🛡️ *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")

[Insert your answers here]

My Result Is - Become a Rainmaker by 9/30

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.)

[Insert your answers here]

How will I measure my progress? - Generate $10,000k in revenue for my client

What will it look and feel like? - As I generate my mother 10,000k in revenue I open the real world, I open the copywriting campus, I hover over the wins channel, I type in my win with pride and excitement applying for a rainmaker, I click send, after my next GWS I open the real world, I see my name glowing in lime green text, the role rainmaker is visible under my roles tab, I see my unreads filled with congratulations messages from my agoge brothers, as I earn the role of a rainmaker, I feel like one of the most powerful copywriters in the planet, a copywriter who has the power to persuade people to take the actions he wants them to take, a copywriter who has the power to generate infinite amounts of money, a copywriter who makes the sky rain money , an expert in his field, someone who generates businesses massive results,a copywriter who gets his emails spammed with business willing to work with him.

What will it allow me to do after I reach it? - Become one of the best copywriters in the planet

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? - I'm working with my mother who is an authentic life coach recent graduate in the authentic life coaching niche, a new to business business, they're bad at both attention and monetization , in a project to create them website

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 - Become a Rainmaker

- Checkpoint 1: Create your client a website

- Checkpoint 2: Grow your client fb page organically to 100k followers and generate them 10,000k in revenue

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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.)

[Insert your answers here]

What potential roadblocks could hinder my progress? - internet, financial constraints, speed

How will I overcome these roadblocks? - work outside home to make money, flipping, ask family or friends for money, buy mobile's tethering and use your phone, Harsh deadlines and plans

What do I know that I don't know? - don't know how to create my client a website, don't know if making my client a website and growing them to 100k followers on fb is enough to generate them 10,000k in revenue, don't know if my client is going to have 10,000k in revenue as they said that the amount of sessions they have in a time frame is not enough to generate them 10,000k in revenue

How will I close this knowledge gap? -
1. Watch a wordpress website tutorial
2. Ask the real world for feedback on ideas
3. Test and see, you could also add to their business more offers, increases their prices,etc

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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
- Andrew's AI
- Youtube, google, AI
- Current personal network
- Project index

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: Create your client a website

    Task 1: Go through level 3 content
- Task 1: watch beginner live call 06 [1 hour]
- Task 2: perform market research for your warm outreach client
  - Task 1: fill out the market research template [4 hours]
    - Task1: identify who your target's market generally are [1 hour]
    - Task 2: identify your target's market current painful state [1 hour]
    - Task 3: identify your target's market desirable dream state [1 hour]

- Task 4: identify your target's market values, beliefs, tribal affiliations [1 hour]
  - Task 2: create an avatar [30 min]
    - Task 1: pick one from your research or create them from scratch
    - Task 2: give them a face
    - Task 3: give them a name
    - Task 4: give them background details
    - Task 5: create a day in their life
  - Task 3: send for feedback in the business 101 chat
- Task 2: Watch beginner live call 7 [30 min]
- Task 3: perform beginner live call 7 mission [15 min]
  - Task 1: identify your project's basic elements: [15 min]
    - Task 1: identify your market's painful current state
    - Task 2: identify your market's desirable dream state
    - Task 3: identify your market's roadblocks
    - Task 4: identify your market's solution
    - Task 5: identify how your client's service help them take advantage of the solution
    - Task 6: share in the business 101 chat
- Task 4: watch beginner live 8 [1 hour]
- Task 5: perform beginner live call 8 mission
- Task 9: watch beginner live call 09 [45 min]
- Task 10: perform beginner live call 09 mission
- Task 11: watch beginner live call 10 [45 min]
- Task 12: perform beginner live call 10 mission
- Task 15: watch beginner live call 12 [45 min]
- Task 16: perform beginner live call 12 mission
- Task 17: watch beginner live call 13 [1 hour]
- Task 18: perform beginner live call 13 mission
- Task 19: watch beginner live call 14 [45 min]
- Task 20: perform beginner live call 14 mission
- Task 21: watch beginner live call 15 [45 min]
- Task 22: perform beginner live call 15 mission
- Task 23: watch beginner live call 16 [45 min]
- Task 24: perform beginner live call 16 mission
- Task 25: watch beginner live call 17 [45 min]
- Task 26: perform beginner live call 17 mission
- Task 27: watch beginner live call 18 [30 min]
- Task 28: perform beginner live call 18 mission
- Task 29: go through module 2 content [15 min]
- Task 30: go through module 3 content [2h]

