



ServeNoMaster 098: How to Test an Idea Before You Throw All Your Money Down the Toilet

Highlights:

- [2:36] Testing is critical before you put in too much effort.
- [5:11] Your messaging has to fit your audience.
- [7:47] 1 - Have a fake sales page.
- [8:45] 2 - Take pre-orders.
- [12:07] RED FLAG: Educating the market to like your product. Don't do it.
- [14:39] If no one else is selling the product, then 99% of the time no one wants it.
- [17:06] 3 - Sell via webinar
- [17:11] 4 - Use crowd funding
- [17:18] Be willing to walk away when your product fails.
- [18:24] Buy a little bit of advertising to check if an offer will work.
- [21:35] Even if ideas seem great, they don't last.
- [25:05] The businesses that last the longest does the most testing.

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