

TASK 8.3.1: Add your previous jobs to Work experience

Note down your work history by adding all your past jobs to *Work experience*.

TASK 8.3.2: Add your schools to Education

Add your educational background by adding your schools and/or universities to *Education*.

TASK 8.3.3: Add your outside interests to Volunteer experience

If you do activities outside work that benefit others, add them to the *Volunteer experience* section.

You now have a workable **LinkedIn Profile** with **Summary**. You'll revise and rewrite it regularly—with your sales website you started on **Day 3**, it's your shopfront to an audience of millions.

TASK 8.4: COMPLETE YOUR DAILY MANDATORIES

Today sees the start of your **daily mandates**: Tasks that'll build over time to hit your 100-day targets for LinkedIn Connections, Companies, People, and (later) sales letters sent and responses answered. Now you've got your basic LinkedIn Profile, it's time to start making Connections.

SIDEBAR: Why your network is not your List

In your 100 days, you'll build a **List** of 1,000 prospects (from 300 companies) and a **LinkedIn network** of at least 350. Many of your LinkedIn Connections may end up on your **List**. So why does **100 Days, 100 Grand** treat list-building and network-building as separate tasks?

It's because each has a different purpose. Making Connections on LinkedIn is like sowing handfuls of assorted seeds in a field: you're enabling the future forest of different flora and fauna.

You don't know precisely how that forest will grow, which species will thrive, or what it will eventually contain—nor will you use it all!—but you know there'll be plenty in there that's *useful*.

Building your **List** is more like reaping than sowing. Connections are speculative investments that may or may not be useful some day; prospects are targeted sources of value from which you want a specific outcome. Building your network makes building your List easier.

That's why you record your daily LinkedIn totals and prospect totals separately in each Day's checklist: **Connections made** (your LinkedIn total) and **People listed** (names added to your List). Only People on your List count towards your **sales funnel** totals—becoming the cold suspects, warm leads, hot prospects,

qualified buyers, confirmed customers, and repeat clients that'll deliver your £10,000 revenue stream.

And, of course, it's a lot easier to add prospects to your List if they're already your Connections on LinkedIn, or know somebody who is.

So think of **LinkedIn** as your network, a forest of opportunities for you to explore. Your **List** is the bounty it produces later on.

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TASK 8.4.1: Make 15 Connections on LinkedIn

Using the methods from Days **1** and **8**, find and invite 15 people to join your network on LinkedIn.

1. Combining searches with Companies, Groups, Universities, People, and Posts, list 30 people fitting your criteria.
2. Send a personal invitation inviting each to connect. Around half will respond by connecting.

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And **Day 8's** done. Next up: using those lists to define your **search space**, tomorrow on **Day 9**.

CHECKLIST: DAY 8	
DO YOU UNDERSTAND:	
The Purposegram and how its 4 circles intersect	
The 4 Big Questions about what you love, what you do best, what the market needs, and what customers pay for	
Filling in Big Honkin' Lists with gap-fill sentences	
AIDA applied to your LinkedIn Profile	
HAVE YOU COMPLETED:	
30 mins	Set up your PURPOSEGRAM worksheet
1 hrs	Learned the purpose of each 4BQ
2 hrs	Written your LinkedIn Profile Summary
2 hrs	Made 15 connections on LinkedIn
TAKEOUTS:	
Worksheet PURPOSEGRAM. Your LinkedIn Profile.	
TOTALS:	
Connections made	15
Companies found	6
People listed	6
FUNNEL:	
Cold suspects	6
Warm leads	0
Hot prospects	0
Qualified buyers	0
Confirmed customers	0
Repeat clients	0