

CONQUEST PLANNER

1. Defiance the objective.

A. What is my objective?

My objective is to achieve 1250\$ monthly retainer from 2 clients made from copywriting.

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

When I get up every day, work hard to improve my 2 clients' businesses, and provide them a massive value with my copies that will increase sales, clicks, and leads they will gladly pay me the 1250\$ retainer.

C. When is my deadline?

My deadline is July 30.

2. What are the Checkpoints between my Objective and where I am?

//GET AS DETAILED AS POSSIBLE

From start to end.

1. Checkpoint dive into the "Marketing and Advertising niche"

- Open Microsoft Edge, then open chatgpt.

.- Type in chatGPT "Give me 80 top search terms I can use to find people on YouTube within the Marketing and Advertising Agencies niche"

- Then type "Give me the top 80 most popular topics within the "Marketing and Advertising Agencies" niche and describe their content on YouTube"

- And Then type "Now give me some examples of the 70 most popular keywords and types of business that are in the "Marketing and Advertising Agencies" niche describe their content on YouTube "

- And then “give me a list of 30 keywords people in the "Marketing and Advertising Agencies" niche post on Twitter”
- And then “give me a list of 30 keywords people in the "Marketing and Advertising Agencies" niche post on Instagram”
- After having the info about how I can find clients, I go to youtube and start putting the keywords.
- I opened every channel that popped up when I searched for things related to the Marketing and Advertising niche.
- I collect every account that has (an audience of 10k+ subscriptions, active channel, something to sell, website) to Google sheet.

2. Checkpoint analyzing potential client's businesses

- After collecting people who have (an audience of 10k+ subscriptions, active channel, something to sell, website) I analyze their business.
- I open their website and carefully analyze:
 - What's holding them back from scaling their business
 - What problems do they have.
 - What I can improve.
 - How they grab attention
 - How they monetize attention
 - I look for any funnels (if they have any)
- This will give me the information on what I can do to improve their business.

3. Checkpoint analyzing top players in the “Marketing and Advertising Niche”

- I analyze who is the top player in the “Marketing and Advertising Niche” to steal their ideas.

- I look on YouTube who is the TOP player in the “Marketing and Advertising Niche”
- I look on Google who is the TOP player in the “Marketing and Advertising Niche”
- I look on Instagram who is the TOP player in the “Marketing and Advertising Niche”
- I look on Twitter who is the TOP player in the “Marketing and Advertising Niche”
- The point is to find the top players collect them into Google sheet, and steal their ideas for my clients.

4. Checkpoint make a plan on what I can make for them.

- After analyzing their business needs, I make a plan on what I can make for them to improve their business.

5. Checkpoint making a DM.

- After analyzing their business I make a tailored DM related to their needs
 - My DM needs to catch their attention with the first line.
 - My DM needs to be tailored to them only.
 - My DM needs to be related to their needs.
 - My DM needs to be short and simple (straight to the point).
 - I need to show them the problem.
 - I need to show them the solution.
 - My DM can't sound salesly or AI-made.
 - My DM needs to pass the bar test (like humans were talking in the bar)
 - I can test building trust by reducing risk work for free for one week (optionally)

6. Checkpoint after making a DM, I send it to TRW students to review it.

- I send my DM to an (outreach lab) to see what students are saying about my DM.
- I send the DM to (outreach lab) to see if I am making any mistakes.
- I want to have the best performance of my DM so that there will be a higher chance of potential clients saying "YES" to working with me.

7. Checkpoint sending 30 dms daily to potential clients.

- After making a DM daily I am sending 30 DMS daily to potential clients.
- I go into a Google sheet where I have collected potential client's info and I send them a DM.
- After sending the DM I look daily if they responded "yes" or "no"

8. Checkpoint Got a first client that said "YES"

9. Checkpoint scheduling a call with a first potential client's

- When they responded that they wanted to work with me we scheduled a Zoom call.
- I am messaging them about the day that fits best for me for a Zoom call if it's good for them.
- If they agree on the day that fits me best, I don't make changes.
- If they don't like the day that fits me best we make changes.

10. Checkpoint preparation before a Zoom call.

- Cleaning the clothes that fit me best (black shirt, black jeans, black socks, black pants)
- Going to a barber
- Cleaning my room

- Having hygiene before a call (shower, shave, toothbrush)
- Watching Andrew Bass's tips about what to do before a sales call.
- Watching TOP salespeople on YouTube about their tips on what to say on a sales call.
- Preparing the questions on a paper on what I want to ask them from Andrew Bass's tips.
 - What's his history of starting a business, how long, why, etc
 - What are the problems that he faces,
- Remembering myself to breathe and talk slowly when I am on a Zoom call with them.

