How to make plans:

"In preparing for battle, I have always found that plans are useless but planning is indispensable."- Dwight D. Eisenhower

1. Wybierz cel i go zdefiniuj
   - krótko/ średnio terminowy
   - Zrób je ekscytujące jak to możliwe
   - Zdefinuj sukces, jak będzie wyglądał, czuł? Napisz to obrazowo
2. Do reverse engineering to make a detailed movie of each checkpoint that you have to go threw to achieve that outcome from where you are now
   - Zapisz każdy checkpoint jako mini cel, który musisz na tej drodze osiągnąć najbardziej dokładnie jak to tylko możliwe
3. Zrób z tego łańcuch zadań na podstawie "cause and effect" chains, które prowadzą do tych checkpointów
   - Jakie działanie poprowadzi mnie do tego efekty, jaka jest przyczyna?
   - Co inni muszą poczuć/ usłyszeć/ zrobić?
   - Co ja muszę zrobić?
   - Zapisz wszystkie działania dokładnie jak możliwe
4. Zidentyfikuj niewiadome i założenia/ przypuszczenia
   - Jakie są przypuszczenia, na jakich opieram swój plan?
   - Czy nie wiesz jakiś przyczyn, które prowadzą do zamierzonego efektu?
5. Przewidź największe problemy, na jakie możesz natrafić
   - Znajdź swoje słabe strony i spróbuj je zrównoważyć
   - Zrób analizę możliwych skutków niepowodzenia na koniec
6. Wypisz zasoby, z jakich możesz skorzystać, aby przejść te problemy
7. Wypisz konkretne zadania, które musisz wykonać razem z czasem, do kiedy musisz je wykonać
   - Będziesz wiedział co codziennie robić
8. Trzymaj się odpowiedzialny za wykonanie odpowiednich zadań w odpowiednim czasie
   - Oceniaj swoje codzinne wyniki z zaplanowanym rezultatem
9. Dostosuj swój plan podczas uczenia się nowych informacji

CONQUEST PLANNER

1. Define Objective
   a. What is the goal?

Land a well-paying client

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

See the money in my bank account

      c.   When is my deadline?

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

        ii.   Cause and effect #2

a. Checkpoint #1- Be skilled enough to help any business grow

I. Watch Morning PUC every day > Get mental on point

II. Analyse good copy/ review your notes exert single day > Be constantly refreshing my knowledge

III. Practice copywriting/ creating free value/ g-work for clients> Use that in practice

b. Checkpoint #2 - Have chosen a good and well-paid niche that will fit you

I. Find and identify a few best niches (3 at least) to work with where strong desire/ pain is addressed to a customer as well as the business itself, where is big money etc.

Find how many example process may this niche have for example with a chat prompt:" Give me 30 search terms I could use on PLATFORM to find content from businesses in the NICHE"

II. Identify what kind of business needs this kind of help the most, and where I will have the most place to improve and be well-paid

III. Choose the best option

c. Checkpoint #3 - Have analysed the top market players

I. Locate and scrutinize the top 2-3 players in a selected niche based on metrics like followers, sales, and attention

II. Engage in thorough research of these leaders, analyzing various aspects like:
- their origin story (about sections and HSO on their website)
- representatives (people who run, represent and publicly show their business)
- message (identify what message (contents/ treść) they share on their socials/ website)
- customer avatar (analyse who is the target of their messaging)

- targeted pain points (what pains or desired do they address to their avatar)
- language (how do they communicate that, what language do they use? What words? Sensory language or kinesthetics etc.)

III. Based on previous research, perform full research on their target market and avatar.

1. What are the reasons their customers decide to buy?
2. How are they getting attention?
3. How are they monetizing their attention?
4. What is this brand doing better than anyone else?
5. What mistakes (if any) are they making?
6. What can other brands in the market do to win?

d. Checkpoint #4 - Have analysed the overall avatar of that market

I. Find some customers of top players and search for their motivational triggers, pains and desires; Based on step 1 of copywriting level 3, answer questions about their dream state, pain points, values and beliefs

Look for the answers here:
1. Your client's competitors customers and testimonials
2. Talking with anyone you personally know who matches the target market
3. People overshare their thoughts and feelings online
a. YouTube
i. Comments
ii. "My journey" type videos
b. Twitter
c. Facebook
d. Reddit (subreddits)
e. Other Forums
f. Amazon.com Reviews (5 stars, 1 star)
g. Yelp and Google Business/Maps Reviews

II. Connect that knowledge to things that you found from top player analysis
- What are the same pains and desires here?
- Is there any difference between the avatar and the language of the top player?
- Can you find any place that matches your target avatar and they don't address their message there?

e. Checkpoint #5 - Find businesses to work with

I. Key Ingredients for Success: An already established customer base or following and current existence of a product being sold to customers.

II. On what platform should I look for them? (Ig, Twitter, gumroad, udemy, Yelp, Youtube, LinkedIn, google)
- Chat GPT prompt: "Give me 30 search terms I could use on PLATFORM to find content from businesses in the NICHE"
- Leverage tools such as Apollo and LinkedIn Sales Navigator for lead generation
- Manual Search
- Utilize YouTube for searching content relevant to your niche, such as using phrases like "How to do a planche for beginners?".
- „What would they write in the bio"- searching for businesses on Ig
- Utilize Yelp to select a location and explore local businesses.
- Evaluate businesses through reviews and utilize Google Maps for additional information.

