

GET YOUR FIRST 10 PAYING CUSTOMERS IN 10 DAYS

by Rishi Shah

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ABOUT THE AUTHOR



Rishi Shah believes that any small business, with a good product and passion, can make money online —they just need the right approach. He has dedicated himself to helping web based business owners find an approach that works for them.

As the founder of FlyingCart.com, a super easy way to create an online store, Rishi's knowledge of web marketing comes from his experiences launching Flying Cart and helping other small businesses grow. Flying Cart has a customer base of thousands of small businesses. Rishi works closely with many of them and to get them started with web marketing. His unique position as a successful web business owner and a mentor for many other small businesses has given him insight into what works and what doesn't.



Governor Jim Doyle and Rishi Shah

In 2007 Rishi Shah was named Top 25 Entrepreneurs under 25 by BusinessWeek. In 2008 he was recognized by Wisconsin's Governor Jim Doyle for his excellence and commitment to Wisconsin commerce.

Rishi is also an active blogger on GettingMoreAwesome.com where he teaches his readers on how to find paying customers online.

Rishi loves to hear from web business owners, marketers or anyone who just wants to chat. Reach out to Rishi on his blog, [Getting More Awesome](http://GettingMoreAwesome.com) or on twitter [@risk](https://twitter.com/@risk).

INTRODUCTION

This entire eBook can be summarized in 3 easy to follow steps:

1. **Figure out the right customers for your product**
2. **Contact those customers**
3. **Ask them to pay for it**

BAM! No need to read further. If you'd like me expand on the three points above please continue.

For any web-based business, the hardest thing to figure out is how to get your first 10 paying customers. If you follow my guidelines exactly, I guarantee you will have 10 paying customers in 10 Days.

When I started FlyingCart.com it took me seven months to get these customers. To show my appreciation to other web-based entrepreneurs, I'm passing on my findings; what worked, what didn't, and what I learned.



WARNING: *the steps detailed below will take some sweat and dedication; however, the effort is a worthwhile how-to guide for getting your first 10 customers.*

Web Stuff is Tricky

Launching a web-based business is tricky. Many web entrepreneurs think their products will take off on their own. However, .000000001% of web products actually do find instant success, the rest require hard work in sales and marketing to gain momentum. Remember, the businesses with paying customers are the ones investing time and energy in getting their product out to the world.

DAY #1

WHO WILL BUY YOUR PRODUCT?

Ok here we go. Lets get started!

Figure out who your customers will be.

You need to answer one question: Who will buy your product?

Once you've identified a target customer you can really focus your branding and marketing strategies to drive sales.

I wrote out four questions below that will help you to start thinking about where your customers live.

SITUATION Is your product or service situational?
HOW will you fill Your new customers can be based on a
your customers' specific situation or experience. These
needs? experiences can range from getting
married to starting a new business.

DEMOGRAPHIC Is your business targeted towards a
WHAT is your target specific age and/or gender? Are you
audience? targeting kids in preschool, new moms,
baby boomers, new hires, guys in their
30's, and so on.

GEOGRAPHY Where are they located? Are they based in
WHERE can you the US? Do they spend time on a specific
find customers? websites (like Facebook, Polyvore, Hulu)?

INFLUENCES Who influences them? Figure out or
WHO do your decide who helps your customers make
customers listen to? decisions to buy your product. It can be
their significant other, their Facebook
newsfeed, boss, parents, or their kids.

The four questions above will help you identify your customer. The more you know about them, the more effective and efficient your marketing and advertising will be. For example, if you are targeting customers who are starting a family, you may focus on blogs that talk about parenting. If you want to target college kids we can steer towards marketing on Facebook and college newspapers.

Once you have your answers, reach out to your demographic and ask if they will buy your product. Pick up the phone or send an email, and contact anyone you know in that demographic - use your own personal rolodex if they could be one of your target customers.

What? I have to contact people?



Quick Tip

If you are asking for feedback via email try to keep the email under 3 lines of text. The primary purpose of this email is to get their buy-in and support. Once you receive a reply, send a longer email to describe your offering.

Some of my past students have told me that asking people they know can be extremely intimidating. While other options exist, such as posting ads on Google or Facebook to get data, it won't give you the level of interaction with your customer base that you would want, and it tends to be more expensive. Take the leap!

