

30 DAY PLAN

Free Money Funnel

About The Plan

In this guide, we will break down the tasks into daily bite-sized things you can do to advance the Free Money Funnel project.

Remember that even small progress is progress and this builds over time.

Most daily tasks can be done quickly, so you could, in practice, accomplish multiple things per day.

Nevertheless, big things always have *small beginnings...*

Small, incremental daily progress yields results.

The topics found in this plan are covered in the main training.

Day 1: Set Your Goals

Define the exact outcome that you want out of this program. Give extra thought to WHY you want this outcome. This is your driving force.

Day 2: Choose Your Niche

Identify a niche is essential for optimizing your approach. With a chosen niche, your approach is standardized and easier to deliver. Which business will you target?

Day 3: Identify Your Location

It is always easier to market to your backyard. You know the culture, layout, and local economy better than anyone or any where else. **Note:** what works in one location/niche pair, will likely (but not always) work in another.

Day 4: Start Prospecting

Use the processes and tools in the main training to begin searching for potential prospects. Organize them into a spreadsheet.

Day 5: Continue Prospecting

You generally want to build a list of 100 prospects per sitting before approaching them with a sales message. Take an extra day to compile and perfect this list. The extra effort here will pay off.

Day 6: Validate Your Prospecting List

Double check your list, look at the prospect's online presence and check other sources for any additional information you can glean. Again, efforts in refining your prospecting list pre-approach will pay off with higher quality leads.

Day 7: Conduct Outreach

Use the tools and methods described in the main training to conduct outreach. You will repeat outreach often in a month. Outreach is the life-blood of your business. You will not make sales if you do not conduct outreach or have it done for you via an outsourcer / VA.

Day 8: Create High-Quality Lead Bait

Use AI to assist your creation of lead bait, how-tos, and other valuable content to aid your sales process. This can also be done to generate proposals in letter format.

Day 9: Continue Prospecting

The more data you have to work with, the better. Routine assembly of prospecting lists will build the momentum that you will want later.

Day 10: Take A Step Back

Analyze everything you are doing. Double-check that you have the right audience, service, and message. A reassessment can help you course-correct rapidly and increase your closing percentage.

Day 11: Manage Replies

By this time, you would have received replies from interested parties. Do not let replies go stale. Managing your two-way messaging is mission-critical. Do not wait to reply to any question or objection.

Day 12: Write A Follow-Up Email

Write or have AI write you a follow-up email. Re-state the benefits of the original outreach message you sent and ask if they had a chance to consider them.

Day 13: Conduct Follow-Up

Your first round of follow-up should be done 6 to 7 days after the initial outreach events. Allow a one-week spacing between messages to avoid spamming/annoying the prospect.

Day 14: Go Through Your Prospecting List

Re-assessing your list and check it against people who have not replied to any of your contact attempts. Set these contacts aside for “Dead Lead Recovery” efforts at the end of the month.

Day 15: Build New Prospecting List

Again, using methods/process from main training, choose a niche / location pair and identify their problems. Build a list (or buy it) of companies that fit the criteria.

Day 16: More Outreach

Recall that outreach is critical. Continued and persistent outreach will yield consistent results.

Day 17: Manage Replies

You will generally see responses within 24 to 48 hours of outreach events. This is a guideline, not a rule. Leads can come home faster or slower.

Day 18: Research Day

Take the day to re-evaluate your niche, location, and problem.

Day 19: The Professional's Sabbatical

Taking a big step back and doing something fun can go a long way to changing your perspective and seeing things you normally would not see. Go to the park, beach, or perform some relaxing hobby to open your mind to new ideas.

Day 20: Create Partnerships with Vendors/Providers

Assuming it has taken three weeks to get an account on the hook or paid up, take this day to contact vendors or providers, get to know them and their services better. In practice, this can be done on any day as need arises.

Day 21: Follow Up Cycle

Keeping to the 6-7 day follow-up spacing; use this day to follow-up with prospects who have not replied.

Day 22: Compile a list of dead leads

Over the last 3 weeks you would have leads that can be considered “dead” to some degree. Build a separate list – isolating them from prospects who have replied in any way.

Day 23: Dead Lead Recovery

Contact these dead leads with a free offer, either a buyer’s guide, lead bait, or something of value in an attempt to illicit a response.

Day 24: Service Assessment

If you’ve closed any accounts, now is a good time to look at the service being provided and do some quality control!

Day 25: Process Improvement Milestone

You've come a long way since the beginning of the month. Take time to look at everything you are doing and find ways to speed things up, make improvements, and discover new angles.

Day 26: Perform A Review of Training Materials

If you've made little progress, you may have missed something. Review the training materials again, and this time, take some notes.

Day 27: Outreach | Sales Activity

Always. Be. Closing. Any sales activity is good sales activity. This can generally be done on any day, at any time.

Day 28: Begin Plan For The Next Month

Whether or not you have gained much traction over the last 28 days, consider a new niche, location, and problem. It can open new markets and/or yield better results so that you find the niche/location/problem that really clicks.

Day 29: Execute Next Month's Plan

Essentially this step involves repeating this entire plan. Doing these things day-in / day-out will speed you up, open up new doors of opportunity, and sharpen your skills.

Day 30: Reflect and Plan for the Future

Reflect on your progress and plan for the future. What are your goals for the next 30 days? What strategies will you implement to reach them? What steps can you repeat each month to see steady growth?

Next Steps

Remember: the challenge is to stand-up your own consulting business, and start seeing results in the form of revenue and growth.

Prospecting lists should be a minimum of 100 before you attempt outreach. More is always better. Data significance is not reached until you touch 1000 or more prospects with a common offer. This will give you accurate closing rates for your niche/location/problem.

This business requires daily progress, however small, to bear fruit.

Make sure that you **study the training** of the course, as this will direct your activity through-out.

SPECIAL NOTE: Every day spent prospecting and selling is a day making money. This is a contact sport. So go back some contacts!