

DIGITAL PLANNER

Customer-Attraction Planner for Small
Business Owners



Turn Attention Into Leads — and Leads Into Customers

<https://reinhardeder.com>



PLANNER PURPOSE

This planner helps small business owners:

- Get clear on who their ideal customer is
- Create a simple lead magnet
- Build a basic funnel
- Take weekly action to attract customers consistently
- No marketing jargon. No overwhelm. Just execution.

by Reinhard Eder

HOW TO USE THIS PLANNER

Welcome

*This planner is designed to be used weekly.
You don't need:*

- ✗ Ads*
- ✗ A big audience*
- ✗ Complicated tech*

You only need:

- ✓ Clarity*
- ✓ Consistency*
- ✓ A simple system*

How to use it:

*Complete the setup pages once
Use the weekly planner pages repeatedly
Focus on progress, not perfection*

by Reinhard Eder

BUSINESS SNAPSHOT
Your Business Overview

Business name: _____

What do you sell? _____

Who do you help? _____

Current challenge with customers:

IDEAL CUSTOMER CLARITY
Know Who You're Attracting

Fill this out honestly:

My ideal customer is: _____

Their biggest problem right now: _____

What frustrates them most: _____

What result do they want quickly: _____

👉 *Marketing becomes easier when you speak to
ONE person.*

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YOUR CUSTOMER MAGNET (LEAD MAGNET)

Simple Lead Magnet Planning

Your lead magnet should solve one small problem.

- *Lead magnet idea:* _____
- *Format:*
- ☐ *Checklist* ☐ *Guide* ☐ *Planner* ☐ *Worksheet*
☐ *Video*
- *What quick win does it give?*

VALUE PROMISE

Your Core Promise (One Sentence)

*“I help _____
achieve _____
without _____.”*

Write your final version here:

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SIMPLE FUNNEL OVERVIEW

Your Customer Attraction System

Traffic → Free Resource → Email Follow-Up → Offer

Where will people find you? (circle one)

Website / Social Media / Google / Referrals

What is your free resource?

What do you want them to do next?

WEEKLY VISIBILITY PLAN

Choose ONE Visibility Channel

- ☐ *Website / Blog*
- ☐ *Facebook*
- ☐ *Instagram*
- ☐ *YouTube*
- ☐ *Email*
- ☐ *Other: _____*

Weekly Commitment

- *Days per week I show up: _____*
- *Time per day (minutes): _____*

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CONTENT IDEAS PLANNER

What Will You Share?

This week, I will talk about:

Customer problem: _____

Simple solution: _____

Free resource mention: _____

WEEKLY ACTION PLANNER

This Week's Focus

Top 3 Actions:

Done Is Better Than Perfect

☐ *Published*

☐ *Shared*

☐ *Followed up*

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LEAD TRACKING
Track Your Progress

People who saw my content: _____
New leads collected: _____
Conversations started: _____

👉 *Small numbers add up when done consistently.*

FOLLOW-UP PLANNER
How Will You Nurture Leads?

How will you follow up?

☐ *Email* ☐ *Message* ☐ *Call*

What value will you give?

OFFER ALIGNMENT

What Are You Selling?

My main offer is: _____
Price: _____
How it helps the customer:

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OBJECTION NOTES

Common Customer Hesitations

List what customers usually say:

“It’s too expensive”

“I need to think about it”

“I don’t have time”

How will you respond?

WEEKLY REVIEW

Reflect & Improve

What worked this week? _____

What didn’t work? _____

One thing to improve next week: _____

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30-DAY CUSTOMER GOAL

Your Next 30 Days

Leads goal: _____

Sales goal: _____

Revenue goal: _____

MOTIVATION PAGE


Remember This

You don't need more ideas.

You need consistent action.

Every customer starts as:

 *A stranger*

 *A lead*

 *A conversation*

COMMITMENT

My Commitment

I commit to following this planner for the next 30 days.

Signature: _____

Date: _____

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