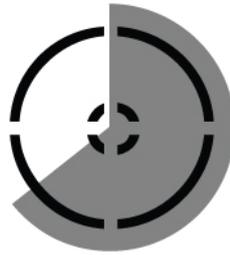




## PART 7: THE CAMPAIGN



You're halfway through your 100 Days plan, with your offer and market defined and your **List** and **Letter** ready. The goal of **Part 7** is to *launch* that Letter, as the **marketing campaign** that'll reach out to 1,000 potential customers . . . and bring in responses at a rate 10-20x greater than even pro marketers manage.

**Part 7** involves busywork. Assuming you're sending your sales letters as snail mail, there's a lot of folding, stuffing, and stamping. But it's also a breather after the critical thinking of **Part 5** and the whirling creativity of **Part 6**. Also, many of **Part 7**'s Tasks repeat each day. So with the detailed planning of Parts 5 and 6 done, seeing your hard work on MC, XP, and DC rolling out into actual communications customised for each individual on your List (two-thirds of your total Campaign will go out in the next two weeks) might even feel *fun*.

Each day of this 2-week Part, you'll add 3 connections on LinkedIn, 25 names to your List, and 50 sales letters to your total. By **Day 63** you'll have sent over 700. Optionally, depending on what you decide on **Day 50**, you'll add the customised text of each Letter to a unique web page the prospect can visit. (It's a great way to increase response to a marketing campaign.)

Each day from now on you'll update your sales funnel to *record* those mailouts, turning **cold suspects** into **warm leads**. Approaching potential customers with personalised content, acting on their responses as the conversation develops over time, is called **Customer Relationship Management**.

There are thousands of software applications that help you do CRM. You could spend your hard-earned cash on them . . . or you can take a critical eye to your spreadsheet and talk to your prospects one-to-one like a proper human being. It all contributes to the end goal of winning 3-8 repeat clients during Parts 8-10, as your 100 days of slog take you towards the finish line.

But it's not all envelope-stuffing and stamp-licking. In the second half of **Part 7** (Days 57-63) you'll start **analysing results** by choosing some **metrics**.

Metrics are simple counts and ratios in your spreadsheet that keep a running tally of what worked and what didn't. (Thanks to all your scoring and describing in **Part 6**, you've got the raw data to choose them.) This capacity for learning from data over time is what makes your List a £350,000 asset.

In the second half of these two weeks, you'll hit the big time: **following up** with people who've responded to your sales letters in some way, from a simple website visit to an hour-long inbound phone call. These responses are the source of your 3-8 repeat clients by **Day 100**.

Then towards the end of **Part 7**, you'll use what you learn to **revise and improve** your Letter content. Applying learnings to your living control lets you boost conversion rate at every stage of the sales funnel and make your Letter an unbeatable method for marketing your offer. It's what makes your Letter another £350,000 business asset.

Many professionals would say sending out letters by hand is beneath them. See if you feel the same way when it's bringing you clients with £100,000 to spend. Don't think of it as stuffing envelopes, think of it as stuffing your sales funnel. This is the magic of the 100 Days plan: it's all in the numbers.

**Let's launch your Campaign.**