

HOW TO TEST BUSINESS IDEAS



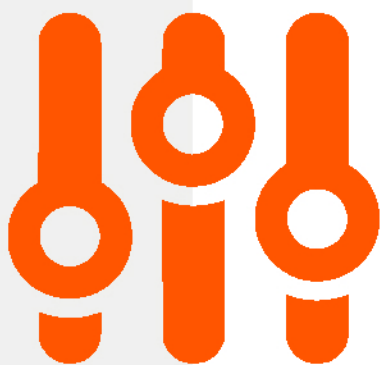
**ARE THEY
INTERESTED?**

TEST WITH ADS, "FAKE"
LANDING PAGES AND
EMAIL SIGN-UPS.



**WILL THEY
PAY FOR IT?**

TEST WITH FAKE SALES
ARRANGEMENTS AND
PRE-SALE ORDERS.



**WHAT DO
THEY LIKE?**

RUN A/B TESTS.

Source: Strategyzer