

CONQUEST PLANNER

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

What is your target outcome? (e.g., "Launch a successful online business within the next year")

My Result Is - Earn my client \$9,000 in revenue.

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.)

How will I measure my progress? - When the business has earned \$9,000 for its services.

What will it look and feel like? - Well, I will get paid about 30% of it, so I would have \$3000 in my bank account. The day this happens will fill me with pride and accomplishment. I will finally look at myself and think that I've taken the first step to escape. I will show the people closest to me and say I told you so and use it to propel me forward to make even more money. I will probably use this money to get a new car, a 2 series BMW, which admittedly can give me a lot of status and pride in myself. As my client are friends of mine from school, and our current following are people in school (knowing that I work with them), everybody that I know will be able to see our meteoric rise over social media. I will post my new car on my story and them girls that fucked me over will see they fucked up. I cannot wait for this day.

What will it allow me to do after I reach it? - When I reach this, not only can I use my clients' work with companies as leverage to scale to work with bigger companies, but it will also allow

me to project my results over social media. It will then allow me to add my results to my portfolio, prove to myself that I can help a business from the ground make money, and use that for future outreach. If I also continue modeling for my client, I can simultaneously grow my Instagram for my own ego and status.

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?

Where am I now? - I have a client. The responsibility is all on me. We have currently created about 4 reels on Instagram and 2 videos on TikTok, and they amounted to 3k views. We have 90 followers on Instagram. I am not a million miles away from achieving that outcome, but I must work critically hard to achieve it. With a startup company, it is always an uphill battle but it is definitely achievable. I also have a plan on how we can get there, but I will have to be calculated with how I react to unknowns and roadblocks.

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.

My Outcome Is - Make my client \$9k in revenue.

- Checkpoint 1: Gain attention on one of our videos. My estimate would be 5-10k views on an Instagram reel or a TikTok video. I have also prepared a photoshoot with a model that I know to give us some instant followers and attention, as she has a decent following. This will also allow us to network with her friends who do modeling.

- Checkpoint 2: Gain our first client. This would come from attention online. If a good amount of people view this, including clothing brand owners, I estimate that around 10k views would be enough for a clothing brand to like our content and enquire about our services (assumption/unknown). As I know our content is already unique and has niche takes on fashion, I am confident that 5-10k views would be enough.
- Checkpoint 3: Create great content for our client and collaborate with them on Instagram and TikTok. Use this on our website as credibility.
- Checkpoint 4: Have my client gain a great testimonial from their first client, making them more sales revenue, whilst also getting their first paycheck.
- Checkpoint 5: Gain 3,000 followers on Instagram. Increase our prices slightly.
- Checkpoint 6: Gain attention from more clothing brands with our wider following.
- Checkpoint 7: Gain a second client by using paid ads/new creative content with leveraging our bigger following/viewing.
- Checkpoint 8: Create great results for that client. Use them as more credibility. Collaborate with them on IG and TT.
- Checkpoint 9: Gain 10,000 followers. Use that to do paid ads, create free value content for medium brands. Use the leverage of our following to @ them in the videos. Increase our prices.
- Checkpoint 10: Have a larger medium brand(s) recognise our free value work and enquire.
- Checkpoint 11: Close that medium client(s)
- Checkpoint 12: Create great results for that client.
- Checkpoint 13: Use them as more credibility, collaborate with them. Repeat paid ads. Gain a testimonial.
- Checkpoint 14: Gain a really recognisable client(s). This would be from noticing our credibility and watching our video ads etc. We could even implement the dream 100 approach. Get paid a lot of money due to our increased prices.
- Checkpoint 15: Gain 30,000 followers. We are now a well-respected brand within the space. We can run paid ads, and will have an abundance of clothing brands reach out to us. This will be the point where we are nearly there.

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.)

What potential roadblocks could hinder my progress? - The time it takes to create content. My client, with school, is always busy and it does take time to edit videos, so creating good, valuable content quickly will be difficult.

