

How to Test Your Next Business Idea So You Waste Your Time and Money



Who is this book for?

This book is for anyone who has a business idea and wants to know if it's worth pursuing. It's for entrepreneurs, small business owners, and anyone who wants to increase their chances of success.



Will It Fly?: How to Test Your Next Business Idea So You Don't Waste Your Time and Money by Pat Flynn

★★★★☆ 4.7 out of 5

Language : English
File size : 22064 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 341 pages

Lending

: Enabled



What will you learn in this book?

In this book, you will learn:

* How to test your business idea with real customers * How to get feedback on your product or service * How to validate your business model * How to make sure your idea is worth pursuing

Why is this book important?

Starting a business is a risky endeavor. According to the Small Business Administration, about 50% of small businesses fail within the first five years. One of the biggest reasons for failure is that businesses don't do their due diligence before launch. They don't test their idea with real customers, they don't get feedback on their product or service, and they don't validate their business model.

This book will help you avoid these mistakes. It will teach you how to test your business idea before you invest a lot of time and money. By following the steps in this book, you can increase your chances of success and avoid wasting your time and money.

What people are saying about this book

"This book is a must-read for anyone who wants to start a business. It's full of practical advice and insights that can help you increase your chances of success." - Guy Kawasaki, bestselling author and venture capitalist

"This book is a valuable resource for entrepreneurs who want to avoid the pitfalls of starting a business. It's a step-by-step guide to testing your idea and making sure it's worth pursuing." - Steve Blank, bestselling author and entrepreneur

"This book is a must-have for any entrepreneur who wants to increase their chances of success. It's full of actionable advice that can help you test your idea and make sure it's worth pursuing." - Ash Maurya, bestselling author and entrepreneur

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