



PART 5: THE LIST



By now, your spreadsheet contains 216 names. Already a fifth of your target's done—and it'll grow to 1,000 by **Day 100**. But before that comes **Part 5**, with the goal of turning that list into your **List**, a £350,000 business asset.

What's the difference between a list and a **List**?

A list—a plain-vanilla block of information like a customer database—is just a set of names and addresses. (Namely, what you've got now.) Its **descriptors**—FIRSTNAME, LASTNAME, COMPANY—are simple, driving the basic mass customisation of any mailing campaign. There's not much there about the individuals on it beyond their job titles.

By contrast, a **List**—like the 100days_yourname_list spreadsheet you'll build out in **Part 5**—defines those people *in great depth*.

How? With additional **descriptors** and **selectors**. By tagging and scoring each name with information that pins down their hopes and dreams, your List becomes a detailed set of personalised profiles—making the **Letter** you'll write in **Part 6** 10-20 times more effective.

These carefully-chosen descriptors and precisely-scored selectors are what make your List worth £350,000. By making your communications with people as personal as possible, they maximise the chance of a cold suspect moving all the way down your sales funnel and become a paying customer. And that's a great business asset to own.

By talking to the individuals on your List **one-to-one**—positioning your offer as the *precise solution to their needs*—you'll kick off conversations with around 100 **warm leads** in your 100 days. These warm leads are the source of the 3-8 **repeat clients** you need to hit your £100,000 annual income.

(That's where the £350,000 figure comes from: an asset giving rise to a £100,000 return has a financial value of around £700,000. Your List will be half of that, and a compelling piece of marketing—your **Letter**, a personalised

communication that makes use of the descriptors and selectors on your List starting in **Part 6**—will be the other.)

The descriptors you'll add to your List in **Part 5** are a mix of **quantitative** (hard numbers) and **qualitative** (your opinion) information. For example: the sales funnel in column O of worksheet PEOPLE is a numerical descriptor, with a straightforward selector of 1-6 denoting which stage of the funnel the individual's at.

Other descriptors have fuzzier definitions, which is why you'll **score** them to turn them into numbers. Your score for each individual or company is what customises the content of your **Letter** for everyone who receives it.

Part 5 is an intensive week. And you may not fully understand *why* you're doing it until **Part 6**. For now, just understand that **Part 5** is the base layer that makes your List a valuable business asset, humming away beneath the surface of the **Campaign** coming up in **Part 7** and making everything function. At first, building it is a bit of a slog. But it gets much easier once you've started—and the methods work.

In the week of **Part 5**, you'll continue adding 3 Connections a day on LinkedIn and search out 10 individuals for your List. **Part 5** is also where your daily task lists start containing tasks you *repeat each day*, each small and simple action building towards the 100 Days totals.

Now let's drill down into **mass customisation**, **extreme personalisation**, and **dynamic content**.