Task 2: Analyze top players [1 hour]
- Task 1: find 2 top players in a website and in fb in the life coaching niche
- Task 2: Go through the top player analysis process on these top players

- Task 3: share your top player analysis on the top player analysis channel

Task 3: Create your client a website/winner's writing process
- Task 1: Create the website's header [15 min]
    - Open local
    - Select site
    - Click WP Admin
    - Select site
    - Click customize
    - Create the website's header rough draft
    - Review and revise it till it's effective
    - Optimize your header for tablet
    - Optimize your header for mobile
- Task 2: Create the website's homepage [1 hour]
    - Open local
    - Select site
    - Click WP Admin
    - Select site
    - Click edit with elementor
    - Create the website's homepage rough draft
    - Review and revise it till it's effective
    - Optimize your homepage for tablet
    - Optimize your homepage for mobile
- Task 3: Create the website's about page [1 hour]
    - Open local
    - Select site
    - Click WP Admin
    - Select site
    - Select about page
    - Click edit with elementor
    - Create the website's about page rough draft
    - Review and revise it till it's effective
    - Optimize your about page for tablet
    - Optimize your about page for mobile
- Task 4: Create the website footer [15 min]
    - Open https://www.youtube.com/watch?v=6vwVnpSdNX4&t=17638s
    - Follow the footer part instructions from 4:51:00 - 5:09:00
- Task 5: Create the website's FAQS page [1 hour]
    - Open local
    - Select site
    - Click WP Admin
    - Select site
    - Select FAQS page
    - Click edit with elementor
    - Create the website's FAQS page rough draft

- Review and revise it till it's effective
- Optimize your FAQS page for tablet
- Optimize your FAQS page for mobile
- Task 6: Create the website's booking page [1 hour]
    - Open local
    - Select site
    - Click WP Admin
    - Select site
    - Select booking page
    - Click edit with elementor
    - Create the website's booking page rough draft
    - Review and revise it till it's effective
    - Optimize your booking page for tablet
    - Optimize your booking page for mobile
- Task 7: Create the website's booking system [1 hour]
    - Open chat GPT
    - Insert goal
    - Insert situation
    - Ask for instructions to create the booking system
    - Follow the instructions
- Task 8: Send your website for your client
    - Click tools
    - Click live links
    - Log in
    - Send your website for your client
- Task 9: Send your website and funnel strategy in the copy review channel
- Task 10: Review and revise it according to your client [1 hour]
- Task 11: Push it live [15 min]
    - Open local
    - Click push
    - Push it live
- Task 12: Review and revise it according to feedback from the real world [1 hour]

CHECKPOINT NAME: Grow your client fb page organically to 100k followers and generate them 10,000k in revenue

- Task 1: pitch your client on a project to grow them to 100k followers on FB [1 hour]
- Task 2: Analyze top player's organic social media content [1 hour]
    - Continue going through the top player analysis process
    - Send your top player analysis for feedback on the beginner chat
    - Revise it according to feedback
- Task 3: Create your client organic social media content [1 hour]
    - Task 1: create a rough draft
        - Open AI
        - Insert goal

- Insert top player analysis
- Insert market research
- Click send
  - Task 2: revise it till it's effective
  - Task 3: send your funnel strategy and copy for feedback on the real world
  - Task 5: send your copy for your client
  - Task 6: revise it according to your client
  - Task 7: push it live
  - Task 12: Review and revise it according to feedback from the real world [1 hour]
  - Task 8: Measure results and continue to irritate until you generate them 10k in revenue
- Task 5: generate your client 10,000k in revenue
- Task 6: get a testimonial
- Task 7: apply for a rainmaker

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.

Google Calendar - Sunday, July 28, 2024, today

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.

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 minute)