

CONQUEST PLANNER

1. Define Objective

a. What is the goal?

Getting paid 500 dollars by a client in three weeks.

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

I will see 500 dollars more in my bank account.

c. When is my deadline?

The deadline is 24/02/2024 three weeks from now.

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

a. Checkpoint #9 - Measure Impact and Gather Feedback/ Get Paid (Day 21)

- i. Cause and effect #1 - Project Review - A post-project review with the client to discuss the outcomes and any further improvements not only demonstrates my commitment to their long-term success but also provides valuable insights that can enhance my services for future projects.
- ii. Cause and effect #2 - Getting Feedback - Actively seeking feedback on my work and the client's overall satisfaction helps identify strengths and areas for improvement. Positive feedback can be used as testimonials, while constructive feedback guides my development.
- iii. Cause and effect #3 - Get Paid - Actually get paid for your work and see the money in your bank account

b. Checkpoint #8 - Deliver and Overdeliver (Day 17-20)

- i. Cause and effect #1 - Be On Time - Always be on time with the deadlines I've set with the client, and when possible overdeliver. This can lead to the client being happy about hiring me and to the possibility of new assignments and referrals.
- ii. Cause and effect #2 - Regular Communications and Updates - Keep the communication with the client active and keep him adjourned to the progress you're making. This can help showing any problem early, being sure the work that I'm doing remains aligned with the client's goal, and can reinforce their trust in me.

- iii. Cause and effect #3 - Be Flexible and Responsive to Feedback - I should be open to and act on the feedback the client gives me during the project to deliver a final product that truly meets their needs.
- iv. Cause and effect #4 - Final Delivery and Review - Presenting the final deliverables in a professional manner and walking the client through the results ensures they understand the value delivered. This review is an opportunity to highlight the impact of my work and discuss any additional needs or follow-up projects.

c. Checkpoint #7 - Crush the Call and get the Job (Day 14-16)

- i. Cause and effect #1 - Prepare for it - Set up my grooming, posture and environment to look like a professional and review the important things to ask before the call.
- ii. Cause and effect #2 - Stay Relaxed and Professional - This will allow me to give the feeling of someone that is not desperate for the job and that can be relied on. This will make it more likely for them to trust me. Consider preparing some past successes to talk about.
- iii. Cause and effect #3 - Remember to Actively Listening to What They Have to Say - Listening to what they have to say is crucial because I'm here to help them at the end of the day. There's no point trying to force my previous idea if they want to do something different. It might be useful to list back to the main points of what they've told you to show them you're on the same page.
- iv. Cause and effect #4 - Ask SPIN Questions - Remember to ask this during the call to get crucial details that will help you create the best copy possible.
- v. Cause and effect #5 - Handle Pricing - Once I've established the value and customization of my services, the client is more prepared for a pricing discussion. Since the value is clear and the solution is tailored to their needs, discussing the investment should become a natural next step in the conversation. Consider having a set of packages or options, ready to guide the client to the best solution.

d. Checkpoint #6 - Get Confirmation for a Call (Day 13-14)

- i. Cause and effect #1 - Guide Them to the Call - This will allow me to not get swooped in long email conversation (unless necessary for some reason) and schedule a call face to face.
- ii. Cause and effect #2 - Keep it short and simple - This will allow them to feel less at risk since you're not asking for a lot of time.

- iii. Cause and effect #3 - Don't forget the Long Call - I might need a more in-depth call to gather all the information you need. So keep this in mind for after you crush the first call.

e. Checkpoint #5 - Work on the outreach/ Send 100 (Day 4-13)

- i. Cause and effect #1 - Check My Online Presence - This will ensure that I'm not labeled as a robot or spam when someone reads my emails.
- ii. Cause and effect #2 - Craft Compelling Subject Lines - I need to make the SL as good as possible so that they actually open the message, test it out to see open rates and double down on the ones that work the best.
- iii. Cause and effect #3 - Outreach Like a G - I need to make sure my outreach is concise, to the point, directed at them only, makes logical sense, and brings them incredible value.. Also, this means presenting myself as a professional and not a fanboy. I need to end with a clear CTA.
- iv. Cause and effect #4 - Insert the FV - Putting a piece or all the work I've done for them will allow me to bring even more value and make it less likely for them to say no, if the quality of my work is high.
- v. Cause and effect #5 - Always Remember to Follow-Up - This will allow me to not waste opportunities and have a clear and definitive answer. They might answer the second time.
- vi. Cause and effect #6 - Send 10 Outreach a day for 10 days - This will ensure that I reach the 100 outreach mark

f. Checkpoint #4 - Create a Personalized Offer or Product (Day 4-13)