How will I overcome these roadblocks? - Learn video editing. Despite my tedious pain of not wanting to learn it, it may be a must to rapidly increase efficiency and speed up the process.

What do I know that I don’t know? - How to actually obtain 10,000 views on an Instagram reel. I will continue to use the tactics inside the ‘harness your instagram’ course, but I don’t know how long it’ll take for one video to hit this stage. I do not know how to do paid ads and if they will be effective. RECON BY FIRE. Test different video ideas, see what works and move forward.

How will I close this knowledge gap? - Learn video editing. Learn in more detail about how video ads can work. In order to get more views on Instagram reels, analyse a top player’s Instagram reels that have gone viral (within the fashion photography niche) everyday and see how they got attention, how they got engagement, when it got boring, what value they provided, how they implemented their CTA etc, until I come up with common theories. Then, use these.

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.)

I have access to and will use - TRW campuses. I can use these to specifically learn the skill of video editing. I can always ask an expert when I feel lost or other students. When I come across an unknown or a problem with learning a skill, like video editing, use the chats to get help. For a second opinion on my analysis or my plan, or my copy, I always and will continue to get my mum's opinion. Although she doesn't understand the ins and outs of copywriting, she gives me a different perspective and is brutally honest with me. Always use top players as inspiration. Implement their working formulas.

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: Gain 10k views on a video.

Task 1: Analyse top players' reels, what they do well, how they get attention, what urges they use, how they get engagement, what value they provide, their CTA etc.

Task 2: Analyse the brands that we want to sample. Clearly identify what the brand image/message is to convey that in our video ads in the form of reels. Learn basic video editing.

Task 3: Organise a shoot with the model.

Task 4: Meet, introduce ourselves. Discuss our plans for the shoot. Agree on them.

Task 5: Carry out the shoot/ video footage.

Task 6: Edit the videos/photos, following the top players' successful strategies, the brands identity, while also creating our unique spin on them.

Task 7: Post the videos/photos.

CHECKPOINT NAME: Gain our first client.

Task 1: Keep repeating the last steps until a video hits a good amount of views, and a clothing brand reaches out to us.

Task 2: When a clothing brand does enquire, ensure professionalism, and book a call with them.

Task 3: Go back through the sales call training and inform my client on what is required.

Task 4: Give my analysis of the clothing brand to my client. Do market research on that clothing brand's specific customer, a winning writing process and what the company wants to achieve.

Task 5: Close the deal and plan a shoot with the brand. Get the first payment.

Task 6: Revise my analysis of the brand. React to the conversation on the call, if there were any differences to my theories. Edit it accordingly.

Task 7: Decide- due to our analysis of their brand identity, where they are, where they want to go etc- on what sort of video ads and photos we want to provide. Have a call with my client and agree on ideas.

Task 8: Meet the brand owner at a decided location and carry out the shoot. Ensure friendly professionalism and calmness. We are in abundance.

Task 9: Edit the videos/photos. This will be a winner's writing process for my client where they can create their first ideas of these videos. They then book a call with this brand, evaluating the videos.

Task 10: Revise and re-edit the videos after the evaluation. Send them over the work and revise again if needed. Suggest my copywriting intricacies and SEO tactics to get the best results possible.

Task 11: Launch the project. Upload the videos. Collaborate with the brand and use all of these videos as credible content. Post on the website. This content should provide great results.

Task 12: Gain a testimonial from the client and post it on the website.

CHECKPOINT NAME: Create great content for our client and collaborate with them on Instagram and TikTok. Use this on our website as credibility.

Task 1: Revise my analysis of the brand. React to the conversation on the call, if there were any differences to my theories. Edit it accordingly.

Task 2: Decide- due to our analysis of their brand identity, where they are, where they want to go etc- on what sort of video ads and photos we want to provide. Have a call with my client and agree on ideas.

Task 3: Meet the brand owner at a decided location and carry out the shoot. Ensure friendly professionalism and calmness. We are in abundance.

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Task 6: Launch the project. Upload the videos. Collaborate with the brand and use all of these videos as credible content. Post on the website. This content should provide great results.

