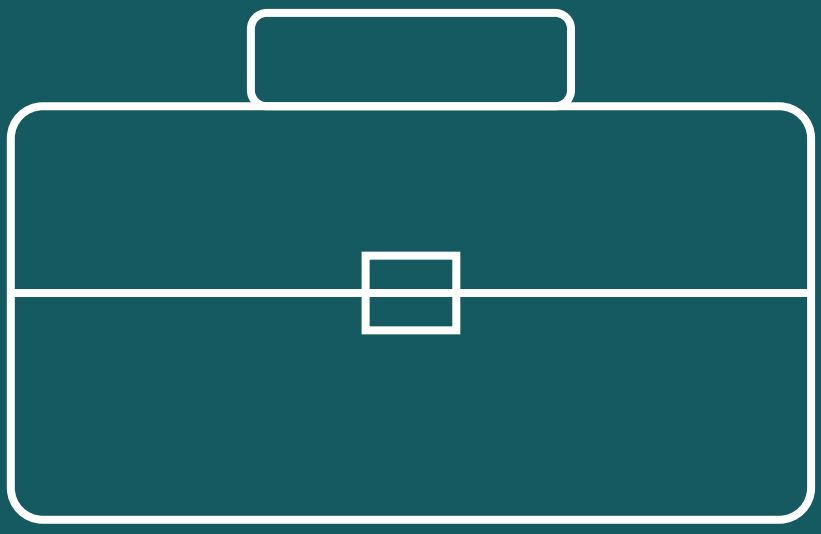
BOOKCHOWK / PRACTICAL MINI BOOKS

The Small Business Experiment Ledger

Run one small operational test and record what it actually teaches you



SanjAI Matta

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One useful result

Run one small operational test and record what it actually teaches you. Work through one lesson at a time, then use the three printable worksheets on a real, low-stakes situation.

Your route through this mini book

1. Turn an idea into a testable question

2. Define the evidence before starting

3. Set limits and keep a change log

4. Decide what the evidence supports

Read the lesson, compare the worked example and complete the action. Pages 7-9 are writing sheets; page 10 helps you review the result. The editable Markdown companion contains the same prompts for reuse in a notes app.

For personal learning and practice. Examples are fictional; adapt the worksheets to your situation.

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Turn an idea into a testable question

Choose one change you can observe within ordinary business work. Write the problem, the proposed change and the result you expect to see. A test is easier to interpret when the question is narrower than “Will this business succeed?” Avoid changing the offer, price, audience and service process together in your first experiment. This workbook helps organise evidence; it does not guarantee demand or recommend a financial investment.

Worked example

A repair shop wants fewer incomplete booking requests. Its question is whether adding a short list of required details to the enquiry message reduces requests missing those details. It is not testing the whole business model.

Try it now

Write one operational question, one change and one observable result. List other changes you will keep out of this test.

NOTICE → CHOOSE → TRY → REVIEW