

CONQUEST PLANNER

1. Define Objective
 - a. 2k/month
 - b. 2k transaction from client via Zelle
 - c. 4-6 months from now (deploying in April which is my biggest unknown)
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**
 - a. ChPt#1 Finish current client work (website redesign)
 - i. Aim for redesign of 1 page per week
 - Utilize lunch break at work and free time afterward
 - ii. Gain testimonial
 - Testimonial already guaranteed
 - Overdeliver for a better testimonial (helps with niche transition)
 - b. ChPt#2 Focus in on a Niche
 - i. Pick a niche
 - Use Chat GPT to narrow in on a few niches
 - Research them
 - Avatar
 - ii. Develop a service strategy for the niches
 - Recycle content for coaches via newsletter
 - Product emails may only need to be sent once a week or less
 - Landing pages apply to anyone
 - iii. Prospecting
 - \$Bag Method
 - Aim for 20 new prospects per day
 - Stage 4 of the boot camp
 - c. ChPt#3 Client Acquisition
 - i. Formulate the best DM
 - Study CA campus and DM writing while prospecting
 - Start workshopping a new DM once a day
 - Study the best elements of each at the end of the week
 - Submit for outreach review
 - ii. Begin DMing from Prospect spreadsheet
 - 3-5 personalized DM's a day minimum

- Send out two different types of messages and see which performs best
 - d. ChPt#4 Land Client in Niche
 - i. Successful rapport in DM's
 - Follow \$Bag method
 - ii. Schedule a sales call
 - iii. Nail the call
 - Toolkit & Resources in Copywriting Campus
 - Sales Framework
 - Be prepared and practice with myself before the call
 - Use persuasion techniques on prospect
 - e. ChPt#5 Get Paid
 - i. Depending on client and sales call; work for free to start
 - Show instead of tell
 - Let them see for themselves my work
 - Overdeliver on initial project
 - Keep it simple
 - ii. Progress the offer
 - Judge the situation for what it is and make an appropriate offer
 - Continue to deliver good work for them and then negotiate a retainer
 - f. ChPt#6 Work on Retainer
 - i. Reach the 2k/month rate
 - Continue delivering value for the client
 - ii. Consider taking on another client if schedule permits
- 3. What Assumptions or Unknowns do I face?
 - a. Biggest Unknown: Deployment
 - i. Deploying in April and nobody knows what to expect since it's a new deployment system
 - "Employing in place"
 - Assume high ops tempo including PMCR waivers
 - No real downtime between missions
 - Take advantage of cruise altitude and work on Google Docs in the air
 - ii. With an inconsistent schedule, it will be hard to maintain goals; must use every minute wisely
 - iii. This can be a fantastic transformation period for me as a man and my work ethic; it's up to me

- b. Unknown: Niche
 - i. Picking a niche is important, having two or three may be beneficial but only time will tell
 - ii. Picking something I'm interested in will make writing easier
 - iii. Newsletter
 - Coaches, influencers, speakers, etc.
 - Recycle their content
 - Product Businesses
 - Product Promotion newsletters are a different animal
 - Study top players and determine what works
 - Product emails may not need to be sent as often, but with a high click-through rate may be very profitable
 - iv. Landing Pages
 - Applicable to all business
 - Solid when launching a new funnel
- c. Unknown: DM
 - i. Simply study outreach on both campuses and win
 - ii. Use your resources (review channels, learning center, chats, etc.)
- d. Unknown: New Client
 - i. Not much can be known until the sales call
 - What services I help with
 - Free work or pay immediately
 - Initial offer amount?
 - Frequency of emails sent
 - Etc.
- e. Assumption: Client hesitation
 - i. Won't be surprised if working for free or low offer to start
- f. Assumption: Services
 - i. Newsletter is ideal

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

- a. Deployment Schedule inconsistencies
 - i. Impossible to know what to expect
 - ii. Since I'm a flyer I'll be time-zone hopping
 - iii. Day job as a whole will be a challenge since I have to study there too
- b. Second Client
 - i. Still a beginner
 - ii. Will have to use my problem-solving skills
 - iii. Expect hiccups with my work

5. What resources do I have?
 - a. TRW
 - i. Chats
 - ii. Ask Experts
 - iii. Learning Center
 - iv. AMAs
 - b. Internet
 - i. Get creative, use big sites and small forums
 - c. AI
 - i. Harness AI to reduce workload or inspire

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