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# The 7 Day Startup: You Don't Learn Until You Launch

THE  
**7 DAY**   
**STARTUP**

YOU DON'T **LEARN** UNTIL YOU **LAUNCH**

**DAN NORRIS**

FOREWORD BY ROB WALLING



## Synopsis

From generating ideas to gaining your first paying customers, *The 7 Day Startup* is the bootstrapper's bible for launching your next product. In *The 7 Day Startup*, Dan Norris, author and founder of [wpcurve.com](http://wpcurve.com), shows us exactly how he built a cashflowing small business startup from scratch in 7 days (and has since grown it to over \$400,000 in annual recurring revenue in a few short years). What you'll learn in *The 7 Day Startup*- Why validation isn't the answer- How to evaluate your small business startup idea- How to choose a business name, fast- How to build a website in 1 day for under \$100- 10 proven ways to market a business quickly And much, much more! Who this book is for- Small Business Founders- Entrepreneurs (and Wantrepreneurs)- Freelancers and Agencies- Bootstrappers Additional resources included in *The 7 Day Startup* to help you build your startup- Idea evaluation spreadsheet- Business name checklist- Growth tracking spreadsheet- Marketing idea checklist for your small business startup- List of over 100 startup and new business resources

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## Customer Reviews

The 7 Day Startup offers many good tips for the starting entrepreneur, and the idea that you should focus on only what is most important, get the business running as soon as possible and learn as you go is sound. However, IMO the book overgeneralizes. Generally, you can not start a business in seven days. You cannot develop a physical product or software in seven days (or any similarly short time period), and you cannot write a meaningful amount of content in that time. While there certainly are business models that could work that way (the author's own being the prime example), there are many more that can not. Dropbox, cited more than once in the book, certainly could not have been started without at least a minimal client software and servers to run on, and this type of preparation takes time. If you happen to find a business model that can be set up very quickly, it very likely involves a significant amount of manual work at first, and thus carries another risk that is not even mentioned once: what if there is more demand than you can handle? Not being able to deliver can be as dangerous to a starting business as having too few customers: the customers are disappointed, never come back, and very likely will comment negatively in social media. That risk can be reduced with good contingency planning, or with a business that is somewhat scalable from the start, but this typically takes preparation and time, and thus contradicts the premise of the book. The author recommends that if you have a business idea that does not conform to the book's premise, you should rather find one that does. I am not sure I agree. Yes, the best way to learn starting a business is to do it, and maybe even fail a few times until you get it right.

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