

The First 100 Customers Playbook

Scrappy Tactics for Getting Your First Sales Without a Marketing Team

You don't need a fancy website, paid ads, or a marketing degree to get your first customers. What you need is focus, consistency, and a willingness to reach out. This playbook gives you practical steps to land your first 10, then 50, then 100 customers — even if you're starting from zero.

1. Define Your Buyer

Who is your ideal customer? Be as specific as possible.

- What problem are you solving for them?
- Where do they hang out online?
- What's the one thing they *really* want solved?

☒ Use the ICP Worksheet (link to your existing tool)

☒ Avoid: Trying to sell to *everyone* at once

2. Find Them Where They Already Are

Start where your customers already spend time.

- LinkedIn (search by job title or industry)
- Facebook Groups
- Subreddits
- Twitter/X search
- Gumtree/OLX (for B2C offers)
- WhatsApp Business groups
- Slack communities
- Coworking spaces, meetups

 Tip: You only need 20 solid leads to learn what works.

3. Reach Out (Without Being Spammy)

Start genuine conversations. Here are two cold message templates:

For B2B:

Hi [Name], I work with small businesses who struggle with [problem]. I've built something that helps solve that, and I'd love to get your quick thoughts or feedback — no pressure. Can I send you a link?

For B2C or Personal Network:

Hey! I've just launched [short description]. I'm offering a special deal for my first few users while I get feedback. Would you be open to trying it out or sharing it with someone who might need it?

- ☒ Keep it short
- ☒ Personalize one sentence if you can
- ☒ Follow up once if they don't reply (people get busy)

4. Give Them a Reason to Try

Offer something valuable upfront:

- “Founding user” discount
- Free trial or free setup
- Extra features for early adopters
- Personal onboarding or support

You're building trust — that's more valuable than flashy branding at this stage.

5. Use a Feedback Loop (Don't Scale Yet)

Before automating or advertising, talk to every customer.

Ask:

- Why did you try it?
- What almost stopped you?
- What was your “aha” moment?
- What should I fix or improve?

- ☒ Adjust based on real feedback
- ☒ Avoid: Polishing a product that nobody wants yet

6. Track Every Lead (Mini CRM Table)

Name Channel Found Contacted (Y/N) Response Feedback Notes Status

Use a spreadsheet, Trello board, or Notion — whatever keeps you consistent.

Bonus: Ⓞ Common Mistakes to Avoid

- Waiting until your product is “perfect”
- Building features instead of talking to people
- Being afraid of rejection
- Not following up
- Selling without listening first
- Trying to scale too early