

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.

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.