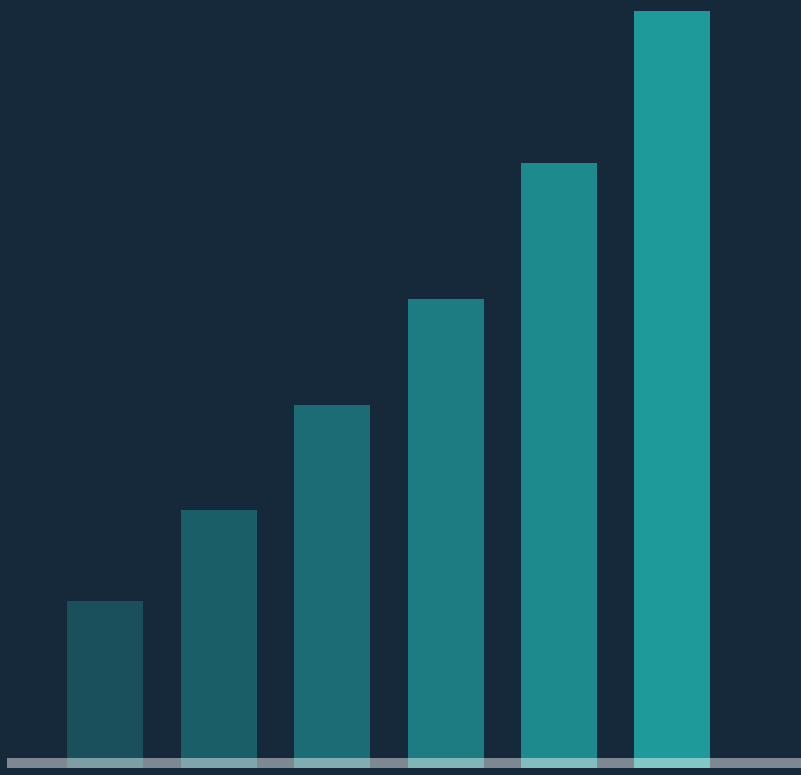
KESTON SCHOOL

SALES & MARKETING · FREE SAMPLE

Find Your First Customers

Win your first ten to fifty buyers one real person at a time



CHAPTER 1 + WORKBOOK SECTION

BEFORE YOU START

How to use this book

By the last page you will know exactly who your first buyers are, where to find them, how to reach out personally without feeling pushy, how to shape a low-risk first offer, and how to turn early customers into referrals and steady word of mouth.

1. Read one chapter at a time. Each one gives you a single idea and a single action.
2. Open the Find Your First Customers Workbook and complete the matching section while the chapter is fresh.
3. Do the “Try this” action within seven days. Reading changes what you know; the action changes what you do.
4. Finish with the checklist in chapter 12 and come back to it whenever you slip.

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01

CHAPTER 1

Open, but Nobody Came

Recognize the quiet launch, why waiting to be found rarely works, and why the usual fixes seldom bring your first buyers.

Maya spent four months getting her candle shop ready. She tested scents in her kitchen, designed labels, photographed every jar on a linen sheet by the window and wrote careful descriptions. On launch night she shared the link, told her partner it was live and refreshed the page every few minutes. A few friends left kind comments. Two days later, she had zero orders. A week later, still zero. She told herself it was early. A month later she started wondering whether anyone wanted candles at all, or whether she had wasted four months.

If you have opened a shop, launched a service or put out your first product and heard mostly silence, you are in good company. This book is about what to do next.

Signs you are waiting to be found

Most people who struggle to get their first customers are not lazy. They are working hard on the wrong side of the problem. See which of these sound familiar:

- You check your sales page or inbox several times a day, hoping something has changed.
- You keep improving the product, the logo or the website instead of talking to buyers.
- You have posted about your business a few times and felt deflated when nothing happened.
- You have not told most people you know that you are selling something.
- You feel awkward mentioning your business, as if it were asking for a favor.
- You are not sure who exactly your buyer is, beyond “anyone who likes this kind of thing.”
- You have started looking at paid ads or new tools as the answer.

None of this means your idea is wrong. It means you have built something and are waiting for buyers to arrive on their own. Very few first customers arrive that way.

Why the usual fixes fail

When the silence stretches on, most new sellers reach for one of four fixes. Each one is understandable. None of them reliably brings the first buyers.

1. Waiting longer. It feels sensible to give the launch time. But a new shop or service with no history is almost invisible. Time alone does not make it more visible. It just makes the silence longer.

