

TEST PROCESS

1. Involve ACTUAL people you are trying to reach.
2. Clearly define the problem you are solving for in 1 – 2 sentences max.
3. Offer solution.
4. Provide a way for the customer to take action.
5. Include key partners.

TEST PROCESS STEPS

[Download/Print the Testing Sheet](#)

- **Step 1:** Test 5 potential customers
- **Step 2:** Go back and make changes based on what you learned
- **Step 3:** Test updated thoughts on 5 new potential customers
- **Step 4:** Repeat Steps 2 & 3 until you are sure you will address what you are trying to solve for

TESTING SHEET

	CUSTOMER NAME	PARTNERS TO INVOLVE	ACTION ASKED TO TAKE	CUSTOMER REACTION
1				
2				
3				
4				
5				

LISTEN LEARN MODIFY REPEAT