WORK EXAMPLE · COPY OUR LOGIC

How We Closed CO2 Exchange's First Customer in 7 Days

Zero ad spend. Zero cold calling. Zero followers. The exact outbound sequence we ran — copy the logic for your own business below.

Day 1–2 · Build Your Target List

Find 50 local or niche businesses that could buy your product or service. Do not skip this step — your first customer is in this list.

- Search Google Maps for businesses in your niche within 20 miles
- Use Yelp, LinkedIn, or Instagram to find 50 real decision-makers
- Get their direct contact: email or phone number, not the front desk
- Note whether they're currently using a competitor — that's a warm signal

Day 3–4 · Send The Message

Use this exact three-sentence outreach template. Do not modify it. It works because it's short, human, and specific.

> "Hey [Name], I noticed you [specific observation about their business]. I help [niche] businesses [specific result you deliver]. Would it be worth a quick 10-minute call this week to see if I can do the same for you?"

Send to 20 targets per day. Track who opens or replies in a simple spreadsheet.

Day 5 · Follow Up (Most People Skip This)

80% of sales happen after the third follow-up. Most people give up after one message. Don't.

> "Hey [Name], just circling back on my last message — I know things get busy. I've got one slot open this week for a free 10-minute strategy call. Worth it?"

- Follow up with all non-responders from Day 3–4
- Keep it short — one sentence is fine
- Move on after 3 attempts

Day 6–7 · Close The Deal

When someone replies or agrees to a call, use this one-call framework to close them without pressure.

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- Minute 1–2: Ask what they're currently doing and where they're stuck
- Minute 3–5: Show them specifically how you fix that
- Minute 6–8: Name your price and ask “Does that work for you?”
- Minute 9–10: If yes, take a deposit. If no, ask what's in the way.

Silence is your friend. After you name the price, stop talking.

Ready to build a complete revenue system — not just your first customer? Tell us about your business at revenuelab0.netlify.app