

WHAT IS CURRENCY TESTING?

Worksheets, updates
and comments
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In this chapter I will explain what I mean by currency testing and tie it into the complete picture of the process of building your business.

Let's start where you've come from:

In Finding Early Adopters, you were answering the question: **Is there a problem to be solved?** Were there customers you wanted to serve, who were actively trying to solve a problem?

- F** Is there a problem?
- O** Are customers ready to solve it?
- C** Will they pay for a solution?

Currency Testing: Will customers pay for a solution?

In Offer Testing, you answered the question: **Are customers ready for you to solve the problem?** By optimizing your marketing message and channels, were you able to find enough Early Adopters curious about a solution to the problem, that you have high confidence you'll be able to achieve your Victory?

In the **Currency Testing** phase of your development, you will ask: **Will they pay for a solution?**

More importantly, will they pay enough for you to achieve your Victory?

Another way to look at Currency Testing, is the Reverse-Field-of-Dreams-Strategy.

It's tempting to fall under the allure that great products sell themselves; that "If you build it, they will come."

FOCUS is about turning "If you build it, they will come" on its head.