A test before a bigger commitment

One offer. One small test.

Choose what you need to learn, set your limits, then gather evidence.

Make the test concrete

01 **Choose one buyer and one problem.**

“People who need a last-minute handmade thank-you gift” is more testable than “everyone who likes gifts.”

02 **Describe one deliverable and a real price.**

Be clear about what exists, what is experimental, and what you can fulfill.

03 **Check its economics.**

Use the calculator and include the time to find and serve a customer.

04 **Set a limit before starting.**

Decide your maximum spend, time and test period. Avoid commitments you cannot fulfill.

05 **Record behavior.**

Separate views, questions, qualified inquiries and completed purchases. Likes alone do not demonstrate a workable business.

Choose the next play

If the offer attracts interest but the economics fail, test a change in price, cost or delivery format. If the economics work on paper but people do not respond, revisit the buyer or offer. Record what actually happened before deciding to keep, adjust or stop.

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My small test

Who is the buyer, and what problem am I solving?

What exactly is the offer and price?

What will one order cost in money and time?

Where will I reach buyers, and what action will I measure?

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My small test

What are my spending limit, time limit and end date?

What result would justify another test?

What happened? Separate attention, inquiries and purchases.

My decision: keep, adjust or stop — and why?

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