Step-by-Step – How to Get Your First 10 Customers

1. Go to Amazon and order Kindle version of *Creating Business Growth* Stefan Drew Editor presented by JVMM Group

   Then go to this link and download this Free Manual - www.dovgordon.net/manualfree

   Get both of these and read them over without doing any of the exercises. This gives you a Basic Training on how to start your business.

   After you read – *let’s talk again* and discuss what you have learned.

2. After this discussion, your next assignment is to create a first pass Growth Plan. This is not a Business Plan, but a much simplified, but detailed Plan of Action that focuses on How you will get your first customers. Here is a step-by-step plan to help you do this simply:

   Start with this:  

   Simple One Page to get you thinking about the Basics

   Print this out, fill it out with due diligence. You will get out in terms of value to you based on the amount of effort you put in. So do this with a serious amount of thinking.

   Refine your answers – this is a good next step:

   Great Questions You Must Know Answers To in starting up a business:  

   After you have done your One Page plan, and then amped it up by answering the more detailed questions provided in the second link above – *let’s talk again* and discuss what you have learned.

3. Now it is time to begin on the most important skill you must develop to have a successful business, how to market your business to your Ideal Customers. Unless you have a repeatable system with a known Return on Investment (for every $1 you invest, you will reap $10 or more in Net Profits is an example of this) you will NOT HAVE A SUSTAINABLE BUSINESS.

   You will struggle month to month, you will put in endless hours of wasted time and energy, and you WILL get frustrated and begin to lose heart. You may even give up on your dream.

   So this is VERY SERIOUS, and worth your total effort to learn. Fortunately, it is not hard.

   Just as above, you must start with some Basic Training.

   Go back to the Dov Gordon Manual and start to do the exercises. Focus on pages 18-36.

   Once you have completed these – *let’s talk again* and discuss what you have learned.
4. Once you have this data, create your marketing message, see Kindle version of “Gravitational Marketing” by Jimmy Vee, Travis Miller, & Joel Bauer to see excellent guide on what to do and how to do this. Cost is only $9.95

This book helps you to focus your marketing message along with the Dov Gordon manual.

Once you have completed these – let’s talk again and discuss what you have learned.

5. Now its time to get out of the office and go talk to prospects to learn, understand, and confirm or adjust what you have come up with for your Unique Value Proposition.

To do this, you have to “Fish where the fish are”. How do you do this?

Where on Facebook would Ideal Prospects be looking? Here is a good resource to help you find the FB pages your Ideal Prospects would be looking at. [http://www.leadguru.co.uk/target-ideal-prospects-facebook/](http://www.leadguru.co.uk/target-ideal-prospects-facebook/)

This is a guide to create a FB ad, but it shows you how to find out where they are. To use this you must understand your Ideal Prospect fairly well. You should have this if you have completed the steps above with due diligence.

When you find the FB pages that are relevant, read the comments. What are people posting about? This gives you an insight into what is important to these people.

Follow the guidelines to make contact and see if you can get a phone call with them to “get their opinion”. To do this, you must lead with a problem that is impacting them now.

Here is a similar guide for How to do this using LinkedIn; [http://www.socialmediaexaminer.com/how-to-find-and-connect-with-target-prospects-on-linkedin/](http://www.socialmediaexaminer.com/how-to-find-and-connect-with-target-prospects-on-linkedin/)

Are there Meetup groups where they might attend?

Are there local events like trade shows where they might go? Google for this.

This one is a bit more work, but can generate leads quickly. To use it you must know what the key Problem your Ideal Prospects are having and a short summary of your Solution.

It is called Cold Calling 2.0 and you can use it to make contact and just talk with some Ideal Prospects. Go to Kindle and get Predictable Revenue by Aaron Ross and Marylou Tyler. Very affordable. Focus on the technique presented in Chapters 2 and 3.

Your Goal is to talk to with 10-20 Ideal Prospects. To see how best to converse with them so you get the feedback you need in order to refine your Unique Value Proposition, see the next section.

6. Once you have identified where to find your Ideal Prospects, here is how to confirm or adjust your Unique Value Proposition.
Check out these blogs:

https://salescoachaz.wordpress.com/2014/01/29/5-steps-to-uncovering-your-prospects-pain/
https://www.salesevolution.com/five-questions-to-uncover-business-pain/
http://www.eyesonsales.com/content/article/how_to_uncover_needs_painlessly_using_the_funnel_technique

Each of these is one page. Read them all and take notes. Then phrase these questions and approaches using your own language that you feel comfortable doing.

