

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

Make \$2.5k as a result of bringing my client 10x the revenue.

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

Get notified with an email from PayPal.

Open the email and see "\$2,500 has been transferred to your account".

With a sense of pride, I open the PayPal app on my phone to convince myself that it is not just me daydreaming.

And it is not a dream.

The money is in my account, and the transfer information is below.

Now, I'm one step closer to my dream life. Yet, there is still a long way to go.

Back to work.

c. When is my deadline?

Three months. So on the 3rd of April, I should see money in my bank account.

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

a. Checkpoint #1 - Prepare for outreach (1-2 days)

i. Cause: Pick a profitable sub-niche.

Effect: Have a specific audience to work with and be able to influence them on a deeper level.

- ii. Cause: Perform market research on my niche

Effect: Understand my target market and find out what they care about so I can persuade them the best.

- iii. Cause: Find prospects online and create a Google sheet with all their information.

Effect: Have a list of people to reach out to and help achieve new heights with their business.

b. Checkpoint #2 - Outreach (1-2 weeks)

- i. Cause: Identify what my prospects need. Do they struggle with getting attention? Monetizing attention? Or both?

Effect: Understand what my prospects struggle with, so I can create and offer to them something that will massively help their business.

- ii. Cause: Create a marketing asset that will be helpful for the prospect I'm reaching out to.

Effect: Help me practice my copywriting skills and have something to lead with value.

- iii. Cause: Get my FV copy reviewed in the #ADVANCED-COPY-REVIEW-AIKIDO channel

Effect: Get experienced Gs to show me what I don't know and find ways to improve my copy.

- iv. Cause: Tweak and adjust the copy based on the review I got.

Effect: Be confident that the copy I'm sending to my prospects can actually produce results.

- v. Cause: Craft an email/DM that will stand out and get the prospect interested in opening it.

Effect: Boost the likelihood of getting my email/DM opened.

- vi. Cause: Reach out to my prospects with value (via social media or email) and a friendly tone, not like someone who tries to sell them.

Effect: Pass through their sales guard and book a sales call.

Get the prospect's attention and potentially book a call with him.

- vii. Cause: Repeat until you book a meeting with a potential client.

Effect: Get a client.

c. Checkpoint #3 - Close the client. (1 day)

- i. Cause: Hop on to the sales call with my potential client.

Effect: Get to know my prospect and his situation better.

- ii. Cause: Use the SPIN questions on the sales call.

Effect: Understand what are the challenges that my prospect is facing and find ways to help him overcome them.

- iii. Cause: Based on the information I've gathered, present a solution.

Effect: Help my prospect understand what his current problem is and how to solve it.

- iv. Cause: Offer a discovery project that will help him take advantage of the solution I have presented

Effect: Win him as a client to start working and improve his business.

- v. Cause: Tell him not to worry about price now because this is only a testing period to see if we're work-compatible. Plus, I want to be sure he's satisfied with the results I got him first.

Effect: He'll see me as a serious man who genuinely wants to help him. I got a little bit of his trust and maybe respect.

d. Checkpoint #4 - Achieve amazing results for the discovery project. (1-2 months)

- i. Cause: Get more detailed information from him about his target market.

Effect: Enhance the understanding of the target market so I can write more effective copy.

- ii. Cause: Start writing the copy we've agreed on the sales call.

Effect: Write the first draft of the discovery project.

- iii. Cause: Review my copy and adapt it to be lizard-brain-friendly

Effect: Get a better version of the copy with no fluff, easy to consume, and beautiful.

- iv. Cause: Send my copy for review in the #ADVANCE-COPY-REVIEW-AIKIDO channel.

Effect: Get experienced Gs to help me find ways to improve my copy so it can actually produce results.

- v. Cause: Send the copy to my client for review.

Effect: Get feedback from my client and tweak the copy if needed.

- vi. Cause: Launch the copy and test it out.

Effect: Make sales. Get real data to work with and find ways to improve.

e. Checkpoint #5 - Get paid. (1 day)

- i. Cause: If the client likes my work and the results I got him, continue to work with him and repeat the process of writing and testing different things until we succeed.

Effect: Work with a client to achieve the top of the market. Get paid for the discovery project and set up a monthly retainer.

- ii. Cause: Get my current client \$25k per month.

Effect: Get paid \$2.5k per month from this client.

- iii. Cause: \$2.5k just arrived in my bank account from one of my clients.

Effect: Realize that I'm still broke and need to set new goals to break with my client.

3. What Assumptions or Unknowns do I face?

Assumptions

- Outreach is a number game.
- I have to be constantly OODA looping to make sure I'm going on the right path.
- The results of the discovery project might be not as we expected.
- I have to be confident that my skills can actually produce results.
- I'll have to consult the Bootcamp when I'm not sure how to do something.
- I have to improve my marketing IQ daily.
- I have to test my way up to success.

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

- Not being sure how to write a specific copy.

- Not being sure how different online software works.
- Avoid distractions and temptations, and work with pure focus.

5. What resources do I have?

- TRW
- Laptop
- Phone
- Internet
- Noise-canceling earphones
- Parents who run a decent business that focuses on selling building materials and other goods
- Pen and paper
- About four free hours a day during the working days of the week, and about all day free during the weekend

Calendar Work

- List out checkpoints and set a time to reach them
- List out tasks needed to reach each checkpoint
- Identify metrics/KPIs for each task.
- Allocate time for each task.
- Each day, look at the tasks you perform and the metrics you need to hit to achieve checkpoints.

Create

February 2024

SMTWTFSS

282930311234567891011121314151617181920212223242526272829123456789

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Search for people

My calendars

☒ Cristiano Candu

☒ Tasks

Other calendars

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Morning routine, 7am

8 AM

G work session. Cause: Perform market research on my niche
8 ~ 9:30am

9 AM

10 AM

G work session. Cause: Find prospects online and create a Google sheet with all their information.
10 ~ 11:30am

11 AM

12 PM

Checkpoint #2 - Start, 11:30am

Spent 10 mins reviewing your notes and/or analyzing good copy from the swipe file or top players. Print

Checkpoint #1 - Prepare for outreach (1-2 days), 11:30am

1 PM

Train shoulders and trapezi
12:45 ~ 1:45pm

2 PM

3 PM

G work session. Cause: Identify what my prospects need. Do they struggle with getting attention? Monetizing attention? Or both?
3 ~ 4pm

4 PM

5 PM

6 PM

Watch the PUC, 6pm

7 PM

8 PM

Agoge Zoom Call
8 ~ 9pm

9 PM

100 burpees, 9:15pm

10 PM

Review your wins and losses for the day. Plan out your next day accordingly., 10:30pm

11 PM

Create

February 2024

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16

Search for people

My calendars

☒ Cristiano Candu

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Other calendars

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Checkpoint #2 - Outreach (1-2 weeks), 3:30pm

Checkpoint #3 - Close the client. (1 day), 3:30pm

5 PM

6 PM

Create

March 2024

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Checkpoint #4 - Achieve amazing results for the discovery project. (1-2 months)

8 - 9am

Checkpoint #4 - Achieve amazing results for the discovery project. (...)

Saturday, March 16 · 8:00 - 9:00am

Cristiano Candu

Create

April 2024

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Checkpoint #5 - Open the email from PayPal and see \$2.5k in my account., 12pm

Checkpoint #5 - Open the email from PayPal and see \$2.5k in my...

Wednesday, April 3 · 12:00 - 12:15pm

10 minutes before

Cristiano Candu