



HOW THIS BOOK WORKS



Your 100-day plan is divided into ten **Parts**, each with a theme. Within each Part are **Days** (chapters). A **Part** is one or two weeks (7 or 14 **Days**) of mostly learning and doing Mon-Fri, and mostly reviewing and critiquing at weekends. (Yes, to complete in 100 days, you'll need to work weekends.)

The actions of each **Day** build on each other over time—basic actions at first, then connected sequences of decisions as you get deeper in. For instance, if you're learning about search spaces on Tuesday of **Part 1**'s week, you'll build on search on successive Tuesdays. Splitting these actions across time gives you breathing space to catch up and practice, letting the methods bed in properly over your 100 days.

INFORMATIONAL AND INSTRUCTIONAL CONTENT

Each chapter has two sections: **informational** and **instructional** content. Think of it as first reading, then doing.

Informational content

A day starts with **informational** content. It's a bit of textbook-style teaching, divided into numbered sections detailing the **methods** and **models** that'll get you from zero to £8,350+ in monthly billings.

People experienced in marketing and technology—those with their own websites, or who use Excel and Word every day—will use the instructional content but skim the informational, adapting the content to whatever methods or models they prefer. Think of informational content as a **broad strategy** you can customise.

Instructional content

While informational content is **strategic**, the **instructional** parts are **tactical**. Divided into numbered **Tasks**, they give you the sequence of actions to perform each day, down to the cells of your **List** and the paragraphs of your **Letter**. The tasks in each **Day** are a tried-and-tested work plan for *executing* what you learned from the informational content that precedes them.

Instructional content is for those expert in their own area, but less schooled in marketing and technology. The instructional parts are your How-To manual. Taken together with informational content, it means you'll never have to wonder "How do I do *that*?"

EACH DAY HAS THE SAME STRUCTURE

All chapters start with a **summary** of what you'll do and learn that day, and end with a **checklist**. To a) make sure you understand the **methods** taught, and b) keep you on track with the daily **Tasks**.

When you complete multi-part Tasks that span days or weeks, you'll see attaboys like **milestones** in the text. They're there to cheer you up and give you a sense of progress. (As are the clock graphics at the start of each **Part**, ticking their way to **Day 100**.)

MILESTONE REACHED!

Learned how **100 Days, 100 Grand** is structured.

Later on, you'll see that some Tasks repeat daily. This book deliberately breaks down big chunks of work, like list-building, into shorter sessions you complete bit by bit over many days. (Making 3 LinkedIn connections a day only takes half an hour—but think how that adds up over a few months.)

EACH PART'S INPUTS LEAD TO THE NEXT'S OUTPUTS

100 Days, 100 Grand is sequential: each chapter builds on the last. The basic methods you learn in **Part 1** are used to greater effect in Parts **2-4**, while the searching and scoring in **Part 5** come into their own in Parts **6-7**. And the sales funnel you learn on **Day 6** becomes your key tool for managing prospects in Parts **7-10** and beyond **Day 100**, when you're a true six-figure freelancer.

The same applies to finer-grained detail. The sales headline you write on **Day 1** becomes the basis of your positioning in **Part 2**. In **Part 5** the **selectors** you score are the plan for the **alternates** you'll write in **Part 6**. And so on.

In each chapter's **Checklist**, there's a note of what you'll take forward from that Day, in **Takeouts**. While the **Totals** for each day give you a sense of how far you've come . . . and what to aim for if you're falling behind.

All this is a friendly warning not to miss days or take shortcuts. Everything's connected. The less you miss, the better you'll do.

WHY 100 DAYS USES CHECKLISTS

Checklists are a basic tool of any large project, whether it's building a skyscraper or flying a jumbo. They tell you whether you're doing the right things, at the right time—and if not, what you need to do to get back on track.

This book uses a three-part checklist for each day. The first part checks your understanding of the Day's informational content, headlined **do you**

understand. The second part, **have you completed**, deals with your Tasks and adds guideline timings for how long each should take. There's a note on what you take away from each chapter in **Takeouts**, then the last part keeps running **Totals** for your 100 days, tracking how many potential customers you've taken down the **sales funnel** you'll meet on **Day 6**.

