

# First Three Reference Customers Worksheet

Pairs with: References beat vision

Choose early customers that can produce proof, learning, and credible references.

<b>Founder / team</b>	<b>Account / market / topic</b>	<b>Date</b>
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**When to use it**

Use when deciding which early customers to pursue, especially when credibility matters more than logo value.

## What this worksheet covers

Reference fit	Use case clarity
Success measure	Implementation risk
Permission path	Proof asset

## Questions to answer before you start

<p>Which customer would make the proof more credible?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Can success be measured clearly?</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>Will the buyer permit private or public reference use?</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>What proof asset can be created?</p> <p>_____</p> <p>_____</p> <p>_____</p>

## Reference customer comparison

Candidate	Reference fit	Use case clarity	Success measure	Implementation risk	Permission path	Proof asset	Score
Customer 1	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Customer 2	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Customer 3	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Customer 4	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____
Customer 5	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____	_____ _____

## Reference ladder

Level	What permission means	Candidate
Private reference call	_____ _____	_____ _____
Anonymised quote	_____ _____	_____ _____
Anonymised case study	_____ _____	_____ _____
Named case study	_____ _____	_____ _____
Public story	_____ _____	_____ _____

## Risks, gaps, and evidence needed

Risk or gap	Why it matters	Evidence or action needed	Owner/date
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## Decision card

### What this now tells me

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### Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

### Next action

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### Owner

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### Date to review

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