

**CUSTOMER ACQUISITION AND ARCHETYPES:** Now the question is, how do you acquire customers? Customer acquisition is the first part of the cycle of selling customers -- getting customers. Archetypes can help you figure out where to find them.

Keynote Lecture Notes:

**Impact Question:** What will you do differently as a result of what you've learned from this module?

## Questions for you, the entrepreneur

1. What do I know about my customers?
2. What knowledge do I lack?
3. Did customers find us where we thought they would?

## Questions for your team, advisors, mentors

1. What do we know about our customers?
2. What knowledge do we lack?
3. Where can we gather more information?
4. Did our customers find us where we thought they would?

# Additional Resources from [www.KauffmanFoundersSchool.org](http://www.KauffmanFoundersSchool.org)

<p style="text-align: center;">Readings</p> <p>Notes:</p>	<p style="text-align: center;">Founder Genius</p> <p>Notes:</p>
<p style="text-align: center;">Other Related</p> <p>Notes:</p>	<p style="text-align: center;">Tools</p> <p>Notes:</p>