

# My Customers

## Lesson 2, Products & Customers || Worksheet

Use this worksheet to help you define exactly who your customers are.  
Keep it, tweak it, and re-do it at least once a year.

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TODAY'S DATE

### Step 1: List Your Current Customers

Start by listing all of your current customers. These may be individual customers (like a company), or customer groups. If they are customer groups, describe each one.

My Current Customers:

1.

2.

3.

4.

5.

My Current Customers (continued):

- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.



## Step 2: Identify Your Next 5 Customers

Decide on the next five customers that you want to buy from you. These may be new individual customers (like a company), or new customer groups that you don't currently sell to.

My Next 5 Customers:

1.

2.

3.

4.

5.

*Remember, once you acquire one of the customers on your list, replace it with a different potential new customer. Always know who you want your next five customers to be.*