



CHAPTER 3

How I Used this Process to Create My Digital Life	2
Plan for 100 Quality Leads a Week Within 90 Days	3
My First 30 Days	3
My First 60 Days	3
My First \$100,000 Month	3



CHAPTER 3

HOW I USED THIS PROCESS TO CREATE MY DIGITAL LIFE

DISCLAIMER: The following is a description of my results. Your results will be based on your ability to effectively implement blueprint strategies into your own life and business.

While aggressively implementing this thought process into my life, I accomplished every other monetary goal I set between 2004 and 2009. I used this process to solve a lead generation issue I was having. The common complaint among the marketers I knew at that time was how difficult it was to generate leads. There was a consensus; it was difficult to create an abundance of quality leads. Little did I realize, 10 years later, this would still be the number one challenge people report in not achieving their marketing goals.

I was relying primarily on free lead generation strategies, and it was a lot of work. I was placing job postings in free online classifieds for “commission sales professionals”. It was around July 2004, when I realized I didn’t have much of a marketing budget and had no idea how to generate leads for my business.



CHAPTER 3

Plan for 100 Quality Leads a Week Within 90 Days

I dusted off my tattered copy of Stuart Lichtman's *How to Get Lots of Money for Anything Fast* (you'll learn more about this book over the next few days) and I whipped up a blueprint (a.k.a. meta-story) to generate 100 leads a week within the next 90 days.

I included the following criteria:

- No less than 100 leads per week
- No more than \$5 per lead
- At least 5% conversion to buyers

My First 30 Days

The following month I reached the lead volume goal and was generating in excess of 100 leads a week. My cost was slightly higher than I wanted – about \$9 a lead, and the conversions were too low – somewhere between 2- 3%.

My First 60 Days

The month after that I continued working on my blueprint (metastory) and the results improved again. My cost-perlead was well under \$6/lead and I was converting over 4% to buyers. By the third month, I was consistently within about 10% of my target criteria.

I was shocked that the process worked so well, so I reset and created another 90-day blueprint to get me to a \$100,000 a month. I wondered what it would feel like to make 100k in a single month. I decided in the summer of 2004 to create a 10 out of 10 “desirable” meta-story to see what happens.

My First \$100,000 Month

January 2005, the month that I was targeting to be my first \$100k month, came and went. Sure enough, there were deposits totaling \$102,715.15 for the month. Every skill I've mastered to achieve anything I've set my mind to has been accomplished by using this formula. I've been telling people about the formula that I'm about to teach you for years, and very few people have the discipline or desire to learn how to use it properly. I hope you will use it successfully!

You are here because you want to achieve a certain outcome in your life and you want to create the most efficient and effortless way to fulfill your goals. To do this, you're going to have to do some things you've never done before!

[BACK TO MODULE 2](#)