

Day 8: The Purposegram: plan a profile that connects to 10m people

SUMMARY

The **Purposegram**. **Four Big Questions** and **Big Honkin' Lists**. Gap-fill sentences. Your initial LinkedIn **Profile Summary**.

Welcome to **Day 8**. Today you'll expand your **LinkedIn profile** as the first part of your offer to the market, adding to the **sales headline** you wrote on **Day 1**. You'll do it by exploring the most interesting subject in the world—**you**—with a Venn diagram called the **Purposegram**.

The Purposegram is a fun yet practical tool for working out what'll get you to your £100,000/year. Bringing together **4 Big Questions** about life and work (to be answered in four **Big Honkin' Lists** Days **9-12**) it gets you thinking about what your capabilities really are . . . by defining what you love, what you do best, what the market needs, and what customers will pay for.

Where these questions overlap is your **purpose**—the offer to the market that gives you the biggest buzz. (You'll write that value proposition on **Day 14**.)

The words and phrases that emerge from the Purposegram's questions need structure, so today also introduces the teacher's friend **gap-fill sentences** as a way to kick your thoughts into shape. (These helpful sentence structures are also the start of the **search strings** you'll put together on **Day 9** and beyond, to find sales leads with **Google**.) The discipline of gap-fills helps keep your sales copy (whether it's on your LinkedIn profile, website, or sales letter) readable and searchable—making sure your offer reaches the right people.

Also today, you'll start some of the repeated Tasks that'll build your **List** into an annotated database of 1,000 names by **Day 100**, approaching 15 new Connections on LinkedIn and adding 10 cold suspects each day.

Day 8 is among the most *fun* days in your 100-day plan—but there's method amid the mirth. The outcomes of each day in **Part 2** guide the rest of your 100 days. Let's get rolling on **Day 8**.

8.1 DEFINING MEANING WITH THE PURPOSEGRAM

If what you do brings **meaning** to your life, you're harder to compete with, because it's more than work to you. That's why you'll define your offer to the market *before* you know who and where your customers are; you want to find the activity that *matters*. The **Purposegram** is a handy tool for doing it.

It's a diagram of four overlapping circles that combines four **Big Questions** about life and work. Where they overlap is your **purpose**: the activity that makes you feel complete and fulfilled, the ideal offer to your market. These questions define what you can offer that others can't: your **value proposition**.



You'll answer all four as a series of lists them over the course of Days 9-12. First, let's understand how the tool works.

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8.2 FOUR CIRCLES, FOUR INTERSECTIONS

You'll see from the Purposegram that the four circles intersect in more ways than one. Let's look at the "petals" first: how your **passion**, **profession**, **mission**, and **vocation** work singly and in pairs.

8.2.1 Your passion: what you do for *fun*

Your **passion** is what you'd do *if money wasn't a factor*. Jungle explorer? Chocolate maker? Bodybuilder? It can be as selfish and inward-looking or as expansive and outbound as you like.

Together, your passion and your **mission** add up to **what you love doing**, the first of the **4 Big Questions** you'll answer on Days 9-12. A great enthusiasm for the subject, plus a burning desire to do something that makes a difference.

8.2.2 Your profession: what you do for *money*

Your **profession** is what you do for a living, the skills you're trained for. Consultant? Accountant? Comedian? It's *what you do with what you know*, and may include what's on your academic certificates and degrees. Many people find it the easiest of the four circles to describe.

Combining your profession with your **passion**—the job you're trained to do, plus your enjoyment of a subject for its own sake—adds up to **what you do best**, since you've got the smarts to do it *and* the enthusiasm to keep going.

8.2.3 Your mission: your *calling* in life

Your **mission** is what you *yearn to make happen*. It's an expression of your values: the thing you want to do that changes the world in some way. Human rights advocate? Green entrepreneur? Political activist? It's something society or business **needs**—although it may not know it yet.

A mission has **goals**. The combination of your mission and **vocation**—what you burn to do, combined with your natural ability to do it—is how you become the natural choice for a **customer in need**.

8.2.4 Your vocation: the activity you're *suited* to

Your **vocation** isn't your job; rather, it's *what you're a perfect match for*, from helping others at a soup kitchen to daubing graffiti. If your profession happens with what's in your head, your vocation tends to be what you do with your hands, like building treehouses or playing volleyball. An activity you feel is worth doing, if not world-changing.

The combo of your vocation and **profession** is something **customers pay for**. You're suited to the work, and have the ability to deliver it at top level.

