

Test Often and Fail

Fast:

*The art of rapid deployment
to quickstart your business*

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Escape from Cubicle Nation

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It is all about

RISK

minimize it, mitigate it and measure it

Perfectionists

are

Losers

A photograph of two hands, one from the top right and one from the bottom left, with their index fingers pointing towards each other. The hands are light-skinned and have short, manicured nails. The background is plain white. In the center, between the two hands, is the text "How does perfect happen?" in a bold, dark red font.

**How does
perfect
happen?**

**Writers write.
Coders code.
Bakers bake.
Coaches coach.**



**Hang out in the
right barbershop**

What is the **easiest**
and **quickest** way you
can test your idea with
the **fewest** amount of
resources?



Get out of your mental ghetto

Quick and dirty website ...

About
Services
Blog

**Make
instant
changes**



Be a scientist

What was your hypothesis? How did it turn out?



What can I do next time to get a better result?
How does this position me for future success?
What is this situation telling me?

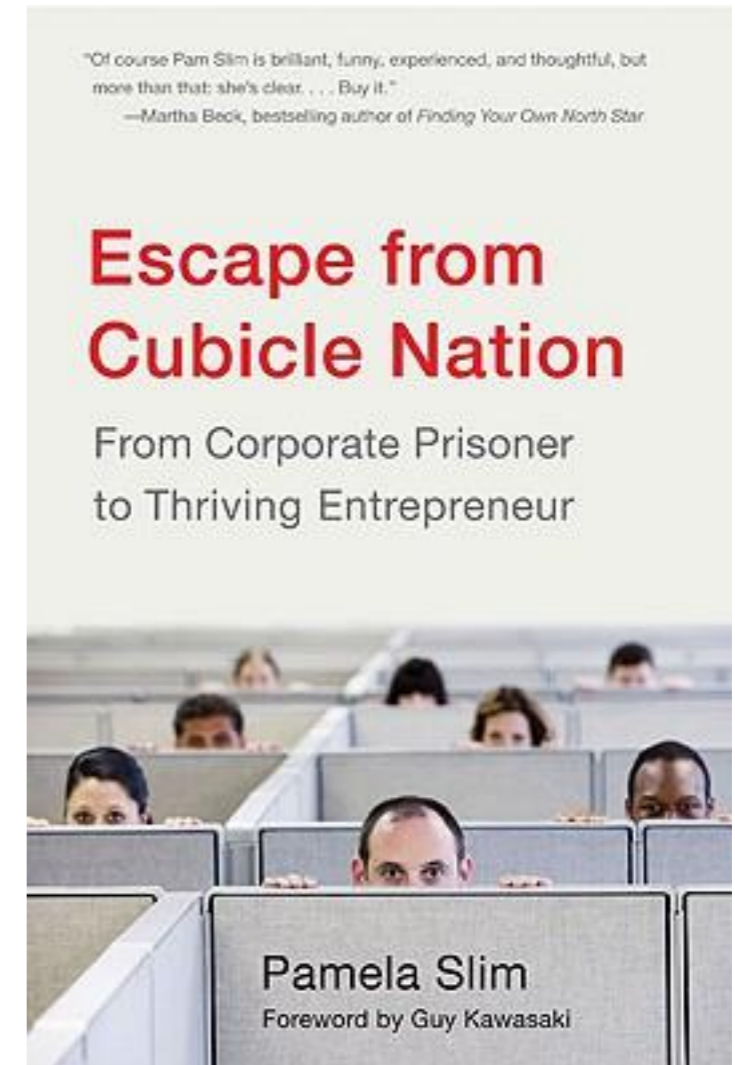
**Which
ingredients
lead to
success?**



Thanks!

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