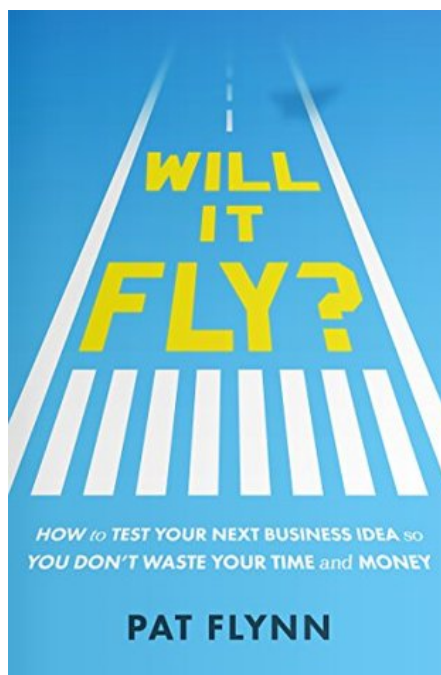




Will It Fly?: How to Test Your Next Business Idea So You Don't Waste Your Time and Money

Pat Flynn

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Stop rushing into businesses born from half-baked ideas, misguided theories, and other forms of self-delusion. A lack of proper validation kills more businesses than anything else. As Joel Barker says, “Speed is only useful if you’re running in the right direction.” Will It Fly? will help you make sure you are clear for takeoff. It answers questions like:

- Does your business idea have merit?
- Will it succeed in the market you’re trying to serve, or will it just be a waste of time and resources?
- Is it a good idea for you?

In other words, will it fly?

Chock-full of practical suggestions you can apply to your business idea today, Will It Fly? combines action-based exercises and real-world case studies with anecdotes from the author’s personal experience of making money online, hosting successful podcasts, testing niche sites, and launching several online businesses.

Will It Fly? will challenge you to think critically, act deliberately, and dare greatly. You can think of the book as your business flight manual, something you can refer to for honest and straight-forward advice as you begin to test your idea and build a business that takes off and soars.

In five parts, Will It Fly? will guide you through the validation of your next business idea:

- Part one, Mission Design, helps you make sure your target idea aligns with and supports your goals.
- Part two, Development Lab, walks you through uncovering important details about your idea that you haven't even thought about.
- Part three, Flight Planning, is all about assessing current market conditions.
- Part four, Flight Simulator, focuses on the actual validating and testing of an idea with a small segment of a target market.
- Finally, Part five, All Systems Go, is for final analysis to help you make sure your idea is one you are ready to move forward with.

Will It Fly?: How to Test Your Next Business Idea So You Don't Waste Your Time and Money Details

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From Reader Review Will It Fly?: How to Test Your Next Business Idea So You Don't Waste Your Time and Money for online ebook

Szymon says

This book is full of practical solutions, proven tips and timeless advises for anyone who wants to start an online business. Pat explains (based on his own experience) how to prepare yourself, how to challenge the initial idea, how to find strength and motivation to push forward, how to test the market, how to build solid personal brand etc. This is not a recipe to an overnight success, but rather how to find passion, how to work smart, and how to stay consistent to reap the benefits later.

I would recommend this book to both - entrepreneurs and consumers, so to speak. If you have entrepreneur's mindset you can learn how to transform an idea to the real product and how to grow your business. And as a consumer you can learn how to verify the best products and services using the same tools and techniques, and appreciate people who put a lot of work and effort to create them just for you.

I'm very thankful for this book, Pat. I actually started listening to your podcast from session number 1 after reading the book and I must admit it is worth its time. Take care!

Peter Backx says

In "Will it fly?" Pat Flynn goes over what it takes to figure out whether a business idea has a chance to "fly" or not.

It's a mix of ideas taken from The 4-Hour Workweek, The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company and other recent business books that are popular with lifestyle business owners. In this regard, the book does not bring much new to the table.