8.2.5 All four combine as your *purpose*

The small grey area at the centre of the Purposegram is your **purpose**. The activity you're great at *and* enjoy doing, where you can deliver results with natural aptitude and the sense you're making a positive difference.

That's purpose. The questions *sound* like something out of a floaty'n'flighty

self-help manual, but the takeouts are practical pitches that'll connect you to the customers you want in **Part 3** and beyond.

You may not know what your purpose is yet, but you probably have an idea of what gives you a buzz. The rest of **Part 2** is about formalising that feeling.

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8.3 FOUR BIG QUESTIONS . . .

You'll see the Purposegram asks **four big questions**—about what you love, what you're best at, what the market needs, and what customers will pay for.

These areas intersect as your **passion** (what you love and do best) **profession** (what you do best that customers pay for) **mission** (what you love that the market needs) and **vocation** (what customers pay for that the market needs). Let's look at each, with notes on what you'll do with them.

8.3.1 What do you love?

Everyone loves something—and most people love more than one. Your list of what you love isn't limited to the biggies, like your children and hometown sports teams; it includes smaller loves like wallpaper patterns, buildings, and flavours of tea. Because in those smaller loves are clues to the companies and sectors you'll enjoy working with.

When writing this list and others, the hardest part is Pirsig's Brick: getting started. Once you're over the hump, you'll find it hard to stop. When you write it tomorrow on **Day 9**, a useful method called the **Spidergram** will help organise your ideas into a connected picture of what gives you a buzz.

To get those findings into your 100-day plan, you'll then add them to your spreadsheet as a formal set of structured sentences.

8.3.2 What do you do best?

The skills you offer as a professional are more varied than you think. No job is about technical proficiency alone. Perhaps you're also fluent in a foreign language, play a rare sport, or understand a branch of philosophy. Those other skills can add value to your work, making your offer to the market unique.

Unlike your answers to what you love, you'll **categorise** and **rank** these areas of expertise. Seeing the difference between what you're best at and where you need to train further plays a big role in defining what you'll offer to the market.

You'll answer this question with another diagram—a four-box grid called the **Learning Matrix**—on **Day 10**. Once again, you'll add your learnings to your spreadsheet as a list of sentences to compare and contrast.

8.3.3 What does the market need?

Like life as a whole, six-figure freelancing comes down to solving a few basic problems for customers. Making sales; boosting profits; improving quality—the list isn't long. Every six-figure freelancer wins customers by working out which of these issues his/her offer best applies to.

So this question is about pinning down where the market most needs your help. On **Day 11**, working with some preset questions, you'll assess opportunities with another back-of-envelope tool called a **SWOT**. Thinking in terms of these basic business problems makes sure your offer is worded in language your target market will understand.

Again, you'll add your discoveries to your spreadsheet in a structured way.

8.3.4 What will customers pay for?

Customers want one thing: competitive advantage that helps them thrive. What they pay freelancers for are the actions that move the company from a less competitive situation to a more competitive one—whether that's an engineering innovation that disrupts the industry, or a better way of feeding employees in the cafeteria.

So the last of these Big Questions involves building the business case for customers to use you—with a tool called a **gap analysis**. (You'll meet business cases again on **Day 71**.) A gap analysis looks at the less-competitive and more-competitive situations (call them A and B) and pinpoints the actions needed to move from the first to the second.

What you're looking for are the gaps where a company will benefit greatly from using you *and* you're in a position to deliver great work. Of course, you'll add these ideas to your spreadsheet too.

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8.4 . . . AND FOUR BIG HONKIN' LISTS

100 Days, 100 Grand uses a lot of lists. Numbered lists in the informational and instructional content; checklists at the end of each day. And, of course, your **List** of prospective customers, the subject of **Part 6**.

But lists can also guide you to answers that aren't obvious. Writing possible answers as a list *gets you started*; you're giving structure and sequence to your information straightaway. (Remember—Pirsig's Brick.)

Such a list is called a **BHL** (Big Honkin' List) because it may run to hundreds of items, ready for you to cross out, swap around, and put in groups. When answering Big Questions, think BHLs, not single sentences.

Listmaking is also a useful skill for six-figure freelancers to practice anyway, because lists are a great way to organise work. In time, you start looking at life in terms of lists. The BHLs in **Part 2** help turn listmaking into a *habit*.

8.4.1 Using BHLs to answer the 4BQs

In the Tasks you'll prepare some worksheets for *four* Big Honkin' Lists: your answers to the 4 Big Questions, each a list. You'll decide these answers on Days 9-12, then play around until you find where they overlap as your **purpose**.

