

CONQUEST PLANNER



1. Define Objective

a. What is the goal?

Get 2 clients who pay \$1300/month and in return generate \$13k+ for each of them.

b. How will I know I've achieved it?

When I have this happening every day 1 of the month:

-1st Client is paying \$1300/month for me to do 4 emails/week + 5 scripts (for posting on X/stories of IG) to promote the email list + 1 Landing Page (and I will overdeliver).

-2nd Client is paying \$1300/month for me to do 4 emails/week + 5 scripts (for posting on X/stories of IG) to promote the email list + 1 Landing Page (I'll also overdeliver).

-Clients will be very happy to work with me because I'll be helping them make a lot more money and help more people.

c. When is my deadline?

- 10/05/2024

2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

a. Checkpoint #14 - Close a new \$1300/month subscription from the 2nd client

—>>> Abundant and low downside

- i. Create an upsell that aligns with what I have been sending as bonuses to the client
- ii. 30 days after/having a good relationship with the client, I have this call scheduled to upsell my client

b. Checkpoint #13 - Close a new \$1300/month subscription with the 1st client

—>>> Abundant and low downside

- i. Create an upsell that aligns with what I have been sending as bonuses to the client
- ii. 30 days after/having a good relationship with the client, I have this call scheduled to upsell my client

c. **Checkpoint #12 - Deliver amazing results to the 2nd Client—>>> Abundant and low downside**

- i. Follow the WWP
- ii. Create emails
 - 1. Review these emails(2-3 times)
 - 2. Send to the client for analysis
 - 3. Test the other 3 Google accounts to see if they go to spam
- iii. Send the emails to the email list
 - 1. Test and see what works/what doesn't work
 - 2. Look for ways to beat the PR's
- iv. Repeat the ii-iii process every week (to write emails)
- v. Create promos to grow the email list
 - 1. Find examples on X/IG from top players
- vi. Create a landing page
- vii. Look for other ways to give more results to the client (give bonuses/overdeliver)
- viii. OODA Loop to know what I may be doing wrong and how I can improve/use the copy AIKIDO channel to review my copy/landing page

d. **Checkpoint #11 - Close the 2nd client who will pay me \$925/month —>>> Abundant and low downside**

- i. Schedule a call with the prospect within the next 24 hours (if needed)
 - 1. Know all the essential questions I should ask
 - 2. Know specifically what I will offer to the prospect
- ii. I should look for a note I wrote from a power-up call or other TRW videos and know how to stay calm to not spoil the opportunity
- iii. Start with a good opening script that shows authority, exclusivity/scarcity.

1. Ask questions and agree with everything the prospect says
 2. Know how to handle potential prospect objections
 3. Tell everything I'm going to do to make the prospect 100% clear and excited to start working with me
 4. Ask him if he has any questions/concerns
 5. Close the call wishing him a good day
- iv. Send a Google Drive document with everything the client needs to provide me to give them the best possible results (social proofs...)
 - v. Send the link for the client to pay me

e. Checkpoint #10 - Have a possible 2nd client interested in working with me

—>>> **Abundant and low downside**

- i. When the 1st client is getting results and I know how to maintain/increase those results, search for 200 prospects again
 1. I can tell Garrett that I'm accepting one more client and say if he has any student that needs an email copywriter (Warm Outreach)
 2. If yes, I'm going to chat with that student and see if it's a good one
 - a. Book a call with him/her to see if he/she is a good prospect/client
 3. If not, I will follow the process and find via cold outreach
- ii. Ask for a testimonial from the current client
- iii. Send outreaches using results from my current client as social proof
 1. Create a draft according to the 6 Figures DM
 2. Analyse
 3. Send to the prospecting chat to have a brief analysis
 4. Test 20 times and see the results I get
 - a. If got great results, continue/close 1 more client
 - b. If got bad results send it to the Review Outreach chat and improve it
- iv. When an interested prospect responds, talk to them professionally/friendly, leading them to a call/closing on DM's

f. Checkpoint #9 - Deliver amazing results to the 1st client —>>> Abundant and low downside (If Garrett Doesn't Accept to work with me)

- i. Follow the WWP
- ii. Create emails
 - 1. Review these emails(2-3 times)
 - 2. Send to the client for analysis
 - 3. Test the other 3 Google accounts to see if they go to spam
- iii. Send the emails to the email list
 - 1. Test and see what works/what doesn't work
 - 2. Look for ways to beat the PR's
- iv. Repeat the ii-iii process every week (to write emails)
- v. Create promos to grow the email list
 - 1. Find examples on X/IG from top players
- vi. Create a landing page
- vii. Look for other ways to give more results to the client (give bonuses/overdeliver)
- viii. OODA Loop to know what I may be doing wrong and how I can improve/use the copy AIKIDO channel to review my copy/landing page

g. Checkpoint #8 - Close the 1st client who will pay me \$650/month —>>> Abundant and low downside (If Garrett Doesn't Accept to work with me)

- i. Schedule a call with the prospect within the next 24 hours (if needed)
 - 1. Know all the essential questions I should ask
 - 2. Know specifically what I will offer to the prospect
- ii. I should look for a note I wrote from a power-up call or other TRW videos and know how to stay calm to not spoil the opportunity
- iii. Start with a good opening script that shows authority, exclusivity/scarcity.

