

# MAKE YOUR IDEA EARN THE INVESTMENT

**Design one small customer test and send the first request before spending big.**

Your idea probably works beautifully in your head. Let's find the part that needs proving before you pay to make everything else look finished. The useful trick is to track where buyers stop, not just whether they buy, so a miss tells you what to investigate next.

You'll need: One business idea you're seriously considering; ChatGPT or another capable AI assistant; A document, a calendar, and an appropriate way to contact potential buyers; Firm limits on the time and money you can risk before needing evidence.

## 1. Put the actual business on paper

Describe the version you could deliver with your resources, not unlimited money and imaginary staff.

1. Create a dated document. Describe who pays, the outcome you offer, your proposed price, what buyers use instead, and how you'll reach them.
2. Add your relevant skills or access, available hours, spending limit, and dependencies such as suppliers or permissions. List sales, setup, delivery, and support costs, including your time; note when costs and customer payments would arrive.
3. Record what customers have actually done, with dates where available. Label estimates as guesses and gaps as Unknown. You now have a short business brief rather than a pitch.

Before sharing the brief, remove personal customer data and confidential details. Review your assistant's data controls; privacy settings aren't permission to upload someone else's records.

## 2. Find what could stop it

1. Paste your sanitized brief and the prompt below into one chat.
2. Answer material questions using facts you have; leave missing answers unknown. Save the three to five assumptions and recommendation in your document.

Stress-test this business brief without flattery or performative skepticism. Separate supplied facts, assumptions, and unknowns. Ask only questions that materially change the decision. Identify three to five make-or-break assumptions, their evidence, and early warning signs. Examine willingness to pay and keep paying, buyer access, switching, costs including my time, cash timing, dependencies, and fit with my limits. Consider whether AI reduces costs or makes the offer easier to copy; using AI isn't an advantage by itself. Use only supplied numbers or labeled hypothetical scenarios. Flag outside claims needing

current sources. Recommend proceed, test, change, or stop, explaining the evidence. Don't turn uncertainty into a success percentage.

### 3. Choose the question worth testing

1. Check the answer against your brief. Correct invented facts, missing costs, and ignored limits. Recalculate important arithmetic; correct math doesn't make a guessed input true.
2. For any outside claim that could change your next commitment, open the relevant primary source, such as the competitor's pricing page or regulator's guidance. Save the exact supporting statement, URL, and date. Mark unresolved claims Unverified and don't rely on them to spend.
3. Label each assumption's support as none, stated intent, observed behavior, or contradicted. Mark whether it stops the business if false. Choose the weakest-supported stopping assumption, settling prerequisites first; a known fatal problem calls for change or stop, not another sales test.

AI self-review isn't independent evidence. Legal or regulatory uncertainty may require qualified advice, not another confident answer.

### 4. Design a test that explains a miss

1. In the same chat, supply your chosen assumption, supporting evidence, buyer route, limits, and proposed next commitment. Send the prompt below.
2. Edit the resulting card until you can honestly deliver it. Choose the targets yourself, save the original, and put its review date on your calendar.

Design one cheap customer test using those details. Return a one-page card: qualifying buyers; number to approach; minimum who must actually consider the request; smallest honest offer or permission request; observable success action; passing target; deadline; time and spending caps. Label targets as test choices, not benchmarks. Distinguish failure from inconclusive results, including too few buyers considering it. State the next small commitment justified by each result and what remains untested. Specify costs to measure. If testing customer outcomes, suggest a practical comparison to distinguish our contribution from what would happen anyway. Don't assume software must be built first.

### 5. Put it before a real buyer

1. Identify one qualifying buyer and write a short, honest message describing the offer and requesting the card's exact action.
2. Before taking money, explain scope, price, dates, payment terms, and refunds. Before accessing customer data or contacting their customers, obtain required permissions

and agree on secure handling outside the AI chat.

3. Send where contact is appropriate. Log buyer label, sent date, reply, considered, action completed, stated reason, minutes, and spending. Count considered only after discussion or an explicit decline; otherwise leave it unknown.

Silence isn't a price objection. A first payment doesn't prove renewal.

## **You're done when...**

You're ready when the original test card is saved, the review is scheduled, and one real request is logged as sent—not accepted. At review, apply the original rules and choose only the next commitment the evidence supports.

## **Official setup & help**

[OpenAI Help: Data Controls FAQ](#)