

A PRACTICAL PLAN FOR NIGERIAN SMALL BUSINESSES

FIND YOUR FIRST 10 CUSTOMERS

Seven steps, a seven-day plan and message scripts you can copy today. No big budget needed.

START HERE

YOUR FIRST 10 CUSTOMERS ARE CLOSER THAN YOU THINK.

Most new businesses don't stall because the product is bad. They stall because too few people know it exists, and the people who do never hear back. This guide gives you a simple system: who to talk to, what to say, and how to keep going until ten people have paid you.

WHO IT'S FOR

- **Freelancers and creatives**
  Videographers, designers, photographers, writers
- **Product sellers**
  Fashion, hair, beauty, food, jewelry
- **Service businesses**
  Events, cleaning, consulting, repairs

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YOUR SCOREBOARD

Write a name in each box when someone pays you. Keep this page where you can see it.

1	2	3	4	5
6	7	8	9	10

01

STEP 1 OF 7

KNOW WHO YOU SERVE

If you sell to everyone, you sell to no one. Pick one kind of customer to start with. You can widen it later.

FILL IN THE BLANKS

I HELP [WHO] GET [RESULT] WITH [WHAT YOU SELL].

EXAMPLES

- **Hair vendor**
  "I help working women in Lekki get quality hair that lasts, delivered in 48 hours."
- **Videographer**
  "I help restaurants and event centres get short videos that bring in bookings."
- **Caterer**
  "I help offices in Ikeja get healthy lunch delivered every weekday."

YOUR SENTENCE

_____

_____

_____

A GOOD FIRST CUSTOMER

- Already needs what you sell
- Can afford your price
- You can reach them this week

02

STEP 2 OF 7

MAKE YOUR LIST OF 50

Your first customers usually know you, or know someone who does. Write down 50 names before you sell anything.

WHERE TO LOOK

- Your phone contacts
- WhatsApp chats and groups
- Instagram followers and DMs
- People who asked about your work but never bought
- Former colleagues and classmates
- Church, mosque and community groups
- Friends who run businesses
- Family members who know everyone



TIP

Don't sell to the list yet, and don't judge it. Write every name down. Who buys will surprise you.

IN NEXT MILE

Import your list from a CSV file, up to 5,000 rows, and duplicates are skipped. Tag each contact **warm** so you can find them all in one click.

03

STEP 3 OF 7

START REAL CONVERSATIONS

Message people one at a time, by name. Broadcasts get ignored. Personal messages get replies. Aim for 10 a day.

SCRIPT 1 · RECONNECT

"Hi Tolu, it's been a while. I hope work is going well. I've started [business], helping [who] with [result]. I'd love your honest opinion. Can I send you a few photos?"

SCRIPT 2 · ASK FOR AN INTRODUCTION

"Hi Chidi, I'm looking for my first few clients for [service]. Do you know anyone who [needs this result]? One name would mean a lot."

SCRIPT 3 · DIRECT OFFER

"Hi Amaka, you mentioned [problem] a while back. I now offer [service] and I'm taking 5 first customers at [starter price]. Would you like the details?"

DO

Use their name. Mention something you know about them. Ask one clear question.

DON'T

Send the same flyer to everyone, write long paragraphs, or ask for money in the first message.

04

STEP 4 OF 7

FIND NEW PROSPECTS

Once you've worked through people you know, go where new buyers already are. The route depends on who you sell to.

SELLING TO PEOPLE

- Post your work on WhatsApp Status every day, with prices
- Use local hashtags and locations on Instagram, and comment helpfully on posts
- Show up at markets, events and community gatherings
- Join groups where your buyers already ask for recommendations



SELLING TO BUSINESSES · USE MILE FINDER

1. Describe who you want. For example, "restaurants in Ikeja" or "salons in Lekki".

2. See who's worth pitching. Each business gets a score, with the evidence: website, Google listing, Instagram and YouTube activity.

3. Get a pitch drafted. Mile AI writes it for WhatsApp, email, Instagram DM, LinkedIn or SMS.

4. Add the best ones. They go into your contacts with a task to reach out.

KNOW WHAT WORKS

Ask every new customer, "How did you hear about me?" Write it down, then spend more time on the channels that bring buyers and less on the ones that don't.

05

STEP 5 OF 7

MAKE AN OFFER THAT'S EASY TO SAY YES TO

Your first customers are taking a chance on you. Make that chance small.

1 · ONE CLEAR PACKAGE

One thing, one price. "Logo + 3 social templates, ₦60,000" beats "prices depend".

