Your Next Customer

Your next customer is closer than you think. Posting gets you seen. This simple habit helps you follow through. All you need is a phone and a notebook.

The 29 rule: 2 lists. 9 minutes a day.

List 1: People to reach

Real people who may need you this week. Actual people, by name.

List 2: People who asked

Everyone who asked for a price or a booking, with the next step and the date.

9 minutes a day

One small job a day, Monday to Friday. Set a timer. Stop when it rings.

Plant. Grow. Harvest.

1. **Plant: be easy to find.** One phone number on your sign, invoices, packaging and vehicle. Add WhatsApp Business and a Google Business Profile if you have data.
2. **Plant: reach real people.** Write up to five people on list 1. Contact each one by name and say why you thought of them.
3. **Grow: answer today.** Reply the same day, send your prices and ask: "When do you need it by?"
4. **Grow: write it down and follow up.** Every enquiry goes on list 2 the same day. Check in on day 3, day 7 and day 14.
5. **Harvest: ask.** Ask for the sale. Then ask for one more name. That name is your seed for next week.

Your week

DAY	NINE MINUTES ON THIS	NO DATA? DO THIS
Monday Plant	Write up to five names on list 1, with one reason each may need you.	The same. It only needs a pen.
Tuesday Plant	Message each person by name. No group messages.	Call, SMS or visit in person.
Wednesday Grow	Reply to everything. Send prices. Write it on list 2.	Return missed calls. Hand out price lists.
Thursday Grow	Read the "when" column and do what it says.	Call back, or ask them to call you.
Friday Harvest	Ask for one sale and one name. Count four numbers.	The same, in person or by phone.

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Week starting: _____

List 1: People to reach. Monday: who do I know that needs this, this week? Actual people, by name.

#	NAME	WHY THEY MAY NEED ME THIS WEEK	CONTACTED	WHAT HAPPENED
1				
2				
3				
4				
5				

Friday harvest: ask and count

Names	**Conversations**	**Quotes**	**Sales**
people I contacted	people who replied	prices I sent	people who paid

The person I asked for the sale this week

The happy customer I asked for a name, and the name they gave me

One thing to do better next week

Which number is low?

Names	Plant more. Do Monday and Tuesday properly.
Conversations	Make your message more personal, or visit.
Quotes	Answer faster and have your prices ready.
Sales	Follow up on day 3, 7 and 14, and ask for the sale.

Print or copy this page once for each week. Give it four weeks before you judge it.

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Every enquiry, the same day, wherever it came from

Call, message, walk in or referral. If it is not in the book, it will be forgotten. Always write the name, the phone number and what they asked for. Add an email when you have it. Keep this page private.

NAME, NUMBER, EMAIL	WHERE THEY CAME FROM	DATE	NEXT STEP	WHEN

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Change the words to sound like you

Short and personal beats long and polished. These work in a message, an SMS or said out loud.

Reaching out (Tuesday)
"Hi [name], it's [you] from [business]. I thought of you because [reason]. Shall I send you the details?"

Answering an enquiry
"Thanks for your message! Please send your name, what you need and your area, and I'll come back to you today."

The one good question
"When do you need it by?"

Day 1, with the quote
"Here is the quote. I'll give you a shout on Thursday in case you have questions."

Day 3
"Morning [name], just checking the quote came through and if anything needs changing."

Day 7
"Hi [name], here is a photo of a similar job we finished. I have [day] open if that suits you."

Day 14
"I'll take this off my list for now. If the timing changes, I'm here."

Asking for the sale
"Would you like to go ahead? I can start on [day]."

Asking for a name
"Thank you for your support. Who else do you know who could use this? I'd be glad to help them too."

My one line

I help [who] with [what] in [area].

Be polite, not pushy. Only contact people who know you, asked you something or were referred to you. If someone says no thank you, write it in the book and do not contact them again.

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