



Marketing Success
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My Dream 100

Part 1: Make Your “Dream 100” List



10 Websites / Blogs My Ideal Clients Visit

Jot down the URLs of 10 websites or blogs your ideal clients read.



20 Newsletters / Email Lists

List 20 newsletters or email lists your ideal clients subscribe to.



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20 Facebook / LinkedIn Groups and Pages

List 20 groups or forums your ideal clients belong to, or pages they follow.

Group, Forum or Page Name	No. of Members



20 Influencers

List 20 influencers (individuals, groups or brands) your ideal clients follow.

Influencer Name	No. of Followers



20 Podcasts

List 20 podcasts your ideal clients listen to.

(Note the podcast and hostname, URL and social media account(s).)

Podcast Name	No. of Followers



10 Other Strategic Alliance Opportunities



Use this space to make a note of other sites, people, organisations, social media accounts, networks etc. to add to your Dream 100.

E.g. Pinterest, authors, government agencies, councils, professional speakers, members of HerBusiness, associations, friends and other connections.

Contact Name and Contact Info (URL/Email etc.)	No. of Followers

Part 2: Dig Your Well

- Subscribe to blogs or newsletters
- Listen to podcast episodes
- Follow and comment on social posts
- Watch Instagram stories
- Check to see who can be retargeted with ads
- Buy products/services
- Check out their funnels (download lead magnets, subscribe to newsletters)
- Other _____

Start Now

Choose 3 of the names on any of the lists you made and take one of the “Dig Your Well” actions. Note what you have done in the space below.



Part 3: Your “Dream 100” Roll Out Plan



Days 1 - 14: Build the Foundations

15 mins - 2 times a day

- Comment.
- Share things you enjoy.
- Ask yourself: “How can I serve them?”
- Schedule when over the next 14 days you will “build the foundations”.



Days 15 - 30: Connect

Time to make yourself known.

- Notice what they are doing on their platforms.
- Study how they communicate with their followers.
- Tell them what you liked about their product/show/podcast.
- Share specifically how they have impacted you.
- Serve first. Do not tell them YOUR story.
- Participate in a meaningful way in THEIR conversations.
- Do not ask for anything at this point.



Days 31 - 60: Reach Out

“Work Your Way In” — Traffic You Earn

- Announce what you are working on/launch.
- Make a personal connection.
- Send them something.
- Extend an invitation.
- Start to openly ask for interaction.
- Ask a favour.

“Buy Your Way In” — Traffic That You Control

- Run ads to their networks.
- Retarget their audiences.
- Look for paid opportunities to drive traffic to your offers e.g. sponsored emails, paid speaking opportunities, advertisements, sponsorships.

You're On Your Way. We can't wait to hear about your new alliances.

Part 4: Track Your Results

Make a note of **statistics**, follow up items, **lessons** learned, **next steps** and **wins** here on this page. And, be sure to post your progress and wins in the Mastermind Group.

You're Awesome.

The "Dream 100" is a concept introduced by Russell Brunson in his book *Traffic Secrets*. The Dream 100 is a collection of 100 influencers that you'd like to work with.