2. Posting more. If one post did not work, five more might. Posting has its place, and it can help later. But posts sent out to a small or uninterested audience mostly reach no one, and the lack of response can hurt more than it helps.

3. Paying for reach. Ads and promotion tools promise to put you in front of thousands of people. Without knowing who your buyer is, what they respond to and whether your offer converts, you are paying to learn lessons you could learn for free. Many new sellers spend money this way and come back with very little to show for it.

4. Cutting the price. If nobody is buying, maybe the price is too high. Sometimes it is. But a stranger who does not know or trust you will not buy a cheap product either. Discounting before anyone has seen your offer usually just lowers what you earn from the few people who would have bought anyway.

The common thread is that all four try to reach more people at once. What your first customers actually need is closer contact with fewer people.

> **Key idea:** Your first customers are found, not attracted. You find them one person, one place and one conversation at a time.

What this book is and is not

This book is for makers, freelancers, service providers and small shop owners who have something to sell and want their first ten to fifty paying customers. It works whether you sell handmade goods, digital products, a local service or your skills. You might have launched last month or be launching next month.

You will learn how first buyers really find a new business, how to picture one specific buyer clearly, where to find them, how to reach out personally without feeling pushy, how to shape a low-risk first offer, how to handle silence and rejection, and how to turn early customers into referrals.

This book is not a guide to advertising, building a social media following, writing sales copy or running an email list. Those skills matter, and they work better once you have some customers. It also does not promise any number of sales or any income. Results depend on your offer, your market and many things outside any book.

It gives no legal, tax or financial advice. If you have questions about registering a business, collecting tax, contracts, customer data or pricing rules where you live, check official sources and talk to a qualified professional. This book is independent and is not affiliated with or endorsed by any selling platform, marketplace or software company it mentions. Platform rules and fees change often, so always check the current seller rules of any platform you use.

How to use this book

Each chapter gives you one idea and one action. The workbook has a matching page for every chapter, so you can write down names, places and messages as you go. Use your real business and real people, not hypothetical ones. The tools work best when you take the small action in each chapter before reading the next one.

You do not need a perfect product, a big budget or a large network to start. You need a clear picture of who you serve, a short list of real people and the willingness to send a few honest messages.

Try this

Within the next seven days, set aside twenty minutes on your own. Go through the list of signs above and mark every one that fits you. Then write down your honest answers to three questions:

1. How many people have I personally told that I am selling something?
2. In the last two weeks, how many hours did I spend improving my product, compared with talking to possible buyers?
3. If a friend asked who my ideal buyer is, what would I say in one sentence?

Do not try to fix anything yet. Just get a clear picture of where you are now. Use the first page of your workbook, so you can look back in a month and see what has changed.

Before you can find your first customers, it helps to understand how first buyers actually come to trust a new business, and that is where we go next.

KEY TAKEAWAYS

- A silent launch is normal, not proof your idea is bad.
- First customers rarely find you; you go and find them.
- Effort spent on reach matters less than effort spent on people.

→ Workbook, section 1

01 Open, but Nobody Came

Get an honest picture of where your business stands today.

CHECKLIST

Signs that fit me

- [ ] I check my sales page or inbox many times a day
- [ ] I keep improving instead of talking to buyers
- [ ] My posts got little response
- [ ] Most people I know don't know I sell
- [ ] Mentioning my business feels awkward
- [ ] My buyer is 'anyone who likes this'
- [ ] I'm looking at ads or tools as the answer

CHECKLIST

Fixes I have tried

- [ ] Waiting longer
- [ ] Posting more
- [ ] Paying for reach
- [ ] Cutting the price

How many people have I personally told that I am selling something?

Last two weeks: hours improving my product versus hours talking to possible buyers:

My ideal buyer, in one sentence:

YOUR NEXT STEP

Want the whole book?

You just read chapter 1 of Find Your First Customers and tried the first workbook section. The full e-book has 12 chapters, a complete workbook and a final checklist. Here is everything inside:

01 Open, but Nobody Came

02 How First Buyers Find You

03 The Cost of Waiting Quietly

04 Picture One Real Buyer

05 Map Where They Gather

06 Reach Out One by One

07 Make a Founding Offer

08 First Buyers, Case by Case

09 Learning From Every No

10 Your Daily Outreach Habit

11 Turn Ten Into Fifty

12 Mistakes & Checklist

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