

# Stretch task #4 (Chapter 4, p73)

- Grab an A4 sheet of paper and a pen.
- Fold the paper in half, and in half again. hey presto eight squares.
- Set your timer for 10 minutes.
- In each square, write the name of someone you could ask - how do you know them? (are they a customer, a neighbour in your target market, your mate from the gym?); how you'll contact them? When?
- Don't overthink it, just start writing.
- No pen and paper? No problem, use your phone.
