



# Pathway to \$100k

10 Steps to \$100,000 Year One  
Onboarding + Execution + Duplication

# Pre-Game

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## Introduction Completed

Who am I (story + credibility)

Who are we (Commonstead mission + vision)

Why this matters (purpose + urgency)

## Understand The Commonstead Structure

One platform (big picture)

Key partners

Leadership structure (CEOs / Biome leaders)

Finance options

Active and Passive Income Pathways

## STEP 1: Get Activated

### Choose your starting role

Connector

Already a Pro  
(verification required before starting)

## STEP 2: Choose Your Lane

### Select primary focus

Residential

ESaaS

Both

## STEP 3: Set Yourself Up

Resource hub access

Tools + systems

SaaS / CRM (if applicable)

## STEP 4: Learn The Commonstead Language

Resource hub access

Tools + systems

SaaS / CRM (if applicable)



## STEP 5: Know the Products

- Watch product videos
- Brilliant at The Basics playbooks
- Understand value propositions
- Learn use-case scenarios and case studies

## STEP 6: Follow the Playbook

- Study the playbook
- Follow daily / weekly activity targets
- Follow proven workflows

## STEP 7: Learn & Immerse

- Complete training videos
- Take notes
- Put it to use right away

## STEP 8: Plug In & Connect

- Attend Q&A sessions
- Show up consistently
- Focus on connecting (not selling)
- Review active income examples

## STEP 9: Build Your Pipeline

### Build a prospecting routine

- Read Prospecting 101
- Attend Business Development training
- Attend Prospecting training

### Do this Daily

- Set appointments
- Build your prospect list

### Reach out using the templates

- Sample texts
- Sample emails
- Sample social posts

## STEP 10: Close & Get Paid

- Stay committed to setting appointments
- Generate your first bill
- Work with a Pro to Close your first deal



# Non-Negotiable Success Principles

**Follow the 5 Penny Rule works. Use it daily.**

**Run a 4-Week Sprint**

**Block 90 minutes every Wednesday @ 5PM ET for growth**

**Rinse & Repeat weekly**

## Production Targets

### Month 1

Build \$10K pipeline

Close 3-5 deals

### Year 1

Achieve \$100K income

## Expansion Path

### Add more income streams

SaaS model

Passive income streams

### Optional progression

Expand into Commercial once you have 3-5 deals closed

Same Focus: Connect, don't sell

## Duplication System

### Share the system with others

**Teach the 10 steps**

**Build connectors**

### Keep the rhythm going

Rinse

Repeat

## The Path to \$100K

### Daily activity, every day

Set Appointments

Deals (3-5/month)

\$10K+ monthly pipeline

Build a team and scale

\$100K year



# \$100K System – Weekly Scoreboard

Use this weekly. What gets tracked gets done.

Week of	Role	Connector	Pro	
Name	Lane	Residential	ESaaS	Both

## 1. TRAINING & ENGAGEMENT

This is what produces results.

Activity	Target	Complete
Watched Training Videos	2-3	
Attended Weekly Training Call	1	
Attended Q&A Session	1	
Took Notes + Applied	Daily	

## 2. SKILL DEVELOPMENT

Area	Complete
Practiced Scripts	
Reviewed Product Knowledge	
Studied Playbook	

## 3. PROSPECTING EXECUTION

Activity	Complete
Used Sample Texts	
Used Sample Emails	
Posted / Social Outreach	
Built Prospect List	



## 4. CORE ACTIVITIES

Your Weekly Numbers.

Metric	Target	Actual
New Connections Made	25+	
Conversations Started	15+	
Appointments Set	2-3	
Appointments Held	2	
Deals Closed	1-2	

## 5. DISCIPLINE TRACKER

Principle	Complete
Followed 5 Penny Rule Daily	
Stayed Focused on Connecting	
Took Action, Didn't Overstudy	

## 6. COMMIT TO THIS EVERY WEEK

Commitment	Complete
90-Minute Growth Block (Wednesday)	
On Track with 4-Week Sprint	

## 7. YOUR RESULTS THIS WEEK

Outcome	Result	
First Deal Closed?	Yes	No
Revenue Generated	\$	
Pipeline Growth	Yes	No



## 8. END OF WEEK CHECK-IN

Where did you spend most of your time?

Connecting

Learning

Overthinking

Avoiding

What moved the needle most?

Where did you get stuck?

## 9. NEXT WEEK FOCUS

Top 3 Priorities

- 1.
- 2.
- 3.

My commitment

I will hit my connection target

I will set                  appointments

### Scory System

8-9 sections complete = You're on Track

5-7 sections complete = You're Being Inconsistent

<5 sections complete = At Risk

### Team Builders

Use this to assess your people:

- Are they connecting?
- Are they setting appointments?
- Are they attending training?

If not → they are not in the game.

