



PART 8: PROSPECT TO PROJECT



Part 8 spans two weeks. It's about turning those **qualified buyers** from **Part 7** into **confirmed customers** assigning you initial projects. Leading, at last, to your first **freelance earnings**. Since you'll be spending more time working on client projects, the amount of informational and instructional content in each day drops from now on.

This book defines an initial project as a small job taking a few hours to a few days, invoiced at £100-1,000. If you negotiate more, great. But this stage is about *getting that first project booked*, not its sticker price. The point is to sign up a paying customer, *not* make a juicy profit.

In the first week of **Part 8** (Days **64-70**) you'll meet the pieces of information that go into a **project proposal**. Some may seem overkill, but a project proposal isn't a one-off; you're building a **template** you can use again. In the second week (Days **71-77**) you'll start *writing* those proposals, to the respondents your followup conversations proved positive.

Responses to a Campaign tend to come in within two weeks. So with 700+ sales letters sent in **Part 7**, that's up to 35 responses in the bag so far. (With another 35 in the pipeline from last week's flights, for a total response rate of 10%.) But responses aren't projects. So assume you'll send only 21 project proposals in total during your 100 days. One a day for the next three weeks, with around half turning into wins, for an effective **conversion rate** of 1%. Marketing is a numbers game: you win it by making your numbers.

Also in **Part 8** you'll continue adding cold suspects into your funnel, but at a lower rate of 10 a day. And you'll keep sending sales letters—but just 15 a day, as you get closer to marking everybody as mailed. Of course, you'll keep adding Connections on LinkedIn—3 each day—and follow up 5 or so first responses each day of the first week, dropping to 2 a day in the second week.