

# WHAT IS OFFER TESTING?

Worksheets, updates  
and comments  
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In Offer Testing, you will **offer** to solve your customers' problems, and **test** whether your offer attracts their attention.

The previous book, *Finding Early Adopters*, is all about understanding the problems your customers are actively trying to solve. In this book, *Offer Testing*, you will validate your understanding of your customers' problems by making an offer to solve them.

If your offer attracts attention, chances are you've hit the nail on the head: you truly understand your customers' problems and you truly understand how they are looking to solve them.

If your offer does not attract attention, now is the ideal time to hone and optimize your offer until it does.

## Why is Offer Testing Important?

If you skipped Offer Testing and went straight to **selling** something, or worse, straight to building something, your experiment would likely fail. That's not bad in-and-of itself, lots of your experiments will fail.

What's bad is that when it fails, **you will have no idea why**. You will have wasted time, money and energy without knowing how to fix the failure, or what to do differently.

**A failed experiment is not bad. Not knowing why it failed is bad.**

Did you price it wrong? Was the marketing copy misinformed? Did customers not trust the solution? Did you