

SMARTFOUNDR AI

THE FIRST 10 CUSTOMERS

A BEGINNER'S PLAYBOOK FOR GETTING YOUR FIRST PAYING CUSTOMERS

FROM IDEA → FIRST SALE → CUSTOMER #10

1

FIND

2

REACH

3

OFFER

4

SELL

STOP WAITING FOR CUSTOMERS.

Go find your first ten.

THE FIRST-CUSTOMER MINDSET

Your first customers are proof that someone is willing to pay.

You don't need thousands.

You need one person who has the problem and wants the result.

Don't hide behind preparation.

Conversations and sales prove demand; a logo doesn't.

Make the first offer simple.

Make it easy to understand, buy and deliver.

Treat every customer as research.

Ask what made them say yes and what almost stopped them.

01 — FIND THE RIGHT CUSTOMER

The easiest customer to sell to is usually someone who already knows they have the problem.

WHO HAS THE PROBLEM I SOLVE?

WHERE DO THEY SPEND TIME?

WHAT DO THEY USE NOW?

WHAT WOULD MAKE THEM SWITCH?

IDEAL CUSTOMER IN ONE SENTENCE

I HELP _____ WHO WANT _____.

02 — WHERE TO FIND CUSTOMERS

Go where your customers already gather.

LOCAL

Google Maps, local groups and nearby businesses.

SOCIAL

Facebook groups, Instagram, TikTok, LinkedIn and communities.

MARKETPLACES

Places where people are already looking for products or services.

REFERRALS

Friends, existing contacts and complementary businesses.

DIRECT OUTREACH

Email, DMs, calls or personalized messages.

03 — YOUR FIRST OUTREACH MESSAGE

Be relevant, specific and make the next step easy.

1. PERSONALIZE

Show you know who you're talking to.

2. PROBLEM

Mention the problem you believe you can solve.

3. OFFER

Explain what you're offering.

4. NEXT STEP

Ask for a small response.

WRITE YOUR MESSAGE HERE

04 — MAKE YOUR FIRST OFFER

Your offer should answer: what is it, who is it for and why should they care?

WHAT EXACTLY AM I SELLING?

WHAT RESULT DOES THE CUSTOMER GET?

PRICE

DELIVERY TIME

I help [customer] get [result] through [offer] for [price].

05 — WHEN THEY SAY NO

A “no” is often information. Don't argue; learn.

TOO EXPENSIVE

Ask what they expected to pay and what value matters most.

NEED TO THINK

Ask what question they still need answered.

NOT RIGHT NOW

Ask when would be a better time to reconnect.

ALREADY HAVE SOMEONE

Ask what they like and what they wish were better.

06 — YOUR FIRST 10 CUSTOMER TRACKER

Track prospects so you can see where the bottleneck is.

#	PROSPECT	CONTACTED	REPLIED	OFFER	SOLD
1	_____	☐	☐	☐	☐
2	_____	☐	☐	☐	☐
3	_____	☐	☐	☐	☐
4	_____	☐	☐	☐	☐
5	_____	☐	☐	☐	☐
6	_____	☐	☐	☐	☐
7	_____	☐	☐	☐	☐
8	_____	☐	☐	☐	☐
9	_____	☐	☐	☐	☐
10	_____	☐	☐	☐	☐

07 — THE 7-DAY CHALLENGE

Give yourself seven focused days to create conversations.

DEFINE

Choose your customer and problem.

FIND 25

Build a list of real prospects.

CREATE

Write one simple offer and price.

CONTACT 10

Send personalized messages.

CONTACT 10 MORE

Follow up and start conversations.

MAKE OFFERS

Ask qualified prospects to buy.

REVIEW

Count conversations, offers, sales and lessons.

08 — AFTER CUSTOMER #1

The first sale is the beginning. Turn what you learned into a repeatable process.

DELIVER

Give the customer an excellent experience.

ASK

Find out what they liked and what almost stopped them.

DOCUMENT

Write down how you found, sold and served them.

REFINE

Improve the offer based on real feedback.

REPEAT

Use the improved process to find customers #2-#10.

YOUR FIRST 10 SCORECARD

PROSPECTS FOUND	_____
CONTACTED	_____
REPLIES	_____
CONVERSATIONS	_____
OFFERS	_____
SALES	_____

WHAT WILL MAKE CUSTOMER #11 EASIER?

MY BIGGEST LESSON

MY FIRST 10 ACTION PLAN

Turn everything you've learned into a simple plan for the next seven days.

MY TARGET CUSTOMER

MY OFFER

MY DAILY OUTREACH TARGET

MY SALES GOAL

MY DEADLINE

MY NEXT 3 ACTIONS

1.

2.

SMARTFOUNDR AI

YOU DON'T NEED MORE IDEAS. YOU NEED TO BUILD.

SmartFoundrAI helps beginner entrepreneurs turn ideas into business plans, marketing strategies and step-by-step execution.

[SMARTFOUNDR AI.COM](https://smartfoundr.ai.com)



Start with your idea. Find your first customer. Build from there.