

GILLIAN PERKINS

validation **checklist**



CHECKLIST

validation checklist

- ☐ Choose ONE idea to validate.
- ☐ Clarify the main result your product creates.
- ☐ Talk to people who want this result. Find out why they want it, what's holding them back from achieving it, and how they describe their desire.
- ☐ Create a beta version of your product that you can quickly launch.
- ☐ Launch your beta product. Use direct + personal marketing tactics.
- ☐ Keep an open mind! The whole point of this process is to figure out whether or not there's demand for your product. Finding out there ISN'T is invaluable information (that can save you years of wasted effort and money) and is a successful outcome of this process.