

How to Find Your First Customers

Six simple steps and the exact words to use, for mothers starting a business for the very first time.

Your first customers are not strangers. They are people who already know you and trust you. You don't need ads, a website or a big following to start. You just need to tell people, simply and clearly.

1 Make a list of 20 people

2 Tell them

3 When they reply

4 Ask for the order

5 If they say "later" or "costly"

6 After the sale

How to use this guide: copy the messages, change the words in **[brackets]** to fit your business, and send.

1 Make a list of 20 people

Take a notebook or your phone notes. Write down 20 names. Think of:

- Family and relatives
- Close friends and old classmates
- Mothers from your child's school or madrasa/Sunday class
- Neighbours and your apartment or residents' group
- Former colleagues
- People from your church, temple, mosque or community group

Don't decide for them whether they will buy. Just write the names.

2 Tell them

Send a personal message, one by one. Not a forward. Not a group blast. Use their name.

Personal WhatsApp message (send to each person on your list)

COPY & SEND

"Hi **[name]**, hope you're doing well! I have some happy news. I've started **[your business, e.g. home-made cakes / online tuition / crochet gifts]**. I'm taking my first few orders this month. Would you like to see some photos?"

WhatsApp status (post every day for the first 2 weeks)

COPY & SEND

"Something new from me! I'm now making **[product]**. Taking orders for **[this week / Onam / Christmas / birthdays]**. Message me to know more." **[add a photo]**

Family or friends group (post once, then follow up personally)

COPY & SEND

"Hi everyone, I've started something of my own: **[product]**. Your support means a lot. If you or anyone you know needs **[product]**, please message me. Sharing a few photos below."

When you meet someone in person

SAY

"By the way, I've started making **[product]**. Can I send you some photos on WhatsApp?"

The goal of this step is only one thing: get a reply.

3

When they reply

Send 2–3 photos first. Then ask one simple question so you know what they need.

If they say "Yes, send photos"

COPY & SEND

"Here are a few I've made. Is this for yourself or for a gift?"

If they ask "How much?"

COPY & SEND

"It's ₹[amount] for [size / quantity / number of classes]. Is this for a special day? I can tell you what would suit best."

If they say "Looks nice!"

COPY & SEND

"Thank you so much! Would you like one for yourself or someone special?"

Say your price once, clearly, and stop. Don't explain or apologise.

4

Ask for the order

This is the step most beginners forget. If you don't ask, they won't order. Ask simply:

COPY & SEND

"Shall I book one for you?"

COPY & SEND

"When would you like it? I'll keep a slot for you."

COPY & SEND

"Shall I send my GPay number so I can start on it?"

When they say yes, confirm in one message

COPY & SEND

"Done! [Product], ₹[amount], ready by [date]. GPay: [number]. Thank you so much, [name]!"

5

If they say "later" or "costly"

This is normal. Stay kind. Never push.

"I'll tell you later."

COPY & SEND

"Sure, no problem! Shall I message you in a few days?"

"It's a bit costly."

COPY & SEND

"I understand. I use **[good ingredients / quality wool / my full attention for each child]**, that's why. I also have a smaller one for ₹**[amount]** if you'd like."

"Let me ask my husband / family."

COPY & SEND

"Of course! I'll send you the photos and price so you can show them."

If they don't reply for 3 days, send one gentle reminder

COPY & SEND

"Hi **[name]**, just checking if you'd like to go ahead with the **[product]**. No pressure at all!"

After that, leave it. They may come back later or send someone to you.

6

After the sale

Your first customer can bring you your next five. Two days after delivery, send:

COPY & SEND

"Hi **[name]**, hope you liked the **[product]**! Could you send me a short message or photo about it? It will really help me as I'm just starting."

When they send it, thank them and ask

COPY & SEND

"Thank you so much! Do you know anyone else who might like this? I'd be grateful if you could share my number."

Post their review on your WhatsApp status (with their permission). Every review helps the next person say yes.

Your daily 15-minute plan

Do this every day for 2 weeks:

- ☐ Send the personal message to 5 people from your list
- ☐ Post one photo on your WhatsApp status
- ☐ Reply to everyone who messaged you
- ☐ Send one gentle reminder to someone who said "later"

When your list of 20 is done, add 20 more names. Even if just 3 to 5 people buy, you have your first customers, and their reviews will bring more.

You don't need to be good at selling. You just need to tell people, and ask.

Heart to Heart · RMT Heart to Heart Solutions LLP
Made with love for mothers starting something of their own.

WhatsApp: send a "Hi" to **8714643143** to get started
hearttoheartrmt.com