

5 Steps to Validate Your Business Idea

Step 1: Identify Your Target Audience

Define who your ideal customer is. Consider age, gender, lifestyle, profession, and problems they face. This helps shape your offer.

Step 2: Research the Market

Look at competitors. Is your idea already being done? That's a good sign! Look for gaps in what they offer that you can improve on.

Step 3: Ask for Feedback

Survey your audience on social media, through friends, or via online forums. Ask what they need, like, or would pay for.

Step 4: Test with a Simple Offer

Create a basic version (a service package, product prototype, or landing page) and see how people respond. Are they willing to sign up, share, or pay?

Step 5: Evaluate and Adjust

Based on the responses, decide if you should move forward, tweak your idea, or explore another direction. Flexibility is key to success.