

Validate First - Build Second

This might sound weird, but you should try to sell your idea before even writing the first line of code. It's easy to fall in the trap of building something no one wants or needs (speaking from experience).

1. Set up a Waiting List or Fake Signup Page

First build a simple landing page, describe what your SaaS will do, outline some of the features. You can do this as a waiting list page, or use a call to action like "Sign up for Free" that looks like a regular landing page. Then promote that page on Social Media (e.g. X, Reddit, LinkedIn etc.) and see if you can get some sign ups from that and what's the conversion rate. Get at least 10+ sign ups, ideally 20-30 before moving to the next step.

2. Do a Limited Pre-Sale

Ok, now after you get 20-30 sign ups and with a decent sign up rate (aim for a minimum of 20%) we'll have to figure out if people are actually willing to pay for what you are offering. The best way is to test that by offering a limited amount of lifetime deals. Charge 3x-5x what you would charge per month once you launch with a subscription model. Another option is to start with a lower price and increase it after X people buy. You want to get at least a few pre-sales like 5-10 from organic traffic.

3. Talk to Customers

Now that you have a growing waiting list and a few early customers you want to talk to as many as possible. Offer an incentive e.g. X months for free for sign ups or a lower price on the lifetime deal for early customers. Ask open ended questions to learn what their current process looks like, what are the problems they are facing and what their current solutions are. Try to identify patterns across all the customer interviews. You want to do at least 15-20 customer interviews.

4. Build your MVP

It's finally time to start building your MVP. If you followed this process well, you should have a pretty good idea how you could build something that actually solves a problem. Try to over-deliver on what you promised on your landing page. Focus relentlessly on making your first customers happy. Good luck and I wish you much success!

5. Start Today & Validate your SaaS with [saasbrella](https://www.saasbrella.co)

If you want to make validating your SaaS idea super easy: We're building a SaaS template that follows this exact framework. It's already deployed and ready to go, including a waiting list page, a calendar & booking page to schedule customer interviews and a pre-sale page.

Sign up for the waiting list here: <https://www.saasbrella.co/waitlist>