YOUR QUICK TOUR

Start close, learn fast

Your first customers help you sharpen the offer, language, delivery and proof for the next customers.

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YOUR FINISH LINE

A named list of ten customers who paid, booked a pilot, placed a preorder or completed another honest commitment.

01 / MEET YOUR GUIDE

Lina starts with people, not ads

Fictional example: Lina, her refill shop and all details are invented.



THE EMPTY PAGE

Lina opens a small refill service and thinks she needs thousands of followers. Her posts get likes but no orders.

THE SMALL CIRCLE

She lists 25 nearby people who already buy home-care products, invites five to try a starter refill and asks each buyer for one relevant introduction.

THE LESSON

Her first ten customers arrive through conversations, a clear trial and referrals. The fictional result is not a promise; the useful habit is learning from each person.

02 / NARROW THE TARGET

One useful customer beats everybody

Early outreach becomes easier when you can picture the person, moment and reason to act.

START WITH A MOMENT

Who faces the problem now? What event, deadline or frustration makes it worth solving this week?

NAME A REACHABLE GROUP

Use behaviour and context: "independent salon owners who still confirm appointments manually," not "all businesses."

CHECK THE BUYER

The user, buyer and decision-maker may be different. Learn who can approve the first purchase.

CUSTOMER SENTENCE

"I help [specific person] who is trying to [job] during [moment] but struggles with [problem]. I can reach them through [place/person/channel]."