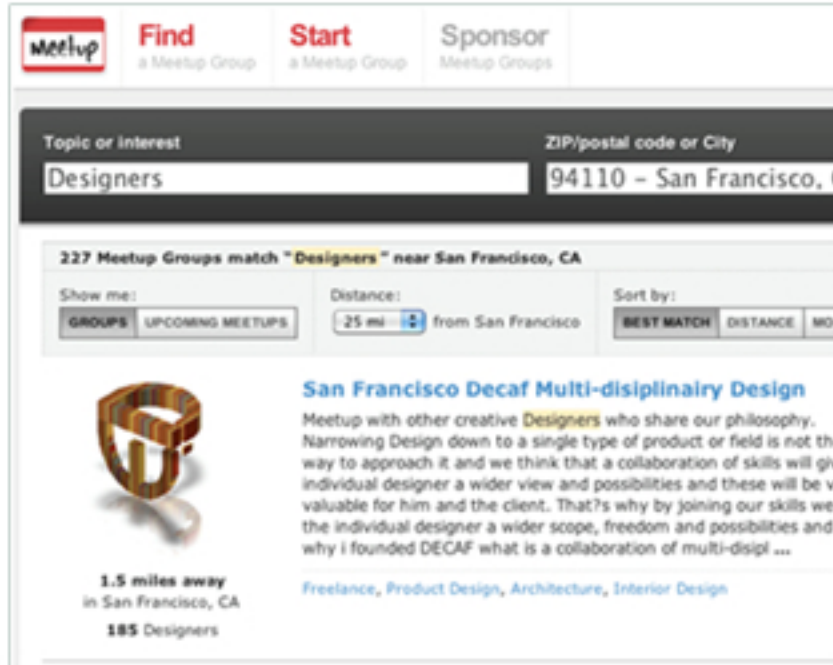
Congrats! You're done with Day #1!

DAY #2 LET'S FIND THE PEOPLE THAT WILL GIVE US MONEY!

This is my favorite step - finding potential customers.

Start by brainstorming the different places where customers will be found. For example, if I were looking for designers, I would take the following steps:

1. Do a quick Google search on "Find Designers"
2. Go to Meetup.com to see if I can attend a designer meetup
3. Then onto Craigslist to see if there are any designer services offered
 - a. Post on Craigslist asking for feedback from designers
4. Next, look for designers on Twitter and LinkedIn



Leverage the Internet as much as possible to find your target market. Don't be afraid of cold-contacting people... you will be surprised at how receptive others are, particularly if you are asking for their opinion.

Thanks to Google we can pretty much find out where our customers live (e.g., Dribbble, a social network for designers). Be advised, if it is a super niche topic like “bamboo TV stands” you will need to dig deeper and research the search results on pages 1-15. Once I know where they live, I can plan how to best connect with them. Some might have a contact form or email address listed, so a well crafted email may be all you need.

Another way to reach from potential customers is simply buying their physical addresses and phone numbers off InfoUSA. I suggest only buying addresses in your local area at first, so you can go meet them and test the cost effectiveness of this method. Once you have the addresses create a flyer and make the call-to-action your phone number. If they respond, setup a face to face meeting but remember to tell them about you and your product first.



my story

Originally I thought Flying Cart's customers would come from small businesses with retail stores. I put on my shiny shoes and my one-and-only suit everyday for an entire month to walk into 100+ Chicago stores asking if they would use Flying Cart. I was extremely frustrated with this process. After many “No's” I changed my approach: I invested in flyers and bought a 1,000 person mailing list from infousa.com. The list cost me \$0.19 per address + \$0.45 per mailing (printing, mailing and bulk mail stamp using PrintingHQ.com). Once I distributed the mailing, I heard from three people. I needed to break even so I decided to charge a one time consulting fee of \$999 to build their store on Flying Cart.

I tried the flyer idea 10 different times by varying the copy and format. I broke even a few times and lost a couple hundred bucks other times so I decided to rule

this out. The flyer route can work, but it's most effective in the masses. 1,000 mailed flyers isn't a true test. A true test is 250,000 flyers. After learning from months of effort, I realized search engines were the best place to find customers - in our case those people searching for an easy way to create an online store.



Super Side Story

About Flyers: George Mosher - the guru when it comes to snail mail started a catalog company, 30+ years ago, selling office furniture. He would buy company addresses and send catalogs filled with office furniture to 250,000 addresses. Once a he got the order he would call up the manufacturer and have them directly ship the order. George's company would take a cut off the top. George kept growing the business until one day he sold it for \$100 Million ... and guess what? He owned 100% of it.

