

SaaS Validation Resource Pack

Use these resources as a guide when you're validating your next SaaS product.

*Read Brian Casel's accompanying blog post:
[Zero to Validating a SaaS: A Step-by-Step Recap](#)*

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In This Resource Pack:

- Background reading
- Questions to validate
- Using Twitter search to find potential beta customers
- Using Facebook groups
- Pre-Launch Landing Page elements
- Post-Signup Survey questions
- Pre-Selling presentation template
- Recommended tools to use in this process

Before you start a SaaS, read this:

My article, [Making Progress Profitably](#) covers my long-game strategy for starting a new company, building MRR quickly with a productized service, then leveraging what you learn (and your cashflow) to self-fund an expansion of your product line into software or other products.

Questions to Validate in a new Product:

Validation for a new product isn't binary. There are multiple questions you must think through. Each answer should move you closer and closer to a sense of validation and mitigation of risk.

1. Even if this product is a perfect fit, can you afford to self-fund it for the length of time it will take to get it off the ground?
2. Is there an identifiable and specific market of people who would find this product useful?
3. Does it solve a specific, painful problem for those people?

4. Are those people “findable” online?
5. Once you find them, can you reach them? Will they respond?
6. Are they receptive to the concept of this product? Is it similar to other products they’ve tried?
7. Is this problem/solution important enough for these people to pay on a monthly basis for it?
8. Will the price point that they’re willing to pay be high enough to sustain this product? How many customers will you need to make it a viable business?
9. Are there marketing channels that you’re confident you can leverage to acquire customers month after month?
10. Gut check: Do you feel a high sense of risk or confidence in pursuing this product? How far in either direction are you at this point?

Using Twitter Search to find strangers talking about your product

1. Go to <http://search.twitter.com>
2. Type in the keywords describing your product. For example: “Analytics tool”
3. Add: “-filter:links” ...This prevents any Tweets containing links from showing up in the results (You don’t want tweets that are simply promoting content. You want actual questions from people).
4. Reply to each one you find with something like this:
Hey - I know it’s been a while, but are you still looking for a tool for ____? We’re building one and I’d love to get your feedback.
5. Take the conversation over to email or even better, skype.
6. Learn!

Use Facebook Groups Too...

1. Join 5-10 relevant Facebook groups where your target customers are likely to hang out.
2. Use the search function to find comments related to your product.
3. Take some time to comb through conversations (you’ll probably need to ignore links to blog posts and focus only on actual questions asking for tool recommendations).
4. DM people who were actively seeking this type of tool.
5. Take the conversation over to email or even better, skype.
6. Learn!

Pre-Launch Landing Page Elements

I used our own [Landing Pages WP plugin](#) to build the page, but you can use a variety of landing page tools for this.

These are the key elements to include:

- Clear, benefit-focused Headline
- A Sub-headline that clarifies “what it is”
- Copy that boils down the 4-5 key benefits, with simple supporting illustrations, screenshots, videos, or animated gifs.
- An FAQ section providing more details. I recommend including some idea on price points here.
- Email signup

Post-Signup Survey

Setup a survey on the back-end of your pre-launch landing page. These are the questions I asked on mine. I use Gravity Forms for this, but you can use any survey or forms tool. You should adapt these questions to your own needs:

- How did you hear about this product?
- Which aspects did you find most interesting?
- How do you think this product might help you?
- What are your top questions about this product?
- Describe how you currently handle ____.
- Which tools are you currently using (or have tried) for handling ____.? What’s working well? What’s falling short?
- Which of these price points seems like the best fit for you? (multiple choice)
- Any feedback or questions about these prices?
- Would you be interested in getting an invite to join our pre-paid beta customer group?
- Any other feedback or questions?
- Name
- Email
- Website
- Job title
- What does your business do?
- How many people are on your team?
- Would you be up for a brief followup call?

Pre-Selling Presentation Template

Copy and use this template to create your own slide presentation to show potential beta customers and ask them to pre-pay for your app.

1. [Click here to access the Google Presentation template](#)
2. Click “File”
3. Click “Make a copy...”
4. Edit to your needs.

I included some notes on slides with instructions on how to use each section.

Recommended Tools

- [Balsamiq](#) - for creating wireframes
- [Landing Pages WordPress plugin](#), by Audience Ops
- [Drip](#) - for building my pre-launch email list.
- [Gravity Forms](#) - for creating a survey on WordPress
- [Udemy course on creating animations in Keynote](#) - I followed this for creating animated gifs for our landing page.
- [Twitter Search](#)
- [Stripe](#) for accepting payments
- [WPSimplepay](#) for creating a Stripe buy button on my WordPress site.
- [Slack](#) for the private beta customers group
- [Zoom](#) for hosting and recording group video calls every month.
- [Invision](#) for showing screenshots where people can comment on them.