FE2 ESSENTIALS

First result worksheet

FE2

fe2.biz/essentials/#first-result-worksheet

People stay when they can see what they're paying for. Name the first result, check it with real customers, then shorten the path.

Business: Filled in by: Date:

1 Finish this sentence

"A new customer has got value from us when they have ..."

Examples

Type of business	A possible first result
Gym, studio, pilates or yoga	Attended three sessions in their first two weeks
Martial arts, dance or swim school	Finished their first full class and booked the next term
Dental	Completed their first check-up and booked the next appointment
Physio, chiro, osteo or podiatry	Attended their second appointment and has a treatment plan
Software or online service	Sent their first invoice, booking or report
Service business or call centre	Received their first completed job and confirmed they're happy

2 Check it with your three happiest customers

Ask: "What first made you think this was worth paying for?"

Customer	What they said, in their words	Matches our sentence? (Y/N)

3 Write the shortest path, in three steps or fewer

Step	What the customer does	Who helps
1		
2		
3		

4 Measure it

Typical days from signup to first result	Today	In 30 days	In 90 days