

DREAM 100 PROSPECTING FRAMEWORK.

Stop chasing leads. Start owning audiences.

The 100 people who already have your ideal client's attention,
and the system to get in front of them.

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INTRODUCTION

STOP CHASING LEADS. START OWNING AUDIENCES.

The Dream 100 is the most powerful prospecting system in sales. Instead of chasing individual clients one by one, you identify the 100 people, platforms, and communities who already have your ideal client's attention, then earn or buy your way in front of their audience.

One relationship with the right Dream 100 partner can bring you more business than a hundred cold calls. This framework gives you the structure. Work through it in order. The system builds on itself.

Traffic already exists. There are already people whose entire audience is made up of your ideal client. Expat communities, finance podcasts, relocation consultants, lifestyle influencers, corporate HR teams. These people have spent years building the trust and attention you are trying to earn from scratch.

THE CORE PRINCIPLE

Instead of finding clients one at a time, find the people who already have rooms full of your ideal clients. Then earn the right to be introduced to that room.

THE TWO STRATEGIES

EARN YOUR WAY IN. OR BUY YOUR WAY IN.

Two paths to the same outcome. Most brokers should run both in parallel, weighting toward the one that fits their stage, budget, and patience.

EARN YOUR WAY IN

Build relationships organically. Show up in their comments. Create content that serves their audience. Ask to collaborate. Play the long game.

TIMELINE

2–6 months to activate.

BEST FOR

Referral partners, community leaders.

BUY YOUR WAY IN

Run paid ads targeting followers of your Dream 100. Sponsor their content. Pay for a feature, an interview, or a collaboration. Shortcut the timeline.

TIMELINE

Days to weeks.

BEST FOR

Influencers, content creators, paid media.

WHAT TO LOOK FOR

Engagement rate matters more than follower count. An account with 8,000 highly engaged Dubai expat followers is worth more than an account with 80,000 passive ones. Look at who is commenting, not just how many.

THE FOUR CATEGORIES

WHO BELONGS ON YOUR DREAM 100.

Your Dream 100 is not a list of people. It is structured across four categories, each representing a different type of audience access. Target all four. The brokers who only think about social media influencers miss the three most valuable categories entirely.

01**SOCIAL MEDIA INFLUENCERS****TARGET: 25**

Instagram, YouTube, TikTok, LinkedIn accounts whose audience overlaps with your ideal client.

02**PODCASTERS & YOUTUBE CHANNELS****TARGET: 20**

Shows your ideal client actually listens to. Business, finance, expat life, property, entrepreneurship.

03**REFERRAL PARTNERS & MULTIPLIERS****TARGET: 30**

People who serve your ideal client in adjacent industries. The most commercially valuable category.

04**COMMUNITY LEADERS & GROUPS****TARGET: 25**

Facebook admins, WhatsApp managers, event organisers, forum moderators. Where your client gathers.

CATEGORY 01

SOCIAL MEDIA INFLUENCERS

TARGET: 25 ACCOUNTS

Instagram, YouTube, TikTok, LinkedIn accounts whose audience overlaps with your ideal client. Think Dubai lifestyle, personal finance, expat life, property investment, luxury living, relocation. You are looking for accounts where the followers are your buyers, not just property followers.

WHAT TO LOOK FOR

Engagement rate matters more than follower count. An account with 8,000 highly engaged Dubai expat followers is worth more than 80,000 passive ones. Look at who is commenting, not just how many.

CATEGORY 02

PODCASTERS & YOUTUBE

TARGET: 20 SHOWS OR CHANNELS

Shows your ideal client actually listens to. Business, finance, Dubai and UAE, expat life, investment, entrepreneurship, relocation, property. Podcast audiences are the most engaged on the internet. A five-minute feature on the right show can generate more leads than six months of social posts.

THE OPPORTUNITY

Most podcast hosts in the Dubai space are actively looking for credible, interesting guests. You have something to offer: genuine market expertise and data most people do not have access to. This is your entry point.

CATEGORY 03

REFERRAL PARTNERS & MULTIPLIERS

TARGET: 30 PARTNERS

These are the people who serve your ideal client in adjacent industries. One relationship here can be worth dozens of direct leads, consistently, over years. A mortgage broker who speaks to fifty buyers a month and sends you ten is worth more than any social following you could build.

