

FIRST CLIENT IN 7 DAYS CHALLENGE

Getting your first client is everything.

It proves the model, gives you momentum, and flips the switch from "maybe" to "I'm doing this."

This 7-day challenge is built to make that happen.

Follow it step by step. Don't overthink. Don't try to get cute.

Just run the play.

WHAT YOU NEED

Before day 1, make sure you have:

- Access to the Tool
- The DFY Email Templates PDF
- The AI Report Generator

If you've got that, you're ready to go.

Day 1: pick a niche and a city

Use the Golden Niches Report to pick a niche (chiropractors, dentists, etc.). Pick a city you know or live in. Simple.

Day 2: pull your list

Use the Business Finder Tool to grab 25 websites in your niche and city. Run 10 through the Report Generator. Save each report.

Day 3: send your first 10 emails

Use the Cold Email - Warning With Value template. Personalize the intro line if you want. Keep it simple.

Day 4: follow up on opens

Anyone who opened and didn't reply? Use the Warm Follow-Up template. Keep going. No second guessing.

Day 5: run 10 more scans

Pick another 10 sites and scan them. Build up your stack of custom reports.

Day 6: send 10 more emails

You've got the reports. Now send them. Use the Curiosity or Urgency templates if you want to switch angles.

Day 7: book your first referral

If you've followed the steps, you should have at least 1–2 replies from serious prospects. Reply with the custom report. Offer to connect them to your referral partner. Done.

THE MINDSET

This isn't about perfection.

It's about movement.

You don't need to be slick.

You don't need to be an expert. The AI handles the hard parts.

Your job is to start the conversations and forward the replies.

NEXT STEP

If you land a client... awesome!

Repeat the process.

If not; you're 7 days sharper, with warm leads in hand.

You're closer than you've ever been.

Run it again.