Mosher would send anywhere from 10-25 catalogs before a company would place an order. He would stack 25 catalogs next to each phone for his sales team and tell them "Here is all the money we invest in each phone call... make sure you treat them like a king because they are worth it."

Now that we know who to contact, let's start asking questions to figure out if they will buy.

Congrats! You're done with Day #2!

DAY # 3 WILL YOU BUY MY PRODUCT? I PROMISE AWESOMENESS!

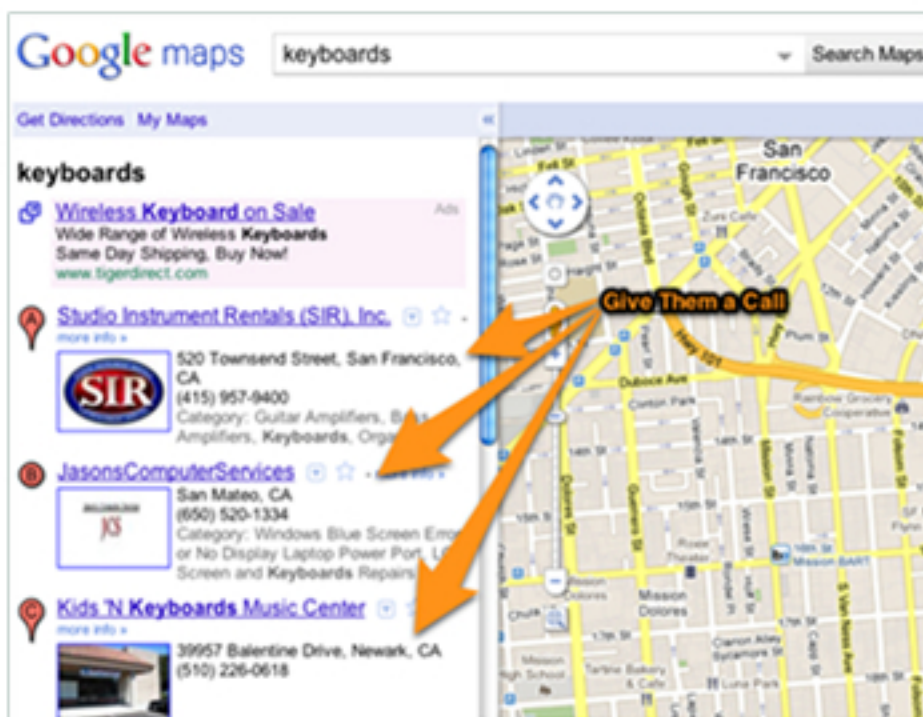
Asking questions to figure out if they will buy your product or service.

Question 1: Will they buy it, if so... why? If no, why not?

Not everyone will buy your product. The key is to learn why some will and others won't. 150 people is the ideal sample size for determining if had a viable product. It is critical that you talk to them. Try to contact 10 people right now (seriously, stop reading this and go do it)! An email survey will not do; they are simply too impersonal and you won't get accurate responses.



Bonus points if you search for potential customers via Google Maps and give them a call.





Side Note

Remember we are NOT giving out things for free. Doing so will greatly skew our results. If you are interviewing friends and family, don't be afraid to try making a sale. If they don't like your product, they won't buy it. Charging people is the very best evidence that others will buy your product. Please, don't say you will give them your product for free. If you have a web service you can give them a 7 day free trial, but you must take their credit card information up front.

"But I don't want to contact a bunch of random people!"

I know it is very intimidating. If this thought scares the pants off you, you can revert to other options - send out flyers and place Ads on Google and Facebook and see if you can get customers that way. Be advised, this process can get very expensive and will not provide as much customer insight as actually talking to your customers.

Continue to the next page for an email template you can use to get in touch with people you already know.

FEEDBACK EMAIL TEMPLATE

Hi [FNAME],

It was really wonderful meeting you a few months back and talking about {insert what you talked about}.

I am starting a new business called {insert-your-website-link} and I could really use some more of your helpful advice.

Are you free this week to chat on the phone for a few minutes or possibly meetup at a coffee shop near you?

