

CONQUEST PLANNER

1. Define Objective

- a. **What is the goal?** Gain Multiple new clients with the potential to be long term partners.
- b. **How will I know I've achieved it?** I will successfully partner up with at least one company and get consistent results for work done for a few other prospects to be on the way to achieving the same scenario by consistently providing value and getting successful results.
- c. **When is my deadline?** 3 Months from now - Saturday May the 4th

2. What are the Checkpoints between my Objective and where I am?

- **Start - Where i am now.**

- a. **Checkpoint #1 - I will conversate with a possible client to land the project**
 - i. **Cause and effect #1** - If I reach out and converse with this possible client I have landed through warm outreach, they will most likely be interested in my service and agree to a zoom call.
 - ii. **Cause and effect #2** - If i set a date for the zoom call, they will be happy with this date and time and we can discuss the project i will undertake.
 - iii. **Cause and effect #3** - If i'm in the call and ask specific questions such as "Do you know what your current roadblocks (Problems with the business) are and they will either let me know what the problem is or they will not know exactly what is stopping the progress and it will be my job to find this out.
 - iv. **Cause and effect #4** - If I discuss where they are wanting to take their business and if the roadblock is overcome, they will tell me if this is going to direct the business to the success they are wanting to achieve.
 - v. **Cause and effect #5** - If this is a yes, and they agree to take me on and allow me to help their business (sales page, Facebook Ads, Email marketing) then we will both formally agree to this.

b. Checkpoint #2 - Landing my current client

- i. **Cause and effect #1** - If i take this project, i will give all my attention to this business, research the niche and top players in the copywriting world and start writing my draft copy.
- ii. **Cause and effect #2** - If i review my draft copy and run it through grammar checks with ChatGPT whilst also reviewing my notes from TRW lessons to fine tune my piece of copy. I will be confident enough to send it for professional review in the Copy Review Aikido channel.
- iii. **Cause and Effect #3** - If I receive markups for my copy, I will fix these and be happy to show this to the clients.
- iv. **Cause and effect #4** - If the clients are happy with this piece of copy, I will send the final copy along with a request for a testimonial and ask them to refer my services to other small businesses they may know.

c. Checkpoint #3 - Testimonials have been received, now I create good outreach using the Level 4 Lessons

- i. **Cause and effect #1** - If I now have testimonials to prove my value, then I can now draft multiple emails for cold outreach using acquired knowledge and TRW level 4 lessons and review my notes as I go.
- ii. **Cause and effect #2** - If I trial the emails and send variants to prospects, then I will see what email has worked and what has not and can adjust to get better results next time.
- iii. **Cause and effect #3** - If the email seems like a spam email, then it will end up in spam so i will avoid using spammy sounding words to avoid it from being read by the prospect.
- iv. **Cause and effect #4** - if the subject line, first line of the email catches the prospects attention, they will read the email.

d. Checkpoint #4 - Potential clients will read my outreach.

Cause and effect #1 - If the email successfully entices the prospect, then they will consider replying to the email and requesting further information.

Cause and effect #2 - If the prospect does in fact reply to my email, I will request a sales call.

Cause and effect #3 - If the prospect agrees to the call, i will discuss roadblocks (Problems with the business) and whether or not they know what the problem is they are facing or if i will need to find this out.

Cause and effect #4 - If I discuss where they are wanting to take their business and if the roadblock is overcome, they will tell me if this is going to direct the business to the success they are wanting to achieve.

Cause and effect #5 - If this is a yes, and they agree to take me on and allow me to help their business (sales page, Facebook Ads, Email marketing) then we will both formally agree to this.

e. Checkpoint #5 - Landing the client and getting paid.

Cause and effect #1 - If i take this project, i will give all my attention to this business, research the niche and top players in the copywriting world and start writing my draft copy.

Cause and effect #2 - If i review my draft copy and run it through grammar checks with ChatGPT whilst also reviewing my notes from TRW lessons to fine tune my piece of copy. I will be confident enough to send it for professional review in the Copy Review Aikido channel.

Cause and Effect #3 - If I receive markups for my copy, I will fix these and be happy to show this to the clients.

