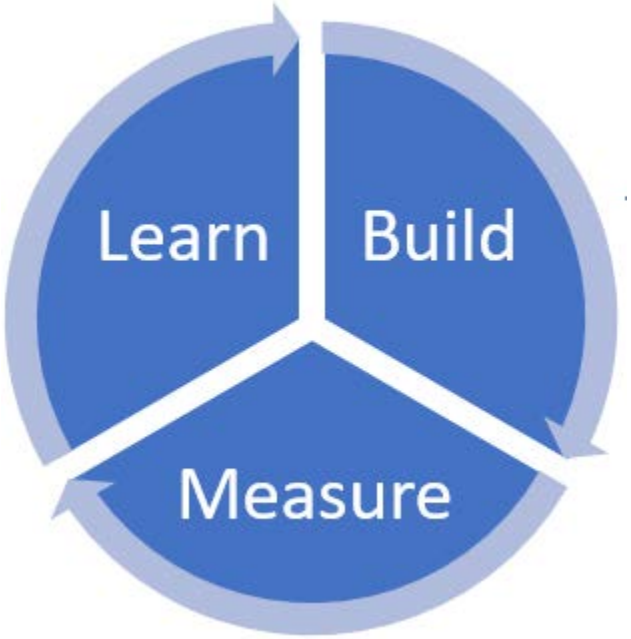
Smarketing Institute

Sales and Marketing Resource for Small Business



Identify what you're trying to accomplish.

Gather relevant data.

Test with Family and Friends.

Does the MVP satisfy the simplest job requirements?

Answers:

_____
_____
_____
_____
_____

Minimum Viable Product
Keep it Simple
Move Quickly
Make Changes Quickly
Define the Core Function

REMEMBER
This is NOT your Most Valuable Product
Is your MVP easily explained?

Answers:

_____
_____
_____
_____
_____

Define the success/failure data and timeframe needed to calculate the outcome.
Identify what numbers you need to see.
What will determine if you move forward?
Determine the testing platform:
Facebook/Blogging/Kickstarter/ eBooks/Buffer (Social Media)/Sign Up Lists (Landing Pages)

Answers:

_____
_____
_____
_____
_____

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