LAZARUS™

STAGE 1 · I HAVE AN IDEA

THE IDEA TEST.

12 questions to answer before you spend a dollar on a logo, a website or stock.



BEFORE YOU START

MOST IDEAS DON'T FAIL ON THE LOGO.

They fail on the customer and the offer. Spending on design first locks in guesses you haven't tested yet, and those guesses get expensive to undo.

This test takes about 20 minutes. Answer honestly, and only tick a question when you can back the answer with evidence: a real conversation, a pre-order, a number. A good guess doesn't count.

1.

Read each question and write your answer in a sentence or two.

2.

Tick **Proven** only if you have evidence. Otherwise tick **Guess**.

3.

Count your Proven ticks and check your score on page 5.

"I've ordered 5,000 mugs. Now, who's buying them?"

WALT · DON'T BE WALT



THE CUSTOMER Who is this really for?

01 **Who has this problem badly enough to pay to fix it?**

Name one real person or business, not a market. “Small businesses” is a guess.

☐ PROVEN ☐ GUESS

02 **How are they solving it today, and what does that cost them?**

Every customer already has a solution, even if it's a spreadsheet or doing nothing.

☐ PROVEN ☐ GUESS

03 **Where do they already spend their time, online and offline?**

That's where your first ten customers will come from.

☐ PROVEN ☐ GUESS

THE PROBLEM Is it worth solving?

04 **What happens if they never fix it?**

If the honest answer is “not much”, they won't pay much.

☐ PROVEN ☐ GUESS

05 **How often does the problem come up?**

Daily problems sell more easily than once-a-year ones.

☐ PROVEN ☐ GUESS

06 **Have at least five people told you it's a problem, without you asking?**

Friends being polite doesn't count. Strangers complaining does.

☐ PROVEN ☐ GUESS

THE OFFER

Why you, and why now?

07 **What is the smallest version you could sell next month?**

Not the full vision. The first thing someone would pay for.

☐ PROVEN ☐ GUESS

08 **Why would they choose you over doing nothing?**

Doing nothing is your biggest competitor.

☐ PROVEN ☐ GUESS

09 **What would they need to see to trust you the first time?**

Proof, a guarantee, a referral, a trial? That's what your brand and website must show.

☐ PROVEN ☐ GUESS

THE MONEY

Does it add up?

10 **What would they pay, and how do you know?**

A price someone has agreed to beats a price you hope for.

☐ PROVEN ☐ GUESS

11 **What does it cost you to deliver one?**

Include your own time, at a real hourly rate.

☐ PROVEN ☐ GUESS

12 **How many do you need to sell to cover a year of costs?**

If that number scares you, better to know now.

☐ PROVEN ☐ GUESS

YOUR SCORE

COUNT YOUR PROVEN TICKS.

My score: ☐ **out of 12**

Your score isn't a grade. It tells you what to do next, and what to hold off on.

10–12

Ready to build.

You know who it's for and what they'll pay. Now is the right time to spend on a name, a brand and a website, built once, around an offer that's already proven.

6–9

Close. Test the gaps first.

Look at your Guess ticks. Each one is a short conversation or a small test away from being proven. Do those before you spend on design.

0–5

Not yet. Talk to customers.

Hold your money. Speak to ten people who might buy, and sell the smallest version by hand. The answers will shape everything you build later.

Stuck on a few? That's normal, and it's exactly what our first call is for. We'll go through your answers with you, for free.

BOOK A DISCOVERY CALL · LZRUS.COM/DISCOVERY-CALL



LAZARUS™

WANT A SECOND PAIR OF EYES?

Book a free 20-minute discovery call. Tell us where you're at, and we'll give you our honest read on what to test, what to build and what to leave alone.

Book a free call · lzrus.com/discovery-call

GO DEEPER

The Offer & Pricing Workbook · lzrus.com/resources/offer-pricing-workbook

The Brand Brief Kit · lzrus.com/resources/brand-brief-kit

24+
years in business

1,800+
projects delivered

5
regions: USA, Australia, China, India, Middle East & North Africa

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Psalm 2:8 · The verse our founders keep close. Faith shapes how we work; it isn't a sales pitch.

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