CHECKPOINT NAME: Have my client gain a great testimonial from their first client, making them more sales revenue, whilst also getting their first paycheck. Increase our prices.

Task 1: Set up a review call a week/2 weeks after the project was launched.

Task 2: Analyse what went well, what could be improved. Ooda loop it.

Task 3: Discuss the wins with the brand, how we can move forward, if they want any more work soon or in the future. ***Try and close them on a retainer deal.*** Then, gain a testimonial.

Task 4: List them as a client on our website, and with the proof of testimonial.

Task 5: Post about the testimonial on our Instagram.

CHECKPOINT NAME: Gain 3,00 followers on Instagram.

Task 1: Use our collaboration with the clothing brand as more content to post.

Task 2: Keep creating valuable, unique content using my copywriting skills, SEO tactics and our social proof and credibility. Engage with our audience.

Task 3: Keep creating content until we get another well-viewed video. Take this as an opportunity to target clothing brands, but also engage with our audience. Continue to collaborate with models with thousands of followers and gain followers instantly.

CHECKPOINT NAME: Gain attention from more clothing brands with our wider following.

Task 1: With our increased network of models and bigger following, use the warm outreach method to see if anyone we know knows any clothing brands. If not, we continue to create sample content, use our previous work and continue working with our client.

Task 2: Create more and more videos until we get another 'viral video' (with our wider following, it will be much easier).

Task 3: Repeat the process of closing a client who recognises us and reaches out. If not, use our credibility to outreach to clients. With our social proof and bigger following, via Instagram DM's, clothing brands are much more likely to notice and listen to our offer.

CHECKPOINT NAME: Gain a second client

Task 1: Follow on from the previous task.

Task 2: Research in depth how paid ads work

Task 3: Discuss how paid ads will be useful and run them once we all understand.

Task 4: Once a clothing brand has enquired due to seeing our ads, book a call with them.

Task 5: Winner's writing process on the brand.

Task 6: repeat the phases of getting our first client, but this time leverage our social proof, testimonial, credibility, and the result we got the last clothing brand. Close the deal, organise a shoot with them, get paid.

CHECKPOINT NAME: Create great results for them. Leverage them as more credibility, whilst simultaneously growing the Instagram page.

Task 1: Analyse top players' strategies. Formulate, using my winner's writing process and discuss potential video/photo ideas with my client before the shoot.

Task 2: Meet in a decided location. Ensure friendly professionalism. WE ARE IN ABUNDANCE. Carry out the shoot.

Task 3: Edit the photos and videos, using copywriting skills, urges, SEO tactics and top player strategies.

Task 4: Review the content with the brand on a call. Evaluate it.

Task 5: Re-edit the content. Have another call with the brand and decide on completions.

Task 6: Launch the project. Create great results by utilising the research done in previous tasks.

Task 7: Collaborate with them. Use some of this content as our own. @ them and get them to @ us. Post as Instagram reels, TikTok videos, Instagram posts and on the website to ensure credibility and harness more content.

Task 8: Review call. ***Get them on a retainer. A client is for life.***

CHECKPOINT NAME: Gain 10,000 followers. Continue to do paid ads. Increase our prices.

Task 1: Create more paid ads. Due to previous research, this will be like clockwork to us now. Increase prices.

Task 2: Continue to create Instagram reels and TikTok videos. Use our previous work with clients as a reminder of credibility, but also continue to innovate on huge brands, giving our spin. Use these more viewed videos as a chance to go viral again, but also engage and network with our audience.

Task 3: Create free value ads for medium clothing brands. @ them of course.

Task 4: Keep innovating and creating content until we achieve 10,00 followers. Adjust videos at the time due to top player strategies etc. ALWAYS LEVERAGE CREDIBILITY.

CHECKPOINT NAME: Close a medium client:

Task 1: Create free value for different medium sized brands until one notices us.

Task 2: Book a call with them once they have reached out to us.

