

First 90 Days — LetsDoSales

Niche: client document chasing for Canadian accounting & bookkeeping firms. One track, one niche. Do not add a second vertical until this one has a paying client.

The one change from the previous plan

We no longer have a warm launch client, and Aqib is calling from Pakistan. **So the motion is email-first, not cold calls.** A cold call from an overseas number pays a trust tax we can't afford to spend; a well-written email with a specific, verifiable artefact does not. Phone only enters the picture after someone replies.

Weeks 1-2 — Build the proof

- ☐ Rebuild the chase workflow on a realistic sample firm (120 clients, mixed fiscal year-ends, ~6 documents each). Live and runnable, not mocked.
- ☐ Record a 2-minute screen capture: a client's checklist showing four items missing, one reminder naming those items, then the escalation to the partner. **This video is the entire pitch.**
- ☐ Write the three-email outreach sequence (email 1 = their number, email 2 = the audit offer, email 3 = a single follow-up). No attachments on the first send.
- ☐ Build the 50-firm target list: Calgary, Edmonton, Toronto. Firm name, owner name, email, client-count estimate.
- ☐ Fix letsdosales.com: `www` resolving, HTTPS, WordPress hardened, `siteurl` off `http://`
- ☐ Publish the positioning one-pager (00) as the site copy
- ☐ Register the Canadian entity + business bank account (Adil)

Weeks 3-6 — First replies, first audits

- ☐ Aqib: **25 targeted emails/week.** Not 200 sprayed — 25 researched, named, specific.
 - ☐ Deliver every **free Chasing Audit** requested. Target 8 delivered.
 - ☐ Book discovery calls (01) only with firms that asked for the audit. Target 3/week.
 - ☐ Aqib: 3 LinkedIn posts/week — one concrete chasing failure each time, never a pitch.
 - ☐ Adil: warm intros in Calgary where he has them; otherwise stay out of the funnel.
- The audit is the product demo.** Five audits should produce one pilot. If it doesn't, the audit isn't landing — fix the audit, not the volume.

Weeks 7-12 — Deliver, measure, raise

- ☐ Deliver the first pilot. Fill the *After* column from the discovery script.
- ☐ Publish one case study with real before/after numbers
- ☐ Move client 3+ to standard pricing
- ☐ Build Tier 2 only after Tier 1 has been delivered twice
- ☐ Referral programme: 10-20% of first-year revenue for introductions

The numbers to watch (review every Friday)

Metric	Week 12 target
Firms on the target list	50

Outreach emails sent	300
Replies	30
Chasing Audits delivered	8
Discovery calls held	15
Paid pilots signed	2
MRR	\$1,500+
Case studies published	1

Replies are the leading indicator. If replies are under 10% after 100 sends, the email is wrong. If replies are healthy but audits aren't converting, the audit is wrong. Fix the stage that's broken rather than pushing more volume into it.

Failure modes to avoid

1. **Building before selling.** Sell the audit, then build. Never the reverse.
2. **Cold-calling from Pakistan.** Email first. The phone is earned by a reply, not by dialling.
3. **Becoming a bookkeeping helper.** They will try. We chase clients; we never touch returns.
4. **Two niches at once.** Trades and property management are *later* verticals, not parallel ones. The market scan showed trades is already crowded and underpriced — leave it alone.
5. **Free work.** Pilot clients pay \$750/month from day one. Free clients don't measure.
6. **Scope creep.** Every "can you also..." gets a price, not a yes.
7. **Talking about AI.** Say "automated". The buyer cares about their season, not models.
8. **Quoting the scary stats.** Use the credible, sourced numbers (65.2% cite document collection as their top workflow problem; 5+ hours a week). Never invent one.