Thank you,
Your Name

Your Phone Number

Your Email

Your Website

Question 2: What are the top 7 websites or blogs they go on?

This question will help us figure out the places we should target. Do they live on specific forums, random niche websites, Google, specific trade journals, etc.? This will help us focus our press and blogger outreach efforts.

Here is an example of the top 11 websites my customers live on (beside Flying Cart and their own stores)

Facebook

Google

eBay

Etsy

Twitter

Studded Hearts

Swiss-Miss

KnockKnock

PixieMarket

Apartment Therapy

Design Sponge

You will notice that the first 3-4 sites are pretty generic. It becomes more interesting as you make your way through the list. This is a good exercise to remind yourself that there are a lot of random blogs and websites that maybe unbeknownst to you.

Figuring out what website or blogs your customers live on will help us figure out how to position the marketing of your product or service. People don't buy features, they buy benefits.

Victoria Secrets doesn't sell underwear they sell sex appeal.



At Flying Cart, customers were already online but were extremely frustrated with their current online store - they were using open source versions like Joomla or OSCommerce and were unable to make any updates or add products. The benefit we were then able to offer was giving them something as easy to use as email.

If you are selling a service like computer repair, your client may simply be unable to fix their current issues. Figure out what problems they are encountering so you can reposition your brand to address their issues. For example, if they do not know how to install an anti-virus program, then your brand can be "We install anti-virus software and get rid of those annoying pop-ups" rather than using something generic like "We will fix all your computer problems".

If you are selling a physical product such as a blender, then identify the customers' issues with their current blender. For example if their issue is "I like to make salsa, but my blender makes it too difficult" you can position your blender as the "easy salsa maker".



Case Study

Odwalla is one example worth noting. Instead of being just another juice drink, they've designed and marketed their product as a health beverage and meal replacement. Their bottles are branded for health and wellness, because people care about becoming healthier.



I'd really love to know what your potential customers have said at this point. Feel free to tweet me at www.twitter.com/risk. Tell me who you talked to and the responses you got.

Congrats! You're done with Day #3!

DAY #4

THE PRICE IS RIGHT

The last 3 days were all about understanding your customers. Day 4 is about product pricing. It is time for you to position yourself in the market and determine your price. Or as some people say it is time to Show You The Money!



Are you selling a high-end product or are you a lost cost provider? Figure out how much you are going to charge. Starting your price low isn't always the best idea. Being someone that has grown up around the web I always expect things to be free. Don't fall into this trap. There are a ton of people who pay for services, products, and apps. There is also a large amount of research proving that customers believe higher priced products are better.

Do a Google search of what you are selling and see what your competitors are charging. Can you can sell your product for cheaper and be the low cost leader in that market (similar to what Walmart does)? If not, try to figure out what differentiates you from your competitor(s). Do you provide additional services your competitors don't offer, like engraving or free shipping? This can help justify the increase in cost compared to the competitor. Another idea is to charge a premium for your product. Because you will be charging more, you can factor that money into your advertising expenses. You will be able to spend more money on advertising to have your



Side Note

Internet customers are very savvy . For example, I have several friends who will do research on newegg.com because it has the best community for tech products and then buy from Amazon because they have the cheapest price. So, if you plan on being more expensive than your competitors just make sure your customers don't know about your competitors or have a really good reason to buy from you.



My Story

Flying Cart was free when it was initially launched. The plan was to make money by charging a 3% transaction fee. We had over 100 stores using our product, and after about a month, we made a grand total of \$43.30. That didn't even cover our server fees! We decided to switch our model and start charging a flat monthly fee. When I told the team, they responded with "No one is going to pay \$12/month - that is a lot of money!." Once the new cost model was in place, we covered our server costs in less than 8 days!!

When determining your price point, ask around. "I know you have a problem with X. How much would you pay me to address that problem for you?"

If your product is a Software as a Service business (Salesforce.com and FlyingCart.com are SAAS businesses) ask yourself how many customers you need to break even.

The screenshot shows the Salesforce.com website with a navigation bar and a main content area. The main content area features a header for 'Get the world's #1 sales application' and a grid of pricing plans. The plans are: Contact Manager (\$5/month), Group (\$25/month), Professional (\$65/month), Enterprise (\$125/month), and Unlimited (\$250/month). Each plan includes a list of features and a 'Free Trial' button.

