

FOREWORD: PIRSIG'S BRICK

In *Zen and the Art of Motorcycle Maintenance*, one of narrator Robert Pirsig's students is in trouble. She's been asked to write 500 words on the USA and her mind's a blank. The subject's too big, too broad; she can't find that hook that gets her started.

So Phaedrus tells her to go to a building on Main Street and try again . . . *starting with the upper-left-hand brick*. The next day she's back—with five thousand words on paper.

Pirsig's Brick is why I wrote this book.

In decades working for myself, I've met thousands of people like that student, across hundreds of professions. People with the skills to earn an income in the top 1% of earners, *if they knew where to start*.

They're not just people you commonly think of as freelancers, like contractors, copywriters, and consultants. All *sorts* of job descriptions have indies in their orbit, including those you probably think are salaried roles.

Soccer players. Delivery drivers. Financial advisors. Art experts. Wine dealers. Paralegals. Teachers. Caregivers. Martial arts instructors. Surf school bums. People who guide others through insurance mazes. Act as patient advocates. Tutor others in lost languages. Write ultra-niche software. Set up buying clubs. Make artisan cheese. Repurpose found objects.

These are people with ambition and creativity and expertise, developed over decades. Trouble is, most don't earn an income that matches those skills. (Some don't even hit *minimum wage*.)

It's not for want of trying. They'd all *like* to be among those freelancers who always seem abuzz with projects, own a humming sales pipeline, a bursting order book. Remember this: those people only have it together because they had a **Pirsig's Brick**. Something that *got them started*. And with the step-by-step plan in **100 Days, 100 Grand**, you can join them.

Think of **Day 1** in this book as your upper-left-hand brick. That chapter and the 99 that follow get rid of the stumbling blocks, with a concise set of tasks to complete between dawn and dusk over 100 days. Each day taking you 24 hours closer to a singular goal: *earning a six-figure income from the skills you have now*. Even if you've never freelanced before.

The methods and models in this book draw on the experiences of over 200 independent professionals and 1,000 projects, spanning 20+ years working in 16 markets across Europe, Asia, and North America. It includes everything that led me to success in finding and keeping real customers . . . and nothing that didn't.

In other words, I made the mistakes so you don't have to.

As a freelance copywriter, I use all these methods myself, in the same sequence. And expect to continue doing so. (There's not a lot of money in writing workbooks, you know.) **100 Days, 100 Grand** started as my own work plan to improve my freelancing; it was only some way in that I realised other people might find it useful too.

Of course, it isn't just freelancers who buy this book—I've even heard of salaried salespeople using these methods to build their book of customers and plan their quarterly activities. But since *I'm* a freelancer, it's aimed more at the indie set than anyone else. Because I believe it's the freelance professional who'll get the most bang per buck from **100 Days, 100 Grand**.

This book's for you if you want to work your own hours, on your own terms, doing work you enjoy, for people who appreciate it. Living a life true to yourself, with a high income, low costs, and a positive sense of purpose.

Let's face it, life's too short to live any other way.



Figure 1: The author and a few friends, somewhere above California

CHRIS WORTH

Visit **100 Days, 100 Grand** at <http://100days100grand.com>