

Feedback

Identify your Potential Customer:

What is their pain?

How old are they?

What type of person are they?

Action Item: Step 1:

Feedback

Find 5-10 of Your Potential Customer (in your network or online) and list their contact information here:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Step 2: Contact them!

Contact each of them and Set up a meeting with them.

Step 3: Present

Show them what you have!

If you only have an idea, prepare to present very clearly and explain with diagrams.

(This meeting is not only important to evaluate the idea, but also to evaluate how good you are at explaining it to others!)

Step 4: Get Their Feedback During the Meeting

Answer these questions during the meeting:

Under what conditions would you buy it?

What price would you willingly pay?

When can I expect that you and I would sign a letter of intent for the purchase?*

*** This is a critical question! It can make or break your idea. If everyone says they think it's a great idea but aren't willing to commit money to it that could be a stopping point for your business.*