

# Rule No. 12 — Know your customer deeply.

When you know your customer deeply, everything changes. You market with clarity. You build with purpose. You sell with relevance. Most important, you stop wasting time solving the wrong problems. This rule demands humility, proximity, and the discipline to listen more than you speak. It's not flashy —but it is the foundation of every lasting business.

## Ask Yourself:

How much of our customer's daily reality do we truly understand?

When was the last time we sat down face-to-face with a customer and just listened —without pitching?

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## The Truth Is:

Shallow customer knowledge produces shallow results. If your understanding of your customer stops at demographics, you're guessing. What keeps them up at night? What do they tell their friends? What do they wish existed? Until you can answer that, you're marketing to a fiction.

**The businesses that win know their customer better than the customer knows themselves.**

## Action Step:

Call a loyal customer and ask what nearly stopped them from buying from you.

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## Recommended Reading:

*Know Your Customer*, by Robert Woodruff

"The greatest mistake in business is assuming you already understand the customer. Real understanding comes not from data, but from dialogue." — Robert Woodruff

*What this week revealed:*

This week I gained clarity on \_\_\_\_\_

This week I said no to \_\_\_\_\_

# WEEK 7

## MONDAY

DATE \_\_\_\_\_

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## TUESDAY

DATE \_\_\_\_\_

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## WEDNESDAY

DATE \_\_\_\_\_

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## THURSDAY

DATE \_\_\_\_\_

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## FRIDAY

DATE \_\_\_\_\_

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## SATURDAY

DATE \_\_\_\_\_

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## SUNDAY

DATE \_\_\_\_\_

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## STILL UNFINISHED

- \_\_\_\_\_

## TOP 3 PRIORITIES THIS WEEK

- \_\_\_\_\_  
Why now? \_\_\_\_\_
- \_\_\_\_\_  
Why now? \_\_\_\_\_
- \_\_\_\_\_  
Why now? \_\_\_\_\_

*Notes:*

## THIS WEEK I'LL PROTECT TIME FOR