REFOCUS

A CO.STARTERS Workshop

CO.STARTERS®

Introductions

Use emojis to introduce yourself and your venture to the group.

1. Go to iemoji.com.

2. Click on the emojis to select.

3. Click "copy"

4. Paste emojis into the chat.

5. When prompted, be ready to share your name and your venture.

Customer Conversations

Potential Customers:

_____ is like my ideal customer

_____ is like my ideal customer

_____ is like my ideal customer

Questions to Ask:

1. _____

2. _____

3. _____

Tips for Talking with Customers

Choose the right people: While you should talk with as many people in your community as possible, it's important to focus first on those who are actually experiencing the problem you've identified. You want to make sure you are really listening to the people you plan to serve and understanding their perspectives. Also, by focusing first on those who are most deeply experiencing the problem, you'll get more valuable information than by talking to people for whom the problem is less pressing.

Talk face-to-face: If at all possible, talk with people in person. You can learn a lot not only from what they say, but how they say it. If you can't meet with someone in person, phone or video communication is a solid second option. The least valuable way to talk with customers is through email or text messaging.

Get stories. What sort of stories would you need to hear in order to know whether or not your assumptions are correct? Ask questions that will get people to tell you those stories. For example, ask "Have you ever had an experience where [describe the situation]? Will you tell me about it?" Remember, ask open-ended questions (questions without yes or no answers) that will get them to share what they really think.

Listen. Talking with customers will only help you if you are willing to listen to their feedback and stories. You should be listening more than talking in these customer interactions. The purpose is not to tell them about your project, but rather to get the stories you need to figure out whether or not your assumptions are correct. In fact, avoid talking about your idea until you've gotten the stories you need.

Be reflective. Really listen when you talk with people about your project. Remember, if they say something negative, it isn't personal. Use what they say to make your idea better. Have a thick skin and remember that they are helping you. Although you don't have to do everything people suggest, spend some time thinking about what they said and how it should influence you moving forward.

Looking for more?

Get connected to the CO.STARTERS network! Find an entrepreneur support community near you and discover resources and opportunities to support your journey.

Learn more at **costarters.co/starters**

HOW'D WE DO?

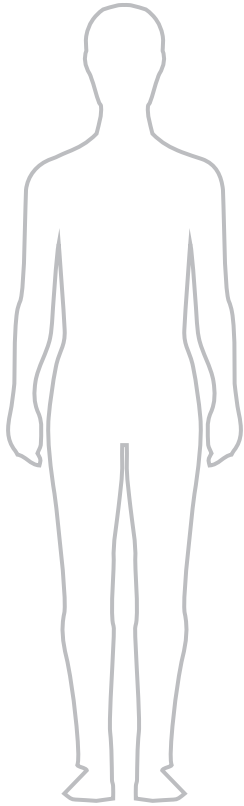We'd love to hear how this helped you:

Email: feedback@costarters.co
Facebook: /costarters
Twitter: @costarters
Instagram: @costarters

CUSTOMER
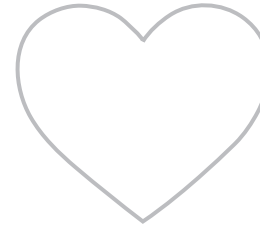WHO DO YOU SERVE?

PROBLEM
WHAT IS THE PROBLEM YOUR CUSTOMER HAS?

SOLUTION
WHAT DO YOU OFFER YOUR CUSTOMER?
WHAT DOES YOUR CUSTOMER GET?

MESSAGE
WHAT IS YOUR STORY?
HOW DOES YOUR CUSTOMER HEAR IT?
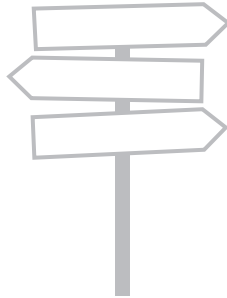
REVENUE
HOW DO YOU MAKE MONEY FROM YOUR CUSTOMER?

BENEFIT
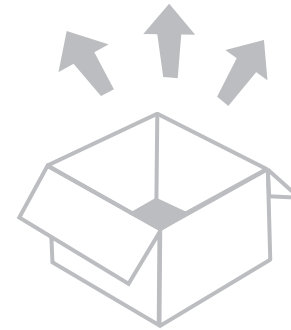WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR SERVICE? HOW DO YOU SOLVE THE PROBLEM?

ALTERNATIVES
HOW IS YOUR CUSTOMER CURRENTLY SOLVING THE PROBLEM?

WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE PROBLEM? WHAT'S THE COMPETITION?

DISTRIBUTION
HOW DOES YOUR PRODUCT OR SERVICE GET TO YOUR CUSTOMER?

ADVANTAGE
WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES? WHY ARE YOU THE BEST PERSON TO DO THIS?

NAME

CO.STARTERS®
CANVAS

STARTUP NEEDS
WHAT ARE YOUR ONE-TIME NEEDS TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?
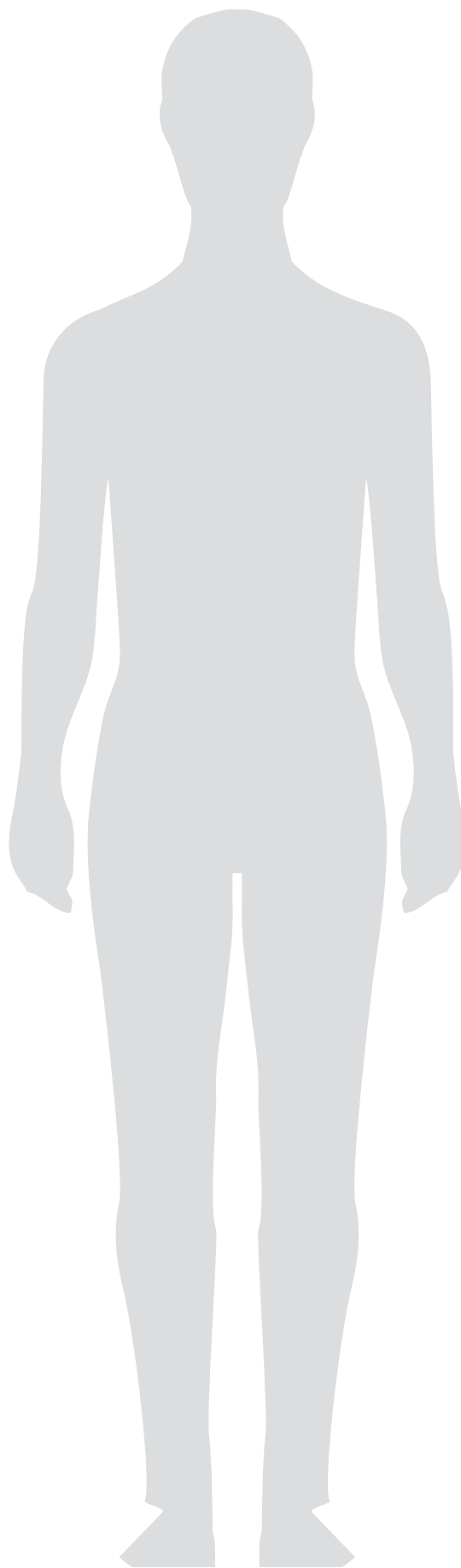
COMING SOON

COSTS
WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?

NOW OPEN

If you are unable to print and draw, find a picture on the internet that represents what you'd like you communicate.
Share the image URL in the chat.

NEXT STEPS	What can you do to move your venture forward?	What might keep you from doing this?	Who can help?
In the next HOUR ➡			
In the next DAY ➡			
In the next WEEK ➡			
In the next MONTH ➡			