MAKING YOUR FIRST SALE

How to get from "sounds great" to a paying customer, and what to do right after they pay.

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AT A GLANCE

- Your first sales usually come from **people you can reach directly**: your network, the people you interviewed, and your community.
- **Ask clearly** for the sale, with a price and an easy way to pay.
- Treat your first customers like gold. Their feedback, reviews and referrals bring the next ones.

Why it matters

The first sale proves someone values what you do enough to pay. It's also the hardest. Many founders wait for a perfect website or logo. You don't need either. You need a clear offer, a price and the nerve to ask.

Where first customers come from

- People you interviewed who said the problem was painful
- Friends of friends, coworkers and neighbors who fit your customer
- Community groups, faith communities, clubs and online groups
- Local businesses that serve the same customers
- Your sign-up lists from tests

Step by step

1. **Write a clear offer**: what they get, the price, and when. For example, "A full interior and exterior car detail at your home, $150, this Saturday."
2. **Make paying easy.** Set up a business payment link, card reader or invoice. See **M-03 Keeping Business and Personal Money Separate**.
3. **Reach out personally** to 20 people who fit. A direct message beats a public post.
4. **Ask for the sale.** "Would you like to book Saturday at 10?" Then wait for the answer.
5. **Handle the "not yet."** Ask what's holding them back. Price? Timing? Trust?
6. **Deliver more than promised.**
7. **Follow up** to ask how it went, request a review and ask who else might want it.

EXAMPLE

Malik sent a short message to 25 people from his old job and his neighborhood group: "I've started a mobile car-detailing service. I come to your home. Full detail, $150. I have two Saturday spots open. Want one?" Six people booked. He asked each for a photo review and a referral. Within a month, half his bookings came from those first six.

TIP

Offer a **founding customer** deal if it helps: a small thank-you discount or extra, in exchange for honest feedback and a review. Avoid giving everything away free. Free users don't tell you whether people will pay.

Handling objections

They say	Try
"It's too expensive."	"What would make it worth it for you?" or offer a smaller package.
"I need to think about it."	"Of course. What questions can I answer?" Then follow up in a few days.
"I'm not sure it'll work."	Share a review, show your work, or offer a satisfaction guarantee you can keep.
"Not right now."	"When would be a better time?" Put a reminder on your calendar.

Common mistakes

- **Waiting for everything to be perfect.**
- **Hinting instead of asking.** Ask directly.
- **Discounting too much.** You'll struggle to raise the price later.
- **Forgetting to follow up** after the sale.

Your checklist

- ☐ Write your offer in one sentence with a price
- ☐ Set up an easy business payment method
- ☐ Message 20 people personally
- ☐ Ask for the sale clearly
- ☐ Deliver, then ask for a review and a referral

Key words, explained

Word	What it means
Offer	What a customer gets, at what price, and when.
Objection	A reason a customer gives for not buying yet.
Referral	A new customer sent to you by an existing one.

Where to go next

- **L-06 Selling: How to Ask for the Sale**
- **L-11 Customer Service That Brings People Back**
- **B-15 Business Setup Checklist**

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