

THE MISSING CUSTOMER DIAGNOSTIC

A 5-Clue Quick Check for Small Business Owners

Clue 1: Confusion - “Is your customer unclear about what you sell?”

Clue 2: Invisibility - “Is your business hard to find online or offline?”

Clue 3: Mismatch - “Are you talking about features instead of outcomes?”

Clue 4: Silence - “Do you rarely follow up with leads or past customers?”

Clue 5: Assumptions - “Do you assume customers understand your value?”

If you answered YES to 2 or more clues, your customers may be disappearing due to unclear messaging, weak visibility, or mismatched communication. These are the exact problems solved in my book *The Case of the Missing Customer*.

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