How to Run a Small, Low-Risk Test of a New Service

October 7, 2026
Run a small service pilot with clear scope, terms, and a way to learn from delivery before committing to a larger rollout.

Map the Customer Journey from Discovery to Repeat Purchase

October 7, 2026
Map what customers do, what they need to know, and where the experience gets harder. Use evidence from real interactions to choose one improvement.

A Realistic First 30 Days for a Small Business

October 7, 2026
Set one first-month goal, use weekly checkpoints to gather evidence, and leave room to adjust. A flexible plan beats a rushed launch checklist.

How to Explain an Offer in Plain Language

October 7, 2026
Explain who your offer is for, what it provides, and what to do next. Use familiar words and a reader read-back test to uncover confusion.

A One-Page Business Model for a First-Time Founder

October 7, 2026
Map a customer, problem, offer, reach, revenue, costs, and assumptions on one page. Use the model to spot gaps and choose a low-risk next test.

Customer Interview Questions That Reveal Real Problems

October 7, 2026
Ask about recent customer behavior, choices, and trade-offs. Focused interviews can reveal useful patterns without turning a small sample into a sales forecast.