Cause and effect #4 - If the clients are happy with this piece of copy, I will send the final copy along with a request for a testimonial and ask them to refer my services to other small businesses they may know.

f. Checkpoint #6 - More testimonials have been received, now I create good outreach from the experience and lessons

i. **Cause and effect #1** - If I now have testimonials to prove my value, then I can now draft multiple emails for cold outreach using acquired knowledge from TRW level 4 lessons and review my notes as I go.

ii. **Cause and effect #2** - If I trial the emails and send variants to prospects, then I will see what email has worked and what has not and can adjust to get better results next time.

- iii. **Cause and effect #3** - If the email seems like a spam email, then it will end up in spam so i will avoid using spammy sounding words to avoid it from being read by the prospect.
- iv. **Cause and effect #4** - if the subject line, first line of the email catches the prospects attention, they will read the email.

g. Checkpoint #7 - Potential clients and partners will read my outreach.

- i. **Cause and effect #1** - If the email successfully entices the prospect, then they will consider replying to the email and requesting further information.
- ii. **Cause and effect #2** - If the prospect does in fact reply to my email, I will request a sales call.
- iii. **Cause and effect #3** - If the prospect agrees to the call, i will discuss roadblocks (Problems with the business) and whether or not they know what the problem is they are facing or if i will need to find this out.
- iv. **Cause and effect #4** - If I discuss where they are wanting to take their business and if the roadblock is overcome, they will tell me if this is going to direct the business to the success they are wanting to achieve.
- v. **Cause and effect #5** - If this is a yes, and they agree to take me on and allow me to help their business (sales page, Facebook Ads, Email marketing) then we will both formally agree to this.

h. Checkpoint #8 - Landing the client with the potential to be a partner and get paid.

- i. **Cause and effect #1** - If i take this project, i will give all my attention to this business, research the niche and top players in the copywriting world and start writing my draft copy.
- ii. **Cause and effect #2** - If i review my draft copy and run it through grammar checks with ChatGPT whilst also reviewing my notes from TRW lessons to fine tune my piece of copy. I will be confident enough to send it for professional review in the Copy Review Aikido channel.
- iii. **Cause and Effect #3** - If I receive markups for my copy, I will fix these and be happy to show this to the clients.

- iv. **Cause and effect #4** - If the clients are happy with this piece of copy, I will send the final copy along with a request for a testimonial and ask them to refer my services to other small businesses they may know.
- v. **Cause and effect #5** - if the clients are very happy with the results provided, they might ask me to do a follow up project.

i. **Checkpoint #9 - Doing follow up work for this client.**

- i. **Cause and effect #1** - If I agree to this follow up project, I will once again dedicate all of my time to providing successful results and gaining the trust of this business.
- ii. **Cause and effect #2** - if I provide the results again, and the client is happy with the results, the trust will be built and my value will soon be established.

j. **Checkpoint #10 - I have now gained the trust of the client.**

- i. **Cause and effect #1** - if i have gained the trust of the client and have proven my value multiple times, i will request to be a strategic partner to this company.
- ii. **Cause and effect #2** - if this business considers this request, they will take time to discuss among themselves if this will be a beneficial partnership.
- iii. **Cause and effect #3** - If the business agrees to this partnership, combined they have all agreed that the value I provide is worth the percentage I will request as payment for my service.

k. **End Goal - I have now successfully partnered with my first business.**

3. What Unknowns do I face?

- The exact niche i want to partner with
- How to create effective outreach emails
- How to provide a “partnership” amount of value
- The timeframe between the client i am communicating with to the time of landing my partnership client
- Exactly what type of service i will be required to provide

4. What Assumptions do i face?

- If i provide big profits and value to this business multiple times, they will partner up
- If i provide good value to businesses, the testimonials will be enough to land future clients

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

- The lack of testimonials to move on to the next step.
- Providing the required amount of value needed for a partnership.
- I had trouble outreaching successfully until today.

6. What resources do I have?

- TRW Lessons and chats
- Access to the Internet
- A Laptop
- Acquired skills and knowledge
- Friends and family
- TRW Swipe file

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.