

Rising Tide Startups Podcast Listener Feedback Summary

Evan Kubicek - CoachK

1/23/18 Season 1, Episode 4

"Listener Created Feedback!"



Obstacle 1 - Evan had clearly identified his target market but very little response to the complete coaching package offerings? How could his market response be improved?

1. During the podcast, Evan makes a statement about his market being "targeted to men," and seems to be questioning if this is a limitation. In today's online world, it is often a very successful strategy to niche down until it hurts. Maybe Evan needs encouragement to specialize even more, since he also currently has the luxury of full-time employment elsewhere.
2. Another strategy may involve looking at his pricing structure. Does it fit his needs, or his market?

Obstacle 2 - How is the best way to balance focus on one path and the need to iterate to adapt an "MVP" methodology?

1. Counterintuitive advice – Start giving away your best stuff, stuff people will actually pay for. This forces you to really get to the heart of your business, that may not have come out of you yet.
2. Capitalize on the luxury of not having to "live" off of this Coaching side hustle.

Consistent feedback from listeners – "Evan seems like a great coach!"

"Learn to live in the tension" - Evan Kubicek

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