

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 target outcome is to **start making \$1.5k per month..** It is important so that I can support and retire my parents, fulfill their needs and dreams, help those in war-torn countries, and fulfill my own needs and dreams.

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 I start getting responses and start closing clients then I will achieve my outcome. I'll measure my progress when there are replies to my outreach (negative or positive) because every NO gets you closer to a YES.

What will it look and feel like?

I'll be working for my clients and over-delivering on my services, I will feel proud for putting energy into the universe and getting my ROI and I sometimes will not get that ROI, and that's completely fine.

What will it allow me to do after I reach it?

It will allow me to divide my money and then find a way to boost my own marketing business with the money to smooth up the process. It will allow me to create new opportunities for my business to grow and scale it to an agency level. I will be able to upgrade the whole level of my business once I reach my goal.

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 am currently in a position where I've been doing cold outreach for almost 1 month to around 80 to 90 business owners, I have been doing follow-ups too. Yes, I know that it's not up to the mark. It will take more effort and time.

The reason I haven't been able to do more outreach is that I was not serious about it. I haven't received a single reply from my outreach. I have figured out the payment method, marketing resources, and more.

And now I will put a good amount of my energy into this boring task to make it enjoyable.

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.

For example, if your goal is to launch an online business:

- Checkpoint 1: Conduct market research
- Checkpoint 2: Develop a business plan
- Checkpoint 3: Create a website
- Checkpoint 4: Launch a marketing campaign

[Insert your answers here]

My Outcome Is - Get clients and make money

- Checkpoint 1: Search for lucrative niches
- Checkpoint 2: Conduct their market research (look at the competitors, analyze, etc.)
- Checkpoint 3: Start finding small business owners in those niches
- Checkpoint 4: Start doing outreach
- Checkpoint 5: Book calls and close clients
- Checkpoint 6: Keep practicing FB and Google ads with the warm client

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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? - Set up and payment method of my ad campaigns.

How will I overcome these roadblocks? - Watching tutorials on YT, lessons in TRW, and resources from Google.

What do I know that I don't know? - How to determine and properly measure my ads, demographics, etc.

How will I close this knowledge gap? - Go over AI, YT, Google, TRW Chats, Articles (paste them in the chatbot and ask it to tell the summary, I'll give the topics to look for in the article) and I'll find more ways.

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.)

[Insert your answers here]

I have access to and will use - TRW, Google, YT, Quora, AI, Reddit and I'll try to find more through AI.

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 1: Search for lucrative niches

Task 1: Ask AI to list sub-niches that provide any kind of service or product

Task 2: Filter these niches on their demand, supply & average cost of service/product.

Task 3: Run my analysis on filtering these niches according to my knowledge

Task 4: List down all of them

Task 5: Start finding local businesses in the 1st niche

Task 6: Add them to Google Sheets

CHECKPOINT 2: Conduct their market research

Task 1: Search for top players in the niche, use [Semrush](#) and [Similiarweb](#) to analyze

Task 2: Research their target audience from AI, reviews, Quora, Reddit, etc.

Task 3: Look at what kind of online system the top players have (IG, FB, Yelp, etc.)

CHECKPOINT 3: Start finding small business owners

Task 1: Google “[Niche] in [location]” & use Google Advanced Research with [this guide](#)

Task 2: Find suitable websites & add them to the hitlist (Name, website, email, location)

Task 3: Start finding owners and their emails from each website. Add them to the hitlist

Task 4: Don't forget to validate the emails through Prospeo and Skrapp

CHECKPOINT 4: Start doing outreach

Task 1: Download the hitlist as CSV file and import it in Apollo to automate the outreach

Task 2: Provide the outreach and follow-up templates to Apollo

Task 3: Replace the emails that are still invalid after finding the valid ones

CHECKPOINT 5: Book calls and close clients

Task 1: Go through the SOPs provided in BIAB

Task 2: Prepare qualifying questions from the SOP, your knowledge & AI

Task 5: Revise the basics by going through few lessons of Sales Mastery

Task 4: Use Calendly and Meet to schedule the call

Task 6: Keep noting down the answers for the qualification

Task 7: If they want a contract, use the SOP provided

CHECKPOINT 6: Keep practicing FB and Google ads with the warm client

Task 1: Find the "FB ad tutorial" reel you saw on Instagram that'll redirect you to YT

Task 2: Look for "Google ads set-up tutorial" on YT

Task 3: Implement those tutorials on warm client's business for testimonial & experience

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.

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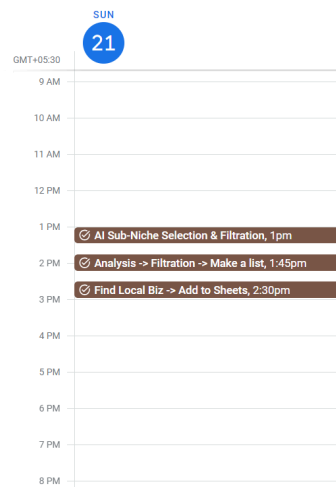
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[Day 1](#)

[Day 2](#)



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

- 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)

