm not focused on this task. I find someone one to help in chats or am reading and analyzing copy.

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 : Speak to my brother what we can do, does he want to run the ads
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

[Insert your answers here]

My Outcome Is - Increase clientele and revenue For my brothers mobile detailing business

- Checkpoint 1: Market research(*already done*)
 - Checkpoint 2: top player analysis (*done*)
I should compile all the Strategies others are using in one place, in an organized manner
 - Checkpoint 3: talk with my brother to discuss Facebook Ad content and website content. Which strategies to implement (*done*)
 - Checkpoint 4: Implement the free strategies compiled and get an initial boost in engagement/leads
 - Checkpoint 5: Begin meta ad campaign
 - Checkpoint 6: Create landing/sales page - step 2 of the funnel
 - Checkpoint 7: Edit and refine full funnel
 - Checkpoint 8: Once a success and there is a increase in revenue. Can think improving website or expanding ad campaign
-

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?

Fear/intimidation of the task
Limited Ad spend to test with

How will I overcome these roadblocks? -

Realise that this is the path I have chosen there is will be challenges; the more I put them off, the more time I am wasting. Bite the bullet and get shit done. God has given me this challenge to overcome.

Firstly implement the strategies that are free to get a rise in bookings and then invest that money back into the ad spend.

What do I know that I don't know? -

- 1. To what extent my brother is willing to test and change things?*
- 2. What advert is going to work?*
- 3. How much is it going to cost till we find the right advert?*
- 4. What matrix attack is going to try and stop me?*
- 5. The details/ins'n'outs of uploading the advert*

How will I close this knowledge gap? -

- 1. I could ask "What are you willing to change on the website?"*
 - 2. RunAdsMakeMoney course plus Testing*
 - 3. We can make estimations first, setting a budget.*
 - 4. Life can just happen, dealing with it effectively and professionally is the only thing I can do.*
 - 5. I've looked at Facebook's help page and ill find out when I get there.*
-

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 -

Facebook's help library

The Real World to review any copy, ask questions and courses

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 NAME: *Top player Analysis*

Task 1: Search for them on various platforms (google and Facebook ad library)

Task 2: what are they doing well that my brother isn't doing

Task 3: Compile strategies in a presentable manner.

CHECKPOINT NAME: *Talk with my brother about what strategies/methods can be implemented*

Task 1: Organise a time when we are both free to chat.

Task 2: Meet up and show him what other detailers are doing

Task 3: Agree on what can be added

CHECKPOINT NAME: *Action - implement strategies (the free ones)*

Task 1: Log on to the back end of the Wix website

Task 2: Take the list of things my brother would like to add, start adding them

Task 3: Any copy being added should be reviewed before added.

Task 4: Check my brother is happy with the changes then launch

Task 5: Review the impact the changes have made using analytics and heat map software.

CHECKPOINT NAME: *Begin a meta ad campaign*

Task 1: *Research the ad process and how to make the most out of each ad.*

Task 2: *Take the first ad and check it with my brother, then launch it under the testing parameters*

Task 3: OODA the first ad and analyse where we are losing people.

Task 4: Repeat 2 & 3 until we have a winning ad.

CHECKPOINT NAME: *Create a landing/sales page with a separate contact form*

Task 1: Winners writing process

Task 2: Advanced Aikido review in the TRW

Task 3: Check with my brother and launch

Task 4: OODA loop review.

CHECKPOINT NAME: Review and refine the full funnel

Task 1: start at the start of the funnel (The meta ad)

Task 2: Then the sales page

Task 3: CTA + Contact form

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]


Message my brother when to start implementing what the top player uses and what is free, that will then dictate the rest of the event/deadlines.

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.
-

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.
-

Open -> Create a copy -> Keep each day's doc link below ->   DAILY DOMINATION 

Day 1:

Day 2:

Day 3:

Day 4:

Day 5:

Day 6:

Day 7:

Day 8:

Day 9:

Day 10:

Day 11:

Day 12:

Day 13:

Day 14:

Day 15:

Day 16:

Day 17:

Day 18:

Day 19:

Day 20:

Day 21: