



PART 3: FIND YOUR MARKET



With your **offer** (and how you work best to deliver it) defined and 76 individuals already on your **List**, it's time for **Part 3**, where you search for, size up, and connect with the **20% of customers in your market who need you most**, using advanced search methods called **strings** and **operators**.

(That 20% means a lot. Businesses large and small tend to get 80% of their revenues from 20% of their customers. From today to **Day 100**, this book concentrates on finding that 20% that make you most money.)

By formalising your search criteria as **Google Alerts** and adding them to your **List**, you'll end **Part 3** with the first part of a simple but complete **marketing system** you'll bring full circle in **Part 6** when you write your **Letter** and build a **mailing list**. That's why the **sales funnel** is such a basic part of **100 Days, 100 Grand**: knowing where each name is on their journey towards being your customer is how you smooth your earnings and measure your success.

So **Part 3** will bring your marketplace into focus—but *not* by solely by deciding on sectors or verticals to approach. Rather, you'll use your **Purposegram** to define and seek people who work in areas of genuine interest to you. Because finding customers with a need for you is only half the answer to six-figure freelancing; to do your best work for customers, year after year, you need to *enjoy doing it*.

In **Part 3**, you'll drop back to making 3 Connections a day on LinkedIn, but maintain your prospecting rate of adding 10 individuals to your spreadsheet each day.