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# CONQUEST PLANNER

1. Define Objective
  - a. What is the goal? **GETting a Client**
  - b. How will I know I've achieved it? **When I have a happy client wanting to pay me**
  - c. When is my deadline? **2 months once I become the one eyed man in the land of the blind (Learning marketing from Buisness in a Box)**
2. What are the Checkpoints between my Objective and where I am? **//GET AS DETAILED AS POSSIBLE**

CheckPoint 1 - Writing the prospect list

Checkpoint 2 -Sales Call

Checkpoint 3- Qualify the clients

Checkpoint 4- Outreach to the clients

Checkpoint 5-Land the client

  - a. Checkpoint #1 - **Sorting out the prospect list**
    - i. Cause and effect #1 **Write a list of 25+ potential clients in one or multiple niches of local business The more local business I find and more niches will help me more because then I have more potential people to keep trying and work on my outreach.**
    - ii. Cause and effect #2 **Ask family and friends if they know anyone with a local business struggling with marketing So I wont have to do as much cold outreach**
    - iii. Cause and effect #3 **Start watching Youtube videos on marketing, This will benefit me because when Arno gives his professional information I will have some atleast base understanding on what terms hes using**
    - iv. Cause and effect #4 **Doing research on different companies and figuring out what their main marketing problem is. This will benefit me because If I identify what their main problem is then my offer if they qualify will be close to irresistible**
  - b. Checkpoint #2 - **Having a sales call**
    - i. Cause and effect #1
3. What Assumptions or Unknowns do I face? **Not having a good outreach format, How the local business will react, I Assume I wont get to qualifying till atleast 20 attempts, Not getting a response, The email going to spam, Local business wont trust me because im 17**

4. What are the biggest challenges/problems I have to overcome? Having Lack of experience, overcoming my anxiety to talking to others
5. What resources do I have? TRW, Parents,, Friends, Family,

#### 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