- i. Cause and effect #1 - Work Like They Are My Client - This will allow me to create a valuable product to offer and practice in a real scenario at the same time.
- ii. Cause and effect #2 - Reality Check - Creating an actual piece of copy will allow me to test for real if my idea has a solid base and if it is doable before outreaching
- iii. Cause and effect #3 - Double Check and Refine - This will allow me to get external feedback on my work (from the Campus, Chat GPT or people close to me), and not be satisfied with my first or second draft.

g. Checkpoint #3 - Identify the Prospects (Day 2-3)

- i. Cause and effect #1 - Identifying Underperforming Businesses - This will allow me to target businesses that are more likely to need help.
- ii. Cause and effect #2 - Create a List of Them - This will allow me to allocate specific time for gathering contacts and not spend time doing this everyday.

- iii. Cause and effect #3 - Analyzing Grabbing or Monetizing Attention - This will help me understand clear parts of the business strategy that are not working or that could work better.
- iv. Cause and effect #4 - Identify Personalized Ideas - This will allow me to create a unique proposition for every prospect making it more likely for them to respond and be interested.
- v. Cause and effect #5 - Create a first batch of 50 prospects that should reach 100 in the following days

h. Checkpoint #2 - Deep Dive into the Niche (Day 1-2)

- i. Cause and effect #1 - Research of the chosen Market - Analyzing the niche will give me a better idea of the strategies and kind of services that are working and will help come up with ideas and ways to improve or revolutionize the market
- ii. Cause and effect #2 - Finding and Analyzing Top Players - This will let me understand what is currently working best and it will provide me with a lot of useful insights on the target market (better understanding of pains and dream state). It will also offer me models to use when creating resources for my prospects down the line.
- iii. Cause and effect #3 - Identifying Common Pains and Desires of Target Audience - Will allow me to complete the "Who I'm Talking To" doc and understand the market on a deeper level
- iv. Cause and effect #4 - Gathering Information on Businesses in the Niche - Will allow me to understand the common challenges faced in this field by businesses and will allow me to develop targeted solutions
- v. Cause and effect #5 - Engage with the Community (if possible) - Participating in industry forums, attending webinars, and engaging on social media platforms where my niche community is active provides direct insights into what my target audience values and discusses.
- vi. Cause and effect #6 - Developing a Unique Value Proposition or More - This will allow me to explain why my services are different and better than what's currently available. This clarity makes my offering more compelling to potential clients, as they can easily see the benefits of working with me.
- vii. Cause and effect #7 - Continuous Learning and Adaptation - This will ensure that my services remain effective and relevant. This agility can lead to long-term success and sustainability in my niche, as I'm always

aligned with or ahead of market needs. Also, it will make it easier for me to adjust my UVP to every prospect I reach out to.

i. Checkpoint #1 - Niche Down (Day 1-2)

- i. Cause and effect #1 - Identify my passion or skill - to pick a niche where I can already have some experience or interest inside the big three niches. (If possible)
- ii. Cause and effect #2 - Market demand analysis - to realize if the niche I've picked has relevance in the market, as this increases the probability of businesses seeking help and me getting the job
- iii. Cause and effect #3 - Competitor analysis - to identify the actual situation and gaps in the market. Understanding their offerings and how they communicate with their audience can reveal opportunities for differentiation. This can help me position as a unique solution provider in the chosen niche.
- iv. Cause and effect #4 - Evaluate Profitability - AKA make sure you targeting a niche that solves a relevant problem for a market so that there is money going around
- v. Cause and effect #5 - Consider the Long Term - Analyze if the niche and potential prospects have the possibility to grow and scale up in the value ladder
- vi. Cause and effect #6 - Get Feedback and OODA Loop - Get feedback on your analysis where you can (ex. The Campus) and OODA Loop on your process

3. What Assumptions or Unknowns do I face?
 - a. What kind of free value do I need to offer
 - b. If can land 5 sales call at least 1 of them will go well enough to get a job
 - c. If I can send 200 outreaches I should get around 5 positive answers
 - d. What exact kind of work I will be doing for the client
4. What are the biggest challenges/problems I have to overcome?
 - a. The number of outreach I can send out per day is incredibly low
 - b. Being slow at doing tasks and creating free value that has quality
 - c. Being able to stick to the program every day
5. What resources do I have?
 - a. Real Word Copywriting Courses
 - b. Consider the people around you and how they can help you
 - c. Real World Business Mastery Course
 - d. My critical thinking

