



Nobody wanted it.

How to use AI to build something people actually pay
for and use.

A practical guide for choosing a real buyer, reaching out to them, and
deciding which ideas are worth acting on.

WHAT YOU WORK THROUGH

01	02	03	04	05	06
Review	Identify	Ask	Send	Read	Decide

FREE IN THIS EDITION

This edition is Module 1 in full. The other 5 modules, the bonus module on mindset and the appendix on turning every prompt into a reusable skill are in the full workbook.

Make your next move count.

Step-by-step modules that you will ideally do in order. Each one leaves you with an action you can take as soon as you finish it, and each one contains a different way to use AI to stand out from the crowd. Module 1 is in this file in full. The rest are in the full workbook, and any locked row takes you to it.

01	Review A post-mortem of your last attempt, and the 1 assumption you should have tested sooner.	Open
02	Identify A sentence describing your buyer, and a list of suitable people.	Unlock
03	Ask A batch of messages to send to your list, and a way to keep track of everything.	Unlock
04	Send One checked message, sent, and a record of what happened.	Unlock
05	Read Reading and understanding the responses from your list.	Unlock
06	Decide A bounded action plan, and a time to review the results.	Unlock
B	Bonus: mindset Why the fear shows up, what actually reduces it, and 3 habits that keep you sending.	Unlock
A	Appendix: turn the prompts into skills Save the prompts you keep repeating as Claude Code skills and Codex instructions.	Unlock

If you could keep one thing in mind as you go along, it's this.

Before you begin: read & apply

Introduction / A letter from Ali

Hi, and thanks for deciding to change your business life forever.

People often say that smart people learn from the mistakes of others. I know you're smart, maybe even smarter than me, so I'm going to keep it a buck with you. I've made a lot of mistakes in a lot of areas of my life, and entrepreneurship is definitely one of them. If you want to grasp the magnitude of those mistakes, imagine that every lead I never followed up with, or never reached out to in the first place, cost me \$500 minimum. I missed thousands of those.

Over the next 6 modules I'm going to tell you exactly how to avoid making the same mistakes, so you can accelerate your journey and actually build the business you always saw on YouTube. You know, the work 5 hours a week one.

Before we begin, think about which of your many projects or ideas you keep coming back to, and go reopen it. If you're struggling to pinpoint one, just remember the one that keeps you up at night and turns you into a chronic overthinker. You know the one. Another feature on the list, and an answer you still haven't got from a buyer. It can be a finished product, an abandoned attempt, or an idea you haven't built yet. Just pick one, because trying to work through your entire future at once will make every answer vague.

By the end of this guide you'll have a buyer you can reach, a message you can send, a record of what happened, and a reason for whatever you do next. That next move might be a small build. It might be a different buyer. It might be stopping this version altogether, and that's completely fine. You don't have to make the original idea win.

Continue on the next page.

Before you begin, continued

Before you begin: read & apply

Introduction / A letter from Ali / continued

The work comes in 2 tracks. Use the ready worksheet if you want to start immediately, and every worksheet in here also comes as an editable Google Doc, Google Sheet and Notion page in your download pack, so you can fill it in on your computer instead of printing anything. Then, throughout the guide, you'll come across accompanying prompts that I've tweaked to give you the results you actually want. If you'd rather have an AI tool build a version for your situation, use those. You can switch between the 2 tracks whenever you like, and neither one needs a particular model or a paid subscription. If you use Claude Code or Codex, the appendix at the back shows you how to turn these prompts into reusable skills so you stop pasting the same thing every week.

I'm really excited for you to learn from my f*ckups and grow into the business of your dreams. Let's get started.

Yours truly,



Ali Lari

Your worksheet

The project I am testing:

The person I think it helps:

The answer I am currently avoiding:

When I will review what actually happened:

Before you move on

Leave a blank wherever you don't know the answer, especially in the next action box. To get the most out of this, though, I want you to do something almost nobody does anymore in the age of instant AI delivery: sit with a thought and stretch your mind a little, until the honest answers rise to the surface.

More on prompting.

Before you begin: read & apply

Introduction / How the process fits together

AI can help you structure a worksheet, write code, make ads, compare your notes, or rewrite a message. It can also produce an elaborate explanation for something that never happened. So a practice I've been implementing is to regularly make it show which part came from my material and which part it simply guessed.

