

The 48-Hour Validation Template

The one-page test from *How to Start a Business Without an MBA*

Print this, or copy it into your workbook. Fill it in *before* you run the test — especially the bar — so you can't move the goalposts afterward.

Before you start

My **one-sentence offer** I help _____ get _____ without _____.

Who I'm testing with (where the right people already gather — not friends or family)

My costly signal (what counts as real proof — a payment, pre-order, deposit, qualified email, _____ booked _____ call)

My bar (decide now) — I continue if at least _____ of _____ people give me a costly signal.

The doorway I'll build tonight (landing page / form / pre-sell page / DM script)

Run it (48 hours)

Hour	What I did	What happened (behavior, not opinions)
0	Put the doorway in front of _____ people	
24		Signals so far: _____
48	Scored against the bar	Final: _____ signals

The numbers

- People who saw it: _____
- People who acted (costly signal): _____ → conversion: _____ %
- Money or deposits that changed hands: _____
- The objection I heard most: _____

Decide

Circle one, honestly:

CONTINUE — I hit the bar. Next: build it by hand for exactly these people.

PIVOT — Warmth but no action. I'll change **one** variable and rerun: channel promise
 price pain customer mechanism

KILL — Silence. A fast no just saved me months. On to the next thesis.

A “no” is a data point, not a verdict. Change one thing, run it again.