Plan	Price (per month)	Free Trial
Contact Manager	\$5	7-day free trial
Group	\$25	14-day free trial
Professional	\$65	30-day free trial
Enterprise	\$125	30-day free trial
Unlimited	\$250	30-day free trial

If your expenses are \$100,000, ask yourself how many customers are needed to get make that amount. If you are charging \$30/mo, you need 300 customers. If you charge \$100/mo you will need about 90 customers. It might be easier convincing 90 people to pay you \$100/mo than 300 people \$30/mo.

When determining your expenses, remember to include labor. If you are selling a service, determine your hourly rate and how long it takes to complete that task. The hourly rate can be calculated by dividing your annual salary (take your best guess) by 2040 (the number of hours most people work in a year). For example, a salary of \$50k/year, would be an hourly rate of \$25/hr (\$50000/2040). When determining how long it takes to complete a task, just take your best guess and double it. Once you take on a few clients, you can refine your estimates based on actual data.

Feel free to reach out to me on twitter (@risk) if you want to pricing advise or feedback.

You're done with Day #4 and You Now Know What Your Price Will Be!

DAY #5 IT'S NOT OVER UNTIL THE CASH IS IN THE BANK

This is where we turn our idea into actual cash. Remember, you don't have a customer until you have their money.

Make sure people can purchase your product with a credit card.

This may seem like a strange fifth step but there is no point going forward if you can't accept payments for your online business.

Awesome Screen Shot of Trustworthy Credit Card Sign Up Form: .

2 Enter your billing information — SECURE

Card number Secure

Expires on

Billing ZIP

(or Postal Code if not in the USA)

We don't accept POs, checks, or invoices to be paid at a later date. We will email you a receipt each time your card is charged.

The Setup

If you sell a web-based service, I highly recommend using PayPal Standard and linking it to a “Buy” button.



If you are selling a physical product (e.g., homemade items, machinery, clothing, or anything that someone can receive in the mail), then consider using a online storefront solution like FlyingCart.com.

PayPal Standard charges a per transaction fee of 3% + \$0.30. At first, it seems like a lot, but PayPal is the easiest and cheapest way to safely and securely charge people. The service is well worth it. Other merchant accounts will charge a setup fee (\$200) and monthly fee (\$50/mo). They also require you to sign several

monthly fee (\$50/mo). They also require you to sign several documents and be involved in painstaking integration. Since our current goal is 10 paying customers in 10 Days, I would advise against wasting time setting up and integrating a merchant account.

A "Buy" call-to-action that is linked to a form that asks the visitor to enter in their credit card information is much better than a round-about email communication or any other method that creates additional steps between getting the customer's money.



my story

When I first started Flying Cart, I had a simple form where people can type in their email to let us know if they are interested in the product. This resulted in over 400 email addresses. After we launched, only three out of those 400 actually purchased the product. Those 400 inquiries kept us motivated to finish building the product, but that is all that came of it.

The moral of this story is get people to pay right away. It is the only way you will know if your product is good enough.



Bonus: Profitable products get your credit card information in two steps or less (they keep this credit card locked in their system for future charges eliminating the need to have the user re-enter their information). Checkout Amazon, Groupon, and Apple/iTunes for inspiration.

DAY #6

DON'T LOOK LIKE A SCAMMER... OR THE NIGERIAN PRINCE

This is where we establish more web-cred (kind of like "street cred" but on the web).

1. Include a phone number to your website, even if it is your personal cell. Trust me, it's not likely you'll be overwhelmed with phone calls. But if you are truly worried, create a Google Voice number. You can setup Google Voice so that it only connects from 9a-5p. It will go straight to voicemail all other times. If it really becomes a hassle, feel free to take it off after you get your first 10 paying customers.



This is a quick and easy way to build and earn trust. Think about it this way - be super pumped and excited if someone does call because it means potential money in your pocket! ... And even if they don't buy, you can learn why not.



Side Note

Adding a phone number to your website will build trust with the customer. Think about from their perspective. You are just another website - why should they trust you with their money? You aren't a household name like Sears, Amazon or eBay... yet. By adding a phone number, the customer will feel more at ease knowing that they can call you. In their mind you are less likely to runaway with their money.

When a customer calls, figure out how they found out about you and get details on them. Who are they (age, sex, race, situation)? How did they find out about your site? Why do they want to buy what you are selling? The more we know about this customer the closer we are to understanding other potential customers.

