





**Noah  
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# About the book

- Overcome the fear of starting a business.
- Finding ways on how to start simple, start quick and validate fast.
- Scaling the business and different mediums to use.

# About the author

- Started working in Meta (then Facebook) as a product manager
- Started AppSumo after leaving Facebook
- Later created OkDork, Sumo, Gambit



**Noah Kagan**

# Who is this book for

- People who want to start a business, but not sure how to
- People who want to learn the basics of starting a business
- Very basic approach to find ideas, start small and scale to a certain size

# Who is this book **NOT** for

- Already started a business and want to scale it
- Know the basics of how to start/run a business

# Basic Flow of the book

**01** Introduction

**02** Finding Ideas

**03** Validating Ideas

**04** Starting the Business

**05** Scaling

# Some Interesting quirks in the book

Filled with challenges that  
the author provides to the  
reader

Talks about how  
rejection/failing is a big part  
of running a business



# Introduction

# Chapter 1

- Just start
- Focus on
  - start new things
  - **fail fast** approach
  - experimenting
- Start small, start fast
  - **Challenge** – Ask a friend to invest \$1 in you
- Overthinking vs starting
  - "**Now, not how**" approach
  - **Challenge** – Ask your friend to give you a business idea

# Chapter 2

- Reaching out to people
- Rejection goals
  - Set a rejection goal
  - Very less downside
  - Usually will be sprinkled with a lot of upside
- Ask for what you want
  - Most people only **wish** for what they want
  - Very few ask for it – **the right mindset for business**

- Build the rejection muscle
  - Something to make it more easier – these people will not be at your funeral
  - Most "no" will turn into a "yes" **eventually**
  - Most "no" are more of a "**not now**"
  - **Challenge** – Ask for 10% off on your next order in person

# Finding Ideas

# Chapter 3

- Finding the ideas
- Customers do not want ideas. they want **solutions to problems**
- Start by **customer approach**. then build backwards
- Focus on 0 to \$1
  - **build momentum**
  - then look into scaling it

- find your first customers by looking into your friends group, peers, network
  - really good for **validating** it
- finding business ideas
  - solve your **own problems**. this might help you find other people with the same problems
  - find the market leader and do something with a **variation**
  - go to marketplaces to find what others are buying
  - use google trends and other **search engine query tools** to find what people are searching for

- Exercise to help you find ideas
  - What is one thing that irritated you in the morning
  - What is one thing that has been sitting on your TODO list for a long time
  - What is one product that you want that does not exist in the market yet
  - One thing that you fail to do well regularly
- **Challenge** – write down as many ideas as you can get
  - Need not be scalable
  - Might be completely stupid



# Validating

# Chapter 4

- Is the market growing or dying
  - use tools that google trends or something similar
- How many potential customers are there
  - use facebook ads
- Is it million dollar idea?
  - $\text{price point} \times \text{number of potential customers}$

- **one off** purchase or **monthly** purchase
  - always better to be in the **reorder** business
- how to **pivot** product to make the business suit
  - average order value
  - frequency
  - price point
  - customer type
  - product lines
  - add on services

# Starting the Business

# Chapter 5

- Golden rule of validation
  - find 3 customers who will give you money for your product in 48 hours
  - **48 hours** – forces you to be creative
  - **3 customers** – first will be a friend, second will be a family member, third will **not** be as easy

- **Challenge** – dream 10 list
  - find out 10 potential people who will most likely be your ideal customers
  - usually will be within your networks
  - if 10 people is hard to find, then maybe find a different idea

# Scaling

# Chapter 6

- Find your **unique** angle
  - Who are you
  - Why should people **listen**
  - What are you **passionate** about
  - What will you do for **people**
- Create a portfolio
  - Which site has the audience
  - What medium do you enjoy
  - Which medium will give you **disproportionate** returns in your favor



# Chapter 7

- Email list is the **king** of communication
  - Platform independent
  - Not at the mercy of **algorithms** that others control
- Landing pages to help you get the email list
  - Engage with every email as much as possible

- **Challenge** – law of 100
- Commit to doing **100** things that will move you towards this goal
  - Emails
  - Posts
  - Videos

# Chapter 8

- No **"one size fits all"** plan
  - Need to experiment with different plans and see what works and what doesn't

- Marketing plan
  - One goal for this **year**
  - Who is exactly your customer and where can you find them
  - What is one marketing plan that you can double down on
  - How can you delight your first 100 customers
  - If you had to double your business in 30 days with no money, what would you do



**Thank You**

