



PART 2: DEFINE YOUR OFFER



In **Part 1** you explored the tools you'll use to hit your £100,000 target. In **Part 2**, you'll explore *yourself*: drilling deep into your knowledge and experience with a four-leaf clover called the **Purposegram**, and making some **Big Honkin' Lists** that shape your **offer to the market**.

Why so early, before you even know who your customers are? Because your offer to your market doesn't start with your market; it starts with *you*. In a world of superabundance, there are 3-8 repeat clients (your target) out there for *any* professional skill. But there's also *competition* for those clients. So **Part 2** helps you define the saleable skill you can deliver better than anyone else—*before* you start looking for customers.

What is that saleable skill? It combines what you *love* and do *best*—the work that doesn't *feel* like work. It's the activity that creates value while stretching your limits, broadening your understanding, and furthering your expertise. In other words, **Part 2 is the big stuff**: your core strategy for success as an indie, *whatever* your area of expertise. Combining profession with passion, mission with vocation—*these* are the factors that take you off the discount card and into the premium rates for what you do.

At the end of **Part 2** you'll have a plan for your **sales profile** on LinkedIn, the broad brush **search terms** you'll use to find customers, your core **pages** set up on WordPress, and some **email** templates set up in MailChimp. Most importantly, you'll have a **case study** that describes your ideal business approach and your **value proposition** defined as a single paragraph.

From **Day 8**, you'll also start making **Connections** on LinkedIn—15 of them each day. You'll also start adding 10 cold suspects to your spreadsheet each day, using the search methods outlined in **Day 2** and expanded in **Day 9**.