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



Synopsis

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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Customer Reviews

I read through this book twice as part of a pre-launch "team" set up by Pat and a collaborator of his. The kid anecdotes were kind of too "squishy-warm" for me. They almost alienated me. They may touch base with others who are motivated by wanting to spend more time watching their kids grow and develop or being at home with the wife and family more, but they made me, a non-father, non-family man, feeling kind of left out. My motivations for doing what Pat suggests are quite different. If you have kids or want to spend more time with the family, then you may connect with the anecdotes. I did not, found most of them over-explained and in need of editing. On the other hand, some of what he relates concerning his experience in the "office" world, as well as some of his experience with his own growing business were somewhat "inspiring". Funny how the one that best stuck in my mind came from a rather unpleasant-sounding boss he had had-- funny because, in the end, those of us who would want to read this kind of book would be doing so to get away from just that type of boss. When the book finally gets to the exercises, these are pretty basic pedagogy. I found a couple of them kind of 1980s "new age", others were almost infantile, all of them are valid and can be valuable to those new to getting themselves organized (especially useful will be the

material on using spread sheets to keep track of research done); however, for those who already know how to organize themselves, how to set attainable objectives and program those objectives into the larger goals they wish to achieve, you will find yourself skipping over activities suggested in the book and perhaps wondering if it was worth the \$15 it cost you.

tl;dr anyone looking to start an online business should buy this book, do the exercises in it, and save yourself a lot of wasted time, energy, and resources down the road. the strength of this book is that it is very practical. it provides step-by-step exercises to help you brainstorm ideas, narrow them down, and validate them. it's not just the why and what, but the how as well. the exercises are terrific and extremely insightful. and i like that pat does them alongside us. it was helpful to see how he processed things. the book reminds me of an "art lessons for non artists" class i took once where the instructor gave us simple steps (e.g., paint the top section blue, draw some dark vertical lines here, etc.) and the next thing you know i've got a couple walking through the forest in the rain. impressive for a guy whose previous specialty was stick figures. what i like is that anybody (regardless of business experience) can walk away from the book confident they have a viable business idea people are willing to pay for. who is this book for? - you're a budding entrepreneur looking to start your first online business- you have ten ideas in your head but don't know which to focus on- you suffer from paralysis by analysis (like myself)- you want to be confident people will pay for your idea who is this book not for?

How I wish that I had this book ten years ago. This is a MUST READ for all entrepreneurs (new and old). This will save people countless hours of painful failure and trial and error. I was lucky enough to get a preview copy of this book, and I can honestly say it was one of the best business books I have read in quite some time. It reminds me of recent classics like the 4 Hour Work Week and ancient ones like Rich Dad Poor Dad. I know that seems like ridiculously high praise, but this book really lives up to all that. One way to judge a book is by its impact, and this book will impact people. If you are reading this review, chances are that you are already an entrepreneur, or you want to be one. That makes you like me. People like us have SO MANY "great" ideas. The problem is, it's really hard to tell if the ideas are really great or not. This book completely solves the problem. Using the techniques in this book, you can tell if your idea will hold water or not -- that's the entire idea of Will It Fly. An the IMPACT of being able to avoid wasting time and money (over and over again) is simply huge. So, I give the book five stars on "IMPACT" alone. But another way to judge a book is on the quality of the content. What makes this book stand out is that it is the perfect combination of

Pat's personal experience, his research, and his own testing. It's REAL STUFF -- not just some mumbo jumbo theory from an egghead at Stanford B-School. Surprisingly, even a super-successful guy like Pat has had some spectacular failures mixed in with his overwhelming success. Add in lots of research and Pat's own testing and you have a book that FEELS REAL. It's something that regular people can read and understand.

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