

DREAM 100 WORKSHEETS

What tools do you need?

- Business Goals (what does “win” mean?)
- Your Hard Hat (good attitude)
- Client Avatar (are you focused?)
- Clearly Defined Service (seriously, are you focused?)
- Relevant LinkedIn profile (pass the eye test)
- LinkedIn Sales Navigator (find the exact person)
- Dream 100 List (your profitable pipeline)
- Dream 100 Video Welcome (be human)
- Dream 100 Email Copy (be human)
- Prepared to Converse (no conversation, no sale)
- Workflow Goals (...because it's a discipline)

Business Goals: Worksheet



- My Dream 100 pipeline represents (\$): _____
- My first Dream 100 client represents (\$): _____
- What is my short-term financial goal: _____
- # of clients to short-term fin goal: _____
- What is my 12 month financial goal: _____
- # of clients to meet my 12 month fin goal: _____

Your “Hard Hat” and Good Attitude



- What is your resilience story? _____
- How long did it take? _____
- How hard did you work? _____
- How did you feel in the end? _____
- This work is manual
- This work is new and uncomfortable
- Patience is a requirement
- You are building for long-term leverage

Client Avatar: Worksheet



- Industry: _____
- Title: _____
- Problem: _____
- Pain: _____
- Alternative: _____

Clearly Defined Service: Worksheet



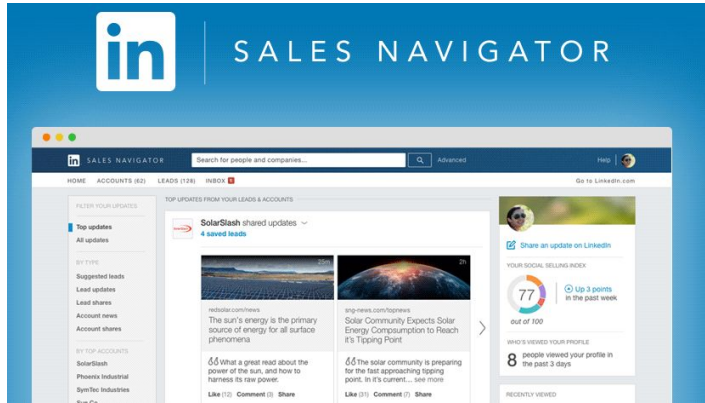
- Fixed Scope: _____
- Fixed Time: _____
- Fixed Price: _____

Update Your LinkedIn Profile: Worksheet



- Headshot Location: _____
- Tagline: _____
- Summary: _____
- Experience: _____
- Profile Set to Public: _____
- Sharing Profile Edits: _____
- LI Messages to Email Inbox: _____

LinkedIn Sales Navigator: Worksheet



- Signed up? Yes or No: _____

Dream 100 List: Worksheet



- # on Hot List: _____
- # on Dream 100: _____

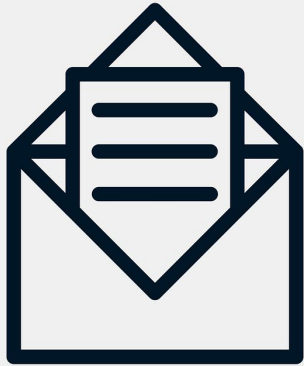


Dream 100 Video Welcome: Worksheet



- Name: _____
- Problem You Solve: _____
- Fun Fact: _____
- Call to Action: _____
- Content Location: _____

Dream 100 Email Copy: Worksheet



- Where I found you: _____
- 1st point of relevance: _____
- 2nd point of relevance: _____
- Link to the Video: _____

Prepared to Converse: Worksheet



VS



- Length of conversation: _____
- Insight to share: _____
- “Must ask” question #1: _____
- “Must ask” question #2: _____
- “Must ask” question #3: _____
- Where to document insights: _____

Workflow Goals: Worksheet



- What happens before Dream 100? _____
- What time is Dream 100? _____
- What happens after Dream 100? _____
- # of days to work the process: _____