

CONQUEST PLANNER

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

What is your target outcome?

Make 10k a month

I Want to finally want to experience the real life

My Result Is -

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.)

[When i hit 10k in less than a month]

How will I measure my progress? - I'm getting the clients i need and giving the results requiered

What will it look and feel like? - My testosterone will, rise, wanting to scream but relaxing my self, knowing i still have work to do but ready to celebrate with my loved ones.

What will it allow me to do after I reach it? - Take my grilfriend to nice restaurants, wear better clothes, proof i'm actually better than any relative, get rid of my parents orders or anyone's, show that i'm worth of the sacrifice of my ancestors.

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?

[Quite far from the number, but close by the experience. As have worked with my father i undestad how people choose doctors and why decide to have surgerys. Knowledge that my market miss. Also in TRW i have learned how to use all that information to create outcomes. So, im 3-6 months afar.]

Where am I now? - Im in a super lower income with the knowledge and experience to expand

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.

[Insert your answers here]

My Outcome Is -

1. Publishh again my fathers page
2. Make ads on Youtube and see the performance
3. Get at leats 5 consults in a month
4. Do SEO on the page and ads
5. Also get at least 5 consult per month with that
6. Improve the Lipos page until i get 5 patients per month
7. Do the reasearch market for gallblanders and also publish the funnel
8. With the last get my father 20 surgeries per month
9. Do research market on my girlfriend's father
10. Do a funnel to get leads
11. Get him 5 confirmed "consults" per month

12. With all that money, plan out the conquest of medical service on USA

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? - As always my age, they might not be conceived i can really give them results, i dont live in usa (may not like them), the market of plastic surgery works differently than i think.

I may run out of time because of college.

It may take more time than expected to do each funnel

How will I overcome these roadblocks? -

I’ll have to check again how Andrew told us to overcome the age thing, reframe the objection that i don’t live in usa and have to do super mega deep research market. Make the plan such that it and can work on it 4-5 hour a day.

What do I know that I don’t know? -

Idk how the market of lipos and plstic surgery actully works. Marketing legals, competitions. How mucho time is gonna take me to convert a doctor into a client

How will I close this knowledge gap? - By researching and having to try things out.

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 - TRW, my father who is also a Doctor, my data and notes from previous projects, Canva, my experience

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: Analyze the market

Task 1: Fill the questions i have for research market

Task 2: Answer the sophistication and awareness sections

Task 3: Search youtube videos on Medical marketing

Task 4: Pick an specific mayor city on USA to target. Try to get 1 or 2 doctors there.
Might be good to search which are the city's with more plastic surgerys in the country.

Task 5: Do the same in other city of USA

Task 6:

Task 7:

CHECKPOINT NAME: Make my own funnel for doctors to find me and schedule a call. Get a minimum of 4 clients

Task 1: My target market is focalized on plastic surgeons, so after i do the research market, create a funnel with CTA=call

Task 2: My funnel initially will consist on instagram and facebook ads tha lead doctors to my page, there i'll influence them to get a call

Task 3: Get a minum of 3 confirmed clients (this process along the creation the funnel may take me around 2 month or less)

CHECKPOINT NAME: Get them want to work with me

1. Show them i can give the results i promise
2. Maybe go to my girl's tower and do the calls there
3. Control y body language

CHECKPOINT NAME:Create result for them

1. Make a reaseach market of liposuction,minilipo etc in the given city
2. Depending on the research, make instagram or facebook ads.Also make a sales page so the girls (or man) who want a surgery can get a consult
3. I must be able of getting them at leats 10 new clients in the first month

CHECKPOINT NAME: Generate them a minimum of 10 confirmed surgerys per month

1. Make enough good ads that ger them 15 consults.

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.

2nd round of client project 11am – 1:10pm
Work on math 4 – 7:40pm
Work on research 9 – 10pm

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.
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EXAMPLE CONQUEST PLANNER - CHESS IMPROVEMENT

Step 1: Define Your Objective

- Improve chess skills to sharpen my tactical and strategic thinking abilities

Step 2: Establish Measurable Criteria

- Achieve a chess Elo rating of 1600 or higher via consistent wins against opponents of similar or higher rating by June 5th, 2024

Step 3: Assess Current Position - Where are you currently in relation to your objective?

- Currently at a chess Elo rating of 1200 with basic understanding of chess principles and tactics

Step 4: Identify Mini-Goals ("Checkpoints")

- Checkpoint 1: Improve Opening Repertoire
- Checkpoint 2: Enhance Tactical Skills
- Checkpoint 3: Develop Strategic Understanding
- Checkpoint 4: Increase Endgame Proficiency

Step 5: Anticipate Known Obstacles

What potential obstacles could hinder your progress toward each mini-goal/checkpoint?
How can you counteract these factors?

- Limited time for practice due to other commitments → frame chess as a reward for succeeding at other commitments. Prioritize key skills. Use the G work focus system to maximize time.

Step 6: Identify Helpful Resources

- What resources do you have that can help you overcome obstacles and achieve your objectives faster?
 - Online chess tutorials, courses, and videos
 - Chess books focusing on specific aspects of the game
 - Chess software for analyzing games and practicing tactics
 - Several friends who are above 1600 elo

Step 7: Plan Specific Tasks

Checkpoint 1: Improve Opening Repertoire

- Task 1: Study and memorize key lines in 5 chosen openings (30 minutes daily)
- Task 2: Practice opening moves against chess engines or online opponents (30 minutes daily)
- Task 3: Review games to identify opening mistakes (30 minutes daily)

Checkpoint 2: Enhance Tactical Skills

- Task 1: Solve tactical puzzles daily (30 minutes)
- Task 2: Study tactical motifs and practice applying them in games (20 minutes)
- Task 3: Analyze own games to identify tactical opportunities (20 minutes)

Checkpoint 3: Develop Strategic Understanding

- Task 1: Study classic games by grandmasters (30 minutes)
- Task 2: Practice formulating and executing long-term plans in games (20 minutes)
- Task 3: Analyze own games to assess strategic decision-making (20 minutes)

Checkpoint 4: Increase Endgame Proficiency

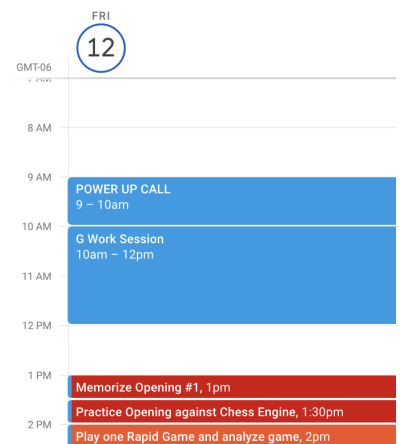
- Task 1: Study fundamental endgame principles (30 minutes)
- Task 2: Practice basic endgame techniques (20 minutes)
- Task 3: Play endgame scenarios against chess engines or practice partners (20 minutes)

Step 8: Schedule Tasks

CONQUEST PLANNER SCHEDULE

April 11th - April 24th: Checkpoint 1 - Improve Opening Repertoire

- Tasks:
 - Study and memorize key lines in chosen openings (30 minutes)
 - Practice opening moves against chess engines or online opponents (30 minutes)
 - Review games to identify opening mistakes (30 minutes)



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