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The Entrepreneur's Guide to Customer Development is also available in Russian and Japanese. "This is a must read for all startups and their stakeholders." – Steve Blank, creator of Customer Development, author of The 4 Steps to the Epiphany

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### **(PDF) The Entrepreneur's Guide to Customer Development ...**

key benefit of the product is to your customer (the compelling reason to buy); the "state of being" without your product; and

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how your product differs or “changes the game.” Your positioning will form the basis of your communications with all of your constituents, including customers, investors, partners, employees, etc.

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1. Take simple steps to create huge customer confidence. You want customers and potential customers to be completely confident in you, what you offer and your ability to deliver it. At the core, creating that confidence often takes nothing more than a few small actions on your part.

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The Entrepreneur's Guide to Customer Development Brant Cooper and Patrick Vlaskovits have written a new book, The

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Entrepreneur's Guide to Customer Development, which builds upon the foundational work of The Four Steps to the Epiphany, while improving accessibility, updating the ideas, and making it more actionable.

## **Entrepreneurs Guide: How to Start A Business**

The Entrepreneur's Guide to Customer Development: A Cheat Sheet to The Four Steps to the Epiphany, affectionately known as the "CustDev book," serves as course text for classes at Stanford University, University of Chicago, Boston University, DePaul University, University of Minnesota and

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