A few Keys:

- Let them talk – you LISTEN carefully, jotting down the words they use
- There should be 2-4 key points – you need to dig deeper on each one of these points until you see an emotional reaction – note the exact words they use when they show that emotion
- How do you do that? You ask follow up questions that go down at least 3 levels below the key points they revealed in their original response
- 3 levels down – one item of first response, follow up to clarify more about that particular response, another follow up to clarify what they just said, and at least one more follow up to clarify that. This is what is meant by asking questions to 3 levels deep. Repeat all of this for the other items that came out in the first response.
- A great follow up question “What is most important to you about ________ (using their words)?”
- Another great follow-up question “Can you tell me more about that?”
- It usually takes 3 follow up questions, sometimes more, until you get to the emotional response. This is the real KEY to them buying

Once you have these conversations with 4-6 Ideal Prospects, you can now see what is common in their responses, especially the emotional words.

If you can’t find this – you must go back out and do this again until you do find this.

For a more complete understanding of all this – get “Keys to Yes” by Kenrick Cleveland for only $97 at MaxPersuasion.com. Look under the Products tab – “Keys to Yes” is the first one listed. The 3 hours you spend on this will greatly insure that your meetings with your Ideal Prospects do work out to benefit you.

Once you have completed these – let’s talk again and discuss what you have learned.
7. Now it’s time to put all of this together into a Strategic Action Plan that will help you get your First 10 Customers.

Go back to the Ideal Prospects you talked to and make them an offer. Tell them how your solution would address the problem they shared with you and ask if they would want to go forward with you. Ask them what it would take for them to say yes?

If they don’t want to move forward, offer to provide your product or service for free, and if they like it, they will give you 3 endorsed referrals.

http://www.businessknowhow.com/startup/findcustomers.htm
Look at #8 and #13 in particular

Keep talking and trying, refining your UVP as you get feedback, until you do get your first 10 Customers.

After you have talked to at least 10 Ideal Prospects, once you have completed these – **let’s talk again** and discuss what you have learned.

8. Plan to reinvest some of that money into a Lead Engine. Go to YouTube and type in search box “Dan Martell – how to get your first 100 customers” and watch that 4 minute video.

He stresses making sure your product is right – see all above – and then creating what he calls a Lead Engine. If you search YouTube just for Dan Martell he has a ton of short videos with great advice, but you can also learn in a more concise format from these books listed below.

9. For **Do It Yourself** marketing (you have 2 resources in starting a business, Time and Money. If you don’t have the Money, you must invest by putting in the Time)

A good reference for non-online startup marketing – buy this on Kindle for $9.99 “Do It Marketing” by David Newman.

For an excellent online marketing guide, with step-by-step checklists buy on Kindle for $11.99 “Marketing Shortcuts for the Self-Employed” by Patrick Schwerdtfeger

Here are guide books with specific valuable insights:

**Digital Marketing – How to Do It**

*Getting Digital Marketing Right*  David J Bradley

*Booked* by Josh Turner

*General Low Cost Marketing Techniques*

*Do It Marketing*  David Newman

*57 Hot Business Marketing Strategies* by Tom Corson-Knowles
10. **Tools you need to Pay for – but will save you time and money in the long run:**

If you do have some money and wish to invest to cut down both your errors, lost time and effort, and get to a sustaining business even more quickly, here are some great tools to consider.

Look at each one, do a Pros and Cons side-by-side evaluation, and then select the one that will best suit your type of business.

- [http://www.infofree.com](http://www.infofree.com) a classical Direct Mail process. The truth, it will require many small tests to get it working for you. But it is the least expensive.

- [http://dovgordon.net/plenty-of-clients-100-day-sprint-overview/#learnmore](http://dovgordon.net/plenty-of-clients-100-day-sprint-overview/#learnmore) a simple, repeatable process, that guides prospect from scant interest to buying. Be prepared to be intense.

- [http://www.buyleadcraft.com](http://www.buyleadcraft.com) (one of the best, well worth the $1500) This is for using the web to generate customers for you. Excellent program and the system you create will work to create ongoing stream of leads for you.

- [https://www.leanstartupmachine.com/validationboard/](https://www.leanstartupmachine.com/validationboard/) a tool that you may consider investing in because it gets you to a cash flow + business as quickly as possible:

  How to Test Startup Idea without wasting time or money:

  The Lean Startup Machine

  Scroll down below the fold until you see The Validation Board Tutorial – see if this approach would be a good way for you to approach confirming your Best Message to Your Best Customer in the Best Niche

11. Once you have some level of sustainable revenue, then it’s time to do a more detailed Business Plan with full Cash Flow analysis. SCORE can help you with this as well.