

10,000, and 10,001+) Use this figure to estimate how many companies fit your ideal target size.

3. From your professional knowledge and experience, estimate how much value you can bring to that ideal customer—not how much you’ll charge them in fees, but how much that company will benefit. Refer back to your **case study** from **Day 13** if you included hard numbers on it.
4. Multiply your number of ideal target companies by your figure for value add above. Note this figure.
5. Estimate the number of ideal companies in your local area, by comparing and contrasting how many individuals work in your target sectors in your local area with *People* search.

All people filters

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<p>Connections</p> <p><input type="checkbox"/> 1st</p> <p><input type="checkbox"/> 2nd</p> <p><input type="checkbox"/> 3rd+</p>	<p>Connections of</p> <p><input type="text" value="Add connection of"/></p>	<p>Locations</p> <p><input type="text" value="Add a location"/></p> <p><input type="checkbox"/> United Kingdom</p> <p><input type="checkbox"/> London, United Kingdom</p> <p><input type="checkbox"/> United States</p> <p><input type="checkbox"/> India</p> <p><input type="checkbox"/> France</p>
<p>Current companies</p> <p><input type="text" value="Add a current company"/></p> <p><input type="checkbox"/> Google</p> <p><input type="checkbox"/> Amazon</p> <p><input type="checkbox"/> Upwork</p> <p><input type="checkbox"/> Facebook</p> <p><input type="checkbox"/> IBM</p>	<p>Past companies</p> <p><input type="text" value="Add a previous company"/></p> <p><input type="checkbox"/> IBM</p> <p><input type="checkbox"/> Microsoft</p> <p><input type="checkbox"/> Google</p> <p><input type="checkbox"/> Accenture</p> <p><input type="checkbox"/> Ogilvy</p>	<p>Industries</p> <p><input type="text" value="Add an industry"/></p> <p><input type="checkbox"/> Marketing &amp; Advertising</p> <p><input type="checkbox"/> Information Technology &amp; Services</p> <p><input type="checkbox"/> Staffing &amp; Recruiting</p> <p><input type="checkbox"/> Human Resources</p> <p><input type="checkbox"/> Internet</p>

Figure 69: LinkedIn People tab

6. Now multiply that number of companies by your estimate for the value you can add to each in actual money. Note that total figure.
7. Finally, multiply that figure by 15% to give a rough estimate of the size of your business opportunity in your local market.
8. That figure should be over £10m. If it’s lower, check your assumptions and numbers. The vast majority of six-figure freelancer offers play in a market at least this large; the narrower your niche, the higher the value-add per customer.

Now you’ve found your £10m market opportunity (of course, it may be much

larger) let's move onto your next adventure in **Part 4**: reaching out to the people who can pay you for doing it.

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With **Day 21** complete, you're getting on for a third of the way through your 100-day plan. Tomorrow you'll start **Part 4**, where you build out your business network.