HTSABWAM Toolkit

Five Customers Worksheet

Find five paying customers before you build anything

Companion to Chapter 1: The Lorry That Blocked The Sun

Free — no sign-up required

David White | How To Start A Business Without Any Money

The Rule

The most important rule in this book: find five paying customers before you build anything.

Not five people who say it's a good idea. Not five people who'd probably buy it. Five people who have committed money — payment or written purchase order.

One customer could be a favour. Two is coincidence. Five is proof.

Step 1: Define What You're Selling

The problem you solve (one sentence):

The simplest version that delivers core value:

The price (what a customer will pay):

Step 2: The Five Customer Tracker

For each potential customer: name them, record how you'll reach them, and track their response. Only move forward when all five are confirmed.

Customer	Contact / Notes
1.	Name: How reached: Response:
2.	Name: How reached: Response:
3.	Name: How reached: Response:
4.	Name: How reached: Response:
5.	Name: How reached: Response:

Step 3: The Gate Question

"I have five people with payment or written commitment. I can now make the order / build the thing / commit to the supplier."

If you cannot say that sentence honestly, do not proceed. Go back to Step 2.

Gate passed on (date): ___________________________

If You Can't Find Five

This is information, not failure. One of three things is true:

- The problem isn't real enough — people aren't frustrated enough to pay to fix it
- The solution doesn't solve it — what you're offering doesn't match what they need
- The price is wrong — the value isn't clear at that number

Go back to the problem statement. Talk to more people. Don't pitch — ask. Listen for what they're actually frustrated by. Adjust and try again.

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