

Day 2 -

If you missed either of the first two days, [click here for Day 0](#) or [click here for Day 1](#) (we'll link to all editions at the bottom of each email moving forward)

...and for today's letter:

Good morning Blush!

Yesterday - we did a "kickoff" for the project. Figuring out our goals, anti-goals, and creating momentum in that first "1 Hour" plan.

The results so far:

- 15 contacted
- 5 Awaiting response (33%)
- 3 Request more info (30% of responders)
- 2 Passed (20% of responders)
- **5 Verbal commitments!** (50% of responders) (at the minimum \$6,250 per quarter, this is \$125k/yr on day 1!)

Excellent. We already have some momentum. Today - we create our strategy.

First a little lesson. My dad taught me this lesson, and I'll pass it down to you. Some families pass down fancy watches or trust funds, but for you my dear, you get these emails..

This lesson is called **Motion, Not Direction.**

Imagine you're on an island. But not a fun island. Some shitty island - like in LOST, where there's a smoke monster trying to kill you. (ps. Blush, if you ever watch Lost, skip the last season)

Anyways - let's say you want to leave the bad island, and get to a great island. **Paradise.**

Most people will stand on the beach, squinting their eyes - looking for paradise. But it might be far away. Or the weather might be foggy. You can't always see paradise from where you are.

This keeps most people stuck. They get paralyzed because they don't know where to go.

And to make matters worse, they don't even have a boat. They just have a few crappy pieces of wood. It feels like they don't have enough resources to survive in the ocean.

But you Blushie - you are not going to be like "most people"!

When you want to find paradise, you're going to take those two crappy pieces of wood, and start paddling. The more you paddle, the further you can see. At some point you will see paradise. And you'll know to start paddling towards that. Even if you were going in the wrong direction, guess what - when you have some momentum, it's not hard to pivot. You just make a small shift. It's much easier than starting from a stand-still.

Most people want to know what direction to go, before taking action. We are different. We know that it's ok to have **Motion, Not Direction**. Just get moving.

OK so why do I tell you this story? Because yesterday was about dreaming of paradise. Raising a \$1M+ fund in ~4 weeks is no joke! But we didn't get paralyzed waiting for a plan. We started taking action. We just got moving.

Now that we are moving, we will start to draw up a map. A rough sketch on how we might get to our destination.

Our map is called a Sales Map. It's our One Big Thing (OBT) for today: **Create a clear sales map that will guide our actions for the next week.**

People think fundraising is exactly like Shark Tank. They think you need a slick elevator pitch, and then the investor gods rain money upon thee.

Sadly it is much more boring.

Fundraising is a sales process. You have leads. You warm them up. Some % are interested. Some % request additional info. Some % close.

When founders ask me for fundraising advice. **What they want** is pitch feedback. But 8 times out of 10 - the reason they haven't gotten any money is that they simply aren't talking to enough investors. They schedule 3 meetings a week, when they should have 30.

They are afraid of rejection, so they don't put themselves out there enough.

I know this because I made this mistake myself. Avoiding rejection is part of our nature. I must not make the same mistake with this fund!

So what does a Sales Map look like?

Here's mine. There's 2 tabs on this spreadsheet. One has dummy data that you can use for your own projects. Anytime you need to do sales, fundraising, or customer acquisition - this is a simple template to start with. On Tab 2 is the sales map for this project.

[Here's a link to my spreadsheet for my SALES MAP \(make a copy for yourself!\)](#) You can use this template to make a sales map for any process you're doing (fundraising, sales, etc.). It's really simple. But that's what we want right now. Complexity is the enemy of execution.

OK how do I think about my funnel?

First - I segment my leads into different categories:

- "Hot leads" == they've reached out, expressed interest in the past
- "Warm leads"== people who like me, and I think might be interested
- "Cold leads"== qualified people, but they don't know who I am today

I'm going to start with the Hot & Warm leads, to build momentum and learn what questions people have. This is a big part of fundraising. Figuring out the FAQ (frequently asked questions), so that by the time you get to the harder to convince folks, you already have answers to their questions ready at your fingertips.

Here's what my funnel looks like (it's on tab 2 of the sheet linked above):

SALES FUNNEL										
	definition	# of Leads	Lead --> Respond	Respond --> Interest	Interest --> Verbal	Verbal --> Close	Net Conversion	Investors Closed		
Hot Leads	knows me / expressed interest	50	90%	80%	40%	80%	23%	12		
Warm Leads	knows me / might be interested	350	80%	50%	33%	80%	11%	37		
Cold Leads	doesn't know me	1200	40%	80%	20%	70%	4%	54	Quarterly	Annual
							TOTAL	102	\$639,000	\$2,556,000

It's a bunch of assumptions, that give me some rough targets. After 1-2 days of activity, I will revisit this and update it with real numbers.

Next - I then set up an Airtable to track my pipeline:

	A Name	Relationship	Email	Cont...	Status	Notes	Estimated Am...	Confirm
1					Needs Initial Outreach			
2		MFM		✓	Waiting 4 Response			
3		mastermind		✓	Passed	Has max \$10k budget	\$10,000	
4		mastermind		✓	Waiting 4 Response			
5		mastermind		✓	Waiting 4 Response			
6		mastermind		✓	Follow Up Req.	Said yes to minimum, but s...		
7		Pod Guest			Needs Initial Outreach			
8		Twitter		✓	Follow Up Req.	requested info		
9		Twitter		✓	Verbal Commit		\$25,000	
10					Needs Initial Outreach			
11		Twitter		✓	Follow Up Req.	prob a no, but requested in...		
12		Friend			Needs Initial Outreach			
13		Friend			Needs Initial Outreach			
14				✓	Passed	overcommitted, to other ro...		
15					Needs Initial Outreach			
16		MFM		✓	Verbal Commit			
17		MFM		✓	Verbal Commit		\$6,250	
18		Pod Guest			Needs Initial Outreach			
19					Needs Initial Outreach			

During the fundraising process - this table is my bible. This table is kim kardashian's ass. My eyes are glued to this. This table is the winning lottery numbers. This table is what I look at breakfast, lunch, and dinner.

Looking at the two tables above, it's clear where the problem is. I don't have enough leads.

	Needed	Current
Hot Leads	50	19
Warm Leads	350	155
Cold Leads	1200	0

When I was younger - I would panic when I found out info like this. Now I smile. **Great - I've**

identified the area to focus tomorrow.

What a gift - knowing where to direct my energy.

Tomorrow I'll be focused on coming up with strategies to generate leads for all 3 buckets!

Alright - adios!

-shaan

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