8.4.2 Why the answers go on your spreadsheet

Your answers to the 4BQs will feed into the personalisation slots in your **Letter** to customers later on, as part of the **marketing campaign** that'll connect what you do to the people who'll pay for it. Those skills and hobbies also decide the **search strings** that track down the cold suspects you add to your **List**. (Everything joins up in **100 Days, 100 Grand**.)

That's also why you write your answers on your spreadsheet—by referencing cells, the information can be used and reused, giving maximum gain for minimum effort. Next, see how the structure of your answers matter, with **gap-fill sentences**.

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8.5 USING GAP-FILL SENTENCES TO ANSWER THE 4BQS

Questions are easier when you know the shape of the answer. A useful cheat for finding that shape is **gap-fill sentences**, also known as the teacher's friend.

Gap-fill sentences provide a structure for your thinking to focus your mind. (You'll also use gap-fills to build your **Letter** in **Part 6**. Mailmerge, after all, is just gap-filling.) You've already met one gap-fill sentence: the **sales headline** you wrote in **Day 1**'s tasks. (Remember [job title] [what I do] + preposition + [who I do it for]?) Here's how the examples break down into gap-fill sentences:

- *[Sales trainer] [guiding clinicians] for [tier-1 pharma MNCs]*
- *[Pay-per-day artworking outsource] [creating infographics] for [NYC ad agencies]*
- *[Freelance sysadmin] [providing burst capacity] to [datacentres]*
- *[Marketer-for-hire] [smoothing brand plans] at [finance boutiques]*
- *[Freelance WSET Cert] [driving down wine costs] for [top restaurants]*
- *[Proposal writer] [winning public sector RFPs] for [small builders]*

Let's see how they answer part of your LinkedIn Profile: your **Summary**.

8.6 USING GAP-FILLS TO WRITE YOUR PROFILE SUMMARY

The Purposegram, its four Big Questions, and the Big Honkin' Lists you'll use to answer them come together as your offer to the market—and that offer's first point of contact with your market is your LinkedIn **Profile Summary**. You'll draft it (using a gap-fill exercise) in the Tasks. First, learn these tips.

Your Summary is up to 2,000 characters long. It's unlikely you'll need so many. Pay most attention to your first paragraph: it needs to be as near 220 characters as possible, since that keeps it visible without clicking **See more**.

[See more](#) ✓

Don't imagine your audience as a faceless mass; when someone reads your LinkedIn Profile, they are reading it alone. Accordingly, always write as if to a single person, as much in your Summary as in your **Letter in Part 6**.

8.6.1 Write your Summary using AIDA

While most LinkedIn Profiles address a potential **employer**, the budding six-figure freelancer needs to address a **customer**. You've already met the sequence for attracting a customer: it's **AIDA** from **Day 5**. Your headline captures **Attention**; accordingly, your Profile continues the sale with **Interest**, **Desire**, and **Action**. An ideal structure is three paragraphs.

8.6.1.1 Build Interest by introducing yourself

The first paragraph is the most important, and probably the shortest. As an individual freelancer on LinkedIn, the focus of your reader is on **you**—so capture their interest with a few words about yourself. Be personal and friendly; you're selling the whole you, not just your area of expertise. Here's a useful gap-fill sentence for your opening paragraph.

I work with [customer type] and [customer type], doing [activity] for [organisation type] in the [A, B, and C] sectors backed up by [number] years in the [City] market. I've done it for [number] businesses in [market] leading to [percentage] gains in [metric]—and I'm ready to do the same for you.

8.6.1.2 Drive Desire by putting in the numbers

The second paragraph can be longer: it's a series of proof points backing up your sales headline and first paragraph. So don't put down what you *can do*—put down what you *have done*. And be *specific*. Calculate figures where you need to. One concise sentence summarising an achievement in succinct detail is worth any number of abstract platitudes.

It's also where you can note qualifications and certificates if they aided those

accomplishments. You're giving your reader a reason to want you. Two checks: make sure everything's about the *achievement*—not about you—and give *narrative*, showing your progress over time, not a laundry list.

Here's a gap-fill model to give you an idea. Note the numbers—whatever your expertise, businesses in your market are mainly interested in money, and if you show you understand that, you're ahead of most freelancers already.

After delivering [number] [type of project] projects for [organisation] with an average return above [%], I used [qualification] to complete [£number]+ projects for [sector] with a team of [number]. This led to [change] and a [%] increase in revenues. Positive changes included [process change], [market change], [mindset change]. As a result, [change in me].

