
Get it to cash.

1. Pick your *starter* flavor of strategy—i.e., the one easiest for you.
2. Write the crappy first draft of your juicy offer.
3. Finalize your structure, including premium client experience, facilitation, and report delivery.
4. Gather your initial set of questions.
5. List the stuff you still need to create to deliver this engagement.
6. Assign specific tasks to specific days in your calendar.
7. Pursue opportunities you already have with past / existing clients or in a new niche.
8. Brainstorm 10 people.
9. Email them to ask for 5 minutes of their time.
10. Get feedback on your offer and iterate, as needed.
11. Close 1 person if you can.
12. Set your sales process into motion.