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Will It Fly?: How to Test Your Next Business Idea So You Don't Waste Your Time and Money

Pat Flynn

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Stop rushing into businesses born from half-baked ideas, misguided theories, and other forms of self-delusion. A lack of proper validation kills more businesses than anything else. As Joel Barker says, “Speed is only useful if you’re running in the right direction.” Will It Fly? will help you make sure you are clear for takeoff. It answers questions like:
-Does your business idea have merit?
-Will it succeed in the market you’re trying to serve, or will it just be a waste of time and resources?
-Is it a good idea for you?
-In other words, will it fly?

Chock-full of practical suggestions you can apply to your business idea today, Will It Fly? combines action-based exercises and real-world case studies with anecdotes from the author’s personal experience of making money online, hosting successful podcasts, testing niche sites, and launching several online businesses.

Will It Fly? will challenge you to think critically, act deliberately, and dare greatly. You can think of the book as your business flight manual, something you can refer to for honest and straight-forward advice as you begin to test your idea and build a business that takes off and soars.

In five parts, Will It Fly? will guide you through the validation of your next business idea:
-Part one, Mission Design, helps you make sure your target idea aligns with and supports your goals.
-Part two, Development Lab, walks you through uncovering important details about your idea that you haven't even thought about.
-Part three, Flight Planning, is all about assessing current market conditions.
-Part four, Flight Simulator, focuses on the actual validating and testing of an idea with a small segment of a target market.
-Finally, Part five, All Systems Go, is for final analysis to help you make sure your idea is one you are ready to move forward with.

What people are saying about Will It Fly?

“Pat has done the perfect job of inspiring, teaching, motivating and guiding new entrepreneurs through the most important part of the business building process... the fundamentals. However, he goes further, taking us on a journey of discovery, confidence building and support - all with a healthy slice of reality! If you want to get started in online business the smart way, you need to read this book.”

-Chris Ducker
Bestselling Author of Virtual Freedom

“People love to dream, imagine and hope. But even great ideas without action and execution never get off the ground—they don’t change the world or your bank account. This book will help identify your ONE sentence, your ‘unfair advantage,’ and a plan of action to make your idea fly. Spectator or pilot—you get to

choose.”

-Dan Miller, New York Times bestselling author, 48 Days to the Work You Love

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Jose York:

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Lorena Repass:

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Lorenza Jones:

A lot of people always spent their free time to vacation or go to the outside with them family or their friend. Did you know? Many a lot of people spent they will free time just watching TV, or even playing video games all day long. If you want to try to find a new activity honestly, that is look different you can read any book. It is really fun for you. If you enjoy the book which you read you can spent 24 hours a day to reading a book. The book Will It Fly?: How to Test Your Next Business Idea So You Don't Waste Your Time and Money it is quite good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. In case you did not have enough space to deliver this book you can buy the actual e-book. You can m0ore simply to read this book from your smart phone. The price is not too costly but this book has high quality.

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