Goal -> Close one new client for either an upfront fee or a performance-based fee.
Deadline -> 25th November. 29th November is the stretch date if things go awry.

Specific plan of action to make this happen (reverse-engineered)

Revised Plan of Action:

1. Daily Outreach (Binary Milestones)

- **Mission**: Send out 60 tailored outreach emails to local high-margin businesses.
- **Milestone**: Achieve "sent 60 messages" daily (done/not done).
- **Adjustment Metric**: If the response rate is under 2% by the end of day 3, test a different subject line or another business sector.

2. Prospect Engagement (Binary Milestones)

- **Mission**: Track responses and schedule initial calls for those who respond.
- **Milestone**: At least one new scheduled call by the end of day 5.
- **Adjustment Metric**: If fewer than two calls are scheduled by the 5th, implement a new messaging angle.

3. Conduct SPIN Sales Calls (Binary Milestones)

- **Mission**: Execute two calls per engaged prospect, one for SPIN questioning and one for closing.
- **Milestone**: First call (rapport and info gathering) with at least one prospect by day 6, second call (project proposal) within 48 hours of the first call.

4. Closing Step (Binary Milestone)

- **Mission**: Secure either an upfront or performance-based commitment.
- **Milestone**: Signed agreement or confirmed email acceptance by the 25th (29th as the final fallback).