



YOU'VE FOUND YOUR EARLY ADOPTERS WHEN...

This is your last exercise for the "Finding Early Adopters" phase of FOCUS!

This exercise is going to let you know when you're done: when you've found your Early Adopters.

Problem it Solves

- Know when you're done interviewing

This exercise will help you know when you've gotten enough information from your customer discovery interviews to move on to the next phase of building your business.

You're Done When

You will know that you have found your Early Adopters and are done interviewing when the following are true:

1. You have interviewed at least **10** people from the **same customer segment**.
2. At least **60%*** of the people you are talking to are taking action to solve the **same problem**.
3. Solving that problem will lead to your **victory**.

Remember, until then, you have many options. In the previous exercises, you've set yourself up with several levels of

MY EARLY ADOPTERS ARE...

1 _____! I have conducted
early adopter description

2 _____ interviews with them and _____% are actively
number > 9 number > 59

trying to solve their _____ problem.
problem description

3 I will **DECLARE VICTORY** when I achieve _____
number

_____ by helping them solve their problem.
things

IF THAT DOESN'T WORK...

I can come back and help:

4 _____ solve their _____ problem
potential segment hypothesized problem

OR

5 _____ solve their _____ problem.
potential segment hypothesized problem

Grab your *You've Found your Early Adopters When...* worksheet.