

How to Land Your First 20 Customers

A detailed guide with tips and tricks

by  Flowla

Part 1: Start narrow, go deep

01

Start with your network.

Try to initiate informal chats within your network. Your goal here is to [refine your messaging and ICP](#). At this stage, avoid pressuring people to use your MVP.

02

Don't attempt to cater to everyone's needs.

Remember, [narrow the river flows faster](#). You can't be everything to everyone. So try to find the tip of your spear. Most products begin by identifying a specific pain point and crafting a concise message to make purchasing easier.

03

Once you have a grasp of messaging and understand potential obstacles, refine your ICP.

For instance, if your target audience is sales teams, recognize that you can't target every sales team out there. [Select a specific sector, investment stage, and niche](#). Understand their distinct challenges and triggers. Flowla becomes relevant when a head of sales is scaling from a few reps to a team of 10+, as a result it makes sense to contact newly appointed sales heads and offer valuable best practice advice.

04

Don't hesitate to ask for referrals.

Those willing to assist will do so; sometimes, they might go above and beyond. Approach your [VCs for introductions](#). Provide them with the email you'd like them to send to portfolio companies. Minimize the effort required from the other party.

05

Build your network of allies & TRUE FANS!

Cultivate [genuine friendships and allies](#) who are enthusiastic about helping you. Authentic connections and relationship-building lead to true advocates. These true fans will promote your brand and offer recommendations without prompting.

06

Sing your praises, but find a balance between genuine engagement and marketing.

Numerous individuals make excessive promises or incessantly talk about themselves without providing value to others. This is likely because the latter is more challenging. The key lies in cultivating empathy and consistently putting yourself in others' shoes.

07

Remember: it's never about you, but always about them.

Never stop thinking about what value you bring to others. Role play with your co-founders, friends, partners to increase empathy! Be the one making objections to your own product and figure out how you can sell better!

Part 2: Build Social Proof

01

Social proof is the king!

In the beginning, [you need credibility and authority](#). To build, you need to demonstrate that you know what you're talking about, and sometimes you need others to talk about you. We've had over 100 allies who've shared about us, commented about us, etc., on LinkedIn.

02

If people like what you do, they'll want to talk about you.

Remember, everyone wants to associate with experts and winners. Be an expert and the [best in your game](#) so people want to associate with you.

03

Be very specific about testimonials and case studies.

Use trigger points such as real moments in the every day life of your user. For example, when closing a deal and you get handed off to the procurement team. Then the contact person goes dark for three weeks. You have no idea where their top of mind is, so you end up chasing relentlessly and sending emails, adding to the noise. With Flowla, you know exactly how they engage and follow up in a meaningful way.

04

Know which partners to pick.

Not everyone is out there to help you, and not everyone is obligated to. Create a support network. Differentiate between [who can bring what value](#) or who's willing to bring what value.



Allies

are the people who are happy to make intros, referrals, talk about you.

Evangelists

are your paying users who love your product and, more importantly, like what you are on to, so they want to talk about you.



Samurais

are your partners - people who are in the same industry or have a similar ICP to you, You can collaborate, go to market with, or partner with.



Samurais plus

are experts and influential people who are willing to help and are established in their field, so they can open doors for you.



05

Differentiate between high intent and low intent buyers.

[High-intent buyers](#) are already looking for a product like yours. [Low-intent buyers](#) have no idea but to fit your ICP criteria. For example, a founder who just got funding and is trying to scale a sales team from 3 to 10 people is a good ICP for Flowla's professional pricing level.

Part 3: Acquire high vs. low-intent buyers

Here are some tips to differentiate prospects based on their level of intention to buy.

High-Intent Buyers

These buyers are actively searching for a product like yours.

They use specific keywords related to your product in their searches. For example, they might be googling terms like "buyer enablement" or "mutual action plans."

Visibility

- Focus on review sites, Slack forums, Quora, and relevant events/communities.
- Observe competitors' users and companies, but don't poach; seek advice if appropriate.

Engagement

- Engage in LinkedIn groups and communities.
- Join conversations and participate authentically.

Advertising and Messaging

- Consider spending on paid advertising to attract high-intent buyers.
- Test different messaging to identify what resonates the most.

Low-Intent Buyers

These buyers might not be actively searching for your product but fit your Ideal Customer Profile (ICP).

These are people who meet your target audience criteria, such as a founder who recently secured funding and is building a sales team.

Research

- Identify them via Crunchbase and LinkedIn.
- Look for signals of potential interest: recent hires, activity within the last 90 days

Visibility

- Increase visibility through platforms like LinkedIn.
- Mass follow and observe. (Tool: Walaxy)

Outreach

- If your message is tailored and personalized, use cold outreach.
- Seek feedback from potential buyers.
- Share relevant content based on real-life problems and industry best practices.

Nail your content creation

Understanding buyers

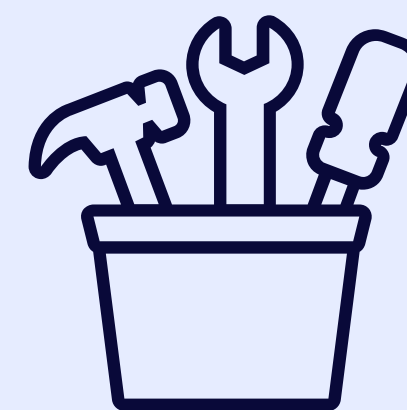
- Put yourself in the buyers' shoes to understand their needs and problems.
- Consider their mindset and the challenges they're facing.

Sharing experience

- Share your own experiences generously and genuinely.
- Use specific examples, statistics, and step-by-step methodologies.
- Keep content simple, concise, and actionable.

Tools & Tips

💡 Use free versions as long as possible.



 **Flowla**

Flowla is amazing for standing out and creating great first impressions. First flows are always free!

 **WAALAXY**

Use Waalaxy to mass-follow people.

crunchbase

Crunchbase can help you understand low-intent buyers.



G2 will look for high-intent buyers on competitor review sites.

LinkedIn

LinkedIn, of course, and the best way to use it is by LinkedIn searching your keywords: for example, for mutual action plans, multithreading, misalignment and engaging with people.

DOs & DON'Ts



Be genuine and engaging

Go narrow, go deep

Be specific (use examples and stats)

Use data as facts not to be discouraged by losses or failures

Try pricing models (freemium, money-back guarantee)

Be resourceful and creative (list all ideas)

Follow a methodology

Iterate, learn, improve

Provide social proof

Follow up just enough (we follow 3-4 times the first month, then monthly check-ins)

Try to be everything to everyone

Be generic

Compare yourself to a fake standard on LinkedIn or an impossible benchmark

Put yourself down

Try to show off

Be something other than yourself

Oversell and underdeliver

Over-chase and make people avoid you