

The Entrepreneurs Guide To Customer Development

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The Entrepreneur's Guide to Building a Successful Business
Affectionately dubbed "The Startup Bluebook", the first edition of the Entrepreneur's Guide to Customer Development was the first book to describe Lean Startup, Customer Development, Product Market fit, and Pirate Metrics. This new, updated edition adds sections on additional, complementary innovation practices, such as Agile, Design Thinking ...

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As an entrepreneur, you should show value for customers' assets. The services may include offering your customers discounts, friendly refunds, exchanges, or repairs if the product does not align with their expectations, free transportation on return items, and comprehensive warranties.

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The Serious Entrepreneur's Guide To Creating Customers For Life: Powerful Techniques and Effective Strategies To Convert First Time Buyers Into Lifelong Clients: Bhatia, Vishal: Amazon.sg: Books

"This is a must read for all startups and stakeholders." - Steve Blank, author of The 4 Steps to the Epiphany, creator of Customer Development methodology "The Entrepreneur's Guide is an easy read. It is written in a conversational tone, doesn't take itself too seriously, and avoids extraneous fluff." - Eric Ries, Author & Creator of the Lean Startup methodology "Get the CustDev book to dive deep into customer interviews and understand how your product can be developed to meet your customers' needs." - Dan Martell, Founder of Flowtown, angel investor Customer Development is a four-step framework for helping startups discover and validate their customers, product, and go-to-market strategy, developed by Steve Blank and an integral part of Eric Ries' Lean Startup methodology. Focused on the Customer Discovery step, The Entrepreneur's Guide to Customer Development is an easy to follow guide for finding early adopters, building a Minimum Viable Product, finding Product-Market fit, and establishing a sales and marketing roadmap. Deemed a "must-read" by Steve Blank and Eric Ries, inside you will find detailed customer development and lean startup concept definitions, a step-by-step approach to best practices, a business model analysis guide, case studies, rich graphics, as well as worksheets and exercises. No matter the stage of your business, you will return often to this guide to learn how to build a product people want;"get out of the building;" foster strong customer relationships; test business model risk; reach out to early adopters; conduct startup marketing; create a customer funnel based on buyers' process; and prepare your startup to scale up. The Entrepreneur's Guide to Customer Development: A Cheat Sheet to The Four Steps to the Epiphany, affectionately known as the "CustDev book," serves as course text for classes at Stanford University, University of Chicago, Boston University, DePaul University, University of Minnesota and University of Norway. "Our UCL (University College London) students love The Entrepreneur's Guide to Customer Development. Thanks to Brant & Patrick for writing this helpful book. " - Dave Chapman, Deputy Head of the Department of Management Science and Innovation at UCL (University College London) "Love it! Required reading for all NYU entrepreneurs." - Frank Rimalovski, Managing Director of NYU Innovation Venture Fund This book is both an introduction for those unfamiliar with lean concepts and highly actionable for lean practitioners. It is a user friendly guide, written to be accessible to marketing professionals, Engineers startup founders and entrepreneurs, VCs, angels, and anyone else involved in building scalable startups. Existing companies will benefit to from applying Customer Development principles described in detail herein: for example, startups struggling to achieve market traction, or well established companies seeking to spark new innovation. This is a business book for startups like no other. No fluff, but rather sound principles and concrete steps to take to build your business. Get up to speed on Customer Development now.

Business Insider calls THE ENTREPRENEUR'S GUIDE "perhaps the most useful business book you can ever read" and lists it among twenty-five must-read books for entrepreneurs. THE ENTREPRENEUR'S GUIDE TO LAW AND STRATEGY, SE examines stages of starting a business -- from start-up and growth to public offering, while highlighting legal preparations and pitfalls. Cutting-edge examples show how legally astute entrepreneurs can strategically increase realizable value, deploy resources, and manage risk. The book discusses leaving a job, hiring former coworkers, competing with a former employer, workplace legislation, product liability, and bankruptcy. You examine current issues including today's workforce in the "gig" economy, "crowdsourcing" capital and social media, computer hacking and identity theft. Legal discussion integrates with core strategic concepts, such as Porter's Five Forces, the resource-based view of the firm, the value proposition, activities in the value chain and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new. The Four Steps to the Epiphany was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Becoming a successful entrepreneur is impossible without accepting risk - the question is which risk to take and at what time. This guide offers practical, no-nonsense advice for marketing and financing your business, bringing on partners and employees, and launching your business as inexpensively and aggressively as possible.

