

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")

Generate R80K in revenue before the year ends so that I can be able to not worry about being employed at my job when this contract ends (next year).

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? – I will measure my progress by revenue generated

What will it look and feel like? – It will look like the money that comes in my bank account (from my client) getting closer and closer to R80K. I will feel more confident in my abilities as a copywriter and I will know that it is actually possible to make money outside of school.

What will it allow me to do after I reach it? – When I reach this goal, I will be able to stay in a nice apartment even after my contract ends and continue doing this, getting other clients which will also generate more money for me.

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?

[Insert your answers here]

Where am I now? - Right now I have a client and I have created a facebook page which is getting some kind of recognition but my client has not got any customers from the page that I created.

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 -

- Checkpoint 1: Doing serious market research to know what makes these people tick, what are they are afraid of, what they believe about themselves etc.

- Checkpoint 2: Analyzing top players who are providing the same services
 - Checkpoint 3: Implementing all that I have learned about my target audience into my copy
 - Checkpoint 4: Making sure that I use all the resources I have in order to make my client's social media pages appealing
 - Checkpoint 5: Get customers for my client
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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.)

What potential roadblocks could hinder my progress? – I am not sure if the facebook is where my client will be able to get his customers. Like, is Twitter the best place to advertise his business of maybe linked in? Which social media will help him reach more customers.

How will I overcome these roadblocks? – The only way to truly know that is to advertise on all platforms

What do I know that I don't know? – I know that I don't know how to build a website if I happen to realise that my clients needs one (e.g maybe most businesses like his have websites)

How will I close this knowledge gap? - I will ask in TRW for help if I see that the clients really needs to have a website

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, The client, God, My brain, Other people

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 NAME : Doing serious market research to know what makes these people tick, what are they are afraid of, what they believe about themselves etc

Task 1: Spend 30 minutes every day taking notes about the comments people who buy such services leave either on fb, insta, X etc

Task 2: Using bard AI to find out more about what other customers say about these services all over the internet (including places I didn't go to)

Task 3: Re-Filling out the market research template whenever I see a new trend with regards to my market

CHECKPOINT NAME : Analyzing top players who are providing the same services

Task 1: Taking time out to analyze exactly how other businesses (same market or different) are advertising their services... especially the successful one, what's making them successful and how can that be incorporated to the market I am dealing with.

CHECKPOINT NAME : Implementing all that I have learned about my target audience into my copy

Task 1: Actually writing copy based on the information that I have gathered

CHECKPOINT NAME : Making sure that I use all the resources I have in order to make my client's social media pages appealing

Task 1: Watch and harness your facebook, instagram, X and other available resources in TRW in order to know how to make my client's copy recognizable and to make it more appealing to the specific users in that particular platform.

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.

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.

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)

