

First Customer Map

Pick one product or service. Answer for that one thing only. Finish this page and you leave with a real next step instead of a good intention.

1 What am I selling?

One product or service. Not your whole business.

2 Who is most likely to buy it?

Describe one real person, not a category. If you can picture them, you can find them.

3 What problem are they trying to solve this month?

In their words, not yours. Why now and not next year?

4 Where can I find twenty of them?

Real places: a group, a room, a list, a partner who already serves them.

5 What will I do this week to reach five of them?

One action, on the calendar, by Friday. Small and specific beats big and vague.

6 What would make them say yes the first time?

The first step is rarely a sale. What is the smallest yes you can ask for?

THREE NUMBERS TO KEEP

How many I reached

How many answered

How many bought