Planning your new business starts here. This invaluable guide arms entrepreneurs with all they need to know to research and analyze potential markets\u2013key steps in constructing effective marketing plans, establishing sound financial forecasts, and finding backers. • Worksheets for compiling demographic information, templates for market analysis and the business plan, and a grid for analyzing the competition • Case studies showing how entrepreneurs have used market research information to develop profitable business strategies • A business-plan template with guidelines for each section • Tips and insights for completing market research in each chapter • Online and community resources in each chapter • Bullet point summarizing steps at the end of each chapter

Most startups end in failure. Almost every failed startup has a product. What failed startups don't have are enough customers. Traction Book changes that. We provide startup founders and employees with the framework

successful companies use to get traction. It helps you determine which marketing channel will be your key to growth. "If you can get even a single distribution channel to work, you have a great business." -- Peter Thiel, billionaire PayPal founder The number one traction mistake founders and employees make is not dedicating as much time to traction as they do to developing a product. This shortsighted approach has startups trying random tactics -- some ads, a blog post or two -- in an unstructured way that will likely fail. We developed our traction framework called Bullseye with the help of the founders behind several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com), Alex Pachikov (Evernote) and more. We interviewed over forty successful founders and researched countless more traction stories -- pulling out the repeatable tactics and strategies they used to get traction. "Many entrepreneurs who build great products simply don't have a good distribution strategy." -- Mark Andreessen, venture capitalist Traction will show you how some of the biggest internet companies have grown, and give you the same tools and framework to get traction.

The venture capital world is often intimidating and hard to navigate, even for the most seasoned entrepreneurs. But it doesn't have to be. Entrepreneurs who run effective fundraising processes don't do it by accident. With this book, you'll learn what it takes to successfully raise a round of funding for your company. Author Katherine Hague explains how the venture capital industry works, and walks you through each step necessary to plan, execute, and optimize your own fundraising round. Packed full of exercises, checklists, and templates, this book guides you through the process from start to finish. It's ideal for entrepreneurs raising later rounds of capital, as well as those just starting out. Gain an understanding of core venture capital concepts and standards Learn how to develop and hone an investor pitch Come away with a plan to hit the fundraising trail for your company Develop the confidence you need to negotiate key terms in a funding deal Understand best practices in fundraising, and learn how to avoid the top 10 fundraising mistakes

As a business owner, the biggest problem you face is getting customers. Once you solve the 'getting customers' problem, you are guaranteed the financial freedom that led to you starting your business in the first place. In this best selling book, Chris Cardell shares with you 77 simple but powerful ways for you to attract the customers you need. From Online Marketing, to Google and Facebook, social media and some of the more advanced customer acquisition strategies, this book clears away the confusion about the art and science of getting customers so that you can create the Entrepreneurial success you deserve Here is just some of what you'll cover in '77 Ways To Get More Customers: 1. 77 powerful strategies to get more customers into your business 2. Everything you need to know about Online Marketing - How to have a website that attracts the customers you need. 3. Essential Facebook and social tips for getting customers. 4. How to get customers for FREE 5. Vital tips for new and growing businesses 6 How to use pay per click on Google to bring you customers 24/7 7 The power of Referrals - How to get customers recommending you for Free 8 Everything you need to know about Email marketing 9 How to increase your prices without losing customers 10 How to most successful businesses increase their profits by 50% to 200% and much more....Chris Cardell is a world renowned authority on Entrepreneurial success. For two decades he has focused on showing business owners how to increase their profits by 50% to 250% by implementing the world's most successful customer acquisition and online marketing strategies. Thousands of business owners attend Chris's live events and he has been featured extensively on international media. Chris specialises in showing business owners how to implement leading edge strategies used by the most successful Entrepreneurs to achieve fast and effective profit breakthroughs.From Chapter One: Although you and I may not have met yet, I know enough about you as an Entrepreneur, willing to read this book, to predict why you decided to set up your own business in the first place.You did it for one reason: FREEDOMWhether it's the freedom to work for yourself and never have to be an employee again, or to achieve financial freedom for you and the people you care about, I believe that the Entrepreneurial pursuit of freedom is one of the noblest there is.Most people just dream of financial freedomYou took action and actually did something about it. Congratulations!But as a business owner, there is only one way to achieve that financial freedom - and that is the acquisition of customers.Getting customers is the biggest problem in business. It's also the area that business owners struggle with the most. We spend so much time perfecting our product or service, to then realise that this means nothing if we don't become amazing at getting customers can be daunting.The good news is, once you realise that the business you are in is really the 'getting customers' business and you decide to get very good at it, you are virtually guaranteed financial freedom.This book is about solving the 'getting customers' problem for you and helping you achieve that financial freedom - fast.

The updated 4th Edition of THE ENTREPRENEUR'S GUIDE TO BUSINESS LAW takes you through the various stages of starting a business--from start-up and growth to an initial public offering--while highlighting the legal preparations and pitfalls that go along with them. Packed with practical strategies for managing legal issues, the text presents the essentials on leaving your job, competing with a former employer, contract law, and bankruptcy, as well as on the most current issues like clean energy, e-commerce, and the effects of the recent recession on entrepreneurship. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

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