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

FRI

2

SAT

3

Wake up and start your day (morning routine), 07:00

AGOGÉ Exercise
07:30 – 08:45AGOGÉ Exercise
09:00 – 10:00Website B&B
10:00 – 11:00AGOGÉ Exercise
11:00 – 12:00Training
12:00 – 13:00Lunch with your girlfriend and relaxation time
13:00 – 14:00Riposo
14:00 – 15:00Brainstorming Etsy + Bread
15:00 – 16:00AGOGÉ Exercise
16:00 – 17:00MPUC e Swipe
17:00 – 18:00

AGOGÉ Exercise, 18:00

Agoge Call
19:00 – 20:00Dinner with your girlfriend
20:00 – 21:00Relaxation/Leisure time
21:00 – 22:30Last things
22:30 – 00:00

Wake up and start your day (morning routine), 07:00

Khyal
07:30 – 08:30AGOGÉ Exercise
08:45 – 12:00Training
12:00 – 13:00Lunch
13:00 – 14:00

Riposo, 14:00

AGOGÉ Exercise
14:30 – 16:00Groceries
16:00 – 17:00MPUC e Swipe
17:00 – 18:00

Niche Down, 18:00

Checkpoint #1 - Niche Pick and Analysis, 18:30

Agoge Call
19:00 – 20:00Dinner with your girlfriend
20:00 – 21:30Niche Down
21:30 – 22:30Last things
22:30 – 00:00Khyal
18:15 – 19:15

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SUN	MON	TUE	WED	THU	FRI	SAT
18	19	20	21	22	23	24
Wake up and start your day (morning routine), 06:45	Rhyol 07:00 - 08:00	Client's Work 08:30 - 13:00	Rhyol 07:00 - 08:00	Client's Work 08:00 - 13:00	Rhyol 07:00 - 08:00	
			Client's Work 08:00 - 13:00	Client's Work 08:00 - 13:00	Client's Work 08:00 - 13:00	
Training 12:00 - 13:00	Training 12:00 - 13:00	Training 12:00 - 13:00	Training 12:00 - 13:00	Training 12:00 - 13:00	Training 12:00 - 13:00	Training 12:00 - 13:00
Lunch 13:00 - 14:15	Lunch 13:00 - 14:15	Lunch 13:00 - 14:15	Lunch 13:00 - 14:00	Lunch 13:00 - 14:15	Lunch 13:00 - 14:15	Lunch 13:00 - 14:15
Rhyol 14:15 - 15:15	Client's Work 14:15 - 14:55	Rhyol 14:15 - 15:15		Rhyol 14:15 - 15:15	Final Delivery and Review 14:15 - 17:00	Rhyol 14:15 - 15:15
Client's Call 15:30 - 16:30		Send First Draft and Ask Feedback, 15:30		Client's Work 15:15 - 17:00		Project Review 15:15 - 16:15
		Client's Work 16:00 - 17:00				Getting Feedback from the client 16:15 - 17:00
MPAC & Seize 17:00 - 18:00	MPAC & Seize 17:00 - 18:00	MPAC & Seize 17:00 - 18:00	MPAC & Seize 17:00 - 18:00	MPAC & Seize 17:00 - 18:00	MPAC & Seize 17:00 - 18:00	MPAC & Seize 17:00 - 18:00
Client's Call 18:30 - 19:00	Checkpoint #7 - Crush the Call and Get the Job 18:00 - 19:00				Checkpoint #8 - Deliver and Overdeliver 18:00 - 19:00	Checkpoint #9 - Get Paid + Feedback 18:00 - 19:00
Dinner 20:00 - 21:30		Dinner 20:00 - 21:30	Dinner 20:00 - 21:15		Dinner 20:00 - 21:00	Dinner 20:00 - 21:00
Recover if Behind 21:30 - 23:00	Dinner 21:30 - 23:00	Recover if Behind 21:30 - 23:00		Dinner 21:00 - 23:00	Recover if Behind 21:00 - 23:00	Recover if Behind 21:30 - 23:00
Last things 23:00 - 00:00	Last things 23:00 - 00:00	Last things 23:00 - 00:00		Last things 23:00 - 00:00	Last things 23:00 - 00:00	Last things 23:00 - 00:00