

INTRODUCTION: CUSTOMERS WITHOUT LIMIT

Once upon a time, wealth meant commodities. Wood, grains, skins, salt: stuff you found in the forest or peeled off a beast. Then value shifted from resources to *processes*: carpentry, baking, weaving, preserving. The first phase lasted millions of years. The second, a few thousand.

In the last few decades, there's been *another* great shift. And it's the most thrilling yet. A move away from commodities, away even from adding value by processing them. It's a shift that replaces *stuff* with *smarts*.

BUSINESS IS SUPERABUNDANCE . . .

Cars today go further and faster, yet use less steel. Buildings reach for the skies, yet use less concrete. Planes carry more people, yet burn less fuel. And some of the most competitive products and services out there—in technology, software, and communications—add value with dots: electrons and photons.

Innovation and expertise are supplanting raw resources. And unlike stuff you dig out of the ground, **human creativity** is in infinite supply.

This is the global economy today. Where wealth is created by *human potential*, applying your ideas and skills in a connected market for a share of the value you create. It's not scarcity. Not even abundance. But **superabundance**.

. . . AND CUSTOMERS ARE EVERYWHERE

Open borders, free markets, and connected economies make this world of superabundance rich with options for one category of worker: the **freelance professional**. And the sheer *breadth* of opportunities is stunning.

North America and Europe each contain 350 million of the world's wealthiest consumers. Developing nations with enormous populations—a hundred million each in Vietnam and the Philippines, even more in Mexico, Brazil, Indonesia, and a billion-plus in India—contain vast and unmined cultural and intellectual riches, while the people of Australia, Canada, and Russia dwell atop unimaginable natural resources and billions of acres of land.

The *smallest* company in the Fortune 500 turns over US\$5bn a year; the financial markets of the USA, UK, and EU list companies valued in the *trillions*. In the UK, over 15,000 companies have turnovers above £100m; each has over 250 people on the payroll. Germany's *Mittelstand* is home to over

1,300 SMEs, each in its sector's top three. 6m US companies employ over 100m Americans; another 60m are freelancers. More than 20 countries have a GDP of over a trillion US dollars, all buzzing in a connected global economy of over a *hundred* trillion.

In Africa, a billion people are opening borders and businesses in spite of governments; across the Pacific, 600m are joining up the archipelago of Southeast Asia. The tigers of Hong Kong, Singapore, Taiwan, and South Korea feast on the giant markets of China, Japan, Europe, and North America, adding value everywhere. And China itself—its credit financing the world—is the economic story of the century . . . perhaps the only one that now matters.

So why, given this rainforest of opportunities, do so many freelancers have trouble extracting just £100,000—the aim of **100 Days, 100 Grand**—from it? The problem isn't a shortage of stuff to do, or a paucity of businesses to connect with. It's not even the number of competitors. It's navigating the confusion of opportunities out there . . . to find the right customers for *you*.

YOUR SKILLS ARE SALEABLE . . .

If you're lucky enough to live in the rich nations of the West or the tigers of the East, you're already a winner in the opportunity lottery. But there are so many companies out there already, and so many relationships between them, it's common for freelancing newbies wonder if there are any customers left over. Are there? **Yes**. Because **superabundance isn't a zero-sum game**.

This rich and dense network doesn't just *contain* new opportunities; it *creates* them. In a superabundant economy, *whatever* your area of expertise—from sweeping streets to transforming industries—there are 3-8 customers (the numbers **100 Days, 100 Grand** uses) willing to pay you £500-£2,750 a month for it.

Find a way to save people money, drive their sales, boost their profit margins, or just give them an easier life, and you've got a market to exploit.

. . . IF YOU CONNECT TO THE RIGHT ONES

If the number of businesses out there and the density of connections between them keep expanding, it means *more* customers for you, not fewer. (Even if the number of competitors keeps growing too.) And you don't need many of those to earn a top-1% income. It's all about **making the right connections**.

