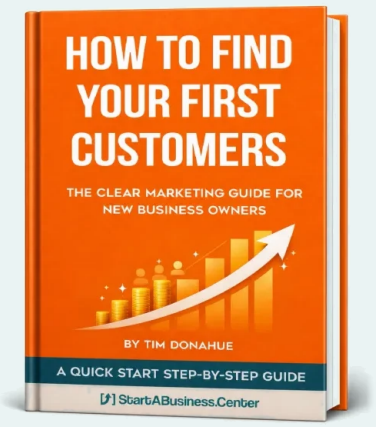
GUIDE 6 · QUICKIE WORKBOOK

How To Find Your First Customers

Summary version: A step-by-step marketing guide for new business owners.

Work through it alongside the guide: startabusiness.center/guideslive/guide-6-find-customers-summary



Founder name _____ **Date started** _____

Your business idea in one line _____

e.g. Weekly meal-prep kits for busy parents, ordered online and delivered on Sundays.

How to use this workbook

1. **Read, then do.** Each chapter header links to the matching chapter of the guide. Read it, then complete the exercises here. Work in order: later chapters reuse your earlier answers.
2. **Answer with evidence, not hope.** Write what you have seen people do, not what you expect them to do. "Not tested yet" is an honest and useful answer.
3. **Follow the worked example.** Olive lines that start with *e.g.* follow Sarah as she grows Sarah's Meal Prep Co. from her first 10 families toward 100. Fields start empty; type your own. Validate your idea first (Guide 2) if you haven't yet.
4. **Let the form do the math.** Shaded boxes are fields. Amber boxes calculate automatically in free Adobe Acrobat Reader; in other viewers, work out the formula shown and type the result. Save as you go.

Your roadmap

Tick each chapter when done; the verdict fills in from each chapter.

Ch.	The question	Focus	Done	Result (fills in)
01	Who are your first 10 customers?	First 5–10 customers	☐	
02	Do you know your numbers?	Marketing math	☐	
03	Is your message about them?	Your message	☐	
04	Does your homepage sell in seconds?	Homepage pitch	☐	
05	What will you teach?	Content marketing	☐	
06	Where will you post?	Social media	☐	
07	Are you building a list?	Email marketing	☐	
08	Will you test ads?	Paid advertising	☐	
09	Who could send you customers?	Partnerships	☐	
10	Are you playing the long game?	SEO	☐	
11	Which 2 channels will you commit to?	Choosing your channels	☐	

01

STEP 1: WHO ARE YOUR FIRST 10 CUSTOMERS?

How To Find Your First 5–10 Customers

Read Chapter 1 in the guide →

YOUR GOAL Win 5–10 paying customers in 30 days through direct, personal outreach. Don't wait for perfect, don't hide behind your website, and don't skip the ask.

1.1 List 20 people who fit your customer profile

From your network, past interviews and communities. Tick each one when you've reached out.

#	Name	Asked	#	Name	Asked
1		☐	11		☐
2		☐	12		☐
3		☐	13		☐
4		☐	14		☐
5		☐	15		☐
6		☐	16		☐
7		☐	17		☐
8		☐	18		☐
9		☐	19		☐
10		☐	20		☐

	Your answer	e.g. Sarah
1.2 3 communities where your customers spend time		*Denver School Parents, South Bay Moms, r/MealPrepSunday*
1.3 Your founding-member offer		*First month at $59 a week for honest feedback*
1.4 When outreach starts		*Monday, Nov 3*

1.5 Your outreach message: what it is, who it's for, and a small ask.

e.g. "I'm launching healthy meal kits for busy parents and looking for 10 founding families. Could we talk for 10 minutes?"

1.6 Make it easy to say yes. Tick what you'll offer.

- ☐ A founding-member discount for feedback
- ☐ A guarantee, trial or pilot
- ☐ Low friction: one link, one step
- ☐ Fast replies

Calculation or input	Your answer	e.g. Sarah
Paying customers so far (goal: 5–10 in 30 days)		*7*

Chapter 1: done?

- ○ **Done**
  5–10 paying customers, or outreach to all 20 is under way.
- ○ **Not yet**
  You haven't started asking yet.

02

STEP 2: DO YOU KNOW YOUR NUMBERS?

