



THE \$100 VALIDATION TEST

A worksheet for testing your business idea before you spend real
time or money building it.

PROVE IT BEFORE YOU BUILD IT

Most people either build first and ask later, or never find out if anyone will actually pay. This worksheet walks through the same validation framework used in 1:1 sessions: four ways to test an idea for under \$100, and the one rule that makes the test actually mean something — deciding what counts as a "yes" before you run it, not after.

1 WRITE YOUR HYPOTHESIS

Who exactly is this for? (Be specific — not "small business owners.")

What problem are they dealing with?

Why hasn't this problem already been solved?

Your proposed solution, in one sentence:

STEP 2

PICK THE TEST THAT MATCHES YOUR BUSINESS

Not every idea validates the same way. Pick the test type built for what you're actually offering.

LOCAL / SERVICE BUSINESS

Direct pitch to 10–15 real prospects. Success = a defined number saying yes to a paid pilot, a signed letter of intent, or a deposit.

PRODUCT / ONLINE

A landing page with a real "buy" or "reserve" button — not just an email signup — driven to a small, targeted audience. Success = a conversion rate threshold.

B2B / CONSULTING-STYLE

Customer discovery interviews that ask about past behavior, not hypothetical interest. Success = a specific number of people who describe the problem unprompted.

ANYTHING

A concierge test — manually deliver the service to 1–3 people before building any infrastructure at all.

Which one fits your idea, and why?

WORTH KNOWING

You don't need to pick perfectly. The point is running a real test fast — not designing the ideal one.

STEP 3

SET YOUR THRESHOLD BEFORE YOU TEST

This is the step almost everyone skips, and it's the one that matters most. If you don't decide what counts as a "yes" before you run the test, you will unconsciously rationalize a weak signal into a good one.

What specific number or response means "go"?

What result would clearly tell you this isn't working?

STEP 4

SET A COST CEILING AND A DEADLINE

Target: under \$100. Timeline: 1–2 weeks. If the test can't be run inside that budget and window, it's not a validation test — it's a project.

Your budget

Your deadline

STEP 5

RUN IT. THEN WHAT.

IF YOU GOT A "YES"

Don't stop at the test. Turn the signal into a real offer and make the ask — the exact next steps in the program this worksheet is drawn from.

IF YOU GOT A "NO"

That's not a failure, that's the point. It's a lot cheaper to learn this now, for under \$100 and two weeks, than after six months of building something nobody wanted.

WANT A SECOND SET OF EYES?

This worksheet is the same framework I use 1:1 in "From Idea to First Customer" — a fixed-price, fixed-timeline program that ends with a paying customer, or a clear, honest no-go decision. If you want help running this test, or want to talk through your results, a discovery call is the fastest way to find out what to do next.

BOOK A FREE DISCOVERY CALL

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