

Hell Yes Customer Worksheet

Define your "Hell Yes Customer"

Services:

1. _____
2. _____
3. _____

Service Areas (which cities, suburbs, or neighborhoods):

1. _____
2. _____
3. _____

Budget

"Hell Yes Customers" will invest:

Define your "Hell No Customer"

Services I do **NOT** offer:

1. _____
2. _____
3. _____

Areas I do **NOT** service:

1. _____
2. _____
3. _____

Budget that are too small:

Key Takeaways:

The #1 Most Important Takeaway was:_____.

The First Thing I Can Get DONE Within 4 Weeks Is:_____.

A Bigger Fish To Fry Before Spring Is:_____.