

CONQUEST PLANNER

1. Define Objective

- a. What is the goal? To land a client and provide a high amount of value.
- b. How will I know I've achieved it? I will know when I have landed a client when me and a prospect perform a sales call and talk about their problems (prospect) and I show them my solution on how to fix it, then we agree to work with each other for a trade of value for a price. (A business)
- c. When is my deadline? My deadline will take place on March 1st 2024.

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

a. Checkpoint #1 -

- i. Cause and effect #1 If I have social proof on social media and post relative content to what my skill is then, I will gain the attention, trust, and respect from the prospect to take time out of their day to read my message and consider speaking with me.
- ii. Cause and effect #2 If I pick and research a niche and understand the target markets/audience's roadblocks, desires, pains, status, how they talk, what their dream state is, how they want to be seen, and etc... Then I will be able to fully understand how to come into the market and know exactly how to dominate it as well as give a valuable solution/offer to a prospect in the niche.
- iii. Cause and effect #3 If I find prospects with a realistic following and product/service that has a problem that can be solved with my copywriting skills then, I can find a way to provide a solution to their roadblocks without wasting time and put them down in my spreadsheet ready to prospect when I have a tailored message and solution to tier problems.
- iv. Cause and effect #4 If I tailor my outreach message to the prospects niche, pains, and desires, and come up with a valuable solution to his roadblocks with my copywriting skills then, my outreach messages will have value for the prospects to read, consider, and think about a call to speak more.
- v. Cause and effect #5 If I propose a valuable solution and dream state to the prospects roadblocks and pains therefore helping him with his

business to grab attention and monetize the attention then, I can convince the prospect to agree to a strategic partnership

- vi. Cause and effect #6 If I land the client and agree to a trade of value and price then, I can not only help them with the agreed solution we have talked about but constantly find ways to improve their business therefore inevitably grabbing attention and monetizing it.

b. Checkpoint #2 -

3. What Assumptions or Unknowns do I face?

- Assumptions:

- I assume I can land a client by March 1st.
- I assume I can provide great results for my clients
- I assume that I can dominate any niche I enter
- I assume I can grab attention and monetize it for my client
- I assume I can provide the best results for the client
- I assume that there will be problems I do not know how to fix
- I assume I will go above and beyond to achieve client goals
- I assume that I can find an answer for all the problems I come across

- Unknowns:

- Clients budget
- Clients requirements
- Clients regulations
- Clients past attempts or fails
- Clients advertising strategy
- Clients general strategy

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

- Challenges and problems I will face:

- Adapting to new environments and dominating
- Adapting to client strategies and issues
- Waking up every day to want to do the work

5. What resources do I have?

- Resources I have:

- I have the chats
- I have videos from the campuses to review
- I have my notes I have taken

- I have family and friends to talk to
- I have video resources from Tate

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

Roadmap to landing a client

Start: Where I am now.

- Find a niche:
 - Find a high profit and margin niche.
 - Ask chatgpt to give a specific number of sub niches in the (health, wealth, and relationship niches)
 - Pick one of the niches by looking on youtube, amazon, yelp, reddit, etc... to see if there is a problem to solve and a solution to provide.
 - Then pick a niche and move on.
- Perform Market Research:
 - Analyze the market (niche) and understand who my avatar is (target market)

- Then find out what the solution is to help get the avatar from their pain state to their dream state.
- See how my competitors are speaking to my target market and see how the target audience feels about their product/service using Redditt and Amazon reviews.
- See what top players are posting and showing their audience how they get and monetize attention.
- Find Prospects:
 - Search for prospects using chat gpt finding searchterms for youtube, instagram, x, and etc... to
 - Find prospects in the niche with a realistic following and amount of attention with a problem to solve and a product that helps customers change their lives and write them down in a spreadsheet.
 - Find what they are doing so far to reach out to customers, what products/services they provide, what ads they use, what is their brand, and etc...
 - Find a problem in what they are doing and come up with a solution to the prospects roadblocks
 - Send 20+ outreaches a day
- Create an outreach message:
 - Create a subject line that can be related to the situation the prospect is facing.
 - Make the body of the paragraph interesting by applying the steps of fascination and curiosity, leading the prospect to keep reading.
 - Add in discreetly how I will help the prospect go from their pain state to their dreams state essentially telling them how I can fix their problems with my copy skills.
 - Then add my CTA convincing the prospect to agree to a call and talk more about their problems.
 - For more credibility and trust create free value to show what I can do for them and what my skills look like.
- Get on a call with the prospect:
 - Discuss with the prospect what their main problems are in detail
 - Ask the prospect why they think that is happening etc..
 - Understand how you can help them and propose a solution.
 - Using what they told us about their problems, tell them how you can help them fix their problem using your skills applying the value equation.
- Land the client and start work: (Due by March 1, 2024)
 - Agree on a task that will be performed or a job that has to be done.

- Agree on a set time to complete the task.
- Ask what the requirements are and the constraints, budget etc are.
- Agree on a a amount of money to be earned based on results
- Get to work as soon as possible
- Over-perform.
- Client goal achieved.