

To make your own editable copy, hit "File" then "Make a copy"

CONQUEST PLANNER

1. Define Objective
 - a. What is the goal? To earn \$5000 from clients and give them the results they desire, and in return receive a testimonial from it.
 - b. How will I know I've achieved it? By checking my stripe account and seeing the \$5000 transaction in my account.
 - c. When is my deadline? May 1st, 2024
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. Checkpoint #1 - Land my first client.
 - i. Cause and effect #1 Going through the copywriting, client acquisition, and sales campus, that way I can improve my knowledge and skill of getting clients, improve my outreach and boost my reply rates.
 - ii. Cause and effect #2 Choose what niche and sub niche I will be working in. Pick a niche that is high paying and a sub niche with a low sophistication level.
 - iii. Cause and effect #3 Once I've identified the niche/sub niche that I will be working in, I can then begin to analyze and research top players in my niche so I can take notes on their strategies to create free value and identify ways to better help my future prospects,
 - iv. Cause and effect #4 Once I've outreached with the free value, I can then set up a sales call with them and give them an intriguing offer to make them feel and believe it will help grow their business. Therefore, landing my first client.
 - b. Checkpoint #2 - Determining what kind of help my client needs with their business, and identifying the best forms of copy I can use to help.
 - i. Cause and effect #1 Asking my client for insights and information about his business, where he sees it struggling, what goals he wants to achieve etc, allowing me to identify the weak points.
 - ii. Cause and effect #2 Once I've identified the weak points, I can then begin creating a tailored solution for his business using the tools I've learned inside of the bootcamp.

- iii. Cause and effect #3 After I create the solution, I can then send it over to them to hear their feedback and how they feel about it before getting started.
 - c. Checkpoint #3 Creating my first pieces of copy for them.
 - i. Cause and effect #1 I will determine the best form of copy to use based on my client's situation, then once I have identified what form of copy I will use. I can then begin applying all the information to create a good piece of copy.
 - ii. Cause and effect #2 After creating the copy, I will review the copy using the methods taught in the bootcamp. Check for any grammar errors using grammarly or ChatGPT, then once I have completed the review myself, I will submit it into the ADVANCED COPY REVIEW AIKIDO channel for a proper review.
 - iii. Cause and effect #3 Once I receive the feedback, I will make changes accordingly. Making it the best piece of copy possible for my client to create massive results for them.
 - iv. Cause and effect #4 When the piece of copy is finalized and perfect, I will then send it over to my client.
 - d. Checkpoint #4 Achieving massive results for my client.
 - i. As a strategic partner with my client, I will continue to create copy for my client and therefore, continue to improve and master my copywriting skills.
 - ii. By mastering the skill of copywriting, my copy will become more effective and therefore will trigger more emotions and intrigue the reader, creating a movie in their mind.
 - iii. The more readers I can trigger and intrigue, the more sales my client will receive, therefore generating them more revenue.
 - iv. Once my client generates \$50,000 in revenue, that is when I will achieve my goal of making \$5,000 from copywriting.
- 3. What Assumptions or Unknowns do I face? **Assumptions:** That my client will most likely need a website redesign or an email sequence. My client will struggle with both monetizing AND gaining attention. **Unknowns:** What type of niche I will be working in. What problems/roadblocks my client will have. What the solution I will be creating for him will be. What form of copy I will use. What the feedback will be from the client on my first copy draft.
- 4. What are the biggest challenges/problems I have to overcome? My biggest challenge I need to overcome right now is outreach. Finding and identifying good prospects. The way I plan to improve on that is by finishing the content

in level 4, the sales/outreach courses in business mastery, and the client acquisition campus. Another major problem I have right now is time management, between my job, family, and girlfriend.

5. What resources do I have? The Real world and the internet. a couple former owners of 100 million+ businesses that frequent the restaurant I work at. My network of friends. My family. My notes. The people at my gym.

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.

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