



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.

The Hard Truth

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

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.

Ask Yourself —

1. When was the last time you had a direct, unfiltered conversation with a customer —not through surveys, staff, or reports, but face-to-face?
2. Do you know the real reason your top three customers chose your company —beyond price or product?
3. If your best customer left tomorrow, would you know exactly why?

Action Steps —

This Week's Task: Get out of the office

Schedule three one-on-one conversations with customers.

They don't need to be long, and they don't need a sales agenda.

Your only objective is to understand their world a little better than you did yesterday.

Ask each customer these three questions:

- Why did you choose us over the alternatives?
- What's the biggest challenge you're facing right now?
- If you could change one thing about working with us, what would it be?

Write down what you hear word for word.

Don't defend. Don't explain. Don't solve. Just listen.

Your Weekly Challenge:

At the end of the week, gather your leadership team and answer one question:

What did we learn that we didn't know seven days ago —and what are we going to do differently because of it?

The goal isn't to collect compliments. The goal is to uncover one insight that changes a decision, improves an experience, or strengthens a relationship. That's how businesses stop guessing and start leading.

This rule demands more than surface-level data; it requires insight into your customer's motivations, frustrations, values, and unmet needs —the things they might not even articulate themselves.

Businesses that take the time to know their customers at this level earn loyalty, trust, and relevance in a way competitors can't replicate.

Ignore this rule, and you'll work harder than necessary. Live it, and you'll stop solving the wrong problems.

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Practice the principles.



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."*

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 7

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...