

The Core Four on Steroids

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Key takeaways

- Framework for scaling: "more, better, new" — ask how to do more, how to do better, how to do new for the business.
- Identify single constraint stopping scale; attack and solve that constraint.
- Rule of 100: perform 100 primary actions every day for 100 days to scale outreach/content/ads.
- Core four primary actions simplified to things one person can control: warm outreach, cold outreach, content, paid ads.
- Warm outreach example: email/DM/phone actions — do 100 outreaches/day; this develops skill and reveals lead value.
- Content example: produce 100 minutes of content or at least one item per day on a platform; post more as you improve and use multiple platforms if you can.
- Cold outreach: same 100/day principle; includes flyers, cold calls, expect low response rates; use automation to compensate volume.
- Paid ads: can run \$100/day for 100 days (adjust down if needed); treat ad budget as a "learning budget" to build a money-printing machine.
- Ads scale when you have exceptional creatives — top advertisers test many more creatives (top 0.1% test 11x more).
- More ads → better ads → more leads; testing volume of creatives is essential.
- Do more until it breaks, then test to get better; testing is how you get leverage and improvements.
- Use absolute percentage impact to choose which conversion step to improve (example opt-in → apply → schedule math).
- Building a paid ads machine often takes 6–12 months; once built, you can crank spend and recoup money.

Checklist

1. Apply the "More, Better, New" framework
 - Ask for your business: How can I do more? How can I do better? How can I do new?
 - This focuses decision-making on increasing revenue and identifies where to prioritize effort.
2. Implement the Rule of 100
 - Do 100 primary actions every day for 100 days for the channel you're using (outreaches, minutes of content, or ad spend).

- This forces volume to reveal the value of a lead, builds repeatable skill, and creates data you can scale or teach others.
3. Execute 100 warm outreach actions per day
 - Send 100 emails/DMs/calls per day, 100 days in a row.
 - Doing this shows you the value of a lead and builds sales skill; it's 100% in your control.
 4. Produce content daily (100-minute / 1-per-day baseline)
 - Make 100 minutes of content over the course of days or at minimum publish at least one piece per day on a platform; expand to multiple platforms when possible.
 - Daily volume improves skill, increases reach, and creates opportunities for paid offers once you've given value.
 5. Run 100 cold outreach actions per day and use automation
 - Implement 100 cold outreaches (flyers, cold calls, DMs, etc.) per day; use automation to compensate for low response rates and scale volume.
 - This accepts low response rates but compensates with volume and automation to find viable leads.
 6. Run a consistent paid-ads learning budget
 - Run ads regularly (example \$100/day for 100 days or adjusted down as needed) and treat spend as a learning investment to build an ad machine.
 - This builds a profitable ad system over months; once the machine works you can scale spend and recoup investment.
 7. Test creatives frequently and at scale
 - Create and test many different ad creatives; emulate top advertisers who test ~11x more creatives than others.
 - More creative tests uncover exceptional ads that can be scaled profitably; mediocre ads won't scale.
 8. Measure ad performance and scale incrementally
 - Track results on a daily or monthly basis depending on platform; once the ad machine is profitable, crank it to scale revenue.
 - Measurement lets you know when to increase spend and when to iterate creatives.
 9. Find and attack the single constraint
 - Identify what specifically prevents scaling (e.g., outreach capacity, conversion step); make that the priority to fix.
 - Solving the single constraint unlocks the ability to scale other efforts.
 10. Improve conversion steps via targeted testing
 - Map funnel steps (opt-in, apply, schedule), quantify current rates, and model absolute percentage improvements to discover which step yields the largest lead increase. Attack the step with the highest absolute impact.
 - Targeted improvements produce more leads for the same or less effort; testing is how you discover the best lever.

11. Use repetition to build teachable systems

- Repeat primary actions enough to develop skills you can transfer to hires/automation.
- Repetition ensures you can later delegate and scale without losing ability to "make it rain" yourself.

Examples:

- Rule of 100 examples: 100 outreaches/day for 100 days; 100 minutes of content/day for 100 days; \$100/day in ads for 100 days.
- Warm outreach: emailing 100 times a day, or 100 phone calls/DMs a day.
- Content publishing: at least one post per day on a platform; expand to more platforms as you get better.
- Cold outreach methods: flyers, cold calls, DMs — expect low response rates and use automation for volume.
- Paid ads examples: social media ads, direct mail, seminars, podcast spots; track daily/monthly.
- Creative testing: top 0.1% of advertisers test 11x more creative than everyone else.
- Conversion improvement example: opt-in 30% → 35% (16% increase = 1.16), apply 5% → 10% (100% increase = 2.0), schedule 50% → 55% (10% increase = 1.1); choose to attack "apply" because doubling has largest impact.

Notes:

- This is the baseline you must achieve before adding leverage/hiring; expect it to take focused time and, for paid ads, often 6–12 months to build a scalable machine.