11. Checkpoint closing the Zoom call.

- Hoping on the Zoom call with a potential client.
- Genuinely listen to the person and take the necessary notes
- Start a 5-minute small talk to get to know each other.
- Then I ask him questions about his business:
 - What's his history of starting a business, how long, why, etc
 - What are the problems that he faces.
 - Who is his target market.
 - What does he think that is holding him back from the desired outcome.
- After analyzing what's holding him back we discuss the Discover project.
- We close the Zoom call.

12. Checkpoint Got a second client that said "YES"

13. Checkpoint preparation before a Zoom call.

- Cleaning the clothes that fit me best (black shirt, black jeans, black socks, black pants)
- Going to a barber
- Cleaning my room
- Having hygiene before a call (shower, shave, toothbrush)
- Watching Andrew Bass's tips about what to do before a sales call.
- Watching TOP salespeople on YouTube about their tips on what to say on a sales call.
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- After analyzing what's holding him back we discuss the Discover project.
- We close the Zoom call.

15. Checkpoint I make a discovery project for the first client.

- I made a discovery project that I discussed with a first client
 - a. Make an avatar as detailed as humanly possible
 - b. Ask the 4 questions
 - c. Write the copy
 - d. Review and revise the copy until I think it is good
 - e. Send a copy in for the Aikido challenge and student review
 - f. Revise the copy until it is actually good
- After making a discovery project I send him the project.
- I ask him about any changes.
- I ask him if it fits his audience the best.
- After a week I am asking about the results of the project.

16. Checkpoint I make a discovery project for the second client.

- I made a discovery project that I discussed with a first client
 - a. Make an avatar as detailed as humanly possible
 - b. Ask the 4 questions

- c. Write the copy
- d. Review and revise the copy until I think it is good
- e. Send a copy in for the Aikido challenge and student review
- f. Revise the copy until it is actually good

- I made a small project (overdeliver)
- After making a discovery project I sent him the project.
- I ask him about any changes.
- I ask him if it fits his audience the best.
- After a week I am asking about the results of the project.

17. Checkpoint asking the first client if he wants to hire me for a month's retainer.

- When my discovery project generated amazing results, I sent a DM to the first client if he wanted to hire me for a monthly retainer (625\$)

18. Checkpoint asking the second client if he wants to hire me for a month's retainer.

- When my discovery project generated amazing results, I sent a DM to the second client if he wanted to hire me for a monthly retainer (625\$)

19. Checkpoint working full time with both clients.

- Making their sales page.
- Making their landing page.
- Making their email list.
- Making Facebook, Google, and Instagram Ads for them

- Making a welcome sequence
- Making funnels for them.
- Making a home page for them.
- Making a redesign (optional if needed)
- Lead Magnet

20. Checkpoint achieved 625\$ monthly retainer from both clients.

I made for them:

- Sales Page
- Landing Page
- Lead Magnet
- Email list
- Welcome sequence
- Funnels
- Home Page
- Redesign
- Ads Facebook, Google, And Instagram

3. What Assumptions or Unknowns do I face?

What Assumptions or Unknowns do I face?

Assumptions:

- My first client has time for his business.
- My second client has time for his business.

- My first client responds within 3-5 days.
- My second client responds after the first client within 5-14 days
- Clients will like my results.
- I would need more time to dedicate to clients.
- I landed both clients on a Zoom call.

Unknowns:

- I don't know what project I will make for my clients.
- I don't know If I will land the clients.
- I don't know how the Zoom call will go.
- I don't know what discovery project I am gonna make.
- I don't know if someone will respond positively to my DM.
- I don't know if I will land the client in DM or a Zoom call.
- I don't know if I will be able to produce the results needed to get a monthly retainer (625\$)
- I don't know if they will agree to a monthly retainer.
- I don't know if they will like my copies.
- I don't know if the ads will generate results such as clicks or sales.
- I don't know if I will be able to handle 2 clients at one time.
- I don't know if my copies will increase their sales, leads, or traffic.

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

- Managing ads.

- Being confident in sales call.
- Writing copies that will increase sales, leads, and traffic.
- Redesigning their website.
- Finding out how their website works.
- Making a good discovery project that will generate results for a monthly retainer.
- I would need to massively increase my skill in copywriting → solution step 3 copy campus

5. What resources do I have?

- TRW copy campus.
- Client acquisition campus.
- Business mastery campus.
- Andrew Bass.
- Copy Aikido.
- Captains.
- My friend who is in TRW that landed clients.
- TRW.
- CHATGPT.
- Youtube, IG, TWITTER, GOOGLE
- Bard AI.
- Professors.

