30-Day Action Plan: Connor Technology Labs Launch

Phase 1: Infrastructure & Assets (Days 1–7)

Goal: Get your digital storefront and paperwork ready for business.

- [ ] **Google Docs Setup:** Organize all the documents we created (Contract, SOW, Pricing, Onboarding) into a "Master Templates" folder in Google Drive.
- [ ] **LinkedIn Optimization:** Update your LinkedIn profile header and "About" section to reflect your new focus on AI, Cloud, and small business solutions.
- [ ] **Simple Landing Page:** (Optional but recommended) Create a one-page site using a simple tool (or code it yourself) that lists your services and includes a "Book a Consultation" button.
- [ ] **Business Banking:** If not already done, set up a dedicated business bank account or digital payment handler (like Stripe) to keep your Sole Proprietorship finances separate.

Phase 2: The "Soft" Launch (Days 8–14)

Goal: Announce your presence and start "low-pressure" conversations.

- [ ] **Network Outreach:** Send personalized emails to 10 former colleagues or clients.
  - *Message:* "I've launched a new lab focusing on AI and Cloud for small businesses. If you know anyone struggling with tech bottlenecks, I'd love a referral."
- [ ] **The "Big" Post:** Post the **LinkedIn Announcement** we drafted.
- [ ] **Market Research:** Identify 20 "target" small businesses or individuals who could benefit from an AI Audit.

Phase 3: Active Prospecting (Days 15–21)

Goal: Pitching your entry-level "AI Audit" or "Cloud Audit" to generate leads.

- [ ] **Direct Outreach:** Send the **Cold Email Template** to your list of 20 targets.
- [ ] **Content Engagement:** Spend 15 minutes a day commenting on posts by business owners in your target niche. Offer free advice to establish yourself as a "Veteran" expert.
- [ ] **The "Legacy" Campaign:** Specifically look for businesses using older tech (Perl/PHP) and reach out with a "Modernization Case Study" or a quick tip on how to secure their old code.

Phase 4: Closing & Refining (Days 22–30)

Goal: Converting conversations into signed Statement of Works.

- [ ] **Follow Up:** Send a "just checking in" email to anyone who didn't respond to your initial outreach.
- [ ] **Sales Calls:** Conduct discovery calls. Use your **Pricing Plan** as a guide to offer a specific Tier or the $1,500 Audit.
- [ ] **Onboarding:** When a client says "Yes," immediately send the **Statement of Work** and the **Client Technical Setup Guide**.
- [ ] **Review:** Look at your pricing. If everyone says "yes" immediately, your prices are too low. If everyone says "no" because of cost, refine your value proposition.