

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

Have 5 K in bank account

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

I will have 5 thousand dollars in my bank account

c. When is my deadline?

June 1st

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

a. Checkpoint #1 - Where I am Right now

i. Continue Bartending school

ii. If I finish bartending school, then:

iii. I can become a bartender and be able to eat/pay for car insurance/gas and a gym membership

b. If I continue to work on getting to my goal of 5k in my bank account then I would also work on picking a niche

c. If I have picked a niche, then:

i. Research the market thoroughly, identifying trends, competitors, and potential opportunities.

ii. Create a list of potential clients within the chosen niche.

d. If I find a potential client, then:

i. Initiate contact and conduct a comprehensive analysis of their business "machine."

ii. Identify the least efficient/effective aspect of their business.

e. If I brainstorm ideas to fix the inefficient part, then:

i. Generate a variety of potential solutions, considering feasibility and impact.

ii. Prioritize the solutions based on potential client needs and market demand.

- f. If I reach out to my potential customer, then:
 - i. Establish initial contact, showcasing understanding of their business challenges.
 - ii. Begin a follow-up process to gauge interest and build rapport.
3. Checkpoint #2 -March First
- a. If I convince them to do a sales meeting, then:
 - i. Prepare a compelling presentation outlining proposed solutions to their identified problem.
 - ii. Keep following up to ensure commitment to the sales meeting.
 - 1. The sales meeting
 - b. If I have a sales meeting then I will go over what I can do for them and their business
 - c. If I can show them what I can do for them then I can prove to them they need me
 - d. If I convince them they NEED my help, then:
 - i. I will tailor the proposed solutions to align with the client's specific needs.
 - ii. If I begin writing my copy, then:
 - iii. Develop a comprehensive copywriting strategy based on the agreed-upon solution.
 - iv. Ensure the copy addresses the client's pain points and highlights the benefits of my services.
 - v. If I finish writing my copy, then:
 - vi. Conduct thorough testing to ensure the effectiveness of the copy.
 - vii. Iterate and make improvements if necessary.

4. Checkpoint 3- April 1st

- a. If the client values my copy at minimum 1k then I will get paid at least 1k
 - b. If the client pays me \$1k, then:
 - i. I will deposit the earnings into my bank account.
 - ii. Allocate a portion of the funds for personal expenses and business development.
 - c. If I continue to follow up with potential clients, then:
 - i. Maintain relationships with existing clients for potential repeat business.
 - ii. Seek out new opportunities and clients to expand your portfolio.
5. Checkpoint 4 May 1st
- a. If continue this process of reaching out to clients all throughout may then I will have at least 2 more clients that will send me at least 1k
 - b. If I have 2 more clients that is 3 k generated then I will have a separate savings account for my 5 k goal
 - c. If I have saved from being a bartender 2k then I will have 5 k in my bank account

6. What Assumptions or Unknowns do I face?

Unknowns

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

- a. My biggest challenge that I have right now is focusing on getting a job. I just moved, and had to quit my job. It is way too far of a commute. I would rather focus on getting a client so that I don't have to work a job. But it feels like a huge risk until I have at least 1 paying client
- b. I feel Like I don't know a lot of my unknowns. I know that when I get to them I will definitely be able to Identify them,
- c. But the unknowns that I do know or assumptions I am making are:
 - Cold outreach to clients
 - Building my cold outreach message
 - Building my social media to gain "trust"
 - Actually building a relationship with a client
 - Actually taking a legit business and analyzing and breaking down the different parts of how the operate
 - Finding the Ideas to fix said problem

- Doing a sales meeting with a paying client
- Convincing them that they need me
- Building them their specific copy
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8. What resources do I have?

- a. The Real world chats
- b. Professor andrew
- c. Google
- d. AI
- e. Libraries
- f. My parents
- g. My friends parents

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