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:

_____

Lifetime value (how much will they spend over the years they are a customer? Think average monthly or annual spend X how many years they are a customer):

_____

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:

_____

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