Add them to the prospecting google sheet:
https://docs.google.com/spreadsheets/d/1Gm2apN-fv-MH1RnKCLxXdcyDSCAq1XyWImUXllWwHz0/edit?usp=sharing

III. Compare them to the top players and identify mistakes that they are making

- Analyse how they get attention
- Analyse how they monetise it
- Language

Find gaps and use the "How to find growth opportunities for any business" note in Level 1 Copy bootcamp.

IV. Find the pains and desires (of the business owners)

f. Checkpoint #6 - Send Outreach

I. Craft the offer: Prepare an assumption of the best project of what would help them, how much would that make for them and how would that work. Use everything you have found about their top player's strategy, their mistakes, gaps and how can I help them solve those mistakes and scale the business. Do it tailored to every business. Craft an offer that is meticulously tailored to bridge their identified gap, linking it to their primary desires discovered during your research, ensuring that the vehicle for the offer aligns with all aspects.

II. Identifies the best platform/ way to reach out to them.

III. Prepare tailored outreach and offer something they want, position yourself as a strategic partner, aiming to solve problems and assist business growth, rather than just a service provider. The idea is to connect your offer directly to a known desire or need of the business, ensuring it resonates and prompts further interaction. Write and deliver a well-valued,

personalized offer straight away, possibly including a physical deliverable or an analytical video to highlight the issue and lead into your offer.

IV. Evaluate for possible "salesy" language, lack of trust or other objections from the "Demolish objections" segment (step 8)

V. Send outreach to them using the assumption of the offer and everything highlighted to bridge their identified gap and provide so much value to them that they can't help but set me on a call

VI. Lead the conversation towards pitching a sales call

VII. (STANDBY)- Follow up to people how didn't answer after 3 days, repeat max 3 times.

g. Checkpoint #7 - Close the deal

I. Prepare yourself for a call
- Prepare yourself with the doctor frame
- Prepare yourself for possible objections
- Have a draft of an offer that you assume is gonna work (FOR MULTIPLE OFFERS< MANY VERSIONS EX. ADS, EMAILS ETC.)

Perform a deep analyse of what needs to happen to 10x their revenue with my help and the type of copy would work best and why,

II. On a call Identify clearly the best possible strategy/ project for them so that they will make a lot of money and 10x their revenue, present it clearly to them with a proof that it is going to work for them

III. Handle objections and close the deal.

h. Checkpoint #8 - Do the project
I. Set clear project and its goal

II. Analyse deeper the top player businesses in that niche and update your chart

III. Go threw every single step of copywriting mastery to craft the best possible work, set clear:
- Winner writing process (step 9)
- ODDA loop the work until it is the mastery
- Provide value to them, that is actually going to make them 50-60k Pln more revenue

IV. Ensure it will crash the market

i. Checkpoint #9 - Achieve results
I. Send the work to a client

II. Evalate it with him and do essential repairs

III. Ensure it will crash the market again

IV. Launch

V. Make RESULTS

VI. Collect the payment

j.   Checkpoint #10- Repeat till making at least 6k/ month

3.   What Assumptions or Unknowns do I face?

I don't know:
- What particular offer should I present during the sales call
- If the outreach will be liked and positively perceived by the business owner

I assume:
- Pains and desires of the business owner
- The best possible offer for a prospect during outreach
- What and how I'm gonna happen to 10x their revenue
- What objections might they have comparing to my offer
- If the solution I offer and project that I'm doing is going to work

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

- Deep analyse of the top players as well as the reasons why customers decide ot buy
- Fiding suitable businesses to partner with > Evaluate them using TRW resources from Andrew Bass
- Creating valuable outreach > Offer as much value as possible, optionally add free value
- Closing the deal on a sales call > Prepare for possible objecions during SC
- Achcieving desired outcomes with project that I'm doing

5.   What resources do I have?
- The real world students
- The real world captains to review work
- Ask expert channel
- General resources (TRW- copy campus)
- Bootcamp
- Client acquisition campus on trw with students
- Client acquisition campus on trw with Dylan

- People from my brands instagram account
- Kosy
- Kochan
- Dawid
- Ktoś z podstawówki (Oskar)
- Pita Wysocki
- Inne osoby ze szkoły
- Równoległe klasy (8-ka)
- Krzysiek Kurcoń
- Rodzina

Calendar Work

- List out checkpoints and set time to reach them

2. Choose a niche Deadline: 06.02 (wtorek)

3. Complete the top player's analysis Deadline; 08.02 (czwartek)

4. Complete research about avatars in that market Deadline 09.02 (piątek)

5. Find businesses to work with and pains desires of its owners Deadline 11.02 (niedziela)

6. Sent outreach Deadline First: 12.02 Second:14.02

- Follow up: Deadline: 15.02

7. Set a sales call Deadline: 16.02

8. Close the deal Deadline: 16.02/ ustawiony sales call

- List out tasks needed to reach each checkpoint

https://calendar.google.com/calendar/u/0/r/week/2024/2/11

- Identify metrics/KPIs for each task.
- Allocate time for each task
- Each day look at the tasks you perform and metrics you need to hit to achieve checkpoints.