

# FEASIBILITY TESTS

Having an idea for an online business is great. However, you need to be certain that this plan will be practical before going into resource spending and execution. The two steps every start-up business should take include building a list of interested customers and ensuring they can get to your products or services.

A few questions you may ask before getting started are:

- What problem does this idea solve?
- Who would use these products?
- Why do they buy from you?

## Action Step(s) :

*Try 3 of the 5 feasibility tests for your main idea.*

### Amazon Reviews

Search Amazon for industry reviews both good and bad. Read the reviews at the bottom of the page and click on the reviewer's name to go to their profile. Some reviewers will have the option to email them. You can contact them to review your product as well as ask questions about their needs. Note complaints to see needs you can fill.



### Google Trends

Use Google Trends to learn how many people search for your idea or product each year. An upward trend means the demand is stable and growing. In fact, Google Trends can also help you determine which seasons your products do well and choose keywords to help your customers find you. For a quick breakdown of how to use Google Trends, click on the link right here>>>: [Google Trends Guide](#).

### Kijiji and Craigslist

Despite the bad reputation that precedes these websites, people still go to them to search and shop for products. List your product or service in the correct categories and see what responses you get. When I used Kijiji to list my writing services, I got more feedback when I added pictures of myself and photos of previous writing I had done. If you get no response or the inquiry is lackluster, then you may not have a market for the idea you are considering.



### Facebook & Twitter Ads Tools

The great thing about Facebook and Twitter analytics is they give you in-depth information about your market. By checking out the insights on these tools, you can do a trial ad with a targeted and specific audience. To get started, create a Facebook page dedicated to your business idea and post content. Next, boost posts or run an ad to get people to like your page or sign up for a product giveaway or complete a survey with questions about your idea/product.



### Landing / Sales pages

A landing page aka "sales page" has a singular objective usually defined as a call to action. You can use landing pages to test conversion or collect information of interested future customers.