Read Chapter 2 in the guide →

From 10 to 100: Systematic Customer Acquisition

YOUR GOAL Use Traffic × Conversion Rate = Customers to see which lever moves you fastest, then pick 2 channels and go deep for 90 days.

1,000 visitors

× 2% conversion

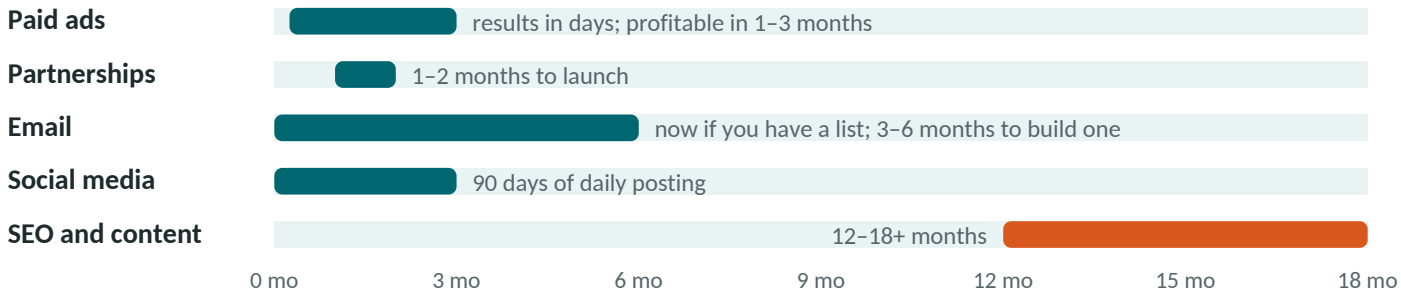
= 20 customers

Two levers. Double your conversion to 4% and the same 1,000 visitors bring 40 customers. Double traffic too (2,000 at 4%) and you get 80. Improving conversion is often cheaper than buying more traffic.

Calculation or input	Your answer	e.g. Sarah
People who saw your offer last month		*620*
Took action (clicked, asked, signed up)		*58*
Became paying customers		*19*
Conversion rate = customers ÷ people		*3.1%*
Customers if you double conversion		*38*
Customers if you double traffic too		*76*

How long each channel takes to work

Rough timelines from the guide. Choose channels that fit how soon you need customers.



Chapter 2: done?

- ○ **Done**
  You know your conversion rate and which lever to work on.
- ○ **Not yet**
  You don't know your numbers yet.

03

STEP 3: IS YOUR MESSAGE ABOUT THEM?

Your Marketing Message

Read Chapter 3 in the guide →

YOUR GOAL Talk about your customer's outcome, not your company. Use the three-part formula: problem, solution, outcome.

Part	Your words	e.g. Sarah
Problem: the pain you solve		*Too tired to cook healthy dinners on weeknights*
Solution: how you solve it		*dietitian-designed kits, ready in 20 minutes*
Outcome: the result they get		*a calm family dinner, five nights a week*

Where you found your customers' own words

e.g. Interview notes, Facebook group posts, reviews

Chapter 3: done?

- ○ **Done**
  A message in your customers' words: problem, solution, outcome.
- ○ **Not yet**
  It still talks about you, not them.

04

STEP 4: DOES YOUR HOMEPAGE SELL IN SECONDS?

Your Homepage Is Your 7-Second Sales Pitch

Read Chapter 4 in the guide →

YOUR GOAL Make sure a stranger understands what you offer within seconds of landing. Check the five elements.

Element	What yours says	Done	e.g. Sarah
Headline		☐	*Healthy Meal Kits for Busy Parents Who Want Dinnertime Back*
Subheadline		☐	*Dinner in 20 minutes, delivered Sunday*
One call to action		☐	*Order This Week's Kit*
Social proof		☐	*4.9 stars from 40 Long Beach families*
How it works, in 3 steps		☐	*Pick your week, we deliver, cook in 20 minutes*

Built your site with the Guide 5 workbook? Its Chapter 5 homepage plan covers the same ground.

Chapter 4: done?

○ **Done**
All five elements are on your homepage.

○ **Not yet**
Some are missing.

05

STEP 5: WHAT WILL YOU TEACH?