1. Ask questions and agree with everything the prospect says
 2. Know how to handle potential prospect objections
 3. Tell everything I'm going to do to make the prospect 100% clear and excited to start working with me
 4. Ask him if he has any questions/concerns
 5. Close the call wishing him a good day
- iv. Send a Google Drive document with everything the client needs to provide me to give them the best possible results (social proofs...)
 - v. Send the link for the client to pay me

⚠️⚠️⚠️----- **Make Garrett continue working with me and pay \$667/month** ⚠️⚠️⚠️

- vi. Follow the WWP ✓
- vii. Create the welcome sequence ✓
 1. Send it to Garrett to analyse ✓
 2. Set it up on convertkit
 3. Test in my gmail accounts
- viii. Create emails ✓
 1. Review these emails(2-3 times)
 2. Send to the client for analysis
 3. Test the other 3 Google accounts to see if they go to spam
- ix. Send the emails to the email list
 1. Test and see what works/what doesn't work
 2. Look for ways to beat the PR's
- x. Repeat the ii-iii process every week (to write emails)
- xi. Create scripts to grow the email list
 1. Use the example I created first
 2. Analyse Manifestation Babe and see how she promotes her email list
 3. Create a new form of promotion to grow Garrett's email list
- xii. Look for other ways to give more results to the client according to the analysis I did from Top Players (give bonuses/overdeliver)

- xiii. OODA Loop to know what I may be doing wrong and how I can improve/use the copy AIKIDO channel to review my copy (Do this every Sunday)

h. Checkpoint #7 - Have a possible 1st client interested in working with me

—>>> **Abundant and low downside** ✓

- i. Send 10 outreaches per day
 - 1. Send follow-ups 3 days later if they don't respond
 - 2. If after 20 outreaches there are no responses, send the outreach to a chat on the C.A. Campus and ask Prof Dylan to analyze.
 - 3. Make improvements and send that outreach
 - 4. Test various types of outreaches at the same time(video)
 - a. 5 text outreaches + 5 video outreaches
 - 5. When I have a winning outreach, double down the sending process.
- ii. When an interested prospect responds, talk to them professionally/friendly, leading them to a call or to close on the DM's
 - 1. If they ask the price, use the strategy that I have in a note

i. Checkpoint #6 - Send outreaches using social proof —>>> **Abundant and low downside** ✓

- i. Look for another 200 prospects in the same way I did before
 - 1. If I don't find more prospects, switch niches and do the same prospecting process
- ii. Create a new outreach
 - 1. Create according to one of the examples Dylan shows at the C.A. Campus
- iii. Send outreaches

j. Checkpoint #5 - Get social proof from the low-paying client —>>> **Abundant and low downside** ✓

- i. After the prospect has tested the email sequence, I follow up by asking these 3 questions: "What did you like most about my service?"; "Where were you before we started working together and where are you now?"; "Would you recommend this service to somebody else?"
- ii. Take a screenshot of the social proof
- iii. Ask the client if I can use their name or not
- iv. If this low-paying client like my work so much, he can be my 1° Client (if he wants)
 - 1. If this happens, I go to the checkpoint 8

k. Checkpoint #4 - Deliver excellent results to the low-paying client —>>>

Abundant and low downside 

- i. Before starting to write the emails, I'll ask what the prospect's biggest problem is
- ii. To write the emails, I'll look for the client's best posts/social proofs to get ideas and expand on the subject in the email
 - 1. I'll also use the notes I wrote while watching the Email Copywriting Course on the Copywriting Campus and C.A. Campus.
- iii. After writing, I'll read aloud, do another task, and then come back to review the email.
 - 1. I'll send the email that can generate sales (an email with a link to purchase a product) for the Copy Review Channel
 - 2. Check for errors and improve the email
 - 3. Review once again
- iv. Send to the client for analysis
 - 1. If necessary, make improvements and review again
- v. Send it to the client and ask if he needs me to do anything else
 - 1. If he needs it, I'll do it

l. Checkpoint #3 - Get a low-paying client ✓ —>>> **Abundant and low downside**

- i. Send 10 outreaches per day saying that I offer some emails for \$3 to the prospect.
- ii. Send follow-ups to prospects who didn't respond (3 days later)
 - 1. If after 20 outreaches there are no responses, send the outreach to a chat in C.A. Campus for Prof Dylan to analyze.
- iii. When the prospect shows interest, talk to them professionally/friendly and specify what I will do.