2 · A REASON TO ACT NOW

Limited spots or a starter price for a set number of customers. Be honest about it.

3 · PROOF

Photos of your work, a sample, a short video, or a message from a happy customer.

4 · LESS RISK

A free redo, a part payment after delivery, or a quick free consultation first.

EXAMPLE OFFER

STARTER BRAND VIDEO

One 60-second video for your Instagram, delivered in 7 days. ₦80,000, with 50% to start. Free re-edit if you're not happy. Only 3 spots this month.

WRITE YOURS

06

STEP 6 OF 7

FOLLOW UP UNTIL YOU GET AN ANSWER

Most "no" answers are really "not now". People are busy. A polite follow-up is a service, not a nuisance.

D0 — SEND THE OFFER
Clear price, clear next step.

D2 — CHECK IN
"Did you get a chance to look?"

D5 — ADD VALUE
Share a photo, a review or an answer to a worry.

D10 — CLOSE THE LOOP
Ask if you should close it for now.

DAY 2

"Hi Bisi, just checking you saw the details I sent. Happy to answer any questions."

DAY 10

"Hi Bisi, I don't want to keep messaging if now isn't right. Should I close this for now, or check back next month?"

WHEN THEY PUSH BACK

- **"It's too expensive."**
  Offer a smaller package, or split the payment. Don't cut your price on the spot.
- **"Let me think about it."**
  Ask, "What would help you decide?" Then answer that one thing.
- **"Maybe later."**
  Ask when to check back, and put it in your calendar.

IN NEXT MILE

- Put every conversation in your **pipeline** and move it along the stages, which you can rename.
- Add a **task** with a due date for each follow-up, so nobody slips.
- On Growth and Pro, WhatsApp and email replies land in **one inbox**.

07

STEP 7 OF 7

CLOSE AND GET PAID

A "yes" isn't a customer until they've paid. Make the last step clear and easy.

- **Confirm in writing**
  What you'll deliver, the price and the date
- **Send a quote**
  So they can accept it with one tap
- **Take a deposit**
  Before you start work or buy stock
- **Send a proper invoice**
  With a number, a due date and how to pay
- **Make paying one tap**
  A payment link beats sending account numbers



IN NEXT MILE

- Send a **quote** from the contact. When they accept, turn it into an **invoice** in one step.
- Every invoice has a **Paystack link**, so customers pay by card, bank transfer or USSD and the money settles to your bank.
- VAT, PDF invoices and repeat invoices are built in, and you can see who has paid.

PAYMENT MESSAGE

"Thank you for confirming, Funmi. Here's your invoice for ₦80,000. You can pay the 50% deposit with the link, by card or transfer. I'll start as soon as it comes through."

BONUS STEP

TURN ONE INTO TEN

Happy customers are your best marketing. If each of your first five customers sends you one more, you're at ten.

- **Check in within 2 days**
  Ask how it went, and fix anything quickly
- **Ask for a review or photo**
  Proof for your next customer
- **Ask for one introduction**
  One name, not "tell your friends"

REFERRAL SCRIPT

"Thank you for trusting me with [job], Ngozi. If you know one person who'd like the same, I'd be grateful for an introduction. I'll give them [small bonus]."

REVIEW REQUEST

"Hi Ngozi, I'm glad you liked it. Would you mind sending a short voice note or two lines about your experience? It helps new customers trust me."

BRING THEM BACK

"Hi Ngozi, new stock just arrived and you get first pick before I post it. Want me to send photos?"

THE MATHS

5 CUSTOMERS × 1 INTRODUCTION EACH = 10 CUSTOMERS

You only have to find half of them yourself. Your customers can find the rest.

IN NEXT MILE

Tag your happy customers, so you can message them all when something new comes in. Every quote, invoice and payment stays on their timeline, so you always know what they bought last.