(A sales funnel is how you'll build and manage your £8,350+ monthly revenue stream and keep it rolling beyond your hundred days. Ultimately, your 3-8 repeat clients by **Day 100** are just the outcome of building a **List** of 1,000 cold suspects starting **Day 0**.)

Here's what **Day 1**'s checklist looks like. It's quite short, since most of **Day 1** is about familiarising yourself with business networking:

CHECKLIST: DAY 1	
DO YOU UNDERSTAND:	
How to set up a LinkedIn profile	
How LinkedIn connects the 5 levels of the broader economy	
Why a headline needs to state what you do and for who	
HAVE YOU COMPLETED:	
1 hr	Set up your LinkedIn profile
1 hr	Chosen your profile photo
2 hrs	Written your sales headline
15 mins	Added 1 prospect to your List
TAKEOUTS:	
Sales headline.	
TOTALS:	
Companies found	1
People listed	0

However, take a look at **Day 96**, towards the end of your 100 days:

CHECKLIST: DAY 96	
DO YOU UNDERSTAND:	
The difference between urgent and important	
How a six-hour workday can work	
HAVE YOU COMPLETED:	
20 mins	Plotted your To-Do list on the Urgent versus Important diagram and rescheduled your work
30 mins	Made 2 connections on LinkedIn
30 mins	Added 2 prospects to your List
10 mins	Scored today's prospects for descriptor criteria
10 mins	Sent 3 Letters
15 mins	Followed up 1 hot prospect
15 mins	Sent out any acceptance notes, T's & C's, contact reports, success notes, and invoices
15 mins	Updated your sales funnel
1 hr	Reviewed and revised your Letter
4 hrs	Worked on your tenth project
1 hr	Written, costed, and split your fifth retainer agreement into contract and non-contract deliverables; issued retainer agreement to client
2 hrs	Worked on other client business
TAKEOUTS:	
5th retainer agreement. Work plan. Campaign047.	
TOTALS:	
Connections made	346
Companies found	300
People listed	996
Letters sent	996
FUNNEL:	
Cold suspects	0
Warm leads	899
Hot prospects	66
Qualified buyers	21
Confirmed customers	6
Repeat clients	3

As you progress in your 100 days, the checklists contain more and more items, breaking down the total Contacts you've made and Letters you've sent into the different stages of the sales funnel. To stay on track, check your work against the checklists. Every day.

THE ILLUSTRATED FREELANCER

The model uses some numbers common among successful freelancers: 3-8 repeat clients each paying a monthly retainer of £500-£2,750, with an £8,350 monthly income as your **Day 100** goal. It involves building a **List** of 1,000 prospects (**Part 5**) moving down your **sales funnel** in six **stages** (**Day 6**).

Your **List** and sales funnel may involve different numbers from the book's model, depending on what business you're in. So from **Part 5** you'll rely less on the model case, and more on what you put in your *own* spreadsheet. Just refer to the numbers that work for you; your daily *actions* will be the same. (There are countless routes to £100,000, from a single client paying £8,350 a month to a thousand-plus subscribers paying £8.)

As your 100 days march on, each day contains more repeated tasks and fewer new concepts, with each day's checklist giving you running totals and a crib sheet for checking your knowledge. Of course, in later sections you'll need extra time in each day for doing the paying work that comes in as a result of your activities. That time's built in too.

If you're thinking it sounds like a lot of effort, you're right. On most days you'll be working a solid 6-8 hours. You might be tempted to automate some of the tasks, buying in lists or paying someone to execute. **Don't**. Because working on the data *yourself*—drilling methods and models into your head and hands with deliberate practice—will build up a much deeper understanding of how to gain your £100,000 income. Methods you can use for the rest of your life.

Results you win for yourself are better than those any outsider can deliver. Simply because whatever your professional skills are, **you understand them best**. It's that deep understanding of yourself that'll make the 100 Days plan work for you. And keep *on* working. Forever.

