



Will It Fly? How to Test Your Next Business Idea So You Don't Waste Your Time and Money

By Pat Flynn

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Will It Fly? How to Test Your Next Business Idea So You Don't Waste Your Time and Money By Pat Flynn

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.

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Editorial Review

Review

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, *Ask*

This 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

About the Author

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.

Users Review

From reader reviews:

Kenneth Williams:

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Diana Saffold:

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Elsie Fiala:

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Mary Moore:

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