My view is that being able to direct the work matters more as the tools improve. But directing it includes checking it, because a good prompt cannot turn an imaginary customer into a real one, and generating a prototype does not tell you whether anybody wants the result.

Put the instruction below into your tool's settings or memory file before you run a single prompt from the modules. In Claude Code that's CLAUDE.md, in Codex it's AGENTS.md, and most other tools have an equivalent. The appendix at the back has the links and the exact file paths.

You are helping me research a real buyer before I build anything. Work only from the material I give you in this conversation, including the blank worksheets I upload as templates. Separate observations, inferences and unknowns. Do not invent people, quotes, demand, prices, commitments or results. Point to the input supporting each observation. Ask when a missing fact would change the decision. Give me an editable working draft, and leave the decision to me.

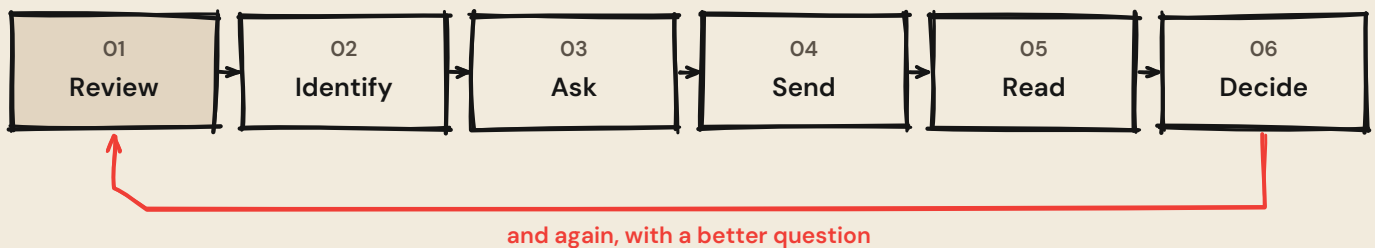
Upload the blank worksheets from your download pack once, at the start. Several prompts later on refer to them by name, the post-mortem sheet in particular, so having them in the conversation saves you re-explaining the format every time.

Continue on the next page.

More on prompting, continued

Before you begin: read & apply

Introduction / How the process fits together / continued



Roughly, that's what the process looks like from A to Z. Review the old attempt at validating your idea, if you have one, so you can learn from your mistakes. Then choose a buyer, write the message, send it, read the response, and decide the next action. The modules in this guide are really just parts of one process in disguise, and the last step feeds straight back into the first.

The deadlines you'll see are working limits you can adapt. Treat them as a game you're playing with yourself to find out what you're actually capable of in a week.

Before you move on

If your idea is brand new and has no history of validation or outreach behind it, you can still use module 1. Use it to separate what you know from what you're assuming about the idea and its market, then move on to module 2.

01

Review

The first and last step of the process.

You are starting where most guides do not, which is with whatever you already tried. In this module we take your last attempt apart and find the 1 question you should have asked sooner.

What you'll leave with

A post-mortem of your last attempt, and the 1 assumption you should have tested sooner.

The attempt

The evidence

The next test

Jump to a step

1. Your post-mortem sheet
2. Reading your own history
3. Worked example
4. Build your own version
5. Success criteria

The graveyard

Worksheet

Module 1 / Your post-mortem sheet

Fill this in before reading the explanation on the next few pages. Make one copy per project, and use your actual notes wherever they exist, marking anything you're recalling from memory as a recollection.



Editable copy: the post-mortem sheet is in your download pack as a Google Doc, a Google Sheet and a Notion page.

The attempt

Project and period:

What I built or intended to build:

Who I thought it was for:

Who I actually asked before building:

The first real signals

What I asked them:

What they said or did, with the date and source if possible:

When I first put a concrete offer in front of a relevant person:

What happened after that offer:

The response

When I first saw evidence against my expectations:

Continue on the next page.

Your post-mortem sheet, continued

Worksheet

Module 1 / Your post-mortem sheet / continued

What I changed in response:

Why I stopped my outreach, or why it is still unresolved:

Now finish these sentences:

The earliest unsupported assumption was...

The earliest useful warning was...

The test I would run earlier next time is...

Before you move on

If nobody was asked, write that down. And if people were asked and the product still failed, write that down too. The sheet is allowed to disagree with the story you walked in with.

