

14-DAY ACTION TRACK · DIRECT OUTREACH & B2B

Build It *Conversation by Conversation.*

Not every business is built on social media. If you'd rather build through direct conversations, in person, or with local businesses and professionals, this is your rhythm — a daily to-do, not a daily post.

WARM MARKET

B2B & PROFESSIONAL

HOW THIS IS DIFFERENT

There's no caption to copy here — just one clear action a day. It runs the PSIF system (Pique, Share, Invite, Follow up) on a 14-day cycle, then resets with a fresh batch of names so the rhythm keeps going indefinitely.

PSIF AT A GLANCE

P — Pique Interest: start a real conversation.

S — Share a Tool: send the video or resource that fits.

I — Invite: ask them to a launch event, Zoom, or one-on-one.

F — Follow Up: circle back. This is where most of the business actually happens.

01 BUILD YOUR LIST

Write down 30–50 people before you reach out to anyone

TODAY'S ACTION

No outreach today — just the list. Family, friends, past coworkers, neighbors, anyone in your phone. Don't filter people out because you assume they'll say no. Write down every name that comes to mind.

Resource: Use the Inner Circle list format from your New BP Guide, Part Three (PSIF section).

02 PIQUE Start the conversation with 5 people from your list

TODAY'S ACTION

Reach out to 5 people today with a simple, warm opener — nothing salesy, just reconnecting and mentioning you started something new you're excited about.

Resource: Inner Circle Conversation script.

03 PIQUE Reach out to 5 more people

TODAY'S ACTION

Same as yesterday, 5 new names. Consistency here matters more than any single conversation — you're planting a lot of seeds so a few can turn into real conversations.

Resource: Inner Circle Conversation script.

04

SHARE

Send the right tool to anyone who showed interest

TODAY'S ACTION

For anyone who responded with curiosity this week, send the video or resource that matches what they're actually curious about — product, wellness, or the business. Let the tool do the explaining.

Resource: "Which Tool to Send & When," Part Three of your New BP Guide.

05

GO LOCAL (B2B)

Identify 5 local businesses or professionals — reach out to 1

TODAY'S ACTION

Think estheticians, gym owners, chiropractors, salon owners, real estate agents — anyone with a client base that overlaps with yours. List 5, then reach out to just 1 today with a professional, low-pressure opener about a potential partnership or referral.

Resource: Inner Circle Conversation script — the same warmth, a more professional tone.

06

INVITE

Invite anyone warm to your launch event or Zoom

TODAY'S ACTION

Go back through everyone you've talked to this week. Anyone who's warm gets a specific invite — a date, a time, and an easy yes.

Resource: Invite Scripts (PSIF Step 3).

07 FOLLOW UP Circle back with anyone who hasn't responded

TODAY'S ACTION

A follow-up is often the conversation that actually lands — people get busy, not uninterested. Send a short, no-pressure check-in to anyone who went quiet this week.

Resource: Follow-Up Scripts (PSIF Step 4).

08 PIQUE — NEW WAVE Reach out to 5 new people from your list

TODAY'S ACTION

Second wave. Same energy as Day 2 — 5 new names, warm openers, no pressure.

Resource: Inner Circle Conversation script.

09 GO LOCAL (B2B) — ROUND 2 Reach out to another local business or professional contact

TODAY'S ACTION

Pick your next name from Day 5's list of 5 and reach out. If Day 5's contact responded, this is also a good day to follow up with them specifically about next steps.

Resource: Inner Circle Conversation script.

10 SHARE — NEW WAVE Send the right tool to anyone newly interested

TODAY'S ACTION

Same as Day 4 — match the tool to the person's actual curiosity, whether that's product, wellness, or the business opportunity.

Resource: "Which Tool to Send & When," Part Three of your New BP Guide.

11 INVITE — NEW WAVE Invite your newest warm leads to your event or Zoom

TODAY'S ACTION

Same approach as Day 6 — specific date, specific time, easy yes. If there's a second date available, offer it as a backup before you offer to just send something to look at.

Resource: Invite Scripts (PSIF Step 3).

12 FOLLOW UP — NEW WAVE

Follow up with round two

TODAY'S ACTION

Check back in with anyone from Days 8–11 who's gone quiet. Keep it short and low-pressure — you're reopening a door, not pushing through one.

Resource: Follow-Up Scripts (PSIF Step 4).

13 ENROLL

Walk anyone who's ready through getting started

TODAY'S ACTION

For anyone ready to move forward — as a customer or a brand partner — walk them through it today. If someone enrolls, send your after-enrollment welcome message the same day so they feel taken care of right away.

Resource: Enrollment & Qualifying Scripts, and the After Enrollment ready-to-send message.

14 RESET & REPEAT

Look at where everyone landed, then start the cycle again

TODAY'S ACTION

Go through your list: who's warm, who needs another follow-up, who's ready to enroll. Pick 10 fresh names for your next cycle. This isn't a

one-time 14-day push — it's the rhythm. Restart at Day 1 with a new batch whenever you finish a round.

Resource: This is PSIF, on repeat. The magic is in showing up daily, not in any single conversation.

Legacy House · Neora — 14-Day Direct Outreach & B2B Action Track. This page is always the current version. This track skips social posting entirely — if you'd like to add a light social presence alongside it later, any of the other four tracks in your New BP Guide can run in parallel.