

Sell Like Crazy

by Sabri Suby

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

⁰¹ **Build Your Halo Avatar in Writing**

Spend 90 minutes writing a 500-word profile of your single ideal client: their job, fears, dreams, language, alternatives they've tried, and what success feels like for them. Keep it on your desk. Every piece of marketing starts here.

MON TUE WED THU FRI SAT SUN

⁰² **Create One High-Value Content Offer**

Build a free guide, template, or mini-course that solves your dream client's #1 problem so thoroughly they would have paid for it. This becomes your primary lead magnet. Quality > quantity - one exceptional HVCO beats ten mediocre ones.

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⁰³ **Map Your Entire Value Ladder**

Draw a four-rung ladder: free content -> entry-level offer (\$47-\$97) -> core offer (\$500-\$2K) -> premium/retainer (\$5K+). Identify your current gaps. Most businesses are missing the entry rung, which means they're asking cold leads to make a big commitment with no trust built.

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⁰⁴ **Write and Send a 5-Email Nurture Sequence**

Draft five emails: (1) deliver the HVCO + introduce yourself, (2) share your origin story, (3) address the #1 objection, (4) share a client transformation story, (5) make your Godfather Offer. Schedule them over 7 days.

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⁰⁵ **Build Your Godfather Offer Stack**

Redesign your flagship offer with five components: core deliverable, bonus #1 (pre-solves objection #1), bonus #2 (adds speed or ease), risk-reversal guarantee, and a reason to act now. Price based on value delivered, not time spent.

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⁰⁶ **Optimize One Funnel Stage This Week**

Run your numbers through Suby's pipeline math: visitors -> opt-ins -> bookings -> closes -> revenue. Find the stage with the worst conversion rate. Focus 100% of your attention on improving that single ratio before moving to the next.