A Realistic First 30 Days for a Small Business

October 5, 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 5, 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 5, 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 5, 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.

How to Test a Business Idea Before Spending Heavily

October 5, 2026

Test demand before investing heavily. Identify your riskiest assumption, gather customer evidence, run a small test, and set a budget and stop rule.

Can Sci-Fi Collecting Turn Profitable?

October 5, 2026

Sci-fi collecting can make money, but only some items sell for more than they cost. Sold prices, condition, fees, and storage decide whether a collection pays.