Content Marketing

Read Chapter 5 in the guide →

YOUR GOAL List the 10 questions customers ask most, and turn each into a helpful post you share and reuse.

10 questions your customers keep asking

Each becomes a 1,000+ word post: optimize it for search, share it, then repurpose it for social media and email.

#	Question	Publish by	Done
1			☐
2			☐
3			☐
4			☐
5			☐
6			☐
7			☐
8			☐
9			☐
10			☐

e.g. Sarah: "How do I get my kids to eat vegetables?" | "Is meal prep cheaper than takeout?" | "20-minute dinners that aren't pasta"

Your cadence (guide: 1–2 posts a week minimum)

e.g. One post every Tuesday

Chapter 5: done?

- ○ **Done**
  10 questions listed and a weekly cadence set.
- ○ **Not yet**
  No content plan yet.

06

STEP 6: WHERE WILL YOU POST?

Social Media That Drives Business

Read Chapter 6 in the guide →

YOUR GOAL Pick one platform where your customers are, and post daily for 90 days before you judge it.

6.1 Your one platform

- ○ **LinkedIn** — B2B and services.
- ○ **Instagram** — Visual and consumer.
- ○ **Facebook** — Local and community.
- ○ **TikTok** — Younger audiences.
- ○ **X (Twitter)** — Tech, thought leadership.

Your content mix: 80% value, 20% promotion

80% value: teach, show behind the scenes, share customer results, comment on your industry | **20% promotion**

Content type	Your idea	e.g. Sarah
Education		*3 ways to prep veggies on Sunday*
Behind the scenes		*Packing 40 kits on a Saturday*
Customer results		*Dana's kids tried salmon (and liked it)*
Industry commentary		*Why meal kits got so expensive*

Planning time block _____ *e.g. Monday 1–2 p.m.*

Creating time block _____ *e.g. Thursday 9–11 a.m.*

90 days of daily posting starts _____ *e.g. Nov 3 (review Feb 1)*

Chapter 6: done?

- ○ **Done** — One platform, a content mix and time blocks on the calendar.
- ○ **Not yet** — Posting whenever you remember.

07

STEP 7: ARE YOU BUILDING A LIST?

Email Marketing

Read Chapter 7 in the guide →

YOUR GOAL Build a list you own, welcome new subscribers with a short sequence, then email regularly. Email is often quoted as returning around $42 for every $1 spent, though results vary widely.

Your lead magnet (a free thing worth an email)

e.g. 5 kid-approved 20-minute dinners (PDF)

7.1 Where you'll collect emails. Tick each one that's live.

- ☐ Signup form on your website
- ☐ Opt-in at checkout
- ☐ Promoted on social media
- ☐ Lead magnet download page

Your welcome sequence (3–5 emails)

Email	Subject / purpose	Send on day	Ready
1			☐
2			☐
3			☐
4			☐
5			☐

e.g. Sarah: 1 Your free recipes (day 0) | 2 Why I started (day 2) | 3 What's in a kit (day 4) | 4 A family's story (day 7) | 5 First-week offer (day 10)

Regular cadence

e.g. Weekly newsletter, Thursdays; don't go quiet for months

Chapter 7: done?

- ○ **Done**
  A lead magnet, live signup forms and a welcome sequence.
- ○ **Not yet**
  No list yet.

08

STEP 8: WILL YOU TEST ADS?

Paid Advertising

Read Chapter 8 in the guide →

YOUR GOAL Learn the basics first, then test with a small budget and 3–5 ad variations. Expect 30–90 days of testing before ads are profitable.

8.1 Your platform

- ○ **Google Ads**
  High intent, higher cost. Services and high-ticket items.
- ○ **Meta (Facebook, Instagram)**
  Lower intent, cheaper. Consumer and visual brands.

Calculation or input	Your answer	e.g. Sarah
Test budget (guide: $200–$1,000)		*$300*
Ad variations running (3–5)		*4*
Spent so far		*$300*
Clicks		*240*
Customers		*4*
Cost per click (CPC) = spend ÷ clicks		*$1.25*
Cost per customer (CPA) = spend ÷ customers		*$75*
What a customer is worth to you (gross profit over their time with you)		*$832*

Use gross profit, not revenue, for what a customer is worth. Sarah: about $32 profit a kit × 26 weekly kits over a typical 6 months (the Guide 2 example) = $832.

