

DAY 17: Publish Your Offer!

When's the best time to get your offer out in the world and see what happens? Usually before you feel totally confident.

After careful planning, you're all set to take your offer into the world. The time is now! Learn everything you need to know about marketing, testing, and showing up to the battlefield in a tank.

Today's CTA will be to set your launch date. As part of that, you may want to ask yourself two questions:

1. What does success look like? *and*
2. What does "going live" look like?

After finishing a university course, Andreas Kambanis struggled for six months, not wanting to get a real job and trying to build something for himself. The goal was to develop an iPhone app and online guide to London cycling routes, but initial setbacks were significant: among other things, Andreas used the name "London Cyclist" before realizing that another publication already existed with that name, triggering an angry letter and the threat of a lawsuit. Meanwhile, all of his friends had gone on to work for companies, so they had money to go out at night while Andreas stayed at home.

Andreas stuck it out, planning for his first launch with a partner right before leaving on a personal trip to Brazil. A few weeks before departure, the partner dropped out. Andreas cut back on the expected deliverables, but determined to keep going with both the launch and the trip.

The big day came and he launched the app from the Heathrow airport departure lounge, literally thirty minutes before boarding the flight. Settling into Economy Class for the eleven hour flight, he had plenty of time to think about his new business, but in the days before in-flight internet was common, there wasn't anything he could actually do about it. As he explained later, going offline right after releasing the app probably wasn't the best decision—but without much of an audience, he didn't expect any real results to appear right away. After finally touching down in São Paulo, Andreas couldn't resist activating the roaming feature of his iPhone for a quick check.

Bleary-eyed and sitting in a cramped window seat, he pulled up the numbers and couldn't believe what he saw—a pile of orders were flooding in, just like Karol and Adam had seen earlier.

It wasn't a fortune, but in the time he had been flying across the Atlantic, the launch had paid for his plane ticket and first week of lodging. Andreas continued on to a connecting flight to Rio, abandoning all hope of not using the roaming option on his phone, and kept watching the sales come through.

I prefer to spend my launches at home with sixteen ounces of coffee in hand, dealing with the inevitable technical glitch while communicating with partners and buyers. But in this case, having the forced deadline of the upcoming flight—and then getting on the plane in Heathrow, ready or not—served as a powerful motivation for Andreas. “It's hard to put into words why the physical deadline was such an important part of getting the project done,” he told me. “I think it was so motivational because it seemed impossible to achieve, and it made me kill everything that didn't add to the project being finished.”^[1]

- ❑ **The best time to start was yesterday.** Start your hustle before you feel completely ready. Why start sooner rather than later? The first is proof of concept, the second, perfectionists do not make for good hustlers.
- ❑ **Create a Facebook page before making a website.** Why do this before making a website? Well, first, it's incredibly easy— might as well knock it off the list.
- ❑ **Launch in Beta.** Here's a trick—go ahead and publish your offer, but add the label “beta” to it. Doing so will allow you to continue working on it while also getting real feedback, and hopefully some sales as well.

Call to Action: Set your launch date and tell three people about it. (Tell us in the community forum if you'd like.)

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[1] An unexpected benefit of Andreas's launch trip was meeting someone in South America who would become his long-time girlfriend. Your results may vary!