PUT IT TOGETHER

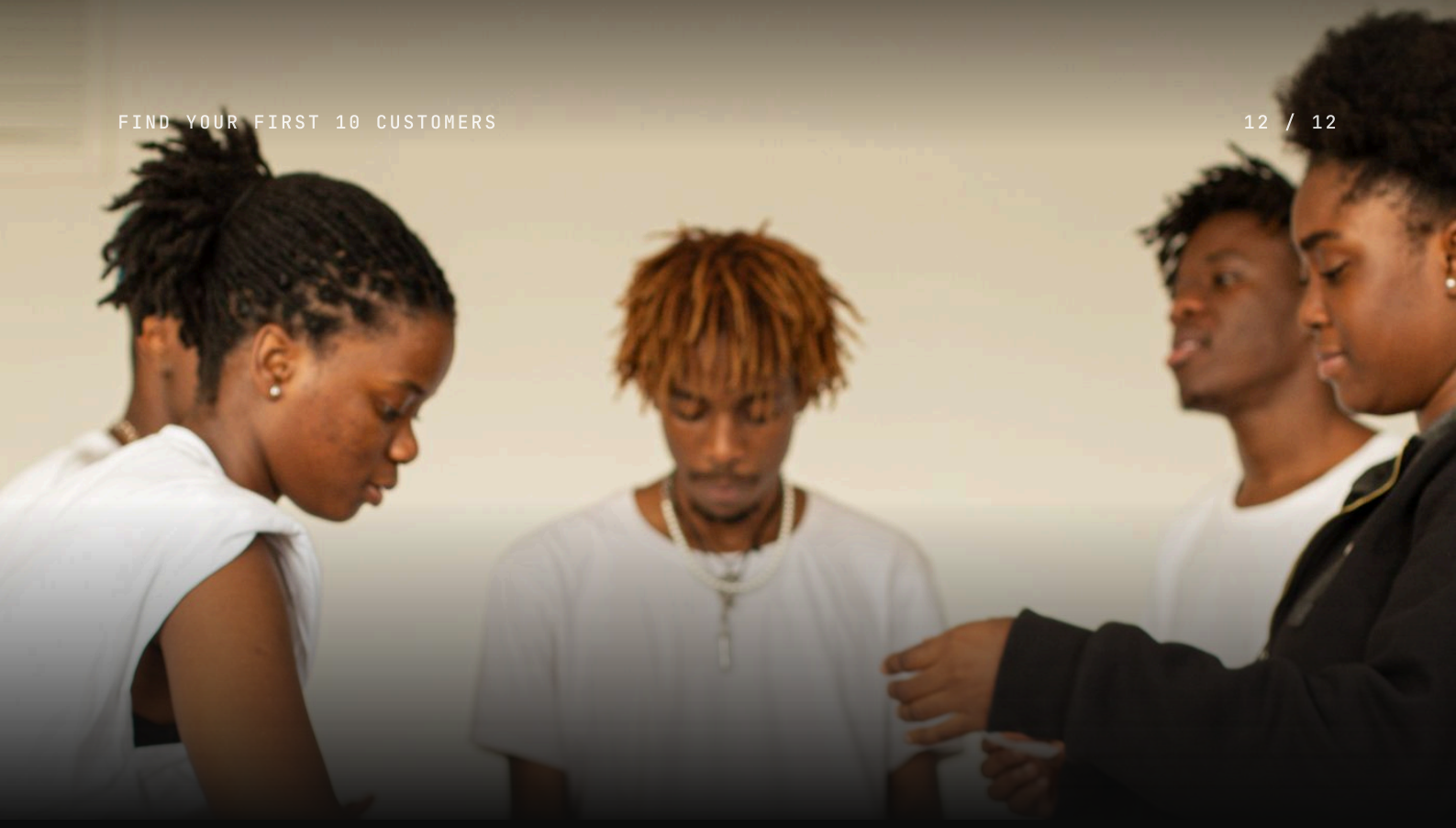
YOUR 7-DAY PLAN

About an hour a day. By day 7, you'll have talked to more potential customers than most businesses do in a month.

DAY BY DAY

DAY 1	Write your one-sentence offer and pick your starter package.	STEPS 1, 5
DAY 2	List 50 names and put them in one place.	STEP 2
DAY 3	Send 10 personal messages.	STEP 3
DAY 4	Send 10 more. Post your offer on Status and Instagram.	STEPS 3, 4
DAY 5	Find 10 new prospects.	STEP 4
DAY 6	Follow up with everyone who hasn't replied.	STEP 6
DAY 7	Send quotes or invoices to every yes, and ask for referrals.	STEPS 7, 8

Then repeat days 3 to 7 until all ten boxes on your scoreboard are filled.



DO IT ALL IN ONE PLACE

RUN THIS WHOLE PLAN IN NEXT MILE.

- Import and tag your list of 50
- Find businesses to pitch with Mile Finder
- Track every conversation in your pipeline
- Quotes that turn into invoices
- Paystack payments, in naira
- See who has paid and who hasn't

START YOUR FREE TRIAL →

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nextmilehq.com

STUCK ON A STEP?

Ask The Milers, a community of Nigerian business owners helping each other grow.

NEXTMILEHQ.COM/MILERS