

# Minimum Viable Product or Service

*How to test your BIG idea!*

## Why is an MVP a perfect first product?

Your MVP — Minimum Viable Product (or Service):

- Delivers a real solution to a problem your ideal customer is experiencing
- Is fast and easy for you to create
- Gives your customer a “taste” of your more in-depth solution
- Allows you to test the concept, the delivery, the sales process

## Use the “3D Approach” to ensure your MVP delivers true value

**DEFINE** the problem your customer is experiencing:

**DECREASE** the size of your solution. What part of the larger problem could you solve?:

**DOING**, not “learning.” Remember, your MVP should help them DO something that couldn’t do before. It should deliver transformation that they experience and feel. What will your customer be able to do after they purchase your MVP?

## What 3-5 concepts or features will deliver the transformation?

You'll deliver the promised transformation by:

- Teaching new concepts and helping customers apply them
- Training your customer on using new strategies and showing how to implement them
- Delivering a service in steps

Use the space below to think through the concepts you'll teach, the training you'll take customers through, or the step-by-step way you deliver your service. Aim for 3-5 total — remember, this is a **minimum** viable approach!

How to deliver ...

## The Short Workshop

Who to invite:

*People on your mailing list or social platforms who meet your ideal customer profile.*

How to deliver:

- Map out what you want to teach in advance, but write it in pencil because as you teach, you may want to adapt.
- Could be a single presentation or 2-3 presentations
- Deliver live
- Structure as 20-30 minutes of teaching
- Have an open Q&A at end
- Be open to questions throughout
- Record so you can capture the questions asked

### Basic tech setup:

- Sign up for a Zoom Meeting account
- Set up a meeting a grab the link
- Tell Zoom to record meeting
- Send link to buyers via email
- Send reminders before event
- Upload recording to YouTube, make it embeddable and unlisted.  
Embed on a password-protected page on your site. Share password with buyers.

### What you'll learn:

- Whether or not people want your solution
- What people understand — and what they don't understand — when you teach or deliver it
- What else they're worried about
- What's confusing to them about your topic

Use this space to plan your Short Workshop MVP:

How to deliver ...

# The 1:1 Coaching Offer

Who to invite:

*People on your mailing list or social platforms who meet your ideal customer profile.*

How to deliver:

- If you've never coached before, keep in mind that you're coaching people to find their own solutions — you're not doing the work for them
- Educate yourself about how to coach effectively.  
Read *The Coaching Habit* by Michael Bungay Stanier to understand the basics.

Basic tech setup:

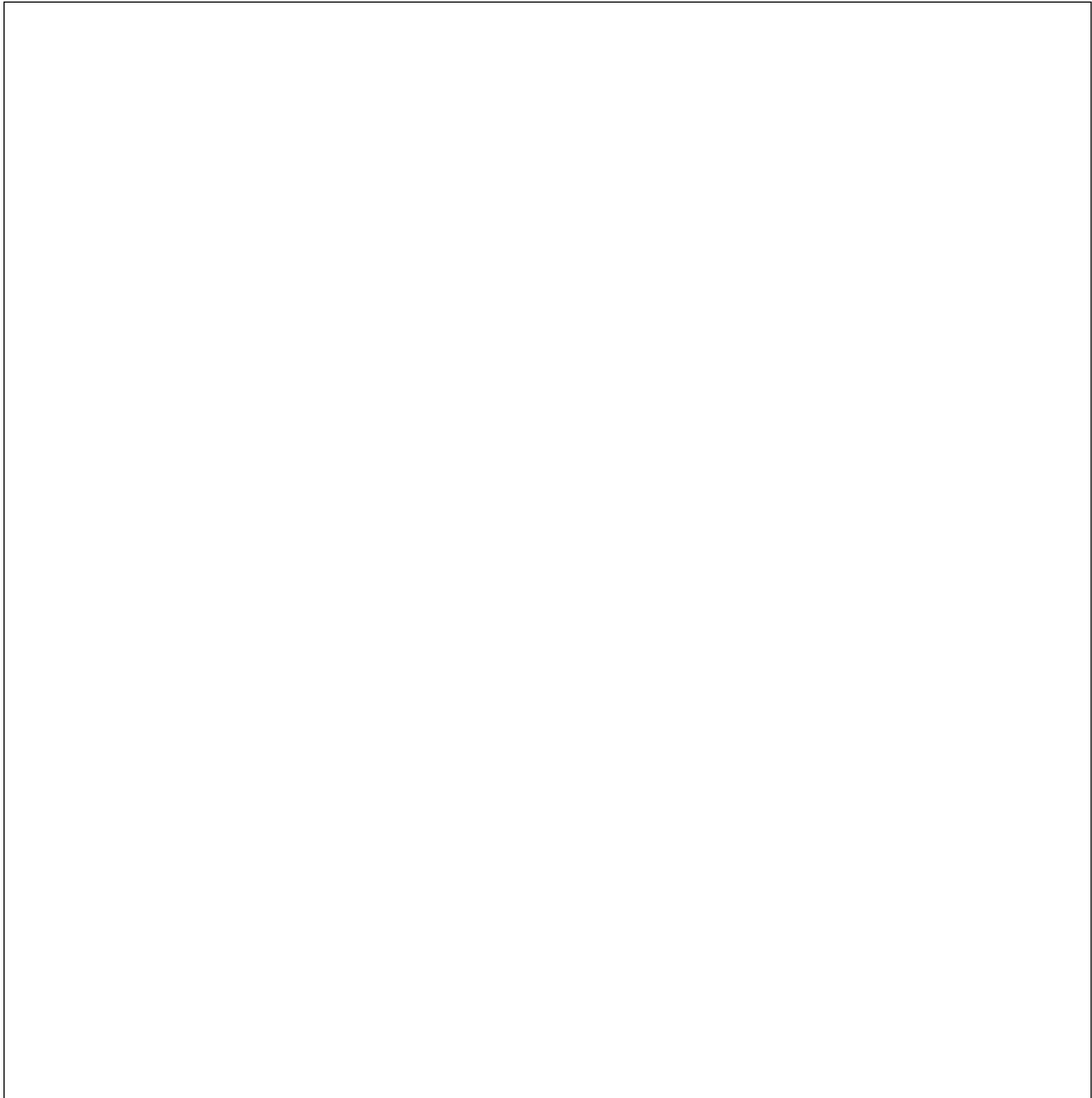
- Sign up for a Zoom Meeting account
- Use your default meeting room as a place to meet with coaching clients
- Tell Zoom to record meeting
- Send link to buyers via email
- Send reminders before event
- Download recording and share on a platform like Dropbox or Google Drive, encourage coaching clients to download

What you'll learn:

- Whether or not people want your solution
- What people understand — and what they don't understand — when you coach them

- What else they're worried about
- What's confusing to them about your topic
- Sitting across from your ideal customer is a privilege: don't waste it.  
Listen closely.

Use this space to plan your 1:1 Coaching MVP:

A large, empty rectangular box with a thin black border, intended for planning a 1:1 Coaching MVP. The box is currently blank.

How to deliver ...

# The Short Group Coaching Offer

Who to invite:

*People on your mailing list or social platforms who meet your ideal customer profile.*

How to deliver:

- Give your limited-time group coaching a theme so the questions that come in are all about a specific challenge you want to help them with.
- Keep the group small, ~6-8 people so introverts aren't overwhelmed and you can get to know each person.
- It helps if you give your meetings a structure to ensure that every voice is heard. Something like:
  - Introduction
  - Wins/successes
  - Questions
  - What was the best thing you learned?