With [number] projects of [£number] completed, the next level was [size], needing [change in me] to reach [change in project] over [number] years. Adding a [qualification] let me increase [metric] by [%] and work with a great team of [number] across [number] [departments / companies / countries].

Today I work with [organisations] of [size] to [size] to increase [metric], improve [metric], and effect [change] in [business process]. Returns for my clients average [%].

8.6.1.3 Drive Action by telling readers what you want them to do

The last paragraph in your Summary drives **Action**. What do you want your prospective customer to do next? It's fine to add humour in the last part; you're asking your reader to make a decision to contact you, so keep it friendly. Here's a basic model:

In between times, I enjoy [hobby] and [interest]—and they make my [business activity] more effective by [reason]. For an initial [15-minute chat], contact me on [phone] or [email] between [time] and [time] any [weekday] and tell me what you want to achieve in the next [timescale].

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All this psychology—'grams, 4BQs, BHLs, gap-fill sentences—will make your offer to the market solid and meaningful. With that in mind, let's move on to today's Tasks and start completing them.

TASKS: DAY 8

TASK 8.1: COMPLETE YOUR DAILY MANDATORIES

Add today's targets for Connections on LinkedIn and prospects to your spreadsheet. (Remember Connections can also be prospects, and the same company may be a source of both Connections and prospects.)

TASK 8.1.1: Make 15 Connections on LinkedIn

Using the methods from Days 1 and 8, find and invite 15 people to join your network on LinkedIn.

1. Combining searches with Companies, Groups, Universities, People, and Posts, list 30 people fitting your criteria.
2. Send a **personal** invitation inviting each to connect.

TASK 8.1.2: Find 10 prospects for your List

Using the methods from Days 2 and 8, add 10 individuals as prospects on your spreadsheet.

1. Complete columns B-L on worksheet COMPANIES if the people you find work for companies not already on there.
2. Complete columns C-P on worksheet PEOPLE, adding 1 in column P to show they're at Stage 1 of the sales funnel and linking the person to their company by adding the reference **=companies!\$A\$x** to the company code in column B.
3. In columns J and K of worksheet PEOPLE, make sure you use **=titles!\$B\$x** and **=departments!\$B\$x** to reference the individual's role and departmental function, and check column L contains an INDEX MATCH formula such as **=INDEX(companies!\$K\$3:companies!\$K\$10000,MATCH(\$B3,companies!\$A\$3:companies!\$A\$10000,0))** to reference the company's main phone number.

TASK 8.2: SETTING UP YOUR PURPOSEGRAM WORKSHEET

To house all your BHL answers from Days 9-12 ahead, you'll start a new worksheet called PURPOSEGRAM.

TASK 8.2.1: Add a reminder of your sales headline

1. Go to your spreadsheet and create a new worksheet. Name it PURPOSEGRAM and in cell A1, write PURPOSEGRAM as the heading.
2. As a reminder of your **sales headline**, in cells B2-E2 add the parts: Job title, What I do, Preposition, Who I do it for.

3. In cell A3, write **sales headline**.
4. In cells B3-E3 split your sales headline into its parts so they form a complete headline under the labels in cells B2-E2.

	A	B	C	D	E	F
1	PURPOSEGRAM					
2		Job title	What I do	Preposition	Who I do it for	
3	Sales headline					

TASK 8.2.2: Add headlines for your 4BQs and BHLs

Next comes space for your first BHL on **Day 9**, about what you love.

TASK 8.2.2.1: What do you love?

5	WHAT DO YOU LOVE?		Passion (value to you)			Mission (value to the world)
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1. In cell A5, put What do you love?
2. Now in cells D5 and H5, add Passion (value to you) and Mission (value to the world) as subheadings.
3. You'll start adding text under these subheadings on **Day 9**.

TASK 8.2.2.2: What do you do best?

Now make space for your second BHL on **Day 10**, what you're best at.

19	WHAT DO YOU DO BEST?		Profession (skill you're trained for)			Passion (value to you)
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1. In cell A19 (you're leaving space for the gap-fill sentences above), put *What do you do best?*
2. In cells D19 and H19, put Profession (skill you're trained for) and Passion (value to you) as subheadings.
3. You'll start adding text under these subheadings on **Day 10**.

TASK 8.2.2.3: What does the market need?

Next, the space for your third BHL (what the market needs) for **Day 11**.

33	WHAT DOES THE MARKET NEED?		Mission (value to the world)			Vocation (what you're suited to)
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1. In cell A33, put What does the market need?
2. In cells D33 and H33, put Mission (value to the world) and Vocation (what you're suited to) as subheadings.
3. You'll start adding text under these subheadings on **Day 11**.

