

Fastest Path to Success (on any project):

First and Foremost: *ABT - Test! Test to see if the idea has traction and that you have correctly identified a ravenous crowd thirsty for this product before you begin any long drawn out (usually over complicated) production process (remember the china man and the world's greatest hot tea story - identify the ravenous crowd first) THEN and Only Then:*

#1) Everyday do something toward completion. Productivity Formula 60/60/50

#2) Know that "Action Trumps Knowledge" You Will Learn What You Need To Know - Promise

#3) There is no absolute right or wrong, just the improvements we make along the way.

#4) Get version 1.0 completed As Fast As Possible!

+++++ If version 1.0 is a Hit ++++++

#1) Refine, Improve and Create version 2.0 As Fast As Possible

+++++ If version 2.0 is a Hit ++++++

#1) Refine, Improve and Create version 3.0 As Fast As Possible - Project completed. Make new related product.

_____ If version 1.0 is NOT a Hit _____

#1) Move on LET IT GO and Test The Next Project Idea by repeating all steps above beginning with first and foremost - Test