

# THE MOM TEST

The "Mom test" is what most of us do. We ask people who know us if they like our ideas. Every part of it is wrong.

## THE Problem



BUT

few people will actually pay for it.



# Why

People don't want to hurt your feelings  
or they lie to themselves.

## THE Solution

Ask about their specific problems - not your solution



Ask about their life Not your idea



Ask for specific examples in the past Not generics / Opinions about the future



Talk less, listen MORE



is Good!  
it saves you time

You should Add...

Ask questions to find underlying motives



Don't ask like

"I have an awesome idea - what do you think?"

# The Mom Test

**Rob Fitzpatrick**



## **The Mom Test:**

**The Mom Test (summary)** Rob Fitzpatrick,2015      Summary of The Mom Test - [Keypoints and Takeaways] PenZen Summaries,2022-10-05 The Mom Test summary includes the key points and important takeaways from the book The Mom Test by Rob Fitzpatrick The summary of The Mom Test How to Talk to Customers and Learn If Your Business is a Good Idea When Everyone is Lying to You presented here include a short overview at the start and the main points at the end of the summary The Summary of When starting a business the conversations you have with potential customers and potential investors are the two types of conversations that will be most important to the success of your venture The book The Mom Test provides guidance on how to extract the most important information from these meetings and ensure that your company is built on the strongest foundation possible for its future success Disclaimer 1 This is an unofficial summary and not intended to replace the original book 2 In this summary key points are rewritten and recreated and no part text is directly taken or copied from original book 3 The purpose of this summary is to highlight the outline and ideas in original book more effectively and to encourage reader to buy the original book We recommend to buy excellent original book 4 The author or publisher of this summary is not associated in any way with the author or publisher of the original book      **The Mom Test** Rob Fitzpatrick,2013-10-09 The Mom Test is a quick practical guide that will save you time money and heartbreak They say you shouldn't ask your mom whether your business is a good idea because she loves you and will lie to you This is technically true but it misses the point You shouldn't ask anyone if your business is a good idea It's a bad question and everyone will lie to you at least a little As a matter of fact it's not their responsibility to tell you the truth It's your responsibility to find it and it's worth doing right Talking to customers is one of the foundational skills of both Customer Development and Lean Startup We all know we're supposed to do it but nobody seems willing to admit that it's easy to screw up and hard to do right This book is going to show you how customer conversations go wrong and how you can do better      *Summary of The Mom Test* SellWave Audio,2025-10-17 The Mom Test is a fast practical guide designed to save entrepreneurs time money and frustration by teaching them how to ask the right questions and actually get useful answers The title comes from the classic advice never ask your mom if your business idea is good because she'll lie to you out of love But the deeper truth is that you shouldn't ask anyone if your idea is good That's the wrong question and it leads to false validation every time Customers aren't responsible for telling you the truth it's your job to uncover it In the world of Customer Development and Lean Startup talking to customers is essential yet surprisingly easy to do poorly The Mom Test exposes the common mistakes founders make in conversations asking for compliments instead of facts fishing for validation or letting politeness cloud reality and shows how to flip the script Instead of vague opinions you'll learn how to get clear insights uncover real problems and validate whether people will actually pay for your solution Whether you're a first time founder a product manager or anyone building something new The Mom Test arms you with simple repeatable rules for having better customer conversations With

honesty humor and clarity it teaches you how to stop asking bad questions start listening to what really matters and make smarter decisions that bring your ideas to life      SUMMARY: The Mom Test: How To Talk To Customers Learn If Your Business Is A Good Idea When Everyone Is Lying To You By Rob Fitzpatrick Shortcut Edition,1900      **The MOM Test** Rob Fitzpatrick (Emprenedor),2013      **Handbook of Practical Program Evaluation** Joseph S. Wholey,Harry P. Hatry,Kathryn E. Newcomer,2010-03-11 The second edition of Handbook of Practical Program Evaluation offers managers analysts consultants and educators in government nonprofit and private institutions a valuable resource that outlines efficient and economical methods for assessing program results and identifying ways to improve program performance The Handbook has been thoroughly revised Many new chapters have been prepared for this edition including chapters on logic modeling and on evaluation applications for small nonprofit organizations The Handbook of Practical Program Evaluation is a comprehensive resource on evaluation covering both in depth program evaluations and performance monitoring It presents evaluation methods that will be useful at all levels of government and in nonprofit organizations      **Lip-Sticking** DiVita Yvonne,2010-06      **The Maker Playbook** Caroline Haebig,2021-08-17 For School Leaders and K 12 Educators Get concrete strategies for designing and implementing cultural and instructional supports for maker learning and equipping makerspaces to model universal design for learning UDL in action School leaders and classroom teachers alike are looking for ways to integrate maker learning into their work in meaningful ways but they simply don t have the time capacity or resources to review synthesize or adapt existing models into their own school systems The Maker Playbook offers a vision and the tools needed to streamline the process including high impact strategies you can put directly into action to foster an inclusive maker learning environment In these pages you ll find ready to use strategies and resources to guide learners in the design thinking maker learning process With the Universal Design for Learning UDL Guidelines as a basis you ll get ideas for helping all students learn and guidance for developing the scaffolding to help all learners reach levels of higher order thinking and engagement The book Offers strategies that can be implemented on a personalized and systemic level to build a maker learning culture and program from the ground up Highlights Go Remote tips with each strategy to assist you in implementing the ideas in a virtual environment Includes recommendations for prioritizing and choosing from the strategies provided to help with planning and implementation Offers resources for engagement representation action and expression to improve accessibility and boost students executive functioning skills Includes QR codes and links to digital versions and templates for scaffolding learning to help you jump into action Whether your school system has begun this journey and is looking for ways to enhance established maker learning and makerspaces or is ready to start laying the foundation for providing maker learning experiences for all learners this book is designed to help educators make maker learning more accessible for all Audience K 12 educators and school leaders      Microsoft Operations Manager 2005 Unleashed Kerrie Meyler,Cameron Fuller,Chris Amaris,2006 This book is your most complete source for in depth information about Microsoft