Task 3: Winner's writing process. Same process. Evaluate what they need.

Task 4: Close the call. Book a date and place for the shoot. Leverage our following, testimonials, social proof, credibility.

CHECKPOINT NAME: Create great results for them.

Task 5: Adjust and discuss ideas on a call.

Task 6: Meet at a decided location. Ensure friendly professionalism. WE ARE IN ABUNDANCE.

Task 7: Carry out the shoot.

Task 8: Edit the videos/photos.

Task 9: Evaluate with the brand on a call.

Task 10: Re-edit the photos/videos. Use my skills and our increased level of skills to improve.

Task 11: Launch the project.

Task 12: Evaluate the wins. Discuss in detail. Discuss plans for the future. ***Sign them on a retainer deal. A client is for life.***

CHECKPOINT NAME: Gain a testimonial. Use them as credibility and a chance to grow our Instagram even more.

Task 1: Gain a testimonial at the end of the call.

Task 2: Put the testimonial and the name of the brand as a client on our website.

Task 3: Continue reminding viewers on social media of our credibility by posting sprites of BtS etc.

CHECKPOINT NAME; Gain more medium sized clients

Task 1: Use our credibility on our website and through our social media content. Constantly reiterate our credibility.

Task 2: Make a list of 100 medium sized clients that we would love to work with. Go back through TRW and see how to do the dream 100 approach.

Task 3: Implement the dream 100 approach.

Task 4: Repeat the process of client acquisition in the last checkpoints.

Task 5: Close the deals.

Task 6: Repeat this until we have 5-10 medium sized clients.

CHECKPOINT NAME: Get them amazing results

Task 1: Analyse top players in their particular clothing niches. Winners writing process.

Task 2: Formulate the video ads and photos on a call. Discuss them.

Task 3: Organise a shoot.

Task 4: Meet at a decided location. Ensure friendly professionalism. WE ARE IN ABUNDANCE.

Task 5: Implement the shoot.

Task 6: Edit the photos/videos.

Task 7: Send to client. Evaluate them. Edit them accordingly.

Task 8: Launch the project. Get amazing results. Post our own content. List them as client(s) on our website. Reiterate credibility.

Task 9: Have a review call of the wins. State plans for the future. Sign them on a retainer deal. A client is for life.

CHECKPOINT NAME: Gain a huge client.

Task 1: Implement the dream 100 approach. List out 100 brands we would love to work with. Start engaging in their posts etc, give them valuable feedback. DO NOT PITCH ANYTHING. Let them notice us. When they have noticed us and looked at our work etc, reach out to them. Go back through TRW to solidify my understanding of this approach. Use our credibility to our advantage.

Task 2: Organise a call with them. Analyse them deeply (winners writing process). Evaluate what their competitors are doing, what they are doing etc.

Task 3: Close them on the call. WE ARE IN ABUNDANCE. STAY RELAXED. Get paid a lot of money due to our increased prices. Use the spin questions in TRW.

Task 4: Create a re-edited plan due to the info we get on the call.

Task 5: Meet at a decided location. Ensure friendly professionalism. WE ARE IN ABUNDANCE.

Task 6: Carry out the shoot.

Task 7: Edit the photos/videos. Ensure they are amazing quality.

Task 8: Evaluate them on a call with the brand. Get feedback.

Task 9: Re-edit the photos/videos. Send them to the brand. Edit again if needed. Arrange a time for the project to go live.

Task 10: Launch the project. Use this as the main thing to propel us to monumental success. Make this one of our main selling points. Collaborate with them. Make them the most noticeable brand on our website.

Task 11: Keep creating content/paid ads/recycling of content with our best clients to build a following (30,00 following).

Task 12: Keep recycling the dream 100 approach with our following and huge amounts of credibility.

NOW WE ARE A MARKET DOMINATOR. BOOM.

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.

[Insert Your Google Calendly Link Here]

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.
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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

	FRI
	12
GMT-06	
8 AM	
9 AM	POWER UP CALL 9 - 10am
10 AM	

- 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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