Find the point where the evidence stopped

Read & apply

Module 1 / Reading your own history through the validation sequence

"I should have marketed it better" can describe several completely different problems. Perhaps the right people never saw the offer. Perhaps they saw it and didn't care. Perhaps they cared, but the product didn't deliver once they tried it. Those 3 possibilities require entirely different responses from you.

Here's the sequence your validation actually runs through: person, problem, offer, exposure, response, use. Let's call it the validation sequence, and notice how closely it maps onto the modules of this guide.

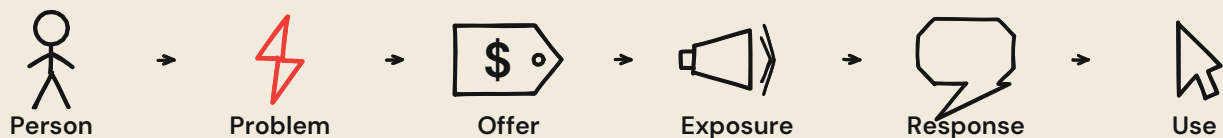
At each step you'll find one observation, a couple, or none at all, either because of a bottleneck in the idea or the distribution, or because of an abrupt interruption you caused yourself. For example, if you never shared your landing page with anyone, that's an interruption at the exposure step, and a lack of purchases afterwards cannot tell you much about willingness to pay. Similarly, if 10 relevant people tried your product and couldn't finish the task, that's a problem at the use step, and better distribution alone won't fix that experience.

Continue on the next page.

Reading your own history, continued

Read & apply

Module 1 / Reading your own history through the validation sequence / continued



Don't force every dead project into a customer-discovery lesson, though. A project can fail because it's unreliable, unaffordable to deliver, badly timed, or simply no longer worth doing. Your job here is to find the earliest testable mistake, not to prove that every failure happened before you shipped a single line of code.

So write a sentence that separates the event from your interpretation of it. "I sent the page to 3 friends and none of them bought" is the event. "There is no market" is a much larger conclusion, and it's missing a lot of steps in between before it touches reality. What did those 3 friends actually have in common with your buyer?

Before you move on

Choose the one missing observation that would have changed the outcome, and your idea's trajectory with it. That single observation is the most useful thing you can carry into your next attempt, and module 2 is where you'll go and get it.

A worked post-mortem

Worked example

Module 1 / Worked example

The setup

Maya builds a proposal follow-up assistant for independent designers. She's the example we'll follow through the whole guide, so you can see each worksheet filled in by someone other than you.

What Maya did

Maya spends 4 weekends building it. Before she starts, her 2 closest friends are impressed by the idea and constantly compliment her initiative, although neither of them regularly sells design projects. After finally launching, she posts once on LinkedIn, gets 40 page visits and 0 signups. She gives up, because she reckons "designers don't pay for software" and the "market is saturated anyway".



Observed and unknown

Map that against the validation sequence and it gets clearer. She has something at person (2 friends, who don't match the buyer) and at exposure (1 post, 40 visits). She has almost nothing at problem, offer or use, because nobody ever described a real follow-up problem to her and nobody ever tried the thing. So what's observed is 2 encouraging comments, 1 public post, 40 visits and no purchases. What's unknown is who visited, whether they had an active proposal, whether they understood the offer, and whether checkout even worked. Her conclusions about designers not paying, and the market being saturated, have no basis in reality yet.

Continue on the next page.

Worked example, continued

Worked example

Module 1 / Worked example / continued

A better test

A better next test is to speak to designers who've recently sent a proposal and ask what happened after they sent it. If several of them say follow-up is easy but rewriting the scope is painful, the original idea may need to change direction. And if someone describes a genuinely painful follow-up process and is willing to look at a small example she puts together, then a small test is probably worth her time.

What changes

Maya can't act on her old, very limited evidence by imagining what those 40 visitors thought. What she can do is choose a clearer next question, run it past a much larger sample, meaning tens if not hundreds of her ideal customers, and then form conclusions that are actually grounded in what people told her.

Your turn

Take the broad explanation you wrote on the post-mortem sheet and underline the parts you directly observed. Everything left over is a question, not a fact. On the next page you'll run a prompt that sorts those two piles for you, and in module 2 you'll turn the biggest remaining question into a person you can actually ask.

Have AI compare the attempts

Prompt

Module 1 / Build your own version

Assuming you've already saved the instruction from the introduction into your tool's memory file, open a new chat and use this prompt.

