

Last 10 Customers Worksheet

Last 10 Customers

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

List your last 10 customers. Think about how you can increase the referrals you receive by helping your dance partner understand how to find you more customers like these! Were these customers in a certain kind of business or market? Were these customers in a specific position that you are targeting? Are there other specific companies that you are targeting that are similar to these?

Note: Some professions have confidentiality requirements; if you are in one of these professions you can describe the "qualities" or "characteristics" that make your best customers your best customers.

Notes on Customers

- ✓ Where did they come from?
- ✓ What did you do for them?
- ✓ Are these average clients?

Make notes in the space below about your last 10 customers.

Notes on Referrals

- ✓ What are other referral sources?
- ✓ What are good referrals?
- ✓ What are "bad" referrals?

Make notes in the space below about referrals.