

# Day 1 Worksheet: The 3C Customer Formula

Clarity • Certainty • Connection = Customers

## 1 ■ Vision: What Do You Want to Build?

Imagine your business 6–12 months from now:

- What kind of impact do you want to make?
- How do you want people to feel when they connect with your brand?

## 2 ■ Why Growing a Following Matters

Reflect on why it's important to grow a following of your ideal customers:

- What would it mean for your business if 1,000+ people knew who you are and what you offer?

## 3 ■ Apply the 3C Formula

**C1: Clarity – Who You Help + What You Do**

**C2: Certainty – Why People Trust You**

**C3: Connection – How You Build Relationships**