Chapter 8: done?

- ○ **Done**
  A small, tracked test is running with 3–5 ads.
- ○ **Not yet**
  Not testing ads yet (fine if you chose other channels).

09

STEP 9: WHO COULD SEND YOU CUSTOMERS?

Partnerships & Collaborations

Read Chapter 9 in the guide →

YOUR GOAL Find non-competing businesses that serve the same customers, send a clear proposal, and make referring easy.

9.1 Partnership type

- ○ **Referral partner** — They send customers; you pay a fee or return the favor.
- ○ **Co-marketing** — Joint content, events or offers.
- ○ **Affiliate program** — Commission per sale, tracked by link.

#	Possible partner	Why your customers overlap	Pitched
1			☐
2			☐
3			☐

e.g. Sarah: a pediatric dentist (parents, health) | a kids' soccer league (busy families) | a local gym (healthy eating)

Calculation or input	Your answer	e.g. Sarah
Your price per sale		*$79*
Commission, % (guide example: 20%)		*20%*
Partner earns per referral		*$15.80*

9.2 Your one-paragraph proposal.

e.g. "Your families want healthier dinners. Share our kits and earn 20% of every first order; I'll give you flyers and a tracking link."

Chapter 9: done?

- ○ **Done** — At least one partner pitched, with materials ready.
- ○ **Not yet** — No partners approached yet.

10

STEP 10: ARE YOU PLAYING THE LONG GAME?

SEO: The Long Game

Read Chapter 10 in the guide →

YOUR GOAL Publish helpful posts every week, earn links from other sites, and expect 12–18 months before search brings meaningful traffic.

	Your answer	e.g. Sarah
Main keyword		*healthy meal kits Long Beach*
3 post topics that answer customer questions		*Kid-friendly dinners; meal prep vs takeout cost; 20-minute salmon*
Sites that might link to you		*Local parenting blog, school newsletter, the gym partner*

- ☐ On-page basics done (titles, headings, alt text)
- ☐ Technical basics: fast, mobile-friendly, HTTPS
- ☐ Publishing a 1,500+ word post weekly

The guide suggests 1,000+ words in Chapter 5 and 1,500+ here. Both work: length matters less than fully answering the question.

Chapter 10: done?

- ○ **Done**
  Keyword, topics and a weekly post habit in place.
- ○ **Not yet**
  No SEO plan yet.

11

STEP 11: WHICH 2 CHANNELS WILL YOU COMMIT TO?

Choosing Your Channels

Read Chapter 11 in the guide →

YOUR GOAL Follow the 2-channel rule: a primary and a secondary channel, 90 days of consistent effort, then double down on what the data shows.

If you're...	A good pair to start with
A local business	Google Ads + Facebook Ads
B2B services	LinkedIn + email
Consumer products	Instagram + paid ads
Building for the long term	SEO + content

	Your answer	e.g. Sarah
My primary channel		*Facebook groups + referrals*
Why		*Where 7 of my first 10 customers came from*
My secondary channel		*Email newsletter*
Why		*Repeat orders are cheaper than new customers*

90 days start _____ *e.g. Nov 3*

Review on _____ *e.g. Feb 1*

Chapter 11: done?

- ○ **Done**
  Two channels chosen, with a 90-day start date and review date.
- ○ **Not yet**
  Still trying everything at once.

Your customer-finding scorecard

Every chapter's result fills in from its "done?" question.

Ch.	Chapter	Result
01	First 5–10 customers	
02	Marketing math	
03	Your message	
04	Homepage pitch	
05	Content marketing	
06	Social media	
07	Email marketing	
08	Paid advertising	
09	Partnerships	
10	SEO	
11	Choosing your channels	

Chapters done (out of 11)

My one next step, and when

e.g. Message 5 more people from my list today

WHAT HAPPENS NEXT

- **Customers coming in steadily?** Next, build systems so growth doesn't depend on you: *Grow and Scale Your Business After Launch*.
- **Not converting?** Fix the message and homepage (Chapters 3–4) before spending more on traffic.
- **Remember:** systems take you from 10 customers to 100; optimization takes you from 100 to 1,000.