



## Don't use beta labels

Instead of alpha/beta/MVP, use labels like early access, golden ticket, or invite-only.

Stop using alpha, beta, or MVP labels with your customer.

Alpha/beta labels position the customer as the prize.  
They start by asking customers to do you a favor:

"Please try out my first half-baked attempt at a product, and if you deem it worthy, please consider buying it."

MVP labels make your customers feel like guinea pigs in your experiment. With dozens of other choices, customers don't stick around; they leave.

Instead, level up to build a better Release 1.0 out of the gate by

1□ Understanding your customers better than they do

2□ Designing products that nail their problems and deliver better outcomes

3□ Position your Release 1.0 as a prize.

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Newer

Older

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