

10 DIAGNOSTIC QUESTIONS FOR ASSESSING PRODUCT-MARKET FIT

1. Are customers actively seeking out your product or service?
2. Do you have evidence of repeat usage or frequent purchases from your users?
3. Does your product solve a specific, significant problem for your target market?
4. Have customers explicitly expressed satisfaction or relief because of your product?
5. Are your customer acquisition rates steadily increasing?
6. Do you have high retention rates, with customers continuing to use or renew your product?
7. Have you received organic, unsolicited referrals or positive reviews?
8. Is there consistent demand from your target market without excessive marketing spend?
9. Is your product generating sustainable revenue or meeting key financial milestones?
10. Are you able to scale the product without significantly increasing churn or losing quality?