

FOUNDERS WEEKEND - WORKSHOP 4

Sales & Outreach.

This is the worst block.

It is the least fun part of the weekend.

Almost nobody does it, and that is exactly why doing it puts you ahead.

HOW JUSTIN DID IT

Zero Audience. Sold **Anyway.**

You do not need an audience. You need to go where your people already are.



A landing page

No product, just a photo of a box that did not exist.



\$40 of ads

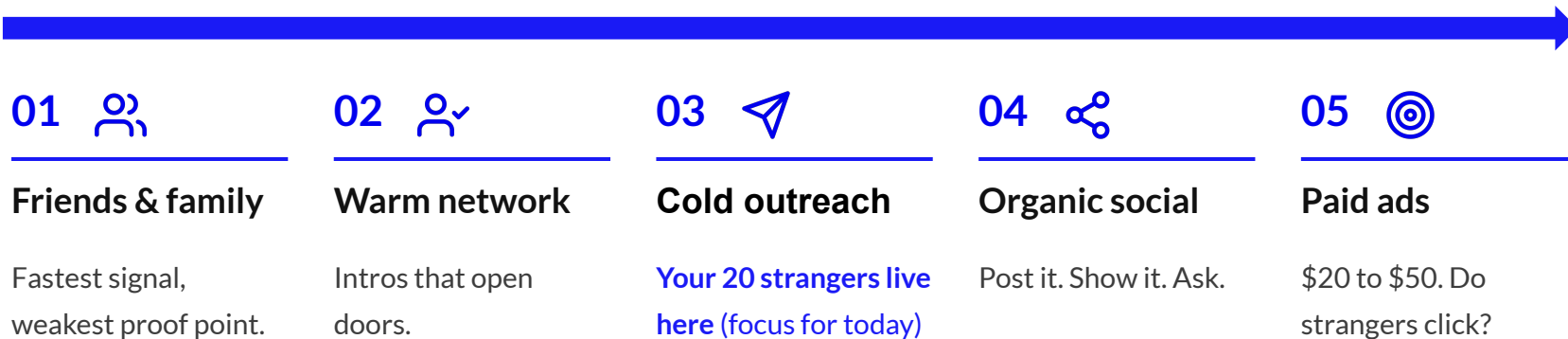
Sent complete strangers to the page for a week.



~\$2,000 in pre-orders

This was the proof.

Climb the ladder.



The channel menu. **Pick three.**

Everyone

Cold email



Build a list and send out emails

In person



Go outside and ask ten people

Flyers



Print and share around

Parent networks



Ask a parent to forward an email to a friend

14 & up

DM people



Who already posts about your niche? DM them

Community post



The subreddit or Discord for your people

Paid ads



\$20 for ads with Meta/Google

Ask a creator



Get someone in your niche to post about it

Short video



Post online and show people

Marketplaces



Etsy, FB Marketplace, school groups

CHANNEL EXAMPLE

In person. The 4-part street pitch.

1

Stop them

Say a line that makes them look up.



2

Say who you are

"I'm a 14-year-old founder building..."



3

Say what you made

One sentence in plain words.



4

Make it easy to say yes

Give them one ask: scan a QR, give me your email.



Cold email. Four lines that get a reply.

1 Why them, specifically
"I saw Lincoln's team placed at regionals."

2 What you made
"I made a \$12 sticker pack of robot-part diagrams..."

3 The ask
"Would your team want a set? ..."

4 An easy out
"If it is not a fit, is there another coach I should ask?"

THE EMAIL



Subject: quick question about your robotics team

Hi Ms. Chen — I saw Lincoln's team placed at regionals. I'm 14 and I made a \$12 sticker pack of robot-part diagrams teams use as a quick reference.

Would your team want a set? I'll send one free so you can see it.

If it is not a fit, is there another coach I should ask?

— Maya

CHANNEL EXAMPLE | 14 & UP

Ask a creator. Someone who already has your audience.

You do not need a big name. Give them a reason to care instead of asking them to post about you.



A gift

Send them the product to try and talk about honestly.



A cut of each sale

They earn a percentage of everything they sell for you.



Something exclusive

A discount code, early access, or a version nobody else gets.

CHANNEL EXAMPLE | 14 & UP

Short video. Make a video today.

Something you can show a real person this afternoon. Going viral is not the goal.



Make it short

Thirty seconds of the product doing the thing it does. Your phone is enough.



Post where they are

No account? Send it to five people directly or show it to someone in the room.



Always end with an ask

A link, "DM me," or "sign up." Without one, views are just a number.

What to do with a **no**.

Always ask one more question:

“No thanks”

“Totally fine — what would have made it a yes?”



They ghosted you

Follow up once, 24 hours later. One line.



“Maybe later”

“What has to be true for it to be now?”



“Too expensive”

“What would you pay?”
Their number beats the sale.



The answer after the no is usually the most useful thing they will tell you.

Find Your First Customers.

DO THIS NOW

01 Write down ten real names.

Do it before you leave the room, while people can help.

02 Choose three channels.

Try all three instead of perfecting one.

03 Send the four-line message.

Why them, what you made, one ask, and an easy way out.

04 Log each attempt as it happens.

Who you asked, where, the ask, and what came back.

Note: If you're 13 or under, use email, in-person conversations, your parents' network and flyers. If you're 14 or over you can use any channel, with a staff member reading your first message.

THE LADDER, CLIMB AS HIGH AS YOU GET

01 Friends and family. Worth logging, though it doesn't count toward twenty.

02 Warm network. Coaches, teachers and neighbours who'll take the conversation.

03 Cold outreach. [Your twenty strangers come from here, so spend today on this rung.](#)

04 Organic social. Show what you're building, then ask.

05 Paid ads. Spend \$20 to \$50 and see whether strangers click.

IF YOU'RE STUCK

Still polishing the page → It's finished. Send one message now.

Ten sent, nothing back → It's likely too long or the ask is vague.

Someone said no → Ask what would have made it a yes.

Done when

Twenty names are on your list and at least ten attempts are logged.