The SaaS Product-Market Fit Field Guide

Validate your SaaS idea before you spend a dime on ads or code.

Section 1: Customer Discovery Interview Template

Objective: Understand your target user's pain, behavior, and priorities.

Top 7 Questions to Ask:

1. What's the biggest challenge you're facing in [problem area]?

2. How are you currently dealing with that problem?

3. What tools, software, or workarounds do you use?

4. What do you wish those tools did better?

5. Have you paid for a solution before? Why or why not?

6. What happens if this problem isn't solved?

7. If a perfect tool existed, what would it do?

Pro Tip: Avoid pitching. Focus on listening and identifying emotional language.

Section 2: Smoke Test Landing Page Checklist

Build It Fast With: Carrd, Webflow, Unbounce

Landing Page Must-Haves:

- Clear value prop headline

- Description of the product benefits

- Mockup or visual (real or imagined)

- CTA (email sign-up, waitlist, demo request)

- Social proof or credibility tag (if any)

Goal: Simulate a real product page and test interest with zero backend.

Success Signals:

- 15% conversion rate from visitor to signup

- Organic shares or mentions

- Follow-up messages asking about timeline

Section 3: Community Engagement Script

Where to Post: Reddit (niche subs), Indie Hackers, Slack groups, Discord, Product Hunt discussions

Example Script:
 Hey folks — I'm exploring a new tool for [target user] struggling with [pain point].

I put together a simple landing page: [link]

Would love to hear your feedback:

- Does this solve a real problem?

- What's missing?

- Would *you* use this?

Thanks in advance!

Bonus Tip: Be human, not salesy. Authenticity wins.

Section 4: Feedback Scorecard

Track responses and signals of early product-market fit:

Signal	Yes / No
User asked to join beta/waitlist	
User asked about pricing	
User tagged a friend/colleague	
User said "I've been looking for this"	
User offered suggestions/improvements	

Use this to measure *pull*, not push.

Section 5: Messaging Test Framework

Run These A/B Headline Tests:

- Problem-first: "Tired of chasing clients with spreadsheets?"

- Outcome-first: "Automate your billing and get paid 2x faster"

- Curiosity: "The invoice tool 3,000 freelancers are switching to"

How to Test:

- Use paid traffic (if budget allows)

- Or A/B test in communities, email lists, and social polls

Goal: Find which message gets the strongest response *before* building the product.

Final Thought: Traction > Traffic

The best SaaS companies find product-market fit *before* they scale.

Use this field guide to:

- Validate real demand

- Build something people want

- Save time, money, and stress

Need help applying this?

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