

# CREATE SOFTWARE THAT PEOPLE WANT: A SIMPLE PLAYBOOK



TECHBIZCLUB

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**We get it. You learned how to code, but no one taught how to actually come up with good quality software ideas.**

To solve this, we at the TechBizClub have compiled a list of 5 important stages for you to think about!

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## **1.) FIND CUSTOMERS YOU CAN ACTUALLY GET TO**

If you can't reach CEOs, DON'T sell to CEOs.

Find people who you can easily reach. This can be friends, family, or work mates.

Remember, **EVERYONE has problems they want to be solved.**

## **2.) DIG INTO THEIR PAIN POINTS**

Ask them what's broken.

What software tools fail them daily? What problems do they have on a daily basis?

Listen hard—**their frustrations are your goldmine.**

Skip this, and you're building something nobody wants.

## **3.) BUILD A SPECIFIC SOFTWARE FIX**

Take one problem—just one—and **craft software that nails it.**

Doesn't need to be fancy, just effective.

Solve it better than the clunky options they're stuck with.

Precision here is everything.

#### **4.) OFFER THE SOLUTION FOR FREE OR CHEAP**

Counterintuitive, I know. But crucial.

Collect feedback like it's oxygen. Are they hooked? Annoyed?

This is your reality check.

No interest? Back to the drawing board.

#### **5.) ITERATE THE SOFTWARE 'TIL THEY LOVE IT**

Tweak, refine, repeat.

Stop when they're raving about it—not just satisfied.

Then the fun part begins: let's scale this thing up!

#### **WHERE DO WE GO FROM HERE?**

Check out our eBook *Build Software With Purpose* here: <https://payhip.com/b/D8SaR> discussing SPECIFICALLY the how, what, and why of coming up with software ideas that people want.

Get a great introductory understanding of the **business side** of being a software business owner!

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