2. Include additional contact information. Basic details such as location and email addresses provide a sense of comfort in knowing someone is there. In most cases, people will not contact you. They actually prefer simple, automated solutions. However, by displaying that you can be easily contacted adds another level of trust.

3. I'm a fan of "Our Story" and "About Us" pages. Talk about how you started the company and what you believe in. People like buying from passionate sellers that believe in their product.

Think of this: Remember the last time you were in a restaurant and the waitress told you to get the house special because it was amazing.

Or the time you were at a car dealership and the salesman told you that they truly love the car they are selling you. It is what he uses and he hasn't had any problems with it.

When people buy from you they are not just buying the product. They are buying the story, the dream, the ability to be a little more happy.

**You're done with Day #6 and You
Look Legit!**

DAY #7

WHAT WILL GOOGLE THINK OF YOU?



Day 7 is about long-term strategy. Steps and actions that will pay off after a few months. It is important we do this exercise now to help us with our tasks on day #8.

Today is all about keywords, keywords, and more keywords!
First of all, what are keywords and how do I use them?

Keywords are the words people type into search engines to discover your website. The ultimate goal is to drive customers to your store when people are searching on Google.

Is it a certain product like “Black iPhone Accessories” or a question like “How can I score better on my LSAT?”

1. Try to brainstorm a list of 30-50 keywords people would type into Google to find your website. Get into the mind of the customer here.
2. Now, use [Google’s Keyword Tool](#) and type in the keywords on your list. You will be able to see which one of

Once you have identified your primary keywords, plug them in to your website title and H1 Tags (the main heading on your website).

Use these keywords in all your marketing materials and press releases. The goal is to get as many external websites to describe your website with the keywords you want to be found for.

If you need more helping in brainstorming keywords, checkout my blog post on “[How to find keywords that will get you paying customers](#)”.

You’re done with Day #7, You’ve Got Keywords!

DAY #8

HERE COMES THE INITIAL TRAFFIC!

The best thing I did for my company right before we launched was submit our website to as many directories as possible. The main objective was to be better ranked on Google. Within two weeks, not only were we better ranked, but we received several interview requests from bloggers AND increased our beta users from 15 to 400. This got my entire team fired up to deploy the product as soon as possible.

I compiled a list of the best and easiest web directories to submit your web app to to get initial traction. It will take 6-8 hours to submit your site to the entire list but it is totally worth it. It will result in bloggers talking about you and early beta users signing up. I promise.

Museum of The Modern Beta	Killer Startups	Next Web App
Go 2 web 20 .net	You Noodle	DIY Startup News
Listio	Cloudomatic	AppUseful
Feed My App	Mashable	Startup Booster
Stumble Upon	Springwise	Paggu
delicious	StartupMeme	Robin Speziale
All Things Web2	CrunchBase	Submit Startup
Digg	VentureBeat Profiles	Generation-y Startup
Reddit	GreatWebApps	TechPluto
Hacker News	101 Best Websites	Netted
2.0 websites	LaunchFeed	Appsumo
Emily Chang Ehub	WebDev 2.0	Minisprout
Zipa	On The App	Startuplift

Congrats! You're done with Day #8!

DAY #9

TIME TO IGNITE THAT FIRE!

Everyone talks about word of mouth as the best way to get new customers. They are right. However if no one really knows about your product, no one will be talking about.



One of the most effective ways to generate buzz about your business is to talk to bloggers about it. This is a tactic that a lot of new small business owners overlook. Here is how you to make it happen:

Step 1: Research blogs that talk about your products

Browse blog directories (e.g., Google Blog Search, BlogCatalog) or Google for blogs relating to your topic / keywords and start checking out sites you find. You can even do a search for “Top Blogs About [insert product keyword(s)]” and discover what blogs others are suggesting (Create a list of 20-30 blogs and use this template to organize and track the different blogs you need to contact.)

Step 2: Email the main blogger/editor

Once you have a list of 20-30 relevant blogs (or more) with a decent amount of traffic or a good sense of community, start contacting these blogs with information about your product.

In your initial contact, introduce yourself and explain why your product or service will interest them. Avoid using a generic letter where possible. Address specific points within their blog that caught your attention and aligns with your product. If you feel comfortable, you can offer to send a sample product for them to try. Bloggers love to get freebies or trial products and will likely be happy to write a review. It's not necessary to send samples to every blogger. Pick and choose based on how their level of interest, how closely their products complement yours. Be sure to keep these emails short.

