Prepare to Meet Your First Customer

FREE SALES RESOURCE

Get clear before you promote

- [ ] My offer solves one specific problem.
- [ ] I can explain what is included and the price.
- [ ] I have an honest sample, demonstration, or clear description.
- [ ] I know how customers can ask questions and pay safely.
- [ ] My checkout or booking process has been tested.

My ideal customer's biggest problem

My offer in one sentence

Where potential customers already spend time

Your First Customer Outreach

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Help first, sell second

Use relevant conversations and avoid mass unsolicited messages.

Action	Where	When	Done

Try: answer a real question, share a helpful demonstration, ask for feedback on your offer, or publish a clear product walkthrough.

My friendly, no-pressure invitation

One useful post I will publish

Follow Up and Learn

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Track real signals

Date	Action	Response	Next step

The question people asked most

One improvement I will make to my offer

NEXT STEP: Use the Small Business Template Pack to organize customers.