PART 9: PROJECT TO CUSTOMER

It's time for **Part 9**, where your goal is to turn a completed project into a **repeat customer**.

The essence of business is *repeat* business, and just 3-8 repeat clients can deliver a six-figure income. So—starting **Day 78**—you'll spend most of **Part 9**'s two weeks executing actual projects.

That's why each chapter's content and Tasks are brief. Not so much learning, but a lot of doing. The learnings are more add-ons: sending **acceptance notes** (**Day 78**) **Terms and Conditions** (**Day 79**) **contact reports** (**Day 80**) and **success notes** (**Day 81**) before you issue an **invoice** (**Day 82**), then seek **followup projects** among each customer's Connections and colleagues. These add-on tasks take just a few minutes for every project you do, but increase client retention and renewal rates, so they're great habits to develop.

In between your paid work, you'll continue writing project proposals: one each day, for a total of 21 sent to **qualified buyers** over Days **71-91**. These 21 will lead to 9 **confirmed customers**—people who pay you to *do* one of the projects you've proposed.

You'll also add 3 Connections on LinkedIn, and ease off on your List-building and Campaign-sending. You now have just 5 cold suspects and 5 sales letters to deal with each day, with 2 responses a day to follow up in the first week and 1 a day in the second week.

Let's head for the finishing straight, with **Part 9**!