

Symptoms



Are you on a hiring binge – before you have actual work for them to do? It's never a good idea to have idle resources sitting around.

Symptoms of Customer Acquisition Procrastination Syndrome

By Kriti Vichare

It's an epidemic out there in the entrepreneurial world.

Anyone out there suffering from CAPS (Customer Acquisition Procrastination Syndrome)? Symptoms include the eager urge to work on ANYTHING and EVERYTHING except finding customers to build a new business. Your doctor (or mentor) doesn't need to tell you that building

a business is contingent on finding paying customers, yet new entrepreneurs often dive into the more fun, less important tasks first!

Here is a list of symptoms that show that you may be suffering from CAPS. If you have done any of these before or instead of finding customers, you may need intervention:

"DRAT...I KNEW I FORGOT SOMETHING"



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- 1 Are you tackling social media completely manually? Or consuming it constantly? That's probably a waste of time. Get a tool like Hootsuite or find a social media assistant.
- 2 Do you have a constant, burning urge to check your stats: Facebook likes, Twitter followers, email list subscribes and unsubscribes. Warning: none of these metrics imply a paying customer! Saying "thank you" to new followers also doesn't guarantee that they will buy your services - if your product is good, they will buy it even if you don't thank them!
- 3 Do you find yourself running errands ALL. THE. TIME? Stop! Those errands are detracting you from finding customers! Hire an assistant or a gopher and streamline the unnecessary errands.
- 4 Are you bogged down by clerical tasks? Unless that is the core competency of your business, they are getting in the way of finding customers.
- 5 Did you find and rent a fancy office space, before you had clients? Um, why? How do you plan to afford that shiny desk?
- 6 Are you on a hiring binge - before you have actual work for them to do? It's never a good idea to have idle resources sitting around.
- 7 Did you throw a red carpet launch party, before actually finding a customer? You may laugh, but it happens!

- 8 Browsing email newsletters, reading blogs, watching videos, and skimming books are all important, but if this is all you do, and you are claiming to be working on a business, Houston, we have a problem.
- 9 Did you spend months creating a fancy logo, slick business cards and a fancy feature-and-content-filled website before you were certain about the product you were offering and the customer you were offering it to?
- 10 Are you letting daily stimuli sway your day instead of spending the day focusing on building actual leads and customers?
- 11 Are you feverishly attending random networking events in the hopes you will meet the right people that may help spread the word about your business? If this is a strategic move, then it makes sense. Otherwise avoid these events

The only cure for this severe ailment is to find your first paying customer! And after that, rinse and repeat as often as you can, every day.

About the Creator

This comic was created by Kriti Vichare and Shivraj Vichare. It was inspired by the ironies they have seen and have experienced in their small business ventures. You can find their comics on www.entrepreneurfail.com/. They are the creators of the book [Cheating on your Corporate Job: A Comic Look at the Startup Dream](#).

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