YOUR READING MAP

Find reasons to test

A useful product earns its place in your business.

Your mission

Compare a short list using buyer behaviour, samples and realistic costs. Run a small honest test, then decide: continue, change or stop.

03-04
Start with a real problem
Meet Sami and learn what different signals mean.

05-06
Collect useful evidence
Ask better questions and inspect the alternatives.

07-09
Test the whole offer
Check quality, costs and a small paid pilot.

10-11
Explore 10 business ideas
Each idea includes a practical first test.

12-14
Make a decision
A seven-day plan, worksheet and source notes.

01 / DEFINE THE JOB

Sami investigates

Fictional example: Sami wants to sell travel organisers.



A specific starting point

Sami notices commuters digging for charging cables. He compares two pouches instead of ordering a large batch of the one with the most likes.

Write a testable belief

“People who carry chargers between home and work need a pouch that fits their bulky adapter and opens quickly.” Now he can observe the problem and test the fit.

☺ Sami’s first rule

“I will look for reasons my idea could fail, as well as reasons to like it.” Evidence should change the decision, not decorate it.

02 / READ THE SIGNALS

Read the signals

Look for several independent clues, then test behaviour.

Attention: a clue

Views, likes and search spikes tell you something caught attention. They do not tell you how many people will buy your offer at your price.

Problem evidence: more useful

Recent stories, existing workarounds and money already spent reveal a job people are trying to do. Ask who has the problem and how often.

Commitment: stronger, still limited

A paid trial at a clear price is stronger evidence than a compliment. Track delivery, refunds and contribution too; a few purchases do not prove a large market.

Read Google Trends correctly

Its 0-100 scale shows relative search interest, not sales or absolute search counts. Compare the same place and period. Use it alongside other evidence.