

# How to Find Out if Your Business Idea Is a Good One When Everyone Is Talking to Customers

Getting feedback from customers is essential for any business, but it's especially important when you're just starting out. How do you know if your business idea is a good one if you don't have any customers yet? Luckily, there are a few things you can do to get feedback from potential customers even before you launch your business.



## The Mom Test: How to talk to customers & learn if your business is a good idea when everyone is lying to you

by Rob Fitzpatrick

★★★★☆ 4.7 out of 5

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One of the best ways to get feedback from potential customers is to talk to them in person. This is a great way to get a sense of what they're looking for in a product or service, and to see if your business idea solves a real problem. When you're talking to potential customers, be sure to ask them

about their needs and wants, and to get their feedback on your business idea. You can also ask them to sign up for a beta test or to participate in a survey.

Another way to get feedback from potential customers is to use online surveys. There are a number of online survey tools that you can use to create and send surveys to potential customers. This is a great way to get feedback from a large number of people, and to get a sense of the general interest in your business idea. When you're creating your survey, be sure to ask questions that will help you to understand the needs and wants of potential customers, and to get their feedback on your business idea.

You can also use social media to get feedback from potential customers. This is a great way to connect with potential customers and to get their feedback on your business idea. When you're using social media to get feedback, be sure to post updates about your business idea, and to ask potential customers for their feedback. You can also use social media to run contests and giveaways, which is a great way to get people excited about your business idea and to get their feedback.

Getting feedback from potential customers is an essential part of starting a business. By talking to potential customers, using online surveys, and using social media, you can get feedback on your business idea and see if it's a good one. This feedback will help you to refine your business idea and to make sure that you're creating a product or service that people want.

**Here are some additional tips for talking to customers and getting feedback:**

- **Be prepared.** Before you start talking to customers, take some time to think about what you want to learn. What are your goals for the conversation? What questions do you want to ask? Having a plan will help you to make the most of your time with customers.
- **Be yourself.** Customers can tell when you're being fake, so be yourself and let your personality shine through. This will help you to build rapport with customers and to make them more likely to give you honest feedback.
- **Be respectful.** Customers are busy people, so be respectful of their time. Be polite, and don't waste their time with unnecessary questions. The more respectful you are of customers, the more likely they are to give you honest feedback.
- **Be open-minded.** When you're talking to customers, be open-minded to their feedback. Don't just listen to what you want to hear. Be willing to listen to their concerns and to make changes to your business idea based on their feedback.
- **Be grateful.** Customers are giving you their time and feedback, so be grateful for their input. Thank them for their time, and let them know that you appreciate their feedback.

Getting feedback from customers is an essential part of starting a business. By following these tips, you can get feedback on your business idea and see if it's a good one. This feedback will help you to refine your business idea and to make sure that you're creating a product or service that people want.

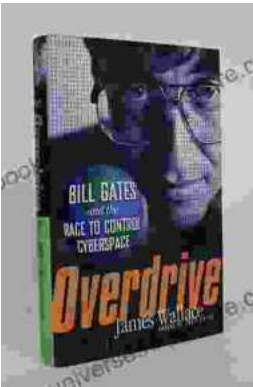


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