

Four simple ways to find customers

[Business](#), [Marketing](#)



What most people call getting new customers, I call "buying" new customers.

The reason? If you stop and think about the price you're paying to bring in added shoppers in terms of time or money, you can start to make better decisions about how and where to put those resources.

The practice is especially important for new business owners who tend to not only have more limited means, but also don't generally register a profit from a new customer until the fifth or sixth purchase. And without a stable of customers to tap for repeat purchases, being more careful about where you ply your limited resources can only serve you.

Here are four simple ways to "buy" new customers: