

Think of your business like a bakery...

You can't offer a variety of amazing treats and delights on Day 1 if you want to be successful. You need to start small, with a cupcake recipe. Then you build up from there. This makes sure that your recipes are on point, your costs have stayed low, and (most importantly) you've learned to create what your customers want, instead of guessing. That's what this workbook is all about.

I've created this in the hopes that it prevents you from succumbing to the trap of feeling like you have to hit the ground running at 100mph. Instead, learn how to create products the smart way to save yourself debt and too many late nights in despair. Let me know on twitter <a href="mailto:mail

Handmade Brooklyn

Megan &

MVP holla iz ya hear me:

Start with the end goal and work backwards, making sure to adequately plan time for feedback, research and development, and germination in your tribe.

Final Product:

(this can be an entire product line, a fully-fledged course, an app out of beta, etc)

What is the MVP of this?

(Give yourself some real talk here. Is it 1 product, or maybe a drilled down version of your course, etc. What can you launch quickly to start getting feedback on?)

How can you create the MVP?

(99 Designs mockup, prototype, sales page via LeadPages, etc. List out everything that would need to be done to create a pre-launch that would attract a customer)

How will you test viability?

(Ads to sales page, marketing to VIP newsletter subscribers, polling customer base, pre-sales, etc)

How will you collect feedback?

What is the kill switch?

(What is the determining factor on if this is viable? X in sales, Y negative comments, no one seems enthused, etc)

What is the go-ahead?

(X in sales, Y positive comments, positive feedback from press, etc)

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