



**CLOSE
THE GAP**

DAY 5 WORKBOOK

DAY 5

Building Your WarPlan

Dream 100: The Power of Strategic Relationships

Hey there, welcome back! Today, we're diving into a concept that has the potential to transform your business: the Dream 100. This strategy has generated millions of dollars for my businesses over the years, and I know it can do the same for you. The best part? It's incredibly simple, though it does require some counterintuitive thinking.

So, what exactly is the Dream 100? At its core, Dream 100 is about strategically building relationships with influential people who can open doors to significant revenue opportunities. Most service companies tend to have a very transactional mindset. They focus on short-term gains rather than building long-term, high-value relationships. Dream 100 flips this approach by targeting key influencers who can connect you to dozens or even hundreds of potential customers.

Let me share a quick story to illustrate this. My cleaning company once landed a \$300,000 per year account that lasted over five years. This incredible opportunity started with my business partner, Chris, building a genuine connection with a single influential person. Chris didn't fake a friendship just to get money; he added real value and supported this person authentically. This genuine relationship eventually led to a significant, long-lasting business opportunity.

Building Authentic Relationships

Building authentic relationships is the cornerstone of the Dream 100 strategy. Here's how you can start:

1. **Become a Person of Value:** Focus on how you can genuinely add value to others. When you serve first, the benefits will naturally follow. This approach aligns with the law of reciprocity, where giving creates a natural inclination for others to give back.
2. **Identify Potential Influencers:** Think about who the key players in your community are. These could be members of the Chamber of Commerce, BNI leaders, local CEOs, realtors, homeowners association influencers, and Facebook group admins. These are the people who can help you reach a broader audience.
3. **Create a Dream 100 List:** Make a detailed spreadsheet with all relevant contact information for your top 100 influencers. Include their names, contact details, social media links, and personal information like hobbies and interests. This helps in building deeper, more personal connections.
4. **Work the List:** Regularly engage with these influencers. Offer value, build rapport, and maintain consistent communication. For example, Chris would bring donuts to real estate offices to introduce himself and his company. It's these small gestures that build relationships over time.

Remember, Dream 100 is about Influencer Acquisition Cost (IAC) instead of just Customer Acquisition Cost (CAC). Investing in relationships with influencers can yield exponentially higher returns than focusing solely on individual customer acquisition.

Alright, now let's get into the nuts and bolts of your 12-month marketing war plan. Think of your business year as a calendar with 12 slices, one for each month, and each month divided into four weeks. This structure helps you plan and execute marketing strategies in manageable, seven-day increments.

Understanding Money Levers

Your marketing war plan will rely on three types of money levers: Primary, Secondary, and Experimental.

1. **Primary Levers:** These are tried-and-true marketing tactics that you know will work based on your experience. They may not be glamorous, but they reliably generate new customers. Examples include door knocking, flyers, or other methods you've successfully used before.
2. **Secondary Levers:** These tactics are commonly used in your industry and likely to work, but you haven't personally tested them yet. Yard signs or social media ads might fall into this category if you haven't used them but know they work for others in your field.
3. **Experimental Levers:** These are new or unconventional tactics with little to no data supporting their effectiveness. They're worth trying but should be approached cautiously and not relied upon as primary methods.

Understanding Money Levers

Now, let's talk about how to put this plan into action on a weekly basis:

1. **Identify Your Gap:** Determine the gap between your current revenue and your goal. Break it down into a weekly target. For example, if your goal is to increase revenue by \$300,000 this year, you need to close a gap of approximately \$5,769 each week.
2. **Choose a Primary Lever:** Use a primary lever to close your entire weekly gap. This simplifies your strategy and ensures consistent progress. For instance, if door knocking reliably generates enough new customers to meet your weekly target, focus on that.
3. **Monitor and Adjust:** Every Monday, review your progress. Are you on pace to close your gap? If you're behind, intensify your efforts with additional primary lever activities. If you're ahead, maintain your pace and explore secondary and experimental levers.

4. **Experiment Wisely:** While your primary lever ensures steady progress, continue experimenting with secondary and experimental levers. These could eventually become new primary levers if proven effective.

Example Scenario

Let's say your weekly gap is \$2,500, and your average ticket is \$250. This means you need 10 new customers each week. If distributing 2,500 flyers generates 50 calls and you close 80% of those, you'll get 40 new customers from 10,000 flyers a month. Break it down to 2,500 flyers each week, and you've met your goal.

To automate this process, use tools like **Revenue Buddy**, which helps calculate and track your marketing activities and goals.

Key Takeaways

1. **Simplicity Scales:** Focus on one primary lever to close your gap each week. This reduces complexity and increases consistency.
2. **Consistent Execution:** Stay disciplined in executing your plan week after week. Consistency is key to long-term success.
3. **Adapt and Improve:** Continually test and refine secondary and experimental levers. As you gather data and see results, you can adjust your strategy and incorporate new tactics.

By understanding and implementing these principles, you'll transform your business. This strategic approach simplifies your efforts, ensures steady growth, and positions you for long-term success. Stay focused, stay consistent, and watch your business thrive.

Reflection Questions

To wrap up, here are some reflection questions to consider:

1. Have you identified your Dream 100 influencers?
2. Are you actively building authentic relationships with these influencers?
3. Do you have a clear 12-month marketing war plan?
4. Are you consistently executing primary levers to close your weekly gap?
5. How are you incorporating secondary and experimental levers into your strategy?

By answering these questions and applying the concepts discussed, you're setting yourself up for success. Embrace the process, stay committed, and you'll see remarkable results.