

# Nail It Then Scale Nathan Furr

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### Nail It Then Scale Nathan

Nail It Then Scale It provides the methodology necessary to vet the idea and then run with it. After reading though the book twice, I purchased the audio book to listen to as I drive. The audio book teaches and inspires while bringing real world application to your entrepreneurial spirit. ... Paul and Nathan have seen hundreds of companies and ...

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"Nail It then Scale It has changed the way I think about being an entrepreneur. We've been in 50 customers' offices, have 6 commitments to beta our product and have created and sent out a marketing piece - but the best part is we haven't spent a cent on development yet. Nathan and Paul have saved us thousands of dollars."

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The goal of any entrepreneur is to build something customers want, for a problem they're willing to pay for. Yet 90% of businesses fail because they can't get anyone to buy. Why is this the case?

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