TASK 8.2.2.4: What will customers pay for?

And finally, space for your fourth BHL (what customers pay for) for **Day 12**.

47	WHAT DO CUSTOMERS PAY FOR?		Vocation (what you're suited to)			Profession (skill you're trained for)
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1. In cell A47, put What do customers pay for?

2. In cells D47 and H47, put Vocation (what you're suited to) and Profession (skill you're trained for) as subheadings.
3. You'll start adding text under these subheadings on **Day 12**.

TASK 8.3: WRITE YOUR PROFILE SUMMARY

Let's get your **Profile Summary** written. It's fine to leave it unpolished for now—your LinkedIn Profile will change and develop over time. Just remember to keep revising it as you learn more about yourself and your market.

TASK 8.3.1: Complete your first Summary paragraph (Interest)

1. Think about the square brackets in the model initial paragraph. Try to fill them with words and phrases your audience will find interesting.
2. When you're done, edit again to keep the wordcount to 200-220 characters.

I work with [customer type] and [customer type], doing [activity] for [organisation type] in the [A, B, and C] sectors backed up by [number] years in the [City] market. I've done it for [number] businesses in [market] leading to [percentage] gains in [metric]—and I'm ready to do the same for you.

TASK 8.3.2: Complete your next Summary paragraphs (Desire)

1. Think about the square brackets in the model middle paragraphs. Try to fill them with words and phrases from your work experience your audience will find relevant to their business needs.
2. When you're done, check each point is backed by concrete outcomes and specific numbers—even if you have to do a back-of-envelope calculation.

After delivering [number] [type of project] projects for [organisation] with an average return above [%], I used [qualification] to complete [£number]+ projects for [sector] with a team of [number]. This led to [change] and a [%] increase in revenues. Positive changes included [process change], [market change], [mindset change]. As a result, [change in me].

With [number] projects of [£number] completed, the next level was [size], needing [change in me] to reach [change in project] over [number] years. Adding a [qualification] let me increase [metric] by [%] and work with a great team of [number] across [number] [departments / companies / countries].

Today I work with [organisations] of [size] to [size] to increase [metric], improve [metric], and effect [change] in [business process]. Returns for my

clients average [%].

TASK 8.3.3: Complete your last Summary paragraph (Action)

1. Think about the square brackets in the model final paragraph.
Try to fill them with words and phrases that make your audience want to contact you.
2. When you're done, check you've asked your reader for a precise action such as a phone call, email, or meeting, plus what you want that contact to achieve.

In between times, I enjoy [hobby] and [interest]—and they make my [business activity] more effective by [reason]. For an initial [15-minute chat], contact me on [phone] or [email] between [time] and [time] any [weekday] and tell me what you want to achieve.

TASK 8.4: COMPLETE YOUR BASIC PROFILE

With your Summary complete for now, it's time to fill in the rest of your LinkedIn Profile.



TASK 8.4.1: Add your previous jobs to Work experience

Note down your work history by adding all your past jobs to *Work experience*.

TASK 8.4.2: Add your schools to Education

Add your educational background by adding your schools and/or universities to *Education*.

TASK 8.4.3: Add your outside interests to Volunteer experience

If you do activities outside work that benefit others, add them to the *Volunteer experience* section.

You now have a workable **LinkedIn Profile** with **Summary**. You'll revise and rewrite it regularly—with your sales website you started on **Day 3**, it's your shopfront to an audience of millions.



And **Day 8**'s done. Next up: using those lists to define your **search space**, tomorrow on **Day 9**.

CHECKLIST: DAY 8		
DO YOU UNDERSTAND:		
The Purposegram and how its 4 circles intersect		
The 4 Big Questions about what you love, what you do best, what the market needs, and what customers pay for		
Filling in Big Honkin' Lists with gap-fill sentences		
AIDA applied to your LinkedIn Profile		
HAVE YOU COMPLETED:		
30 mins	Set up your PURPOSEGRAM worksheet	
2 hrs	Created your gap-fill sentences	
2 hrs	Written your LinkedIn Profile Summary	
2 hrs	Made 15 connections on LinkedIn	
2.5 hrs	Added 10 prospects to your List	
TAKEOUTS:		
Worksheet PURPOSEGRAM. Your LinkedIn Profile.		
TOTALS:		
Connections made		15
People listed		10
Letters sent		0
FUNNEL:		
Cold suspects		16
Warm leads		0
Hot prospects		0
Qualified buyers		0
Confirmed customers		0
Repeat clients		0