What it does have going for it is:

- * great stories to illustrate points, especially in the first half of the book
 - * a good condensed methodology to validate an idea
-

Stephen Smotherman says

Great book for any entrepreneur to read to make sure their good ideas can actually be profitable and worth the time and money needed to "make it fly."

Aubree Deimler says

I found this book to be super helpful. I love Pat's down to earth style and use of stories throughout the book. The exercises and free course that goes along with the book helped me to take action.

I appreciated how that started with defining a bigger picture vision of how I want my life to be in five years and how to develop a business around that.

I'm feeling inspired to let my new idea fly!

Logan Streondj says

I think it was a fairly decent book with lots of fun activities. I made a paper airplane with my son. wrote down about where i would like to be in five years. made a mind map to help clarify my vision and what i wanted to accomplish. and did market research about my intended project niche learning relevant things along the way.

while i don't have a product ready to offer now, i learned about various ways of getting money before having a product ready with pre orders, either through crowd funding or subscriptions. I also learned about importance of things like email marketing which Flynn found very successful.

Overall the book did what it claimed which was offering various suggestions for how to find out if a product idea will work with minimal outlay of funds. It could be a real money saver for a lot of people.

I'd recommend some other books on making a business plan and doing market research to supplement this more casually worded book. Mostly I took off the 1 star because he didn't suggest a business plan or talk very much about running the numbers. though he did offer some good reading suggestions like the thousand true fans, which I'll be reading next.

Brandon says

While the content in this book was not all together new for myself specifically, there is a decent framework for working through a new product idea. The author starts from a product first point of view, which he explains is reasonable given that he is trying to help an entrepreneur determine whether the product that they have inside of them which is bursting to get out is something (or some variant thereof) is worthwhile to take to the market. This stands in contrast to the model of starting with the customer and working backward.

The author gives a detailed plan for how to move through the ideation to development to launch. If you are an inexperienced entrepreneur, have not had formal business school training, or have not worked for several years in a smaller company, this is a good starting point for working through your idea without feeling like you are being told to go try 100 different things, but you are not sure which one will work, and neither is the author. The inclusion of the case studies at the end of the book was unexpected and appreciated.

Goktug Oguz says

It's a book with a lot of todos. If you 're starting something or you want to start this is a book before doing it to learn how to validate. It's a book to explore for your life even. Isn't your life a journey where starts new everyday? Read it. It's worth it. Ps: the tempo goes down a little bit at the end but still read it

Jason Pettus says

Back a couple of years ago, when I was first learning about the subject of "passive income" (that is, products you set up only once and then keep making money on into the future without further effort, like ebooks or apps), one of the first things I learned about the subject is that there are a *whole lot of scam artists* involved in the passive-income racket, running essentially pyramid schemes that sell you books about how to get rich doing passive income, that essentially say, "Write a book about passive income then sell it to a bunch of suckers like yourself." One of the few people who legitimately impressed me, though, was Pat Flynn, who keeps the BS in his writing down to an absolute minimum, is always honest with his audience about how much work is involved with these subjects and what a realistic revenue cap might be, and who produces a funny, candid weekly podcast devoted exclusively to profiling other people who have set up successful passive-income careers of their own.

So, flash-forward a couple of years, to me now being a software developer myself, and having an Amazon Prime account which just launched its new "Prime Reading" service; and one of the first books they featured in the Prime Reading program was this one, Flynn's nearly 400-page guide to determining whether that brilliant idea that popped into your head last week that you think *might* make you a million bucks actually is worth pursuing, which I read for no other reason than that it was free to me and instantly available on my Kindle. And I have to say, this is a smart, *smart* book, which very methodically walks you through the various steps that a professional product manager at a startup might also go through when trying to determine whether it's worth the company's time to launch a new idea the CEO just came up with; but here those steps are broken down into actions very manageable to a lone unemployed person, suggesting a series of more realistic alternatives when the expensive and resource-consuming options of a fully funded startup aren't at your disposal. Can't afford focus groups? Try soliciting opinions at online discussion forums. Can't afford to hire a market researcher? Try tracking various Google AdSense keywords and see how often they pop up in your online searches. Can't afford a fancy industry conference? There's probably already a thousand podcast episodes at iTunes that will impart the same information, completely for free.