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PARTS 1-4: SETTING UP YOUR BUSINESS

Part 1: Choose your tools lasts one week, and introduces the 7 basic tools and concepts at the core of your 100-day plan. These cover the basics of **web** and **Email** marketing with a **List**, **Letter**, and **Campaign**; how to connect with people and turn them into customers with a **search space** and **sales funnel**; and the way 100 Days uses **word processors** and **spreadsheets**. Managed with the methods in Parts 5-7, your **List** and **Letter** will become core business assets worth a combined £700,000.

Part 2: Define your offer is another one-week stint. It's where you get to **know yourself**: understand what your purpose as a freelancer *really* is, how it ties together your passion, profession, vocation, and mission, and makes the

business case to your customers. It's also where you **put in the numbers**, calculating how many companies you need to contact and people to connect with to drive that £8,350+ in monthly revenues.

Part 3: Find your market also takes a week. In it you'll learn how to *search* and *size* your market in detail: the companies and people most in need of your services. It involves building a **search space** and working out their hopes and dreams, with the goal of putting 1,000 people on your **List** by **Day 100**.

Part 4: Build your network is when you put Parts 1-3 to work, connecting your core offer to your **audience**. Creating a footprint on the web that reaches out to the people you want. . . connecting you to 10m people from a base of 350.

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PARTS 5-7: CONNECTING TO CUSTOMERS

Part 5: The List also takes a week . . . in one sense. In another sense, it'll take you the rest of your working life! It's about building a **List** with a twist: not just the details of 1,000 or so people able to pay you, but also creating the **metadata** that describes them—so you can communicate with them most effectively.

That's where the value of your **List** comes from—it's a set of companies and contacts that keep your order book stuffed. By **Day 100** it'll be a business asset worth £350,000. (You'll see where that £350,000 figure comes from, too.)

In **Part 6: The Letter** you'll create a second £350,000 business asset, for a total asset value within your business of £700,000. Over two weeks of thinking and deciding, you'll create a **Letter** that appeals to each prospect individually, sentence by sentence and paragraph by paragraph.

This piece of **marketing communication** is what brings in customers forever—with a success rate 10-20x higher than even professional marketing agencies manage for their clients.

Part 7: The Campaign again takes two weeks. In it you'll launch a **marketing campaign** to the first two-thirds or so of your **List**, connecting you to your first customers. You'll learn what actions to take and what numbers to watch to optimise your results over time.

It's about pushing **prospects** down the **sales funnel** you learned in **Part 1** to drive **responses**—from as many as 10% of the 700+ companies and contacts you'll have added to your **List** by then.

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PARTS 8-10: GETTING THE WORK DONE

Part 8: Prospect to project gets down to business: two weeks in which you'll execute your first **project**, win further projects, and look critically at them all

to see how you can win more of the projects that make most sense for you. Time's built into each day for executing the projects you win—but there are still Tasks to be done.

In this Part you'll initiate 5-10 real projects for real people, the start of realising a **Customer Lifetime Value** per client of £100,000 over three years.

Part 9: Project to customer takes winning business two weeks further, with methods for cross-selling and up-selling that lead to customers (and the colleagues they refer) giving you *further* projects.

These customers are ripe for turning into **repeat clients**. You only need 3 repeat clients paying you £2,750 a month, or 8 paying a fraction over £1,000, to blast past your £100,000 target . . .

. . . taking you to **Part 10: Customer to retainer**. The final week deals with what you've been working towards for three months: engaging project customers with **retainer agreements** that cover a defined set of monthly tasks for a set fee.

Your six-figure freelancing career starts here.

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ENDGAME AND AFTERMATH

Days **99** and **100** are for looking back and ahead. On **Day 99** you'll **review** your results with a critical eye, and on **Day 100** you'll plan your future: the small and simple tasks, decided by data from your spreadsheet, that you'll turn into daily habits to keep your **List** and **Letter** performing to the max.

Additionally, starting in **Part 4** you'll see **repeated tasks** for each day: the small but significant To-Dos that (over time) build that **£700,000** of business value in your **List** and **Letter**.

Finally, in **Plan your CPD** and some Appendices come a hint of the (other) things that make life and work worthwhile. Freelancing can mean spending a lot of time on your own, and it's important to maintain a sense of connectedness to the world, beyond just keeping your skills sharp.

So next, let's deal with **the biggest barrier to earning £100,000** . . .