

Leftint's - CONQUEST PLANNER

1. Define Objective

- a. **What is the goal?**
 - Transform my landing page so it is designed for best results.
- b. **How will I know I've achieved it?**
 - By putting in the work, by creating a detailed PLAN that will lead me to victory.
- c. **When is my deadline?**
 - 1 month. So it's till **March 1**

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

- a. **Checkpoint #1 - Transform my landing-page with good copywriting.**
 - i. Everyday I'll write my landing-page copy and improve it.
 - ii. Always read the copy from Avatar's perspective, try to visualize their life.
 - iii. Connect with the Avatar in my copy, as Andrew says – he, who impacts the reader the most – wins.
 - iv. Research TOP dogs in space and learn / steal from them.
 - v. Analyze Andrews' Recourses, learn from others mistakes.
 - vi. Make it as good as I can without any TRW help.
- b. **Checkpoint #2 - Let Experts from TRW review my copy.**
 - i. Upload my refined copy for an AIKIDO Review.
 - ii. Listen to the experts, learn from them
 - iii. Further adjust my copy and re-apply for a copy review until it's perfect.
- c. **Checkpoint #3 - Upload, create images / videos of people like the Avatar for the website. Make the website look and feel professional.**
 - i. Create AI images that feature my avatars current situation

- ii. Use the current-best images or videos I have to compliment my copy
 - iii. If necessary I will need to create new images for this purpose
 - iv. Implement good video testimonials.
- d. **Checkpoint #4 - Update all the other parts of the website (registration, cart)**
 - i. With the same principles of creating copy, having good images, just repeat the cycle and I will upgrade the rest of the website.
- e. **Checkpoint #5 - Have a strong lead-magnet to begin the value ladder.**
 - i. View at other Top Player lead magnets for example / inspiration.
 - ii. Write good copy / hook / bait for the lead-magnet. (Give BIG value)
 - iii. Design the visuals for the lead-magnet.
 - iv. Review the copy with TRW for perfection.
- f. **Checkpoint #6 - Create a strong email newsletter.**
 - i. Think about what I want to write in my newsletters, what's the goal.
 - ii. Apply the strategy 3:1 (2-3 valuable, info emails and only 1 selling)
 - iii. Make sure the copy is interesting, give it to your friends to read.
- g. **Checkpoint #7 - Change COPY / Visuals to match the Avatar in ADS.**
 - i. Analyze and create good DIC / PAS advertisements for Facebook, Tik Tok.
 - ii. Test to see which visuals perform the best by clicks - then turn the campaign into a conversion one.

3. What Assumptions or Unknowns do I face?

- a. **Unknowns:**
 - i. If I will be able to create everything before my deadline.
 - ii. What change will be the most crucial / gain results.
- b. **Assumptions:**
 - i. I assume that this will make a big impact and it will increase sales.
 - ii. That I will become a better copywriter after my goal.
 - iii. It's not going to be easy - I will want to "give up". But I won't.
 - iv. I will write good copywriting.

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

- Beating the struggle of hard work - of learning copywriting. It's hard.

5. What resources do I have?

- Andrews Resources
- TRW Community
- My wife for analysis
- My Laptop
- ChatGPT
- Bard
- Bing AI
- My identity papers that I read.
- Real reviews from my clients.

6. Calendar Work

Today	<	>	February 2024	🔍	?	⚙️	Month ▾	📅	☑️	⋮	
SUN 28	MON 29	TUE 30	WED 31	THU 1 Feb	FRI 2	SAT 3	🕒 2 pending ta				
4	5	6 🕒 Checkpoint #	7	8 🕒 Checkpoint #	9	10 🕒 Checkpoint #	📍				
11	12	13 🕒 Checkpoint #	14	15 🕒 Checkpoint #	16	17	+				
18	19 🕒 Checkpoint #	20	21 🕒 Checkpoint #	22	23	24					
25	26	27	28	29	1 Mar	2	>				