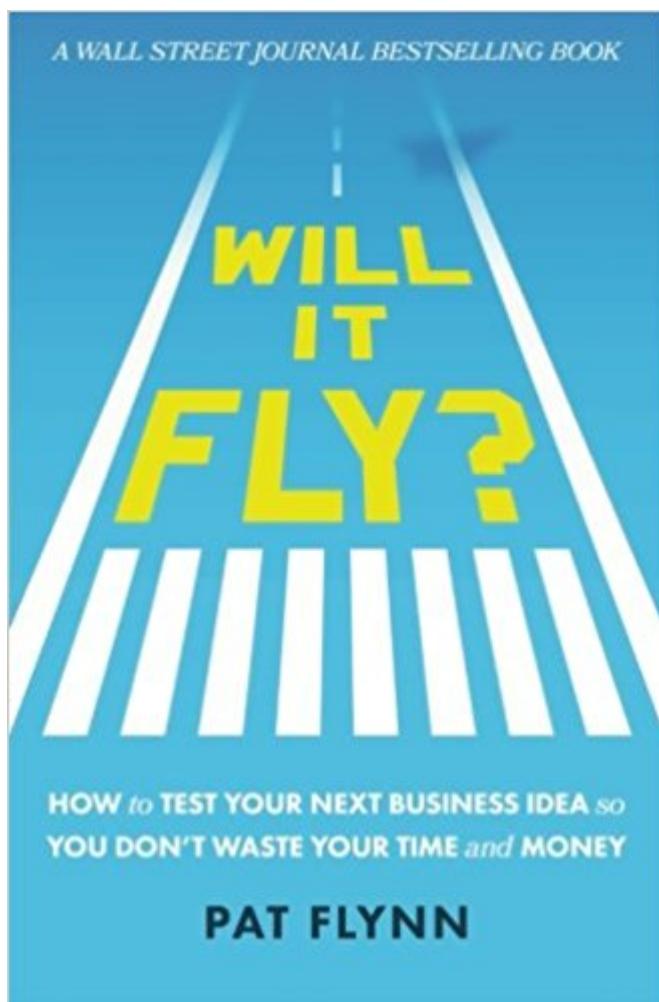


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# Will It Fly? How To Test Your Next Business Idea So You Don't Waste Your Time And Money



## 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, small-scale 'litmus tests', 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.

## Book Information

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## Customer Reviews

Losing your job can be the best thing that ever happens to you. In a short period of time, former employee-turned-entrepreneur Pat Flynn has unlocked the keys to recurring, sustainable income. His new book is inspiring, but that isn't the point--instead of just cheering you on, it will take you by the hand and show you exactly what you need to do before launching your business idea.

--Chris Guillebeau, NYT bestselling author of The \$100 Startup  
Being an entrepreneur is scary. Especially in the beginning when you feel lonely, lost, and wondering: What if my idea fails? In Will it Fly?, Pat Flynn shows you step-by-step how to figure out if your new idea will be successful before you go all in. This book is an absolute must-read for any entrepreneur looking to start a new business, enter a new market, or launch a new product. I 100% recommend reading, and re-reading this book. --Ryan Levesque, #1 National Best-Selling Author, AskThis is the book I wish I'd read when I began my entrepreneurial journey. Its simple, practical, real-world advice would have saved me tons of time, money, and grief on the road to success. It's now my #1 recommendation for anyone who wants to launch a new product or business. --Michael Hyatt, New York Times Bestselling Author  
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  
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  
It's tempting to create random products and services then HOPE your customers will buy it. However, Hope is NOT a Strategy. In "Will It Fly," Governor Pat Flynn gives you a process to run your ideas through to gain the proof you need to confidently take your idea to market or shelf it before it costs you years, tears, and dollar bills. This is Paperback Business School. --Josh Shipp, Inc. Magazine 30 under 30 Entrepreneur

Pat Flynn is a thought leader in the areas of online entrepreneurship, digital marketing, and lifestyle businesses. He is routinely celebrated for his transparent leadership style and authentic principles.

Pat overcame career adversity at an early age by finding his own path and true passion. Despite his success in business, Pat's greatest joys are spending time with his family and friends as well as helping inspire and educate others on how to succeed with their own entrepreneurial careers. Pat has been featured in The New York Times and Forbes Magazine for his accomplishments, and has recently been enjoying talking about his story and business strategies in front of large crowds at various conferences and events all around the world. His top-ranked business podcast, The Smart Passive Income Podcast, has earned over 25 million downloads and continues to inspire people as they work through their online business journey today. Pat is also an advisor to Pencils of Promise, a nonprofit organization dedicated to building schools in the developing world, as well as companies such as LeadPages and ConvertKit.

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? - you're not ready to do the work (certain exercises will require a lot of hustle on your part) - you're well read in the "how to start an online business space" (while some of the exercises are unique, you'll probably have read most of what pat shares already) - you're an experienced online entrepreneur with at least two successful businesses (this book is more for newbies) i highly recommend any new entrepreneur read this book. you will find few online entrepreneurs with as much experience as pat flynn. if you're going to start an online business, there's no better person to learn from than pat.

Pat Flynn seriously is the homie. No, for real this guy has gone to the future & came back to the

books labs w/ some GOLD.I love what this book represents & that's the way that Pat does business. Authentic, genuine, passionate, compassionate, giving, & with authority bc he's practicing what he preaches. Pat seriously, thank you for being you & sharing your gifts with the world & our entrepreneurial community. The world is absolutely a better place with you here giving to all of us.Oh, and be sure to make the paper airplane when the exercise comes up. The little kid in you will thank me later. And if you're anything like me, it's a nice transition from the daily hustle of building a business... ;)Cheers my friend!~ Kyle, CEO (Chief Experiment Officer)digitalconversionlabs.com

I've had an idea in my head for years. I never knew how to start, so I was paralyzed by indecision. In my head, the idea seemed flawless, but I needed a way to give my idea wings to take off. This book walked me through every thought to consider if (a) this was the right idea to execute and (b) E-X-A-C-T-L-Y how to do it. Omigoodness, I'm so excited to launch my idea, and I know it's a solid one because it passed Pat's flight checklist! I've realized my idea is in fact NOT flawless and needs some work, but after making the appropriate changes, I know this will be a success! Thank you sooooo much for writing this book, Pat. The world is better for it!

Lots of entrepreneurs get stuck in one way or another. Even the most season business owner commonly finds themselves stuck in a business they never meant to create. New startup ventures regularly find they are stuck looking for a product, service, or idea that will bring in customers and generate sales. There's no shortage of ideas for entrepreneurs, but it's tough to figure out which idea matches with a customer need and your own goals. This book helps new entrepreneurs figure out what business they should start, and what pivot you should make if your existing business isn't what you want. As part of the launch team, I was given a free copy of Will It Fly for review. However, I found the information in this book so useful that I have since purchased five more copies to share with friends and colleagues. If you're a new entrepreneur or someone that has found themselves running a business they don't love, this book will help you identify the right path forward.

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