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The Mom Test - a book by Rob Fitzpatrick

The Mom Test (Summary) How to Talk to Customers and Learn if Your Business Is a Good Idea When Everyone Is Lying to You by Rob Fitzpatrick

'The Mom Test' by Rob Fitzpatrick This book is about how to do customer interviews and learn what people want when everyone is lying to you. It's a quick, practical, and effective approach to customer development which will save you time and heartbreak.

The Mom Test: How to Talk to Customers and Learn If Your ...

The Mom Test is a set of simple rules for crafting good questions that even your mom can't lie to you about. Before we get there, let's look at two conversations with mom and see what we can learn about our business idea: in this example it's digital cookbooks for the iPad.

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The Mom Test By Rob

Chapter 1 (pgs. 11-26): using 'The Mom Test' to identify bad questions and turn them into good ones; Chapter 2 (pgs. 27-46): recognising and fixing the 3 major causes of bad and biased data; Chapter 5 (pgs. 73-84): using commitment and advancement to validate early customer interest

'The Mom Test' by Rob Fitzpatrick - Gumroad

The 'Mom Test' for Website Usability Testing with Matt Bailey - Duration: 5:16. Web Marketing Today 9,179 views

Summary of 'The Mom Test' (v2 2013-11-05) - SlideShare

The Mom Test is now available in English, Español, Française, Português, Deutsch, Svenska, Русский, Српски, فارسی Testimonials If you aren't sure about how to ask the "right" questions to ascertain whether there is real customer pain, the best book on the subject is called The Mom Test.

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The Mom Test: How to talk to customers & learn if your ...

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Preview — The Mom Test by Rob Fitzpatrick

2 years ago. The 'Mom test' is a great concept, and the book has some good themes. However, it does state the obvious in places and feels overly simplistic at times. 6 months ago. I agree, overall good points across mkt, sales strategies but some fairly standard that we could easily forget.

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The Art of Product: 90: The Mom Test with Rob Fitzpatrick

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Published on August 6th, 2013 Author Pitch: The Mom Test by Rob Fitzpatrick Straight-talking Rob Fitzpatrick is a tech entrepreneur who wants you to learn from his mistakes. The Mom Test, his first book, distills his hard-won wisdom into a handy guide for people starting their own businesses.

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