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# CONQUEST PLANNER

## 1. Define Objective

### a. What is the goal?

- My Goal is to make 5k in profit from my copywriting services

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

- I will know once I have my clients pay me 5k in total

### c. When is my deadline?

- August the 3th 2024 in 6 months from now

## 2. Checkpoints

### ● Checkpoint #13 Make both clients €2500 a week

- I keep making them 10K a month so they are paying me 1K a month
- I earn 2K a Month from both clients
- They send me the money every month
- After 3 months of working with them I made €5K in profits

### ● Checkpoint #12 On a call with the 2nd client

- Booking a call with them in 24 hrs
  - Sending calendly link
- They will pay me €500 - 1K a week as a monthly retainer
- We agreed on everything and I begin working with 2 paying clients

### ● Checkpoint #11 Over delivering for the 2nd client

- Working on my new project for this one week and again over delivering for them.
- Brining results in 5 days
- They were amazed and wanted a new call booked
- I agreed

### ● Checkpoint #10 Reach out to the referred businesses

- Reaching out to them and greeting them
- Telling them who I am and My services
- Telling them how I came across their business
- Tell the new prospect what I did for the other business and send them the testimonial I received
- They seem interested so I book a call in 24 hrs with them
  - Send a calendly link
- Do the same thing as with the first client but now I can be more detailed
- Say That I will work for a 1 week free trial again for a testimonial
- Close the deal and begin working with 2 clients now

### ● Checkpoint #9 A new call with the same client

- They gave me a testimonial for my good work
- They were pleased with my work and decided to go on a call again
- They want me to work for a monthly fee
- They will pay me 10% on commissions (if I make 10K I get 1K)
- Ask them if they know other business I can partner with
- Start working with my monthly retainer client

### ● Checkpoint #8 Brining the client results

- Tell them I will solve their problem in 2 weeks but deliver it in 1 week (over-deliver)
- They will think I am amazing
- They give me 1 more problem because the 2 weeks aren't over yet
- I again tell them I need this last week to finish it
- And I again delivered it sooner than I said I would

### ● Checkpoint #7 I close the client

- We get on a call with Cameras on
- I read the opening script
- I say what I do and how I can help them solve their problems
- Answering their questions
- Determining if this client is a good fit
- We agree on that I will work for free for a testimonial
- I close the deal and land my first client

### ● Checkpoint #6 Book The call

- Book a call with the prospects that are interested in 24-48 Hrs
- They agreed for a call
- Send them a calendly link
- Prepare for the call
  - Watch harness your speech course in the SM+CA Campus
    - Take notes on what to say
    - Try not to stutter
    - Be confident in yourself
- I have to stay calm and talk to them like a human and not like a sales robot
  - a. Greet them
  - b. Ask about the business

- c. Ask what problems they are facing
- d. Tell them I can help them
- e. Tell them I'll do it for free for a testimonial

### ● Checkpoint #5 Outreach

- Send out 20 DMs/ Emails a day to my prospects in my google sheet
- Review the DMs that didn't reply
- Find out why they didn't reply
- Fixing the problems on why they might not respond
- Trying Different tactics
- Repeat on what did work

### ● Checkpoint #4 Crafting my outreach offer

- Watching the level 4 course in copywriting campus
- Creating A good SL so it catches the prospects attention
  - Telling them at the start: who I am and What I do
- Creating a good body so the prospect keeps reading
  - Telling the prospect my services
  - Telling them their situation
  - Telling them what problems they may have and how I can fix them
- Creating a CTA they can't refuse
  - Offering my services for free for 2 weeks for a testimonial

### ● Checkpoint #3 Qualifying my prospects

- Good Reviews on Google
- Recent reviews in the last 30 days
- Strict business
- Not a top player

- At Least 5K followers on social media

## ● Checkpoint #2 Prospecting

- Watch Local Biz Outreach (SM+CA Campus)
- Finding 200+ prospects in my niche (online/ area)
- Creating a google sheet with 200 businesses in my niche with their info:
  - Name
  - Business name
  - Address
  - Sociale media
    - IG, X, FB, Reddit, YT, etc
  - Phone number
  - Email

## ● Checkpoint #1 Picking a high profit niche

- Using resources like Chat GPT and Google to find good niches
- Asking Chat GPT to give me a list of 25 profitable niches
- Choosing one niche based on what Chat GPT gave me
- Asking Chat GPT to give me 25 Sub-Niches in that niche
- Selecting a Sub-Niche from what Chat GPT gave me

## 3. Assumptions and Unknowns

### - ***Assumptions***

- It will take more than 20 DMs to get a response
- I will provide the work without any problems
- I will Books calls with them
- It will take more than 1 sales call to close a client
- Prospects will agree on the project I gave them

### - **Unknowns**

- I don't know how long I will send out DMs
- I don't know If I will make them 10K a month
- How many times clients say no to me
- How I make a perfect script
- If the business is interested in working with me
- How long it will take to land my first client

## **4. Biggest challenges and problems I have to overcome**

- Clients keep saying no
- Working everyday even if I don't feel like it
- Repeating my outreach till I get a positive response
- Identifying the problems of my clients perfectly
- Identifying the "Top Players" are in my niche

## **5. What resources do i have**

### ❖ TRW

- Professors
- Chats
- Captains
- Lessons/ Campuses

### ❖ Social Media

- Instagram
- Youtube
- X
- Facebook
- TikTok
- Reddit

### ❖ Internet

- Google
- Bing

➤ Chat GPT

- ❖ Friends
- ❖ Family
- ❖ Friends of my Friends
- ❖ School Teachers
- ❖ Work Colleagues
- ❖ Friends online
- ❖ Old friends

## **6. 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.