That's what I really like about Flynn the most, is that unlike so many of these "entrepreneur coaches," he's not in it primarily to sell a bunch of expensive stuff and then make his money off the affiliate kickback; and that allows him to offer a lot of really meaty, useful advice that both makes sense and delivers results, made even better by his obsessive desire to do as much of it as possible through completely free channels. As someone who's been studying product management and the software development process for about a year now, I can say that all the advice in this book matches up nicely with the stuff I've been learning in my classes; and this book comes strongly recommended to anyone out there sitting on a "wouldn't it be great if I..." idea and wants a clear, unbiased look at whether it's really worth all the time and effort to see that idea through to completion.

Jeff says

This book was fantastic! I read this book in just a few sittings (I have newborn twins so it's not as easy to sit and read for long stretches of time like I used to). Pat uses simple exercises, that he does with you, to really help you determine if your idea will "Fly" in the marketplace. These exercises have really given me a lot of clarity on what I plan to do this year. Thanks Pat for the great resource. If you are a person that already has a business or thinking about starting a business, I highly recommend this book! Happy reading!

zhao says

Good and inspiring

I learned quite a bit from this book. Personal experience always inspire. But I couldn't completely relate to author's experience.

Ben says

I've known Pat Flynn for over 5 years and I expect that anything he publishes will have excellent, quality content. After reading Will It Fly, my expectation was not only met but exceeded. It's excellent, filled with quality content. Not only does Pat break down each step of planning your next business idea, but he forces you to think whether the business fits your lifestyle. He walks you through with actionable steps to help you analyze your idea and ultimately to put it through a litmus test to see if your idea will really fly. Pat is super thorough in taking you from start to finish. To top it off, he not only shows you how he's used these methods himself, but he provides a full chapter on case studies. When I first stumbled upon Pat's site, several years ago, Pat gave me the gift of hope because he showed me how I could earn a living on the basis of passive income. After reading this book, I experienced those same feelings of hope because as an entrepreneur the possibilities are endless. Do yourself a favor and grab this book. You WON'T be sorry.

Adam Wallschlaeger says

I'm a big fan of Pat Flynn. He's one of the few internet studs that actually seems to care about his followers and fans.

This book isn't at all what I expected. I was actually expecting very high level general ideas. I figured at least getting Pat's opinion would add to my arsenal of business start up ideas, tips and tricks.

Unfortunately, if you want to really get value from this book, you have to put effort in. You actually have to do work. That being said, this is one of the few books that will actually give you actionable steps and motivate you to take those steps. The good news? These steps work.

The downside of humans is we don't always want to work. We want to get rich quick and cut corners. This is a perfect blend of working smarter not harder, but also based on reality. It takes work to go through the steps.

BUT, with Pat's method, you have peace of mind knowing it will work if you can find the courage and momentum to apply what he's teaching. This book will give you step by step instructions for how to launch a business that you can be passionate about AND make money. Enjoy! (Then apply).

Julia Doherty says

Brilliant book!

If you have a business idea and you are wondering if it will work or not then this is the book for you. I have been a listener of Pat's podcast (Smart Passive Income) for many years now and I felt compelled to read this book, even though I have no new business launches coming up in the near future.

He is very clever in the way he presents. There is a real mix of stories, acronyms, other book references, homework to do and lots of actionable steps that all make complete sense. It made me realise why some

projects in the past have failed, and why others have succeeded.

I listened to the audio version (recommended as you get loads of bonus stuff as he often goes "off script"), and the extra "Ask Pat" type questions at the end are really interesting. I have never seen an author do this before and it made for really good reading.

However, if I did have an idea that I wanted to work through, then I would certainly be buying the paperback version so that I can highlight pages that are relevant to me.

Well done Pat, your hard work has paid off!

????? says

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sadiq says

Requires active reading to get the full benefit. Will probably be better as a MOOC.
