
The 30-Buyer Test

Before you build the thing, find out if anyone will buy the thing.

You might be drowning in really, really good ideas about what to offer, sell, make, or launch. This playbook is a fast, honest way to decide whether to pursue an idea — by getting specific about the real, named human beings who will actually pay for it.

It takes about twenty minutes. Bring one idea. A pen. And your willingness to be honest with yourself.

HOW TO USE THIS

Watch the short video that came with this playbook first, then work through the five parts in order. Fill in the blanks by hand or type into them. The goal is not a perfect document. The goal is clarity about whether to keep going, refine, or park this one and move to the next idea.

PART ONE

Set a Timer for Two Minutes

About 5 minutes

Here is the test. Set a timer for two minutes. Then write down 30 people — 30 actual, real-life human beings — who are going to buy this, enroll in this, or do this with you. Not "small

business owners." Not "women in transition." Names. People you could picture. People who have the problem you solve and who want to pay to solve it.

ANNE SAYS

Thirty buyers. They have the problem that you're solving, and they want to pay for it. If you have 30 people, keep going. If you don't have 30 people yet, don't sweat it — just go back to the drawing board and take one of your other ideas to the 30-people test.

Your idea, in one sentence

What are you thinking about offering, selling, making, or launching?

Your 30 real buyers

Two minutes. Real names. Go.

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12

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14

15

Your honest count

How many real names did you get to in two minutes? Circle one.

30+ · 20–29 · 10–19 · Under 10

If you got to 30, you have something real. If you didn't, you don't have a bad idea — you have an idea that isn't ready yet.

PART TWO

Make One Buyer Real

About 6 minutes

A list of 30 names proves demand exists. Now go deep on one. Pick the person from your list who is most obviously your buyer, and build them out until you can hear them talk. This is your Ideal Client Profile — a strategic tool for every decision you'll make about pricing, messaging, and what to build.

Start with the basics

Real or composite — but specific.

Their role, their organization, their world

The problem they'd pay to solve

What are they stuck on that they haven't been able to fix on their own? Be specific.

How they talk about it

In their words, not consulting language. What do they say when they're venting to a colleague at 2am?

What they've already tried — and what they wasted money on

Why you, specifically

What do you bring that a generalist doesn't?

PART THREE

Now Make Them Difficult

About 4 minutes

Do not build your cheerleader. Build the buyer who pushes back — the one with budget constraints, a bad past experience, and strong opinions that differ from yours. If you can win them over, you can handle almost anyone.

ANNE SAYS

I created an ideal client and named her Barbara Reed. I made her difficult — sort of mean — so I'd know her objections before I ever encountered them. I want to know what Barbara Reed will say when I say XYZ. If I can win over Barbara Reed, I can handle most objections. She pressure-tests my thinking.

Your Barbara Reed

Give your difficult buyer a name. Then write their three hardest objections to what you're offering.

Objection 1

Objection 2

Objection 3

Your answer to the hardest one

How do you respond — without lowering your price?

PART FOUR

The Gary Vee Test

About 3 minutes

The next question depends on how much you're going to put into this — launching it, offering it, inviting people to it. So ask yourself the Gary Vee question: are you willing to tell everyone in your life that you're doing this?

- ☐ Would you take out your phone and text this to everyone in it?
- ☐ Would you put it on the Facebook account you've had since back in the day — the one that's mostly your middle-school friends?
- ☐ Would you say it out loud to one real person who could actually be a client, a referral source, or an honest peer — not your partner, not your mom?

If you'd tell everyone in your life about this offer, and you've got your 30 people — proceed. If not, do not pass go. Do not collect a thousand dollars, or a hundred, or even one. Just go try the next thing.

PART FIVE

Lock It, or Let It Go

About 2 minutes

You've tested demand, made your buyer real, pressure-tested the objections, and checked your own conviction. Now decide — and name your first move.

THE OLD WAY	THE TEST YOU JUST RAN
Build it first, then hope someone shows up.	Name 30 real buyers first, then build.
Lower the price when someone hesitates.	Never lower the price. Adjust the scope.
Speak to everyone.	Speak to one specific, difficult, real person.

ANNE'S RULE

Never lower your price. Adjust your scope. The moment you can say the price out loud and not flinch, you've locked the offer.

My decision

Circle one, then write your reason.

Proceed · **Refine it** · **Park it and try the next idea**

My first 3 target clients

From your 30 — the three you'll actually reach out to first.

The one real human I'll say my offer out loud to this week

KEEP GOING

Keep Going With She Leads AI

This is the front door to the work we do together at She Leads AI — getting specific about who you serve, building an offer you can say out loud without flinching, and reaching the people who are ready to buy. Here's how to stay in it.

An AI Academy Grounded in Powerful Community.

4,000+ women educated in responsible AI · **400+** free AI events hosted · **200+** women on virtual and IRL stages

The SLAI Effect

Free

For more resources like this, join The SLAI Effect — She Leads AI's community-driven multimedia email experience. Every issue brings free SLAI tools, BTS of women in AI, and ways to ground your AI practice in community.

LET'S SLAI →

The She Leads AI Society

\$787/yr (Save 15%) or \$77/mo

The powerful community — home to the Build, Launch, Scale Lab, weekly Social Saturdays, Member-Led Jam Sessions, the She Leads Reads Book Club, and a 24/7 network on Mighty Networks. Member discounts on every Academy program included.

LET'S SLAI →

Tools to Go Deeper Inside She Leads AI

When you're ready to go past the 30-name test, these are the tools we build with inside the Academy and the Society.

Imaginary Persona Builder

Build and stress-test your ideal client, then rehearse the pitch before the real call.

Dossier Extreme

Deep research on one specific person before a high-stakes meeting.

Ultimate Prospect Research Tool

Walk into a discovery call already knowing your buyer.

AI Authority Builder

Turn your body of work into an AI-era authority profile — positioning, content angles, and outreach hooks.

WHERE THIS GOES NEXT

You don't have to do this part alone.

Test the idea, lock the offer, find your people — come do it with a room full of women doing the same.

Find the community and the programs at sheleadsai.ai.

Anne Murphy and the agentic team at She Leads AI

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