Find blogs, contact them. It's that easy to get the word out about your products! Don't get discouraged if some bloggers don't care about your products or don't write about them every time (the golden rule is for every 20 bloggers you email one of them will write about you). Stay positive, be polite and keep spreading the word!

From personal experience, this is the one step that separates companies with zero customers from ones with several customers. I know this step looks like a pain but it is the most essential step. This is especially true if you have a limited or non-existent advertising /marketing budget.

Continue to the next page for an email template you can use to get in contact bloggers about your product.

BLOGGER EMAIL TEMPLATE

Dear [First Name of Blogger],

[Compliment the blogger]. I love your blog and how you talk about [X].

Introduce yourself and your product - I wanted to see what you thought about my product [X]. It is awesome/unique/fun/useful because [X]. I was wondering if you would be interested in featuring it on your blog.

I can also give your readers an exclusive discount if they use the coupon code "blog-address" or send you a sample so you can see how amazing it is.

[End with a no pressure line] Anyway totally cool if you don't want to feature my product. Let's stay in touch regardless.

Have a great day!

Your Name

Website Link

Phone Number/Email Address

Congrats! You're done with Day #9!

DAY #10

BE THE EXPERT. MAKE YOUR MOM PROUD.

A super-effective way to get new customers is to be seen as a product expert. It is important to become the #1 source for information about the type of products taht you sell. This will lead to other people linking and talking about your site. People will buy from you because they trust your knowledge.

For example, if you sell website optimization products, talk about website optimizations. If you sell blenders, talk about things your blender can blend. If you sell Hello Kitty dolls, talk about what makes them special and unique. The goal is to produce as much content as possible and market it through different channels. Follow these steps:

1. Setup an editorial calendar

Brainstorm 60 blog posts and/or video topics. Once you have a strong list of ideas put them on your calendar and be prepared to write a new one every other week. The editorial calendar will help keep your blog posts regular. Remember 90% of the battle is consistency. Blog posts can be simple things like products reviews, interviews with CTO's, customer testimonials, tips on what to do as a new developer, how to optimize an image with photoshop, or interesting things people to do to increase their speed, etc. It can be anything as long as it is interesting, relevant, and useful.

2. Create a free give away (like a top 10 things you can make easily with your blender, or easy ways to speed up your computer, or your favorite Hello Kitty outfits)

Incentivize your blog readers to sign up via email. When they sign-up, they will not only get your PDF file but will also automatically be enrolled to receive your blog posts(use aweber or iContact for the email delivery). Also, hook up your RSS feed to them. Having readers get your blog posts via email will increase engagement on your blog. Sometimes a good way to get content is by letting people contact you and ask questions.

3. Keep doing regular promotions.

Post to Twitter, Facebook, Stumbleupon, and other social network sites (e.g., Delicious, Digg, and Reddit). Keep a list of the sites to which you have to submit your article for easy organization)

4. Brainstorm!

After six blog posts, start brainstorming the top 20 blogs in the world. Contact them to see if there is anything you can do to help. You would be happy to do research, write a blog post, or help them get someone they have been trying to reach. This will put you in their good graces. They will become your friend and hopefully link to you or let you do a guest blog post. Guest blog posts are the holy grail for increasing your viewership.

Congrats! You're done with Day #10!

But Wait! There's More! Read on for a Bonus Day...

BONUS: DAY #11 BECAUSE 2 CUSTOMERS ARE BETTER THAN 1

Ask your customers for referrals and a testimonials.

Your customers are your best sales people. Why? Because they know who else would want to buy your product. After you make a sale ask them for two things:

#1 Who else do you think will buy this product? (This can be done by simply asking them to provide email addresses)

#2 Will you write a customer testimonial? Once you get a customer testimonial you can use it on your website.

Here is an email template to get customer testimonials:

Hi [FNAME],

I'm {Your Name}, the lead developer of {Your Product}. I wanted to let you know that we really appreciate your business.

What do you think of {my product} so far? Your feedback will really help me improve our services.

Looking forward to your reply.

Thank you,
Your Name

Fin!

That's it.... I hope you enjoyed this book that I wrote for you. Please tell me what you thought about it and if I can help you out in any way.

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www.twitter.com/risk

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