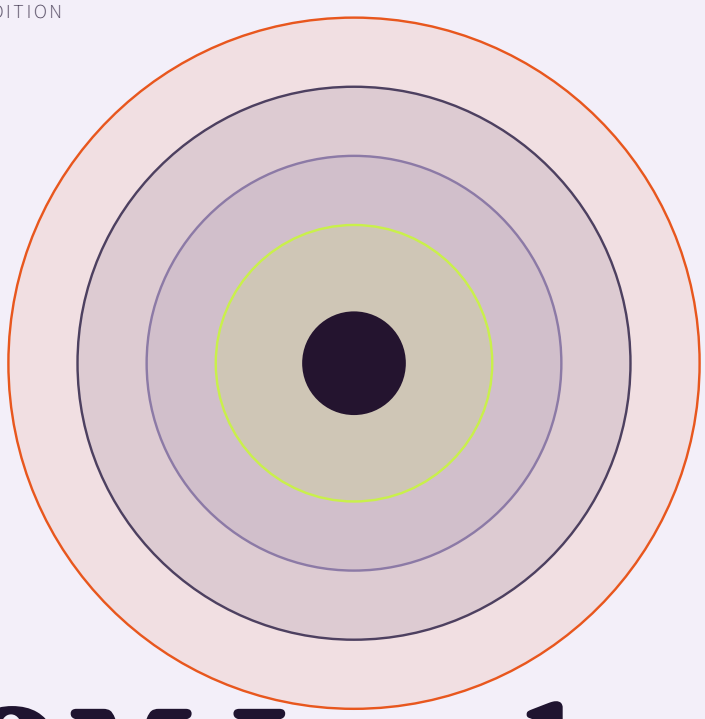


$100M Leads: How to Get Strangers to Want to Buy Your Stuff

A reading of the book by Alex Hormozi (2023)

1. ACTION BOOK

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ABOUT THIS EDITION

This is HourLife's reading of $100M Leads: How to Get Strangers to Want to Buy Your Stuff, in our own words. It is not a substitute for the book.

BEFORE YOU START 01

The book in a minute

Alex Hormozi, who runs Acquisition.com with his wife Leila, wrote this as the follow-up to $100M Offers. It argues that a good offer still fails if too few people hear about it, so the real job is getting more engaged leads: people who have shown interest in what you sell. The spine of the book is the Core Four, the only four ways to let people know about you: warm outreach, posting free content, cold outreach and paid ads. Once one of them works, lead getters (customers, employees, agencies and affiliates) can run it for you. Around that sit the lead magnet, a free solution that starts the conversation, and the Rule of 100, a fixed daily volume of work. He writes from businesses he has run himself, with checklists and worked examples rather than research studies.

Below are the 9 ideas HourLife readers vote up most, each in our words with a note on what it asks of you, and then the steps that put them to work.

WHAT READERS KEEP

The takeaways

1 HOURLIFE TAKEAWAY

A good offer does nothing until enough of the right people see it.

The book picks up where $100M Offers stops. Hormozi's case is that many owners who struggle do not have a bad product so much as too few engaged leads, people who have raised a hand. Getting them is a skill you can practise, not a matter of luck.

2 HOURLIFE TAKEAWAY

There are only four ways to let people know about you, and they fit in a two-by-two.

The Core Four sorts every channel by two questions: do these people know you already, and are you reaching one person or many at once? Warm outreach is known and one-to-one, posting content is known and one-to-many, cold outreach is strangers one at a time, and paid ads are strangers at scale.

3 HOURLIFE TAKEAWAY

Start with the people who already know you.

Warm outreach costs nothing and the trust is already there, which is why the book points beginners to it first. Go through your contacts and reach out one by one, starting a real conversation before you bring up the offer. Some will buy, and some will know someone who might.

4 HOURLIFE TAKEAWAY

While you are learning, volume beats cleverness.

The Rule of 100 is a commitment to 100 primary actions a day for 100 days, such as 100 reach-outs or 100 minutes making content. The exact number matters less than the fact that it is fixed and daily. You do the work long enough to see what it produces before you judge it.

5 HOURLIFE TAKEAWAY

A lead magnet is a small, complete solution to a narrow problem.

It earns attention by solving something real for free, and the solution should point naturally at what you sell. The book describes three kinds: one that reveals a problem the person had not seen, a sample or trial, and one step of a process that takes several.

6 HOURLIFE TAKEAWAY

Content works when people are glad they stopped for it.

For posting, Hormozi breaks a piece into a hook that earns the first second, something that holds attention, and a reward that makes the time worth it. Most of what you post should give. The ask lands better when it comes after a long run of giving.

7 HOURLIFE TAKEAWAY

Cold outreach runs on the same rules as warm, with lower odds.

Strangers answer less often, so you need a better list, more volume and more follow-up. The book treats it as a process to build: find people who fit, personalise enough to be relevant, and keep the repetitive parts simple enough to hand off later.