PARTNER TYPE	WHY THEY MATTER
Mortgage Broker / Financial Advisor	Speaks to active buyers daily. Every client they finance is a potential referral.
Relocation Consultant	Intercepts buyers before their search starts. The highest-value referral timing in the market.
Corporate HR / Talent Acquisition	Manages company relocations. One contact can mean multiple buyers per year.
Business Setup / PRO Service	Entrepreneurs moving to Dubai are among the most motivated buyers.
International School Admissions	School placement determines the area. They speak to families before any broker does.
Accountant / Tax Advisor (UK/EU)	Clients asking about tax efficiency in Dubai are already considering the move.
Currency Exchange Specialist	Clients converting funds to AED are days away from a purchase. The hottest referral.
Interior Designer / Fit-out Firm	Buyers who just purchased need fit-out, and they refer back to you. Build this two ways.
Luxury Hotel Concierge	High-net-worth visitors exploring Dubai as a second home come through concierges first.
Private Members Club (DIFC etc.)	Where your clients network and decide. One connection inside beats twenty cold approaches.

CATEGORY 04

COMMUNITY LEADERS & GROUPS

TARGET: 25 COMMUNITIES

Facebook group admins, WhatsApp community managers, event organisers, forum moderators. Wherever your ideal client gathers to ask questions, share experiences, and make decisions.

The admin of a 15,000-member Dubai expat Facebook group has more influence over your ideal client's property decisions than most people you will ever meet. The admin is your Dream 100 target, not the community itself.

DUBAI-SPECIFIC COMMUNITIES TO TARGET

British Expats in Dubai, Indians in Dubai, Dubai Expat Forum, Property Finder Community, Dubai Mums, Internations Dubai, DIFC professionals groups, nationality-specific WhatsApp communities, school parent networks, corporate Slack workspaces.

THE RELATIONSHIP SYSTEM

THE FIVE-STAGE RELATIONSHIP LADDER.

A Dream 100 list without a follow-through system is just a wish list. This ladder tells you exactly where each relationship is and exactly what to do next. Every contact sits on one of these five stages. Your job is to move them forward, one stage at a time.

01**AWARE**

Follow them. Subscribe. Consume their content genuinely. Do not reach out yet. Spend 1–2 weeks here.

02**ENGAGING**

Like and comment with genuine value. Share their content thoughtfully. Be consistent for 2–4 weeks. Make your name familiar before you say a word.

03**CONNECTED**

Send a personalised DM or email. Reference their specific content. Ask nothing. Give value first an insight, a referral, a useful resource.

04**COLLABORATING**

Propose a collaboration. Guest on their platform. Co-create content. Offer your lead magnet to their audience. Make it easy to say yes.

05**PARTNER**

Active, mutual referral relationship. You send them leads, they send you leads. Protect this stage it is the most valuable thing you will build.

THE STANDARDS

WEEKLY MINIMUM STANDARDS.

These are not targets. They are the minimum weekly actions that keep your Dream 100 active and moving. Below this level relationships go cold. Above it the compounding effect starts to show within 60 to 90 days.

5

GENUINE COMMENTS on Dream 100 content. Thoughtful, value-adding, not just an emoji. Reference something specific in the post.

2

DMs OR EMAILS sent. Personalised, referencing something specific, asking nothing in return. Advance the relationship, do not pitch it.

1

PIECE OF YOUR OWN CONTENT published. Designed for your ideal client. Under one of your core content pillars.

1

REFERRAL GIVEN. Send a lead or useful connection to a Dream 100 partner, unprompted. The fastest way to advance Stage 3 to Stage 4.

1

WEEKLY TRACKER REVIEW. Update all stages. Identify who is ready to move up. Replace anyone stuck at Stage 1 for 30+ days.

YOUR COMMITMENT

YOUR 90-DAY COMMITMENT.

A system without a commitment is just reading material. Fill this in. Sign it. Pin it somewhere you see it every day.

MY LEAD MAGNET IS:

MY TOP 5 DREAM 100 TARGETS FOR THE NEXT 30 DAYS ARE:

BY THE END OF 90 DAYS, I COMMIT TO:

BROKER SIGNATURE:

DATE:

THE CORE PRINCIPLE

FIND THE ROOM. THEN GET INTRODUCED.

Cold prospecting is finding one buyer at a time. Dream 100 is finding the person who has a thousand of them and earning the right to be introduced. The brokers who run this system stop competing for cold leads and start receiving warm referrals at scale.

Pick your 100. Start with 20. Work the ladder. Hit the weekly minimums. Review every Friday. In 90 days you will have a pipeline that does not depend on the portals, the algorithm, or the market.

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