

30-Day Cash Action Plan



Day 1 ___/___/_____

Watch lesson 1

Add the 9-word email as a Gmail template, or a text expander shortcut

Compile a list of past leads that have enquired and never became clients

Send the 9-word email to 5 past leads

Day 2 ___/___/_____

Reply to anyone who has inquired about your services or replied to the 9-word email

Send the 9-word email to another 5 past leads

Watch Lesson 2

Set up your contacts database and bring contacts over (if you don't have one already)

Day 3 ___/___/_____

Reply to anyone who has inquired about your services or replied to the 9-word email

Set up your sales pipeline (if you don't have one already)

Add the leads you've recently emailed to the pipeline with a reminder to follow up in a week from now

Add the sales emails for the different pipeline stages as gmail templates or text expander shortcuts

Day 4 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails

Add the dream client email as a Gmail template or text expander shortcut

Make a list of ALL your dream clients

Send the dream client email to 2 dream clients

Send the 9-word email to another 5 past leads (keep doing this daily until the list is exhausted)

Day 5 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails (you should by now be checking your sales pipeline first thing in the morning and be getting the hang of it)

Send the dream client email to 2 more dream clients

Make a list of 10 potential referral partners (spend some time researching who these could be)

Email 1 potential referral partner with the referral partner email

Day 6 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails
Send the 9-word email to another 5 past leads (keep doing this daily until the list is exhausted)
Send the dream client email to 2 more dream clients (keep doing this daily until the list of dream clients is exhausted)
Watch Lesson 3

Day 7 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails
Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Send the 9-word email to another 5 past leads (keep doing this daily until the list is exhausted)
Send the dream client email to 2 more dream clients (keep doing this daily until the list of dream clients is exhausted)

Day 8 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails
Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Send the 9-word email to another 5 past leads (keep doing this daily until the list is exhausted)
Send the dream client email to 2 more dream clients (keep doing this daily until the list of dream clients is exhausted)
Email another potential referral partner with the referral partner email

Day 9 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails
Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Invite a past client to a virtual coffee (with no agenda, just show interest in what they're doing and see if there's any way you can help them with anything, even if not with your services)
Watch this video for a boost of inspiration to help you keep going and remember that it's by taking consistent action that you'll

Day 10 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails
Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Send the 9-word email to another 5 past leads (keep doing this daily until the list is exhausted)
Send the dream client email to 2 more dream clients (keep doing this daily until the list of dream clients is exhausted)
Email another potential referral partner with the referral partner email

Day 11 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Ask around your social media and network and see if there are any events virtual or in person that you should go to, and if you can, book one.

Day 12 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

From the conversations you've been having with your past clients (which probably have arisen organically), brainstorm in ways you can upsell them on a future project

Day 13 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Email another potential referral partner with the referral partner email

Day 14 ___/___/_____

Reply to anyone who has inquired about your services or replied to your emails

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Join a Facebook group where you believe your potential clients are hanging out and start an organic conversation with someone from the group, without an agenda. This could be as simple as replying to the question they posted in the group, and then taking the conversation over to DMs. (remember that the more people know about who you are, what you do, and for whom, the more likely it is that they'll send people your way, even if they themselves don't become a client)

Day 15 ___/___/_____

We're half way there! If you've come up against any questions, email them to me! Honestly! My inbox is not as near as full as you think, and I'll personally get back to you!

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Send the dream client email to 2 more dream clients (keep doing this daily until the list of dream clients is exhausted)
Schedule a virtual coffee catch up with someone from your network (past client you've loved working with, a complimentary service provider or someone who you know might be able to refer work your way) Go to the coffee date without an agenda, and be genuinely curious about what the other person is up to or might need help with

Day 16 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Send the 9-word email to another 5 past leads (keep doing this daily until the list is exhausted)

Day 17 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Email another potential referral partner with the referral partner email

Day 18 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Watch this incredible talk by Jay Baer on how to create a talk trigger to your services, to see how you can use something like this to generate even more word of mouth referrals in your business.

Day 19 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
Join a couple more Facebook groups where you believe your potential clients are hanging out, and use the search bar feature to search for keywords of what you do, and see if anyone is asking the team for recommendations for what you can offer.

Day 20 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)
2/3rds of the way there! You're doing great! If you're feeling motivation weaning because you might not be having the results you hoped for, **then watch this live** I did on building resilience in business.

Day 21 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Schedule another virtual coffee catch up with someone from your network

Day 22 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Email another potential referral partner with the referral partner email

Join another Facebook group where you believe your potential clients are hanging out and start an organic conversation with someone from the group, without an agenda

Day 23 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Pat yourself on the back for keeping up the daily action and schedule something a week from now to celebrate your consistent action taking for 30 days. (could be a massage, a dinner out, an afternoon off to do something that lights you up)

Day 24 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Ask a past client for an introduction to another service provider that helps them in their business. (ask them to introduce you to their copywriter, ads manager, social media manager etc.)

Day 25 ___/___/_____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Email another potential referral partner with the referral partner email

Hopefully by now you are starting to get one or two sales calls in the calendar. If so, brush up on the sales module, and re-watch Lesson 3.

Day 26 ___/___/____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Join another Facebook group where you believe your potential clients are hanging out and start an organic conversation with someone from the group, without an agenda.

Day 27 ___/___/____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Schedule another virtual coffee catch up with someone from your network

Day 28 ___/___/____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Email another potential referral partner with the referral partner email

Ask a past client for an introduction to another service provider that helps them in their business. (ask them to introduce you to their copywriter, ads manager, social media manager etc.)

Day 29 ___/___/____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Schedule another virtual coffee catch up with someone from your network

By now you should have added a lot of new people to your network. Think if anyone in it could benefit from knowing each other, and ask both parties if they're happy for you to make the intro (for example, one of the things I do is introduce some of my clients who I know would be good to go the Futur, to Chris Do. It's something that my clients love because they get exposed to a new audience, and Chris Do is thankful because he now has new quality guests for his show)

Day 30 ___/___/____

Check the sales pipeline and follow up with anyone who needs following up by now (remember to be creative with your follow-ups)

Celebrate that you've taken action consistently to work towards a constant stream of clients everyday!!!

Share any wins that you might have with us [here](#)! I would LOVE to hear from you!