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*National Standardized Mom Test* Annie Pigeon, 1998-04 Author Annie Pigeon has developed a multiple choice quiz modeled after real standardized tests that gives Moms points for the information they really need to know from the four essential food groups food they ll eat food they won t food they can throw food they ll throw up to discipline techniques time out cash bribes ultimatums shameless begging and pleading *The Economist* ,2004 [Advances in Survival Analysis](#)

Narayanaswamy Balakrishnan, C.R. Rao, 2004-01-30 Handbook of Statistics Advances in Survival Analysis covers all important topics in the area of Survival Analysis Each topic has been covered by one or more chapters written by internationally renowned experts Each chapter provides a comprehensive and up to date review of the topic Several new illustrative examples have been used to demonstrate the methodologies developed The book also includes an exhaustive list of important references in the area of Survival Analysis Includes up to date reviews on many important topics Chapters written by many internationally renowned experts Some Chapters provide completely new methodologies and analyses Includes some new data and methods of analyzing them

Professional Issues and Ethics in Physical Therapy: A Case-Based Approach, Second Edition Nancy Kirsch, 2023-11-17 This unique case based resource provides real life ethical scenarios and dilemmas that build your expertise on this increasingly important topic Carefully selected to encourage thinking and discussion the cases in Professional Issues and Ethics in Physical Therapy provide a framework for quickly and accurately answering vital questions when it comes to professional ethics in a physical therapy setting like What should I do and How should I act In addition to addressing clinician patient situations it explains how to resolve issues within institutional and societal perspectives With content specifically designed to help students excel in their Professional Issues Types of Ethical Decisions Case Analysis applies ethical decision making tools to relevant cases with the second section focusing on case analyses The two sections integrate with one another but each can also be read separately

Reimagining Government Faisal Hoque, Erik Nelson, Thomas H. Davenport, 2026-01-06 How AI can help the government lead with speed trust and impact Artificial Intelligence is reshaping what is possible across every sector and public service is no exception Reimagining Government is a bold practical playbook for harnessing AI to deliver smarter faster and more effective outcomes Inside you ll find Clear breakdowns of AI opportunities and challenges in the government space Proven frameworks and maturity models for responsible scalable adoption Insights and examples from real world government innovators Strategies to transform leadership culture and public impact Written for policymakers technologists and civic leaders this book is a guide to making AI work for people as well as for systems

**Ethics in Physical Therapy: A Case Based Approach** Nancy Kirsch, 2018-04-13 A Case Based Approach to Learning Ethics in Physical Therapy Ethics in Physical Therapy utilizes a unique case based approach to teach students and clinicians how to apply theoretical concepts to real world situations The cases were carefully selected to encourage thinking and discussion The accompanying text provides a framework to answer the should questions such as What should I do and How should I act The format provides the opportunity to move beyond the individual realm when appropriate resolving issues within an institutional or societal perspective The text is divided into two sections Ethics for the Physical Therapist and Types of Ethical Decisions Case Analysis They are designed to integrate with one another but each section can also be used separately Part I provides more didactic foundational material while Part II strives to apply ethical decision making tools to relevant cases in physical therapy practice with the second section focusing

on case analyses The purpose of Ethics in Physical Therapy is to give students and clinicians a lens through which to analyze contemporary ethical challenges Philosophical theory within the text is limited to that which can be applied practically in the clinical setting This book is not intended to be a work on ethical behavior rather it is designed to provide students and clinicians with a framework in which to approach the uncertainty of ethical decision making with tools to aid their inherent judgment     Ethics Leadership and Business Depaw, Carl Depaw, 1996     *Educational Leadership* Judy Reinhartz, Don M. Beach, 2004 This textbook and guide for administrators covers the concepts and skills relevant to the creation of collaborative school cultures It addresses topics like campus culture fiscal management communication community partnerships and organizational change Case studies illustrate major principles     Reports of Cases Determined by the Supreme Court of the State of Missouri Missouri. Supreme Court, 1905     **The Guru Guide to the Knowledge Economy** Joseph H. Boyett, 2001

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