Outreach Tracker

From video 001 · How to Get Your First 10 Customers (With Zero Ad Budget)

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Getting your first customers is a numbers game. Make 100 personal contacts every working day, send a short message that gets replies, and track four numbers so you know exactly what to fix.

1 The daily 100

One attempt = one personal contact with one person: a message, a call, a short email, or walking in and talking to the owner. A single post counts as one attempt, not one hundred. Same time every morning, before anything else (about two hours once you have a list).

Phone contacts	Community groups	Local maps & directories	Walk-ins
Start with the warmest list you already have.	People who post about the problem you solve.	Businesses in your area that could buy.	Shops and offices along one road.

2 The three-part message

PERSONAL	SPECIFIC RESULT	EASY QUESTION
Their name, their street, their business.	What changes for them, in one line.	A yes-or-no question about something small and low-risk.

WRITE YOUR MESSAGE (3-4 lines, no scrolling on a phone)

3 Trade your first jobs for proof

For your first five or so customers, offer something small in exchange for what you need: an honest review, a photo or video testimonial, and two referrals if they are happy. Say the deal up front.

Read your numbers

Replies but no buyers: fix the offer or price. No replies: fix the message. Both fine: you need more volume.

Examples only; results vary. General business education, not financial, legal or tax advice.
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Daily outreach log

Fill one row per working day. Aim: 100 contacts a day

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Day	Date	Contacts made	Replies	Interested	Paid	Where I found them	What I will change tomorrow
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							

Totals after 14 days: Contacts _____ Replies _____ Interested _____ Paid _____ Reply rate _____ % Buy rate _____ %

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