The prompt

Create one post-mortem sheet per project from the material below, using the blank post-mortem sheet I uploaded as the format. Include intended buyer, actual people asked, question asked, observed response, first concrete offer, first contradictory evidence, action taken and unresolved facts. Keep dated records separate from my recollections. For each conclusion, quote only the relevant short input passage or cite its label. Identify patterns across projects only when at least 2 supplied records support them. Do not decide that a project failed before it was built unless the evidence supports that claim. End with 3 possible earlier tests and the uncertainty each one would resolve, then ask me to choose one. Material follows:

→ **Paste your own material underneath the prompt: old notes, launch posts, DMs, analytics screenshots, whatever you still have.**

Then read its output next to your notes. If it says "users wanted", go and find the input that supports that. If your input actually said "one friend suggested", correct it. And if the model has given every project the same neat cause, ask it to show you the differences instead.

Check the result

You can also ask for an empty version of the worksheet. Describe the fields you need and request a plain table you can paste into your own document, rather than spending an evening designing a dashboard for a question that fits on a single page.

Carry one change forward

Review & decide

Module 1 / Success criteria

You've finished this module when you can name one assumption you're going to test earlier next time. That's it.

Now write down the old pattern you noticed in your previous attempts, without turning it into a pity party. Observing that you always build before asking a relevant buyer in your ideal customer profile leaves you with an action to change, which is simply to ask sooner. Concluding that "I'm bad at selling" leaves you with almost nothing to do, and pretty much guarantees you'll repeat the cycle.

That difference matters more than it looks. Psychologists who study procrastination describe it as short-term mood repair, meaning we avoid the task that threatens us and feel better immediately, which quietly trains the avoidance. An identity statement like "I'm bad at selling" is comfortable precisely because it removes the next action. A behavioral statement keeps the action in view. There's more on this in the bonus module at the back, and it's worth reading before you start module 3.

Continue on the next page.

Success criteria, continued

Review & decide

Module 1 / Success criteria / continued

Your worksheet (for 1 behavior, and feel free to add more)

A behavioral pattern I saw in myself, and how it led to unsuccessful outcomes:

Why I keep doing it, in my own words, which might be something like avoiding selling or fear of rejection:

One action I will perform to not repeat this pattern:

The observation that would tell me the change helped:

The attractive task I will postpone until that observation exists, such as opening Claude and prompting your next feature:

For Maya, the change might be asking 5 designers about recent proposals before building another follow-up feature. 5 is her working limit and a good starting point for a first round, not a number that proves demand. It's an almost no-brainer item, because reaching out to 5 people is easy, and it makes her more comfortable with the process so she can scale it up later.

Before you move on

Keep this sheet somewhere you'll see it, and look at it every once in a while. It'll help you notice when your patterns are starting to repeat, so you can catch them early rather than 4 weekends in.

That was module 1.

You now have a post-mortem of your last attempt, and the 1 assumption you should have tested sooner. The next 5 modules turn that assumption into a real buyer, a sent message and a decision.

WHAT THE REST LEAVES YOU WITH

02	Identify	A sentence describing your buyer, and a list of suitable people.
03	Ask	A batch of messages to send to your list, and a way to keep track of everything.
04	Send	One checked message, sent, and a record of what happened.
05	Read	Reading and understanding the responses from your list.
06	Decide	A bounded action plan, and a time to review the results.
B	Mindset	Why the fear shows up, what actually reduces it, and 3 habits that keep you sending.
A	Appendix	Save the prompts you keep repeating as Claude Code skills and Codex instructions.

The workbook is ready. The Club opens later.

THE WORKBOOK

- ✓ Modules 2 to 6, the bonus module on mindset and the appendix.
- ✓ Every worksheet as a Google Doc, Google Sheet and Notion page.
- ✓ An EPUB for your phone, and the guide as an editable document.

The full workbook is available now. Your Club bonus follows when access opens.

\$9

ONE PAYMENT

skool

FIRST MONTH INCLUDED WHEN THE CLUB OPENS

- ✓ Your first month is included when Club access opens.
- ✓ A self-paced path for choosing a buyer and testing an offer.
- ✓ Workbook lessons in the classroom.
- ✓ Sunday build clinics are planned; the schedule is not confirmed.
- ✓ An invite will be sent when access opens. No date is promised.

Get the full workbook

The Club invite comes when access opens.