WHO ARE YOUR EARLY ADOPTERS?

In this exercise you'll discover the path to **huge** success, is paved with **tiny**, targeted, customer segments.

Problems it Solves

1. You'll identify one potential problem to solve extremely well, instead of several problems you solve in a mediocre way.

2. When you speak with a customer, you'll know instantly whether they're ready to be one of your first customers.

3. You'll discover **where** to find your first customers.

When you think of "Early Adopters", who comes to mind? The folks sleeping outside the Apple Store waiting for the new iPhone, or maybe your first few customers that you won over by chance.

> Early Adopters are your most important customer segments.

It's imperative you know who yours are, and where to find them.

Grab your Who are your Early Adopters? worksheet.

Your Early Adopters

Print out the Your Early Adopters worksheet.