

DTC First-Customer Playbook

Your No-BS Guide to Landing Buyers Fast

1. Precision Social Ads

- Pick 1 platform (e.g., Instagram).
- Target: Age, interests, location (e.g., 25-35, "fitness buffs," urban).
- Offer: "First 50 Orders - 15% Off + Free Shipping."
- Budget: \$30-50, 3-day test, 2-3 ads.
- Retarget clickers with "Last Chance."

2. Lead Magnet Mastery

- Freebie: Solve a pain (e.g., "10-Min Workout" for fitness gear).
- Design: 2-3 pages, Canva, punchy.
- Landing Page: Carrd or Mailchimp, email capture.
- Promote: Social, forums, Pinterest.
- Email Flow: Day 1 - Freebie; Day 3 - Tip + sell; Day 5 - 10% off.

3. Referral Rocket

- Codes: Give friends "JANE20" (20% off).
- Reward: "Refer 5, get free product."
- Share: Group chats, niche communities.
- Track: Spreadsheet or Sales Dashboard.
- Scale: Customer referrals, 15% off both.

Niche Hacks

- Apparel: 24-hour Instagram flash sale.
- Supplements: Reddit free samples.
- Decor: Pinterest "Buy Now" pins.
- Tech: Product Hunt pre-launch.

Next Steps

- Upload sales to our Dashboard: [YourSite.com/tools-dashboard]
- Join the rebellion: [YourSite.com/newsletter]