Not making the right connections is the reason so many freelancers live on crumbs thrown by a former employer. Why so many try it for a couple of years, then crawl back to a cube farm and daily commute. But it's also why *other* freelancers—let's say the top 1%—seem to find great clients and make six

figures almost effortlessly. The difference: the former *let* things happen, the latter *make* things happen.

100 Days, 100 Grand is the make-things-happen part.

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30 MILLION PEOPLE ARE DOING IT ALREADY

Around the world, tens of millions of people enjoy an upper-income lifestyle without ever needing to employ people, make risky investments, or maintain costly infrastructure. They do it with a minimalist approach: keeping things simple and concentrating on the basics.

This book is big on simple. It's a sequence of deliberate actions for tracking down the companies and people of most value to you, connecting with them, and turning them into customers one by one. No cold calling, no Ponzi schemes, no buying lists . . . but no shortcuts, either.

By completing its tasks and hitting its targets, you will—not might, *will*—end up earning £8,350+ each month in freelance fees. An income near the top 1% of salaries in any developed economy, even the richest ones.

SO WHAT'S THE CATCH?

Bluntly, you have to work at it. Not play. This isn't a self-help manual; it's a work plan. (Although there's a fair dose of fun, too.) So before you start, look inside yourself and ask: *do you really want this?*

Becoming a top-1% freelancer isn't a free lunch. The next 100 days mean hitting your desk (or kitchen table) early each morning and not powering down until dusk. If you want it, work for it.

Approached the right way, freelancing gives you a broader outlook and greater freedoms than most people will ever experience. The ability to take a year off to work on your novel. Go back to school for that Master's degree. Or drop out for months at a time, hitting the road with a backpack and credit card. The knowledge that you can build a six-figure income in 100 days gives you the confidence to do whatever you want. That's what this book delivers.

WHY 100 GRAND, ANYWAY?

First, it's within the potential of—well, anyone. Over thirty million people make an income in six figures, whether it's dollars, pounds or euros. You won't be lounging on a superyacht or Learing weekly to Manhattan—but who needs yachts and planes, anyway? They're the fastest-depreciating assets around. (If you want the feeling of owning a boat, stand over a storm drain tearing up banknotes.)

And while 100 days isn't jam by Friday, it's only a quarter of a year or so. You can plan for completion because the end date's already in sight, without losing energy because the horizon seems too far away. Whether you're a tech-savvy professional with an MBA, or a dreaming chancer who dropped out in his teens—the author is both—there *are* customers who'll pay top dollar for what you do, if you present your offer in the right way.

By applying the right actions in logical sequence, *anyone* with professional skills can earn a six-figure annual income. And get there on a set schedule: *100 days from now*.

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DO IT BECAUSE YOU CAN

Take a moment to think about that world of superabundance again.

For pennies a day, those in developed nations (and many developing ones) have instant access to every bright idea ever written down, every expert with a laptop, every answer ever needed. All the Great Works of science, philosophy, and literature now fit in your pocket. Some of the greatest universities put their course materials online for *free*.

Our planet now has more mobile connections than people. Billions routinely use the web, swap emails, share documents, video chat, and instant message. Social media are bringing people and cultures together; relational databases, cloud computing, and machine learning are making sense of Big Data. Connected supercomputers in your pocket and ecosystems of apps in the cloud are making life footloose and frictionless. Streaming and subscribing have replaced broadcasting and channel-surfing; thin plastic tablets have outevolved bulky books. Crowdfunding and cryptocurrencies are redefining money. And the software, processes, programming languages, and searchable resources they enable make building a business easy, scaling your services simple, and communicating with customers cheap.

With most of the world's population now connected by wires and waves, your market may span *hundreds of millions of people*. And you only need to bite off the tiniest fraction of it to prosper.

This superabundant economy offers you an *infinite* range of things to do, stuff to learn, and customers to engage with. *If* you use the right methods, with the right attitude.

The world is yours. *If* you want it. **And on that note . . .**