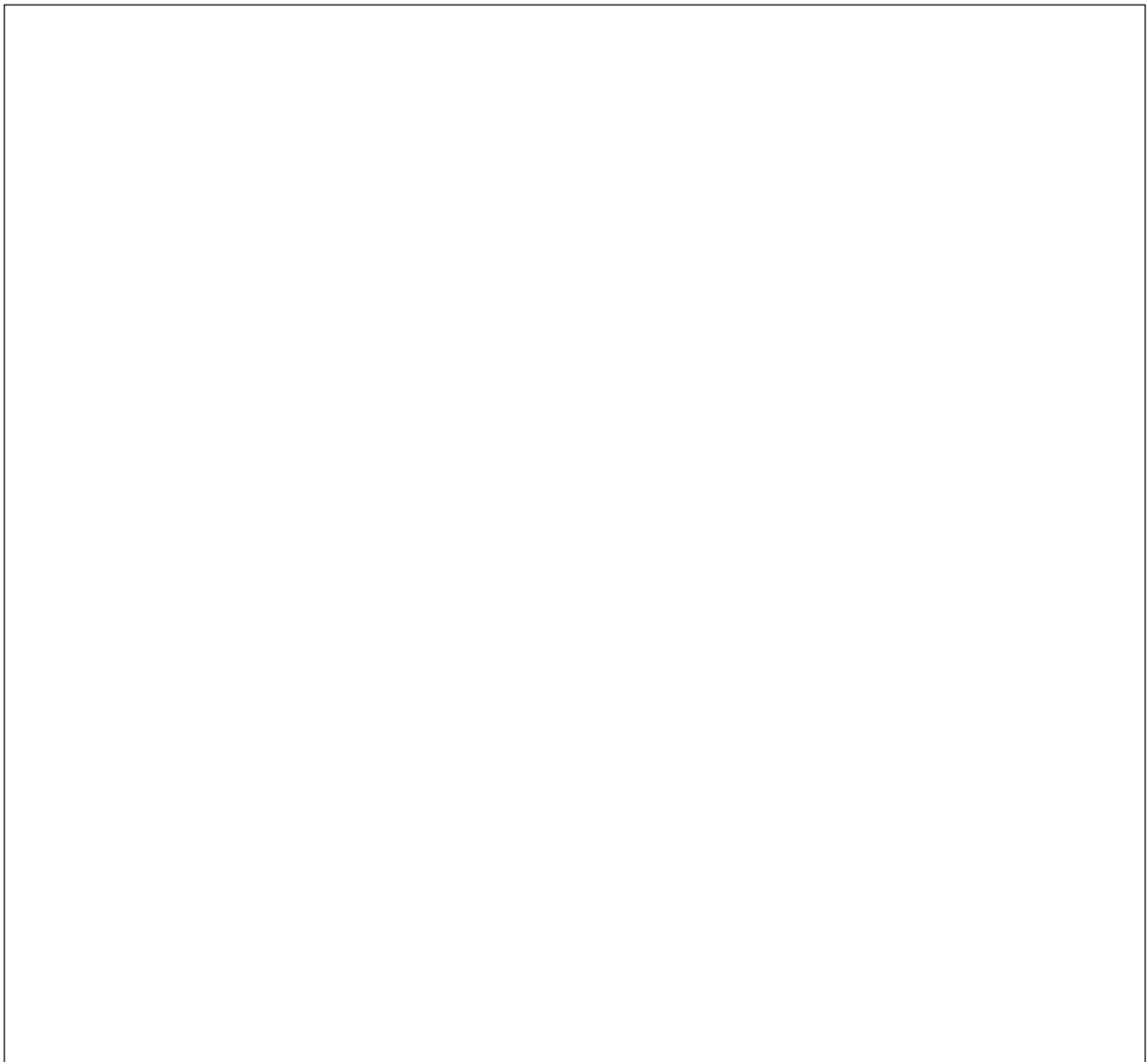
Basic tech setup:

- Sign up for a Zoom Meeting account
- Set up a meeting and grab the link
- Tell Zoom to record meeting
- Send link to buyers via email
- Send reminders before event
- Upload recording to YouTube, make it embeddable and unlisted. Embed on a password-protected page on your site. Share password with buyers.

What you'll learn:

- Whether or not people want your solution
- What people understand — and what they don't understand — when you teach or deliver it
- What else they're worried about
- What's confusing to them about your topic

Use this space to plan your Short Group Coaching MVP:



How to deliver ...

# The Service “Taster”

Who to invite:

*People on your mailing list or social platforms who meet your ideal customer profile. Target the decision makers who would hire you for your service.*

How to deliver:

- However you'd deliver the end product
- Keep it simple: communicate by email, video meeting, or phone call

What to deliver:

- A “taster” version of your service
- Offer something that solves a small version of a larger problem they have
- Deliver it 1:1 so you get to know your customer

What you'll learn:

- You'll discover whether you enjoy delivering the service
- You may begin developing a system for delivering the service
- You'll find out if the customer you serve is someone you want to continue to work with

Use this space to plan your Service “Taster” MVP:



Learn more about creating Minimum Viable Products here:

[Minimum Viable Product Template:  
Build the Core of Your Online Business This Month](#)