

Domain of Mastery

Clarity Strategy:

Mathematics is a simple understanding of the system itself and what you need to do.

If you want to make 1 million in 1 year, break it down.

$\text{Ksh}1,000,000 / 12 = 83,333$ per month

$83,333 / 30 = 2,777$ per day

Now, there are a few ways to do that.

- Land one Ksh100 000 client every other month
- Land one Ksh3000k client every day.
- A combination of both. 1-2 clients a week and a month.

Focus on 10 good quality clients a year your good.

This alone determines a lot of your decision-making.

1. Who Can You Help The Most?

Age Range:

Traits:

Interests:

What Keeps Them Up at night?

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What do they dream of doing in the next 1-2 Years?

How does your main interest help them do that?

2- 4 word description of this individual.

2. What can You Help Them Achieve?

Dig into what they have said in social media, study them carefully and take notes about them.

Personal Life:

Social Life:

Professional Life:

3. Why Should They Care?

This is going to shape most of your DMs reach outs, why do they increase someone's quality of life?

DMs Specific Approach:

I help [who can you help the Most] [what you help them achieve] so you can [Desired Outcome].

Example: "I help professional speakers and thought leaders design premium, audience-winning websites so they can book more high-paying engagements and grow their influence."

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Here are the 7 steps of Non-Needy Networking:

1. Find Somebody that you WANT to DM

Reach out to people that:

- You are inspired by
- You would want to work with
- You would want to strategize with
- You see potential for mutual benefit

2. Send them an inspired Compliment

Find a piece of their content, work, or current projects that you are truly inspired by. Send it to them and tell them how it resonated with you.

People love praise — and per the principle of reciprocity — will feel obligated to repay this soft favor.

3. Show interest in them

If they don't respond, you can try reaching out again in the same manner.

Ask them about:

- Their goals
- What they are building
- What they do for work

Example: If you can't find what they are working on:

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Do you have anything that you're building right now? With that kind of content you must have something bigger in the works.

4. Lead with Value

Your first options are to:

- See where you can help
- Send actionable tips
- Send resources, systems, or videos you've created or remember off the top of your head

Don't go straight for a transaction when you haven't given anything first.

5. Get on a call to make a deeper connection

This is optional but very important because people trust people more when they talk, a zoom call a voice note will solve people ignoring your message.

6. Follow up with value

Remember their goals and keep an eye out for any content, resources, or people you can send their way. When you find something or someone, send it to them.

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7. Follow up with an ask

By this point, you've built a pretty damn solid connection. You've given value to the point where they are ready to return the favor. From here you can:

- Ask them to build them a sample website for free
- Send them one of your works that you put a lot of time into.