8 HOURLIFE TAKEAWAY

Once a method works, get other people to run it for you.

Lead getters are the people who can bring in leads on your behalf: customers through referrals, employees, agencies, and affiliates or partners. You hand off best what you have done yourself, because then you can train people and spot poor work.

9 HOURLIFE TAKEAWAY

Do more of what works before you try something new.

The book's order is more, then better, then new. First raise the volume of the method that already brings leads, then improve how well it converts, and only then add another channel. A new channel feels like progress but splits the effort that was working.

PUT IT TO WORK

Your action book

Do the setup steps once, then keep the habits going. The setup changes your week; the habits keep it changed after the first good one.

The download puts this whole reading and a printable action book in one PDF: the setup checklist, then a page of real calendar days for each habit, starting on the day you choose.

SET UP ONCE

- [ ] Write your offer in one sentence
- [ ] Pick one of the Core Four
- [ ] List 100 people you already know
- [ ] Build one lead magnet
- [ ] Set up a daily tally

KEEP UP DAILY

- ◯ Do your 100 before anything else
- ◯ Answer engaged leads the same day
- ◯ Change one thing a week

30 days · Nov 6 - Dec 5, 2026

Part two, after the reading, prints each of these as a page to fill in by hand.

THE LAST WORD

Before you go

Pick one step from the action book and do it today. An idea from a book starts to count once it changes what one ordinary day looks like.

PART TWO

The action book

Change the setup once, then keep it up. 5 setup actions to do once, and 3 habits to mark each day for 30 days.

Nov 6 - Dec 5, 2026

Print it, or write on it in any PDF app.

SET UP ONCE

The setup checklist

Each of these is done once. Do one a day, and check it off when it is done.

- [ ] SETUP 1

Write your offer in one sentence

Before you reach anyone, write who it is for and the result they get.

If you cannot say it in one plain sentence, fix that first, because every message will lean on it.

MY VERSION

DONE ON

- [ ] SETUP 2

Pick one of the Core Four

Choose the one method that fits who knows you, what you can spend and how you like to work.

Write it down and leave the other three alone for now.

MY VERSION

DONE ON

- [ ] SETUP 3

List 100 people you already know

Go through your phone, email and social contacts and put 100 names in a sheet.

Add a column for status so you can see who you have messaged and who replied.

MY VERSION

DONE ON

- [ ] SETUP 4

Build one lead magnet

Pick one narrow problem your buyer has and solve it in a checklist, template or short video.

End it with one clear next step that leads to your offer.

MY VERSION

DONE ON

- [ ] SETUP 5

Set up a daily tally

Use a sheet, a notebook or the board on this page.

Log the date, actions taken, replies and engaged leads, so you judge the method on numbers, not mood.

MY VERSION

DONE ON

DAILY HABIT 1 OF 3

Do your 100 before anything else

Put the day's primary actions in the first block of your working day.

Nov 6 - Dec 5, 2026 · 30 days · circle each day you do it

SMALLEST VERSION

CUE

WHERE

November 2026

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6 ○	7 ○	8 ○
9 ○	10 ○	11 ○	12 ○	13 ○	14 ○	15 ○
16 ○	17 ○	18 ○	19 ○	20 ○	21 ○	22 ○
23 ○	24 ○	25 ○	26 ○	27 ○	28 ○	29 ○
30 ○						

December 2026

MON	TUE	WED	THU	FRI	SAT	SUN
	1 ○	2 ○	3 ○	4 ○	5 ○	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

EACH FRIDAY

WHAT HELPED

WHAT GOT IN THE WAY

ONE CHANGE TO THE SETUP

DAILY HABIT 2 OF 3

Answer engaged leads the same day

Anyone who replies, comments or downloads has raised a hand.

Nov 6 - Dec 5, 2026 · 30 days · circle each day you do it

SMALLEST VERSION

CUE

WHERE

November 2026

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6 ○	7 ○	8 ○
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EACH FRIDAY

WHAT HELPED

WHAT GOT IN THE WAY

ONE CHANGE TO THE SETUP

DAILY HABIT 3 OF 3

Change one thing a week

Once a week, look at actions, replies and sales together.

Nov 6 - Dec 5, 2026 · 30 days · circle each day you do it

SMALLEST VERSION

CUE

WHERE

November 2026

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6 ○	7 ○	8 ○
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December 2026

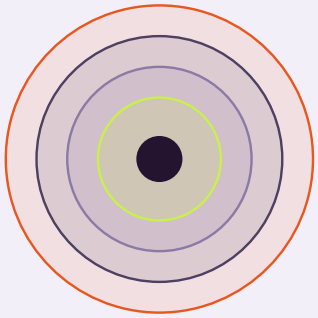
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EACH FRIDAY

WHAT HELPED

WHAT GOT IN THE WAY

ONE CHANGE TO THE SETUP



Tell enough of the right people, every day, until they know what you do.

HOURLIFE NOTE AFTER ALEX HORMOZI