m. Checkpoint #2 - Find 100 prospects in the niche ✓ —>>> **Abundant and low downside**

- i. Prospecting by followers
 - 1. Look for niche businesses with 10k-100k followers (on IG/X)
 - 2. See who these businesses follow and choose those in the same niche with 10-20k followers, products to sell, and good engagement
 - 3. Put the data of these prospects (those with 10k-100k and 10k-20k) in a spreadsheet provided by Prof Dylan Madden
- ii. Prospecting by Keywords
 - 1. Think of keywords to use and type them in the search bar or go to Chatgpt and ask "Give me 50 keywords and topics around [Niche] that customers are looking for."
 - 2. Check the IG/X accounts of these prospects and see if they have a good audience (10k-100k followers), products to sell, good engagement
 - 3. Put the data of these prospects in a spreadsheet provided by Prof Dylan Madden
- iii. Prospecting on Udemy/Gumroad

1. Search the name of the niche on those platforms
2. Filter by most reviewed
3. See the profile of the owner of the product
4. Find their social media
5. Add them to the prospect's spreadsheet

n. Checkpoint #1 - Look for a good niche **—>>> Abundant and low downside**

- i. Choose a niche that is in a document provided by Prof Dylan Madden;
- ii. Go to Chatgpt and ask: "Tell me a summary of what [Niche] businesses are looking for."
- iii. Ask "What types of email copywriting services can I offer to the [Niche] niche?"
- iv. Ask "What pain points and desires do the owners of the [niche] niche have?"

3. What Assumptions or Unknowns do I face?

a. Assumptions:

- i. Both clients will accept working with me
- ii. 800 prospects will be enough to get a low-paying client and 2 clients
- iii. Both clients will like my work
- iv. Both clients will accept the upsell
- v. Both clients will want to have a call
- vi. Both clients will be able to have the call within the next 24h
- vii. Both clients will provide all the information I need in the Google Drive document after the call
- viii. I'll be able to give good results to the clients
- ix. I will always have ideas for writing emails

b. Unknowns:

- i. How will I create an opening for the call that works? ->> **Look in the Business Mastery Campus** ●●●
- ii. How will I find more ways to overdeliver/give bonuses and then use that as an upsell? —>> **See what the Top Players have that my client doesn't and offer a little chunk of it as a bonus** ●
- iii. What will be the framework for the upsell calls? —>>**Ask on the prospecting chat/offer chat** ●
- iv. Do I need a call to upsell the client? —>>**Ask on the prospecting chat/offer chat** ●
- v. I don't know if Garrett will have clients that would be good clients for me or if they would be willing to pay me—>>**If not, I just continue the process and send the outreaches using the results I got for Garrett on the outreach** ●

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

- a. Making sure the analysis of the clients' markets is done very well —>> **If I can specifically answer the 4 questions, It's well done** ●
- b. Sending 10 outreaches every day —>> **Eat the frog, this should be one of the first things I do in my day** ●
- c. If some checkpoints don't happen —>> **Simply readjust the plan** ●

5. What resources do I have?

- a. TRW
- b. YouTube
- c. Internet
- d. Phone
- e. iPad
- f. The notes from TRW and from books I've read
- g. Laptop
- h. Google
- i. AI (in general)
- j. My client
- k. Some saved posts on my IG
- l. TRW Swipe File
- m. Students/Captains/Professors guidance

Calendar Work

- List out checkpoints and set a time to reach them
 - Checkpoint #1: Day 1 (DONE)
 - Checkpoint #2: Day 13(DONE)
 - Checkpoint #3: Day 16(DONE)
 - Checkpoint #4: Day 22(DONE)
 - Checkpoint #5 e #6: Day 26(DONE)
 - Checkpoint #7: Dia 16 de abril(DONE)
 - Checkpoint #8: Dia 5 de maio
 - Checkpoint #9: Dia 26 de maio
 - Checkpoint #10: Dia 20 de junho
 - Checkpoint #11: Dia 21 de junho
 - Checkpoint #12: Dia 5 de julho
 - Checkpoint #13: Dia 10 de junho <-
 - Checkpoint #14: Dia 21 de julho

- Identify metrics/kpis for each task.
 - Outreach:
 - Response rate: above 20%
- Allocate time on for each tasks
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.

//Share your completed document and screenshot of the calendar with checkpoints and tasks in the main agoge-chat. Should take you less than 48hrs